

# EEG CORP NEWS

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مجموعة عمل الإمارات للبيئة  
EMIRATES ENVIRONMENTAL GROUP



Aug 2025  
Issue 08

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

4<sup>th</sup> Panel Discussion

27. 08. 2025

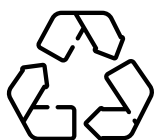
### Upcoming Events



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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



eegemirates



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## Habiba Al Mar'ashi

Dear members, partners, valued readers and well wishers

**“Our world is becoming unhinged... conflicts are raging, poverty and hunger are growing, inequalities are deepening, and the climate crisis is accelerating.”**

— UN Secretary-General António Guterres, Amnesty International Global Assembly

These are not just words—they are a wake-up call. In his impassioned speech, the UN Secretary-General laid bare a world in turmoil. The devastation unfolding in Gaza, Sudan and countless other corners of the globe is not separate from the accelerating climate emergency. War, environmental collapse, inequality and political paralysis are all interlinked—and they are spiraling.

As wildfires rage, glaciers melt, and floods displace millions, bombs also fall on cities, hospitals are reduced to rubble, and humanitarian aid is obstructed. We are facing a profound moral reckoning—a test of our shared humanity. **“Morality demands the courage to stand against oppression; it reminds us that solidarity and justice are both personal and global, and that the fight for freedom in one region must echo everywhere.”**

Yet, in this darkness, the seeds of transformation are taking root.

In our region—long defined by environmental stress and economic dependence on oil—a new narrative is emerging. Governments are investing in renewables, green hydrogen and circular economic models. But the momentum must accelerate: **decarbonisation, inclusion and climate justice are no longer optional—they are essential.**

Within the UAE, we take pride in the deepening of climate ambition—from the Net Zero by 2050 pledge to hosting COP28. The Emirates Environmental Group (EEG) remains steadfast in its commitment to bridging policy with grassroots action, and aligning our work with global sustainability imperatives.

For over three decades, EEG has been at the heart of this regional transformation—educating, mobilising and influencing. And it is with great pride that I share that EEG has once again been recertified for **ISO 14001:2015**—a prestigious recognition we have continuously upheld since 2001. This renewal reaffirms our unwavering commitment to environmental excellence, operational transparency and systemic accountability. It is more than a certificate—it is a renewed promise to lead by example and to continually elevate our practices in service of the planet.

Our July calendar was filled with impactful engagements that reflect our ongoing momentum. On **8<sup>th</sup> July**, we concluded our vital campaign **“Purging Pestering Plastic”**, mobilising citizens and stakeholders to challenge the pervasive threat of plastic pollution and catalyse meaningful policy and behavioural change.

On **15<sup>th</sup> July**, I attended the Emirates Green Building Council Board Meeting, where we discussed sustainable architecture and green construction standards—critical components in the UAE’s path to a low-carbon future. We took part in

the WPO–BRCGS Webinar on **16<sup>th</sup> July**, engaging in global dialogue on the intersection of sustainable packaging and supply chain resilience.

On **23<sup>rd</sup> July**, I was interviewed by **Abu Dhabi Media Network** regarding our upcoming **Students Workshops**—that lie at the heart of our education for sustainability efforts, nurturing environmental consciousness in the young minds of today, who are the change-makers of tomorrow.

On **25<sup>th</sup> July**, we brought our flagship campaign **“Recycle. Reforest. Repeat.”** to a successful close—a unique initiative that seamlessly connects waste reduction with urban afforestation, helping to combat both land degradation and climate change. EEG’s internal governance and strategy were reinforced through the **Executive Committee Meeting** on **28<sup>th</sup> July** and the **Board Meeting** on **29<sup>th</sup> July**, where future pathways, partnerships, and innovations were reviewed and strengthened. On the same day, we proudly collaborated with the **Ministry of Education** to conduct a special session at the **Kidspreneurs Summer Boot camp 2025**, igniting eco-entrepreneurial spirit among students through interactive sessions and sustainable business thinking.

Additionally, I was honoured to be featured in **Villa88 Magazine**, where I had the opportunity to reflect on my personal sustainability journey and share EEG’s impactful legacy. The team also actively participated in several **UN virtual webinars and stakeholder engagements**, continuing our role as a thought leader and advocate in the global environmental arena. You can read detailed articles about these engagements inside this newsletter.

