

EEG CORP NEWS

Together for a Better Environment®



مجموعة عمل الإمارات للبيئة
EMIRATES ENVIRONMENTAL GROUP



July 2025
Issue 07

Advancing Circular Economy in the UAE: Innovations, Strategies and Industry Collaboration



4th Panel Discussion

27. 08. 2025

Upcoming Events

Recyclables	Government & Corporate	Residential	Students & Individuals
Paper	1,000 kg	Paper	500 kg
Plastic	200 kg	Plastic	100 kg
Glass	100 kg	Glass	50 kg
Aluminum cans	100 kg	Aluminum cans	50 kg
Steel Cans	100 kg	Steel Cans	50 kg
Mobile Phones	50 pcs	Mobile Phones	25 pcs

Category	Qty.
Families & Individuals	10 kg
Academics	20 kg
Companies	50 kg

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Reach Out to EEG for More Details



BRING YOUR RECYCLABLES:

From Monday to Friday & Sunday 9:00AM to 5:00PM
Villa No. 117a - JMR. 68, Jumeirah 1,
Between old Dubai Zoo & Beach Centre.
For more info, call EEG at 04 344 8622, or
email eeg@emirates.net.ae - www.eeg-uae.org



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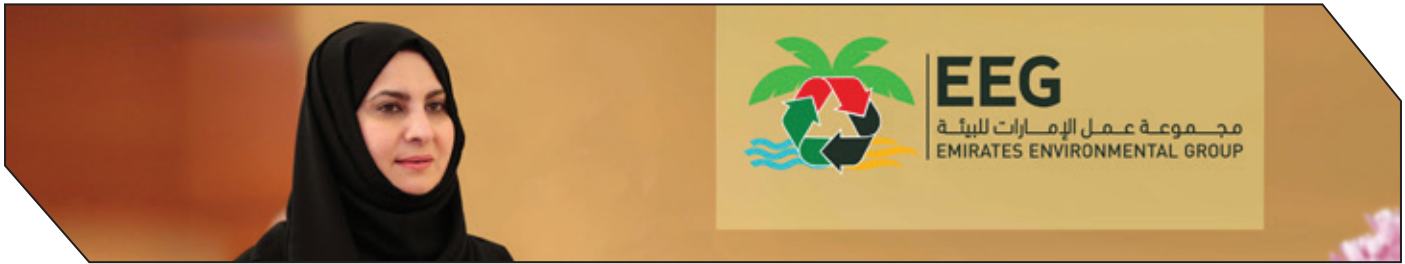


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Meg Patacsil



Habiba Al Mar'ashi

Dear members, partners, valued readers and well wishers

As we step into the 2nd half of 2025, I find it fitting to pause and reflect on the incredible journey we have embarked on so far this year—collectively and collaboratively. The global call for sustainability has never been more urgent, and the Arab region is rising to meet this challenge with growing commitment, clarity of vision and meaningful action.

The first six months of this year have seen transformative conversations taking place at the highest levels of government, business, and civil society across the region. From green hydrogen investments and waste valorisation to biodiversity conservation and ESG governance, the foundations for a more sustainable future are being firmly laid. At the Emirates Environmental Group (EEG), we are proud to be an active catalyst and trusted platform in this movement, championing environmental action and multi-stakeholder collaboration for over 34 years.

June was a month of exceptional engagement—a celebration of both our planet and our shared values. It brought with it a series of remarkable observances, including World Environment Day, World Oceans Day, and World Day to Combat Desertification, reminding us of the fragile beauty and the immense responsibility we hold towards Earth's natural systems. It was also a time of personal and spiritual significance, as we celebrated Eid Al Adha, a moment of generosity, gratitude and renewal—principles that resonate deeply with the ethos of sustainability.

We began the month on a high note with the Emirates Recycling Awards 2025 on 3rd June, our premier event recognising pioneers of circular economy and environmental excellence. This annual celebration continues to grow in stature, shining a spotlight on the transformative power of responsible waste management and community-driven sustainability.

On 4th June, we were proud to see our long-standing tree-planting initiative "For Our Emirates We Plant" named as one of the Top 20 initiatives in the Majra Sustainable Impact Challenge. It is an affirmation of the power of grassroots action and the role of community in environmental stewardship.

On 5th June we participated virtually in the 8th Informal Meeting of the Group of Friends for Enhanced Civil Society Participation in UNEP-led Events further highlighted the necessity of inclusive and accessible governance in tackling global environmental issues.

On 8th June, I was invited to share insights on Dubai Eye's "The Agenda" radio programme with Georgia Tolley. The conversation focused on beach pollution, an issue of growing concern in the UAE.

We addressed public behaviours, policy implications, and the urgency of preventive action to preserve our marine ecosystems. We also maintained our active role in regional and international policymaking.