As we look ahead, EEG is gearing up for a series of high-impact activities. Our **Environmental Education Programmes** will continue to be rolled out across schools and universities, empowering students with knowledge, tools and platforms for action.

Our **Tree Planting Campaigns** will take root across the Emirates in the last quarter of this year, further expanding our green footprint and building community resilience.

We also proudly rolled out the OROC Phase 2, reinforcing our commitment to circular economy practices and responsible waste management. Most excitingly, **registration is now open** for our **“Clean UAE” Campaign**—a massive, nationwide environmental mobilisation effort that unites volunteers, institutions, corporations, families and youth in the collective task of cleaning and preserving our natural landscapes.

This is not just an event; it is a national movement. I urge all citizens and residents to take part in this transformative initiative. You can stay updated and register via our social media channels at **@eegemirates**. At EEG, we believe that change does not happen in isolation, it requires collaboration, consistency and courage. We will continue to be a catalyst—supporting climate-positive action, amplifying environmental literacy and driving systemic transformation. Let us move forward with purpose, inspired by the urgency of our moment and the strength of our shared vision for a sustainable, just and thriving world.



**2<sup>nd</sup> Cycle of “Purging Pesteing Plastics” (PPP) Concludes**

**8<sup>th</sup> July**

EEG successfully concluded the 2<sup>nd</sup> cycle of its powerful environmental campaign, Purging Pesteing Plastics (PPP), on 8<sup>th</sup> July, after running for a full month from 8<sup>th</sup> June. The campaign

continues to build on the spirit of national and global efforts to tackle plastic pollution, aligning with the message of World Ocean Day and the UAE’s commitment to sustainable waste management.

This cycle once again succeeded in mobilising community-wide engagement, drawing active participation from academic institutions, businesses, individuals and government entities across the country. The initiative encouraged responsible plastic waste collection and recycling, offering those who achieved their recycling targets a Certificate of Appreciation and the chance to plant an indigenous tree sapling on 20<sup>th</sup> December under EEG’s ‘For Our Emirates We Plant’ programme.

This cycle’s impact in numbers is outlined below:

The project witnessed active participation from 115 entities and reached an impressive milestone by collecting 19,301 kg of plastic.



In recognition of this remarkable contribution, Emirates Environmental Group (EEG) will honour the entities that have met their targets by planting 102 trees with them on 20.12.2025. EEG extends its sincere appreciation to all contributors for their dedicated efforts. Each kilogram collected represents a step closer to a cleaner UAE, a healthier marine ecosystem and a stronger culture of environmental responsibility. **Let us continue to act—one bottle, one effort, one tree at a time.**

**EmiratesGBC Board Meeting**

**15<sup>th</sup> July**

The Board of Directors of the Emirates Green Building Council (EmiratesGBC) held its scheduled meeting on 15<sup>th</sup> July, bringing together key leaders to evaluate the organisation’s ongoing initiatives,

financial performance, and strategic direction for the remainder of the year. Mrs. Habiba Al Mar’ashi, Co-Founder, Vice Chair and Treasurer of EmiratesGBC, and EEG Co-Founder & Chairperson, led and contributed her insights to the Board’s discussions. Her presence underscored her steadfast commitment to advancing sustainable development and green building practices in the UAE and beyond.

She commenced the meeting with a welcome note in the absence of the chair, followed by introductions and the formal approval of the Minutes of the last Board meeting.

A comprehensive update was then presented on the progress of the 2024–2025 strategy, highlighting milestones achieved and key focus areas moving forward.

Further discussions covered the Council’s financial performance from January to June 2025, providing clarity on budgetary matters and resource allocation. Updates on membership

developments, as well as the planning and execution of upcoming events, were also shared. The session concluded with a review of any other business raised by Board Members. The meeting served as a valuable platform to strengthen collaboration among the Council’s leadership, assess the impact of ongoing programmes, and ensure continued alignment with EmiratesGBC’s mission of promoting sustainable, healthy and environmentally responsible built environments.

**WPO–BRCGS Webinar on Advancing Packaging Standards**

**16<sup>th</sup> July**

In alignment with its ongoing commitment to promoting sustainable and responsible industry practices, EEG participated in a high-level webinar hosted jointly by the World Packaging Organisation (WPO) and BRCGS on 16<sup>th</sup> July. The virtual event, titled “Setting the Standard for Excellence in the Packaging Industry”,

brought together global experts to explore the latest advancements in packaging standards and certification. The session focused on the newly launched BRCGS Global Standard Packaging Materials – Issue 7, highlighting key updates and the broader implications for packaging manufacturers, suppliers and sustainability advocates. Presentations also covered the critical role of certification in enhancing quality assurance, regulatory compliance, and competitiveness within the packaging sector.