We took part in two CPR Subcommittee meetings on 10th & 17th June, ensuring that the voice of civil society continues to be heard in environmental diplomacy.

On 16th June, the EEG team participated in Accenture's "Stronger Together" programme, which explored purpose-led innovation and corporate sustainability wherein I gave the opening address.

That same day, we joined an insightful event organised by the Environment Agency – Abu Dhabi in collaboration with Sorbonne University, where findings from a sociological study on household waste were shared, along with the launch of a new behavioural nudging campaign aimed at reducing waste at the source.

On 17th June, I had the honour of delivering the opening keynote at the World Green Building Council's MENA Regional Workshop. My address underscored the urgent need to integrate the built environment into Nationally Determined Contributions (NDCs) and to champion net-zero buildings through bold policies and innovative partnerships.

On 25th June, EEG proudly convened its 3rd Panel Discussion of the year, under the compelling theme: "Your Waste, My Treasure: Advancing Circular Economy through Waste Valorisation." Hosted at Dubai Chambers, the session brought together a dynamic mix of industry leaders, youth representatives, policymakers, and academics to unpack the transformative potential of waste when seen not as a burden, but as a valuable resource.

The discussion highlighted innovative technologies, forward-looking regulatory frameworks, and successful public-private partnerships—all vital levers in accelerating the UAE's transition toward a circular economy. It also provided a platform for cross-sectoral collaboration and youth engagement, reinforcing the importance of education and awareness in shaping future sustainability leaders.

Capping off the month, I participated in the World Green Building Council (WGBC) Annual General Meeting (AGM) on 30th June, an esteemed global meeting that convened green building councils and sustainability leaders from around the world.

June was more than just a series of events—it was a celebration of environmental progress, collective responsibility and renewed purpose. The conversations we led, the platforms we supported, and the actions we inspired have created ripples that we hope will lead to waves of sustainable change.

As we look to the remainder of the year, let us stay grounded in our purpose, courageous in our ambitions, and united in our efforts to build a better, greener, and more just world. Let us each do our part. Sustainability begins with us.

Stay tuned for our upcoming events and initiatives, and follow us on our social media platforms @eegemirates to stay engaged and inspired.



Emirates Recycling Awards

3rd June

In a powerful display of environmental commitment and community collaboration, the Emirates Environmental Group (EEG) proudly celebrated the 28th Cycle of its annual Emirates Recycling Awards on 3rd June 2025, commemorating World Environment Day under the inspiring global theme, “Ending Plastic Pollution.” The prestigious event, held under the patronage and presence of H.H. Engr. Sheikh Salem bin Sultan bin Saqr Al Qasimi, took place at Dubai Knowledge Park, bringing together a vibrant cross-section of stakeholders—academic institutions, corporations, government entities, diplomatic missions, families, media and civil society actors—all united in their shared dedication to environmental sustainability.

In her keynote address, EEG Co-Founder & Chairperson, Mrs. Habiba Al Mar’ashi, delivered a resounding call to action: “Recycling is no longer optional—it is essential. As we stand at a critical juncture for our planet, the Emirates Recycling Awards remind us that sustainability is a shared responsibility.” Her words reinforced EEG’s long-standing mission to mobilise individuals and institutions towards a circular economy that reduces waste, conserves natural resources, and mitigates climate impact.

The Emirates Recycling Awards stand as a flagship initiative of EEG, honouring outstanding contributions to waste reduction, resource recovery and environmental education. Now in its 28th year, the awards serve as a living testament to what can be achieved when diverse sectors of society unite behind a common cause. Beyond the numbers, the event was a celebration of environmental advocacy, innovation, and hope. It recognised the tireless efforts of individuals, students, institutions, and corporations that continue to raise the bar for sustainability in the UAE and beyond.



The winners for year 2024 of EEG’s Emirates Recycling Awards were:

	Corporate	School	Family
Paper	Department of Finance Abu Dhabi	Gems Modern Academy	Sultan Ali Alzaabi
Plastic	Abela & Co	Our Own High School, Dubai	Ali Darwish Mubarak Salim Alzaabi
Glass	Dubai World Trade Centre	The Arbor School	Mariah Mubarak
Aluminium Can	Emirates Flight Catering	Higher College of Technology Fujairah	Ibrahim Pasha

	Corporate	School	Family
Mobile Phone	The Public Prosecution Office - Dubai	Our Own High School, Dubai	Amal Saeed Al Shamsi
E-Waste	Jaleel Holdings LLC	Delhi Private School Dubai	Muneera Darwish Alzaabi
Scrap Metal	Marco Polo Hotel	Sultan Bin Zayed School Al Ain	Fateem Ali Alzaabi
Printer Toner	Besix Construct LLC	Higher College of Technology Fujairah	Pavan Jolly Pratheesh

Mrs. Al Mar’ashi extended her deepest gratitude to the event’s supporters and collaborators, with special recognition to McDonald’s UAE and Acer as Silver Sponsors, Dubai Knowledge Park as the Event Host, and several in-kind sponsors including Almarai, Brother International, ITL Cosmos, and Nikai Group of Companies. She also acknowledged the generous hotel partners who provided hospitality gifts for the winners.

In closing, Mrs. Al Mar’ashi said, “Let us honour the Year of Community by working hand-in-hand to safeguard our environment. Every action counts. Let’s continue to support initiatives that ensure a greener and healthier future for generations to come.”

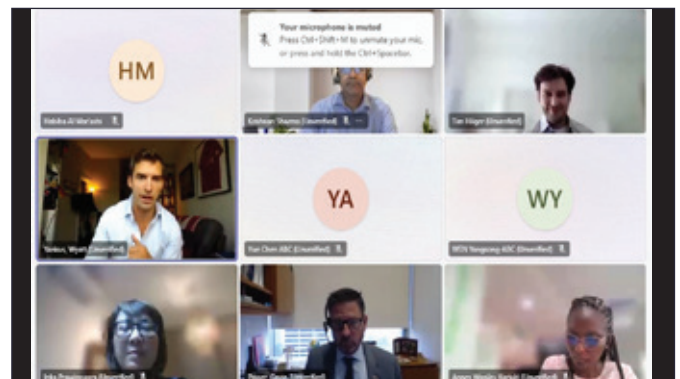
GISD Briefing on FFD4 and the International Business Forum

3rd June

On 3rd June, Mrs. Habiba Al Mar’ashi, EEG Co-Founder and Chairperson, participated in a high-level virtual briefing organised by the Global Investors for Sustainable Development (GISD) Alliance Strategy Group. Attending in her capacity as a Board Member of the GISD Alliance,

The meeting centred on preparations for the 4th International Conference on Financing for Development (FFD4) and the International Business Forum (IBF), both pivotal platforms for global dialogue on sustainable finance. Discussions included the finalisation of the IBF programme, the review of the Business Sector Communique outlining private sector commitments, planning outreach and communication strategies, and updates on the Sevilla Platform for Action.

The session marked a crucial step in ensuring the private sector plays a proactive, accountable and innovative role in financing sustainable development globally.



Majra’s Sustainable Impact Challenge

4th
June

In a proud moment of recognition, EEG was honoured to have its flagship initiative, “For Our Emirates We Plant,” selected as one of the Top 20 impactful projects at the inaugural Sustainable Impact Challenge, hosted by Majra UAE. The final ceremony took place on 4th June at the SEE Institute in The Sustainable City, Dubai, gathering sustainability leaders, government ministers and CSR professionals from across the UAE.

Chosen from over a thousand submissions representing exceptional innovation and dedication to sustainable development, EEG’s inclusion in the final shortlist is a resounding endorsement of its long-standing commitment to climate action, community engagement and ecosystem restoration.

“For Our Emirates We Plant” is EEG’s pioneering tree planting programme, which has grown into one of the UAE’s most recognised grassroots environmental campaigns. Since 2007, we have planted over 2,147,392 million trees across the UAE—trees that have not only absorbed more than 186,213 metric tonnes of CO₂ but also fosters a deep sense of environmental responsibility within the community.

At the awards ceremony, the shortlisted organisations each delivered a one-minute pitch to an audience of national leaders and sustainability experts. EEG’s presence among the finalists reflects the organisation’s powerful blend of impact, scalability and alignment with national and global sustainability agendas, including the UAE Vision 2030 and the UN Sustainable Development Goals.



Beach Pollution on Dubai Eye 103.8 FM

8th
June

On 8th June, the EEG Co-Founder and Chairperson, was featured on Dubai Eye’s prominent radio programme “The Agenda with Georgia Tolley” to discuss the growing issue of beach pollution in the UAE.

In the segment titled “Litter Louts: Should We Fine Our Way to Cleaner Beaches?”, she addressed the need for a comprehensive and sustainable approach to tackling littering in public coastal areas. She highlighted that while the implementation of fines may deter offenders, the real solution lies in education, behavioural change and consistent community engagement.

She drew attention to EEG’s three-decade-long efforts to instill environmental values across all segments of society. Since its founding in 1991, EEG has led grassroots initiatives aimed at waste reduction, conservation, and environmental awareness. These campaigns have empowered individuals, especially youth, to take ownership of their environment and make conscious,

lasting changes in behaviour. The discussion also emphasised the importance of strong policies, corporate accountability, and civic participation in preserving the UAE’s natural heritage.