Expert insights were delivered by the General Secretary of WPO and certified BRCGS auditor, the Vice President for Education of WPO, and the Non-Food Programme Manager at BRCGS. Their guidance provided practical information and clarity for organisations navigating the certification process or working towards improving packaging quality and environmental performance.

The interactive format included a live Q&A, allowing attendees to engage directly with the panellists, address pressing questions and exchange perspectives on integrating sustainable practices within packaging operations. EEG’s participation in this informative webinar reaffirms its dedication to encouraging environmental responsibility and staying abreast of international best practices that support the transition towards a greener, safer and more efficient packaging industry.

**Bank of Baroda Adopts 118 Indigenous Saplings to Celebrate 118<sup>th</sup> Foundation Day**

**20<sup>th</sup> July**

In a heartfelt commitment to environmental stewardship, Bank of Baroda UAE has adopted 118 indigenous saplings in honour of its 118<sup>th</sup> Foundation Day, celebrated on 20<sup>th</sup> July. This meaningful initiative aligns with the bank’s ongoing dedication to sustainability and community well-being.

Recognising the challenges posed by the summer heat, the planting of these saplings is scheduled for October, ensuring optimal conditions for their healthy growth and long-term survival. Upon maturity, these trees will sequester approximately 0.70 metric tonnes of CO<sub>2</sub> annually, contributing significantly to carbon reduction and climate change mitigation efforts. By adopting native tree species, the bank is helping enhance biodiversity, improving air quality, and supporting the resilience of local ecosystems.

This collaboration reflects a shared vision of fostering a greener, healthier future through responsible action, with Bank of Baroda setting a powerful example of corporate environmental responsibility. Interested to take part? Reach out to us at eeg.emirates.net.ae to learn how.



## EEG's Students Workshops 2025 Gain Media Spotlight with ADMN Interview

**23<sup>rd</sup>  
July**

Emirates Environmental Group's (EEG) commitment to empowering youth through environmental education received major recognition this year as Abu Dhabi Media Network (ADMN) reached out for a feature interview on the occasion of the 25<sup>th</sup> Cycle of EEG's Annual Students Workshops.

The interview highlighted the workshop's theme, "Paradox of Choice: Protecting the Present, Cultivating the Future," which encourages students to explore the environmental impact of everyday decisions. EEG's programmes continue to champion the value of interactive learning—offering students dynamic activities, real-world problem-solving and expert insights that foster leadership and sustainability values from a young age. The article was featured on 23<sup>rd</sup> July 2025 in the Al Ittihad Newspaper. To read the full article, click here: <http://link.aletihad.ae/JGcy>

Through this national media coverage, EEG's long-standing efforts to nurture environmentally conscious youth received wider visibility, reinforcing the organisation's role as a pioneer in education for sustainable development in the UAE. We thank ADMN for recognising the importance of environmental literacy in shaping future generations.

## Knowledge Session on EPR and Packaging

**24<sup>th</sup>  
July**

On 24<sup>th</sup> July, EEG participated in a vital Knowledge and Capacity Building Webinar on Extended Producer Responsibility (EPR) and Packaging, co-hosted by the UAE Ministry of Climate Change and Environment and the Circular Packaging Business Group. The virtual session brought together stakeholders across the sustainability value chain to explore the evolving EPR landscape in the UAE and the region.

The session featured insightful presentations from the Global Business Development & Sustainability expert at Hot-pack Global, and Group Vice President at Al Bayader. Both speakers shared their organisations' proactive approaches towards sustainable packaging solutions, and emphasised the growing importance of producer responsibility in achieving a circular economy.

EEG recognises the critical role of EPR in driving sustainable material management and was pleased to attend this session as part of its ongoing efforts to remain at the forefront of circular economy discussions. The webinar provided a platform to deepen knowledge, strengthen industry collaboration, and explore impactful strategies for waste reduction and packaging innovation.

## Recycle. Reforest. Repeat. (RRR) 10<sup>th</sup> Cycle Successfully Concludes

**25<sup>th</sup>  
July**

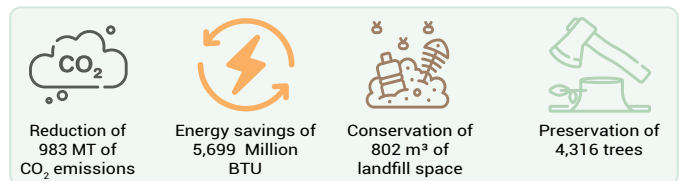
The Emirates Environmental Group (EEG) proudly announces the conclusion of the 10<sup>th</sup> cycle of its flagship environmental initiative, Recycle. Reforest. Repeat. (RRR), which ran from 17<sup>th</sup> June to 25<sup>th</sup> July 2025.

This year's campaign powerfully resonated with the UAE's "Year of Community," underscoring the strength of collective action in building a greener, more sustainable future. Since its inception,

the RRR initiative has united a diverse coalition of businesses, educational institutions, government bodies and individuals across the UAE to recycle paper waste and support vital afforestation project.

By transforming recyclable materials into thriving trees, RRR exemplifies the principles of the circular economy and champions ecological restoration.

This year, we have made history by surpassing last year's record! We're proud to announce that we engaged 179 entities and collected 253,887 kg of paper, breaking the previous year's collection record. This cycle's impact in numbers is as follows:



To recognise this outstanding contribution, Emirates Environmental Group (EEG) will honour the entities that have met their targets by planting a total of 251 trees with them on 20.12.2025.

Throughout this milestone, the 10<sup>th</sup> cycle, participants have demonstrated remarkable commitment, turning discarded paper into living symbols of hope and renewal.

EEG extends heartfelt gratitude to all contributors who have helped grow this impactful movement over the years. As this cycle of the campaign closes, EEG invites all community members to remain engaged in this ongoing journey.

Together, we can continue to recycle, reforest and foster sustainable behaviours that will leave a lasting legacy for generations to come. Join us as we celebrate a decade of progress and prepare for even greater achievements in the years ahead. Let's keep turning waste into trees—and dedication into meaningful environmental change.

## EEG Executive Committee Convenes to Review Progress and Plan Ahead

**28<sup>th</sup>  
July**

EEG held its Executive Committee virtual meeting on 28<sup>th</sup> July, bringing together its leadership to review performance and strategise for the months ahead.

The meeting began with a welcome note by the Co-founder & Chairperson, followed by reviewing the organisation's financial performance and addressed key administrative matters to ensure operational efficiency.

A comprehensive update was provided on activities completed in the 1<sup>st</sup> half of 2025, highlighting EEG's continued impact through its programmes and initiatives.

The Committee then discussed the upcoming agenda for the 2<sup>nd</sup> half of the year, focusing on campaigns, stakeholder engagement and collaborative projects.

The session concluded with an open floor under Any Other Business, and in preparation for the Board Meeting scheduled the next day, reinforcing EEG's commitment to transparency, strategic planning, and collective progress towards its environmental mission.



### EEG Board Meeting Reinforces Strategic Direction and Celebrates ISO Re-Certification

29<sup>th</sup>  
July

The Emirates Environmental Group (EEG) held its Board Meeting on 29<sup>th</sup> July at the EEG Office, bringing together Board Members to review the organisation's accomplishments and steer its roadmap for the remaining months of the year.

The session began with a welcome from the Co-Founder & Chairperson, followed by the formal approval of the minutes of the previous meeting. Members discussed the financial performance, key administrative matters and strategic updates, reaffirming EEG's commitment to good governance and transparency.

A highlight of the meeting was the announcement that EEG has once again successfully re-certified for ISO 14001:2015, the internationally recognised Environmental Management System standard. Further, the Board reviewed achievements from the 1<sup>st</sup> half of 2025, including EEG's wide-reaching environmental campaigns, stakeholder engagement and educational programmes. The upcoming initiatives for the 2<sup>nd</sup> half of the year were also deliberated, with a focus on strengthening impact and fostering deeper collaboration.

The meeting concluded with an open floor under Any Other Business, fostering constructive dialogue in preparation for future sessions. The gathering reaffirmed EEG's ongoing mission to advance environmental action and cultivate a more sustainable UAE.