Tune in to the full interview <https://omny.fm/shows/the-agenda-with-georgia-tolley/litter-louts-should-we-fine-our-way-to-cleaner-beaches>

Accenture’s “Stronger Together: Connecting Hearts and Minds” Programme

16th
June

On 16th June, EEG proudly participated in the “Stronger Together: Connecting Hearts and Minds” Programme, hosted by Accenture at their Dubai office. The event brought together thought leaders, sustainability professionals, and change-makers to explore collaborative pathways towards achieving SDG 16 (Peace, Justice & Strong Institutions) and SDG #17 (Partnerships for the Goals).

The programme opened with a keynote address by EEG Co-Founder and Chairperson, Mrs. Habiba Al Mar’ashi, who set the tone for the day by emphasising the urgent need for unified action, ethical leadership, and values-driven collaboration. She highlighted that true progress toward the Sustainable Development Goals can only be achieved when institutions and communities operate from a place of shared purpose and integrity.

“In a world facing increasing complexity, instability, and environmental degradation, we must strengthen our institutions with policy and with empathy and partnership,” she remarked. “The hearts must lead as much as the minds. Only then can we build peace, foster justice and activate meaningful alliances for sustainable development.”

The event featured dynamic sessions and discussions that encouraged dialogue across sectors and inspired attendees to take a more human-centred approach to sustainability and institutional resilience. With EEG’s deep-rooted commitment to environmental advocacy and civil society engagement, the organisation’s presence and leadership added strong momentum to the programme’s objectives.

Behavioural Insights Forum on Household Waste Reduction in Abu Dhabi

16th
June

On 16th June, EEG participated in a pivotal event hosted by the Environment Agency – Abu Dhabi (EAD) in collaboration with Sorbonne University – Abu Dhabi. The forum, held at the university campus, unveiled the results of a sociological study on household waste behaviours in Abu Dhabi and introduced a new Behavioural Nudging Campaign aimed at promoting sustainable waste management practices across the emirate.

The event brought together key stakeholders from academia, government, civil society and the private sector to examine the underlying behaviours influencing household waste generation and disposal. It also served as a launchpad for evidence-based interventions designed to encourage reduction, reuse, and responsible recycling among residents.

EEG’s participation aligned with its longstanding commitment to advancing environmental literacy and influencing sustainable behaviours through education, community engagement and corporate partnerships.



WorldGBC MENA Regional Workshop

17th June

On 17th June, EEG actively participated in the World Green Building Council (WorldGBC) MENA Regional Workshop, titled “Raising the Ambition of the Building and Construction Sector in the NDC”, held at the PwC offices in Dubai. The event brought together regional Green Building Councils to strengthen collaboration and build capacity for integrating the built environment into Nationally Determined Contributions (NDCs) under the Paris Agreement.

The workshop was officially opened by Mrs. Habiba Al Mar’ashi, Co-Founder and Chairperson of EEG, in her capacity as Vice Chair of WorldGBC, who delivered an inspiring keynote address. In her remarks, Mrs. Al Mar’ashi underscored the sector’s significant climate impact—accounting for nearly 40% of global emissions—and the urgent need for bold policy reform and inclusive stakeholder action.

“Today, we are united by a shared responsibility to reimagine the role of buildings in shaping our climate future,” she stated. “As we look ahead to COP30, let us be bold in our ambitions, united in our strategies, and uncompromising in our commitment to just, resilient, and net-zero built environments.”

The Public Session of the workshop featured strategic updates on WorldGBC’s new direction, the #BeBoldOnBuildings campaign, and a high-level panel showcasing national best practices—particularly from the UAE—on integrating buildings into climate policy. In the Private Workshop, select participants, engaged in a focused capacity-building session centered on the NDC Scorecard for Sustainable Buildings—a practical tool designed to support governments and advocates in evaluating and enhancing building-related climate commitments.

The workshop concluded with a unified call to elevate buildings within climate policy through strong regional coordination, practical implementation strategies and public-private partnerships.

3rd Panel Discussion on Waste Valorisation and the Circular Economy

25th June

On 25th June, EEG successfully convened its 3rd Panel Discussion of the year, titled “Your Waste, My Treasure: Advancing Circular Economy through Waste Valorisation”, at the Dubai Chambers. The panel brought together experts, youth, academia, industry leaders, and government representatives to explore the transformative role of waste valorisation in shaping a circular and sustainable future for the UAE and the wider region.

The event was generously supported by McDonald’s UAE and Accenture as Main Sponsors, reflecting their unwavering commitment to environmental leadership. Farnek joined as the Support Contributor, while Al Khoory Hotel provided hospitality services. The event was organised in collaboration with Arabia CSR Network, and was further supported by Emirates Green Building Council, Clean Energy Business Council and the Swiss Business Council.

Kicking off the event, EEG hosted its Inter-School Debate, featuring teams from The Millennium School, Dubai and JSS International School, Dubai. Students passionately debated whether waste valorisation is the key to achieving circular economy goals in the UAE. Their dynamic arguments showcased the depth of youth engagement in environmental discourse and EEG’s commitment to cultivating young sustainability leaders.

The expert panel featured distinguished speakers from across sectors, including:

- Mr. Tim Clarke, CEO, Warsan Waste Management Company
- Ms. Ceylan Üren, Co-Founder & Chief Operating Officer, The Waste Lab
- Dr. Udayan Banerjee, Advisor to the CEO, Cleanco Waste Treatment LLC
- Prof. Mohammednoor Al Tarawneh, UAE University
- Ms. Muna Al Nahdi, Director of Sustainability & Consultancy, FARNEK
- Mr. Eng. Ahmed Moosa Alkhajeh, Head of Waste Project Design and Implementation Section - Waste Strategy and Projects Department, Dubai Municipality
- Dr. Daker AlRabaya, CEO, Waste Processing & Recycling

In her opening remarks, Mrs. Habiba Al Mar’ashi, EEG Co-Founder and Chairperson, highlighted the urgency of shifting public perception of waste from burden to opportunity.

“Waste valorisation,” she noted, “is a catalyst for innovation, economic potential, and environmental resilience. This discussion exemplifies the power of collaboration in accelerating the circular economy transition.” The session explored a wide range of critical themes, including the impact of advanced technologies such as waste-to-energy, strategies to achieve Dubai’s zero landfill target by 2030, and the vital role of public-private partnerships, policy reform and community engagement in scaling circularity. Aligned with several UN Sustainable Development Goals—including Goal 9: Industry, Innovation and Infrastructure, Goal 11: Sustainable Cities and Communities, Goal 12: Responsible Consumption and Production, Goal 13: Climate Action, and Goal 17: Partnerships for the Goals—the event reaffirmed EEG’s role as a platform for environmental advocacy, multi-sectoral collaboration, and sustainable innovation.



Sharjah Excellence Award 2024 Ceremony

25th June On 25th June, the prestigious Sharjah Excellence Award 2024 Ceremony was held at the Expo Centre Sharjah, under the patronage of the Sharjah Chamber of Commerce and Industry. The ceremony celebrated outstanding organisations and leaders who exemplify excellence, innovation, and sustainability in their respective sectors.

Mrs. Habiba Al Mar'ashi, EEG Co-Founder and Chairperson, had the honour of serving as a member of the jury for this prominent award cycle.

The evening brought together distinguished leaders from across the UAE, reinforcing Sharjah's ongoing commitment to fostering a competitive and sustainable economic environment.

WGBC Annual General Meeting

30th June Mrs. Habiba Al Marashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG) and the Vice Chair of the World Green Building Council (WGBC), recently attended the WGBC Annual General Meeting (AGM) virtually on 30th June.

The AGM marked a pivotal moment for the global green building movement, reflecting on a transformative year for the network and its mission to revolutionise the built environment.

The event showcased how sustainable buildings and communities are becoming essential drivers of resilient economies and urgent climate action worldwide.

This year's AGM also launched the ambitious Global Strategy 2025–2027, a visionary roadmap crafted with input from WorldGBC members.

The strategy centres on 3 pillars — People, Performance and Planet — emphasising decarbonisation, climate adaptation, circular economy principles and social equity as core priorities.

The AGM also marked an important leadership transition for the organisation. Ms. Jennifer Layke officially stepped down as Chair of the WorldGBC Board of Directors. Following this, the WorldGBC network warmly welcomed Mr. Mathew Bell as the newly appointed Chair of the Board.

The AGM also marked the conclusion of Mrs. Habiba Al Marashi's term as Vice Chair of the WorldGBC Board. In recognition of her continued commitment to sustainability and international cooperation, she was re-elected to serve another two-year term as a Board Member, ensuring her ongoing contribution to the advancement of the Council's mission.

As the global community navigates economic uncertainties, shifting political dynamics, and complex sustainability challenges, the role of national green building councils as connectors among industry, governments, and communities is more crucial than ever.

WGBC remains at the forefront, driving collaboration and innovation to accelerate sustainable development worldwide.

UNEP Engagements

1. On 5th June, EEG participated virtually in the 8th informal meeting of the Group of Friends for Enhanced Civil Society Participation in UNEP-led Events. Convened by the UN Environment Programme (UNEP) in a hybrid format from the UN Compound in Gigiri - Nairobi, the meeting brought together representatives from Member States, Major Groups and key civil society organisations committed to strengthening multilateral environmental governance.

The agenda focused on exchanging views ahead of the upcoming 12th Annual Subcommittee Meeting of the Committee of Permanent Representatives (CPR), with a particular emphasis on expanding and improving the participation of civil society actors in UNEP processes. Discussions also included the election of new co-chairs for the Group of Friends, which plays a vital role in advocating for inclusive, transparent and impactful engagement of non-state stakeholders in UNEP's policymaking and implementation frameworks.

2. On 10th June, EEG participated virtually in the Subcommittee meeting of the Committee of Permanent Representatives (CPR) to the United Nations Environment Programme (UNEP). The session, chaired by the Permanent Representative to UNEP, focused on preparing draft recommendations for the upcoming CPR quarterly meeting.

Held in a hybrid format, the meeting offered a platform for Member States and accredited stakeholders to review and discuss the draft decision document (UNEP/CPR/170/L.2) and ensure alignment on key action points ahead of formal adoption. The meeting provided an opportunity for deeper engagement on UNEP's strategic direction, programme planning, and coordination across governance processes.

3. On 17th June, EEG participated virtually in the Subcommittee meeting of the Committee of Permanent Representatives (CPR) to the United Nations Environment Programme (UNEP). The meeting, chaired by H.E. Mr. Firas Khouri, Ambassador of the Hashemite Kingdom of Jordan to Kenya and Permanent Representative to UNEP, was held in a hybrid format and brought together global representatives.

The agenda featured important discussions, including an update on the forthcoming seventh edition of the Global Environment Outlook (GEO-7)—UNEP's flagship assessment report that provides scientific insights to guide global environmental policy-making.

Participants also explored opportunities and challenges in mobilising private finance to tackle urgent environmental issues such as climate adaptation, pollution and biodiversity loss, particularly in support of the Kunming-Montreal Global Biodiversity Framework.

4. On 19th & 20th June, EEG attended the Major Groups and Stakeholders Consultations (MGSC) held online in preparation for the Joint Retreat of the UNEA-7 Bureau and the CPR Bureau. During the two-day virtual event, representatives from various sectors came together to discuss pressing environmental issues and align on collective strategies for the upcoming UNEA-7.

EEG's involvement in these consultations demonstrates its dedication to supporting global environmental governance and fostering collaboration among diverse stakeholders.



2nd Cycle of ‘Purging Pestering Plastics’ Campaign

EEG is actively running the 2nd cycle of its impactful Purging Pestering Plastics (PPP) campaign from 8th June to 8th July 2025, building on the momentum generated since its launch in 2024. This year’s campaign continues to raise awareness and drive action against the escalating threat of plastic pollution, aligning with global efforts around World Ocean Day. Ella please mention here what we achieved last year and how many trees were planted

The nationwide initiative invites individuals, schools, businesses, and government organisations across the UAE to participate in responsible collection and recycling of plastic waste. Those who achieve their recycling targets will be honoured with a Certificate of Appreciation and the chance to plant an indigenous tree sapling in their name on December 2025, as part of EEG’s “For Our Emirates We Plant” programme.

As the campaign progresses, EEG encourages everyone to contribute towards reducing plastic pollution and restoring the environment. Together, we can make a difference—one bottle, one effort, and one tree at a time.



[Register Here](#)

Recycle. Reforest. Repeat.

EEG is currently running the 10th cycle of its environmental initiative, Recycle. Reforest. Repeat. (RRR), taking place from 17th June to 25th July 2025. This year’s campaign continues to build on the spirit of the UAE’s “Year of Community,” highlighting the power of collective effort in creating a greener, more sustainable future.

Since launching, the RRR initiative has brought together businesses, schools, government entities, and individuals across the UAE in a united effort to recycle paper waste and support afforestation projects. By turning recyclable materials into living trees, the campaign champions the circular economy and environmental restoration.

With the 10th cycle in full swing, EEG invites everyone to join this meaningful journey. Together, we can continue to recycle, reforest, and inspire sustainable habits that will benefit generations to come—turning paper waste into trees, and commitment into action.

As we celebrate a decade of RRR’s success, we invite everyone to be part of this impactful movement. Let’s come together to recycle more, plant more, and inspire long-term environmental responsibility.



[Register Here](#)

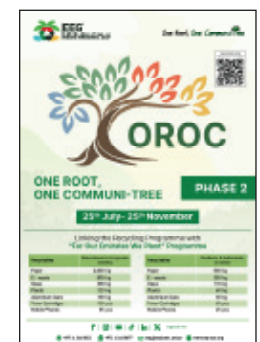
Upcoming Events

OROC Phase 2 of the 16th Cycle Underway

Following the successful completion of Phase 1 earlier this year, Emirates Environmental Group (EEG) is proud to announce the launch of Phase 2 of the 16th cycle of the ‘One Root, One Communi-tree’ project. This exciting 2nd phase kicks off on 25th July and carries forward the momentum of the initiative, which continues to unite the UAE community in a powerful environmental effort.

Phase 1 of this year’s cycle, which ran from 25th January to 25th May, witnessed remarkable participation from individuals, academic institutions, corporations, and government entities—each contributing towards waste reduction and climate action. Building on the foundation laid in early 2025, Phase 2 aims to drive even greater impact by encouraging more participants to recycle key materials such as paper, plastic, aluminium cans, e-waste, glass, toners, scrap metals and mobile phones. The collective efforts in OROC 2025 phase 1 resulted in the collection of **271,851 kg** of paper, **38,956 kg** of plastic, **4,346 kg** of aluminium cans, **401** mobile phones, **767** toner cartridges, **112,705 kg** of glass bottles, and **4,269 kg** of e-waste. These contributions led to tangible environmental benefits, including a reduction of 1,217 metric tonnes of CO₂ equivalent (MTCO₂E), **9,622 million BTU** of energy saved, a diversion of **2,905 cubic metres** of waste from landfills, **4,951** trees saved, and the equivalent of **1,660 gallons** of gasoline conserved.

Participants who meet their recycling targets during Phase 2 will earn the honour of planting a native tree under their name December 2025, as part of EEG’s long-standing afforestation initiative “For Our Emirates We Plant.” In addition to a Certificate of Participation, this opportunity allows each contributor to make a tangible, lasting contribution to the country’s sustainability goals.



[Register Here](#)



4th Panel Discussion

EEG, in collaboration with the Dubai Supreme Council of Energy and the Advancing Net Zero Volunteering Team, invites you to the upcoming 4th Panel Discussion on "Advancing Circular Economy in the UAE: Innovations, Strategies and Industry Collaboration" taking place on 27th August at Stella Di Mare, Dubai.

As Dubai continues to lead the region's sustainability efforts, transitioning to a circular economy is a key pillar of its strategy to promote responsible resource consumption, waste reduction and long-term economic resilience. This panel will gather policymakers, industry leaders and sustainability experts to explore innovative approaches, policy advancements and practical solutions driving the UAE's circular economy transition.

The discussion will focus on best practices and success stories from sectors including waste management, construction, manufacturing and energy, while aiming to strengthen collaboration between government, private sector and academia. Dubai's leadership in sustainability and its alignment with the UAE's Net Zero 2050 vision will be highlighted throughout the session.



[Register Here](#)

Members News

EEG Welcomes TotalEnergies as a New Corporate Member



EEG is proud to welcome TotalEnergies as the latest addition to our network of forward-thinking and environmentally responsible corporate members. As a global multi-energy company, TotalEnergies brings with it an exceptional legacy of innovation, sustainability and strategic action toward accelerating the energy transition.

With operations spanning over 130 countries, TotalEnergies is committed to producing and delivering affordable, cleaner and more reliable energy. Its comprehensive sustainability framework places environmental stewardship, social responsibility and economic progress at the core of its operations—an ethos that strongly aligns with EEG's mission to foster collective impact through collaborative environmental action.

Through this partnership, we aim to co-create opportunities for knowledge exchange, capacity building and practical on-the-ground solutions that support the UAE's sustainability goals and global environmental commitments.



[READ MORE](#)

EEG MEMBERS' UPDATE

EEG welcomed 1 renewed corporate member in the month of June 2025
CORPORATE MEMBERSHIP (RENEWALS)

TOTALENERGIES UAE SERVICES





UNEP NEWS

World Environment Day 2025: A Global Call to End Plastic Pollution

On 5th June 2025, millions around the world united to observe World Environment Day, hosted this year in Jeju Province, Republic of Korea, under the theme #BeatPlasticPollution. The event highlighted the urgent need to tackle the growing plastic crisis that threatens ecosystems, human health and biodiversity.

UN Secretary-General António Guterres warned of the devastating impact of plastic pollution, calling for bold and immediate action. Over 200 million people participated globally through clean-ups, education campaigns and awareness activities. Around the world, high-profile advocates used their platforms to amplify the message.

This year's observance also comes ahead of key negotiations for a Global Plastics Treaty, aiming to create a legally binding agreement to tackle plastic pollution at every stage of its lifecycle. Experts believe a shift to a circular economy—with better design, reuse, and recycling—could cut plastic waste by 80% by 2040 and create major economic benefits.

[READ MORE](#)



UNCCD NEWS

Desertification and Drought Day 2025: Restore the Land, Unlock the Opportunities

At the Munich Security Conference 2025, the UN Convention to Combat Desertification (UNCCD) highlighted the vital role ecosystem restoration plays in promoting global peace and stability. UNCCD Executive Director stressed that land degradation is not just an environmental issue but a serious security threat, impacting over 3 billion people who depend on the land for their livelihoods. With nearly 40% of the world's land degraded, restoring these ecosystems is essential to prevent conflicts over food, water and resources.

The "Ground for Peace" report revealed that 60% of ecosystem services in conflict-affected regions are degraded, while only a small fraction of climate finance supports land restoration. It also highlighted the economic toll of land degradation—estimated at \$6.3 trillion annually—and the importance of strong governance and secure land rights in fostering peace.

UNCCD's message at MSC 2025 is clear: restoring ecosystems helps combat climate change and biodiversity loss and also contributes to building a more peaceful and secure world through sustainable land management.

[READ MORE](#)



The collection of the below mentioned materials for recycling in the month of June, resulted in the following benefits:

- >> Reduction of 423 (MTCO₂e) GHG
- >> Saving of 3,172 Million BTU of Energy
- >> Saving of 877 m³ of Landfill Space
- >> Saving of 1,713 Trees from being felled
- >> Saving of 130 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In June, the Emirates Environmental Group (EEG) collected 99,487 kg of paper from 220 participating entities—a 10% drop compared to May. While the decrease is minimal, it highlights the need to stay consistent and strengthen our collective recycling efforts. We encourage all members, partners, and supporters to maintain their active participation and continue making a positive environmental impact.	TIME Oak Hotel & Suites	3,900	Ali Darwish Mubarak Salim Alzaabi	1,334
	AtkinsRealis	2,680	Sainath Manikandan	860
	Design Infinity	2,504	Afsheen Sheikh	755
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In June, EEG collected 942 kg of aluminium cans from 29 entities, marking a 53% decrease from May. With 49.9% of our annual target reached, we urge all participants to stay committed—your continued efforts are key to meeting our goal and supporting the circular economy.	Rixos Al Mairid Ras Al Khaimah	310	Abdul Jabbar	10
	The Cove Rotana Ras Al khaimah	130	-	-
	Marco polo Hotel	113	-	-
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In June, EEG collected 11,895 kg of plastic waste from 152 participating entities, indicating a 12% decline from May. While the numbers have slightly dipped, the ongoing efforts remain impactful. We encourage everyone to renew their commitment and work together to build a cleaner, more sustainable future.	Wasl Properties LLC	702	Alyazia Ahmed Alnuaimi	621
	Marco Polo Hotel	502	Abhiraaj Singh	145
	Dubai World Trade Centre	475	Sanskar Giri	123
TONER COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Individual	Quantity (Pcs)
In June, EEG collected 116 toner cartridges from 5 participating entities, representing a 71% decrease compared to May. We encourage all participants to remain committed and actively support the HP toner recycling initiative in the coming months to help promote responsible e-waste management.	-	-	Achyut Veeruchi Kumar	30
	-	-	-	-
	-	-	-	-
GLASS COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In June, EEG collected 13,733 kg of glass bottles from 63 participating entities, marking a 60% decrease from May. We appreciate the renewed participation and encourage all contributors to maintain momentum toward a greener, more sustainable year.	Marco Polo Hotel	3,468	Afnan Sami Abdella	472
	25Hours Hotel Dubai One Central	3,300	Faiza Almantheri	115
	Tumbi West Palm Beach Hotel	780	Alex George	76
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In June, EEG collected 740 kg of e-waste from 19 participating entities, marking a 28% decline from May. We urge everyone to stay committed—each properly recycled electronic item plays a vital role in protecting the environment and advancing sustainable e-waste management.	MidEast Data Systems LLC	166	Fateem Ali Alzaabi	205
	AESG	15	Khadija Alzaabi	142
	-	-	Vidyuth Balaji	90
SCRAP COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In June, EEG collected 1,441 kg of scrap metal from 17 participating entities, reflecting a 32% decrease from May. We need to work together to strengthen our efforts in July—responsibly recycling scrap metal supports the circular economy and transforms waste into valuable resources.	Marco Polo Hotel	47	Khalid Ahmed Alnuaimi	525
	Wasl Properties LLC	15	Yousif Al Husaini	403
	-	-	Maitha Al Mar'ashi	68
MOBILE COLLECTION CAMPAIGN	Individual	Quantity (kg)		
In June, EEG collected 26 mobile phones from 6 participating entities, reflecting an 87% decrease from May. We urge the wider community to renew their efforts—every device recycled brings us closer to our annual target and supports our shared environmental goals.	Sai Shrishti Sivakumar	10		
	-	-		

EEG urges all its members & participating entities to maximise their contributions to achieve the set targets of the above campaigns and excel in collections for societal welfare. Together we are spearheading a transformative effort to make tangible impact for a sustainable future.