### Kidspreneurs Summer Bootcamp 2025

29<sup>th</sup>  
July

The Emirates Environmental Group (EEG) proudly supported the Kidspreneurs Summer Bootcamp 2025, organised by the Ministry of Education from July 29–31, 2025, under the theme "The Sustainable Pioneers". This engaging three-day programme introduced children aged 6 to 11 to the fundamentals of entrepreneurship and sustainability through interactive sessions and practical activities.

As a key highlight, EEG conducted a one-hour interactive session focused on the United Nations Sustainable Development Goals (SDGs). The session was tailored to educate and inspire young minds, encouraging them to think critically about global issues and sustainable solutions.

The bootcamp stood as a strong example of collaborative education in action. This successful partnership demonstrated a shared commitment to nurturing a generation of eco-conscious, socially aware young leaders.

### EEG Earns Recertification for ISO 14001:2015 – A Legacy of Environmental Excellence Since 2001

The Emirates Environmental Group (EEG) is proud to announce that it has once again been successfully re-certified for ISO 14001:2015, the globally recognised standard for environmental management systems. This achievement reaffirms EEG's steadfast commitment to environmental excellence, operational

integrity and sustainable impact.

Since attaining ISO certification in 2001, EEG has continuously upheld the rigorous standards set by the International Organisation for Standardisation (ISO). This latest recertification highlights EEG's robust systems, transparent practices and relentless pursuit of continuous improvement in environmental performance — making EEG one of the very few civil society organisations in the region to sustain such a prestigious and demanding accreditation for over two decades.

The ISO 14001:2015 standard provides a practical framework for organisations to manage their environmental responsibilities in a systematic way that contributes to sustainability. EEG's re-certification process involved a comprehensive external audit, which validated the organisation's compliance with international environmental protocols, risk management strategies, and sustainable operational practices.

Maintaining this certification for 24 consecutive years is a testament to EEG's unwavering leadership in the environmental movement within the UAE and across the region. It reflects the organisation's internal governance and dedication to eco-conscious practices but also its wider influence in shaping policies, raising public awareness and building partnerships for a greener future.

As EEG continues to spearhead impactful environmental programmes, campaigns and capacity-building initiatives, this milestone further empowers its mission to drive transformative change and inspire sustainability across all sectors of society.

EEG extends its heartfelt gratitude to its dedicated team, partners and stakeholders whose support and commitment have been instrumental in maintaining this gold standard of environmental responsibility. Together, we reaffirm that sustainability is not just a goal—it is a continual journey of action, accountability and innovation.

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### Villa88 Magazine

EEG Co-Founder and Chairperson, Mrs. Habiba Al Mar'ashi, was interviewed by Villa88 Magazine, a prestigious Emirati-owned and led lifestyle publication that is dedicated to highlighting the achievements of trailblazing women and is widely distributed among the UAE's most influential and discerning audiences.

The in-depth interview shed light on her personal and professional purpose, the early beginnings of her environmental journey and the unwavering commitment that has carried her through decades of impactful work. She spoke candidly about overcoming challenges, staying true to her vision, and the inspiration she draws from empowering others and witnessing positive change in her community and beyond.

The discussion also explored what it takes to reach one's full potential, her role in mentoring and uplifting the next generation of environmental stewards, and her aspirations for the future of environmental leadership in the region.

With a blend of passion, wisdom and humility, she offered profound advice on living a purposeful life and finding joy amidst responsibility.



This inspiring feature is part of Villa88's August issue, which pays tribute to visionary women shaping the present and future of the UAE. Be sure to pick up a copy and explore this exclusive interview in the upcoming August issue of Villa88 Magazine.

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## UNEP Engagements

1) On **1<sup>st</sup> July**, we attended the inaugural webinar of the “**Paths to Restoration: A UN Decade Webinar Series for the Arab Region**,” jointly organised by the United Nations Environment Programme – Regional Office for West Asia (UNEP ROWA) and the Food and Agriculture Organisation – Regional Office for Near East and North Africa (FAO RNE). The session, titled “Youth Innovation and Leadership for Ecosystem Restoration,” highlighted the powerful role that young people across the Arab region are playing in restoring degraded ecosystems and advancing sustainable development. The series forms part of the UN Decade on Ecosystem Restoration (2021–2030), aiming to accelerate global action and regional collaboration in rebuilding the health of our natural systems. We encourage our network and community members to participate actively and help amplify the region's collective efforts toward ecological resilience and climate action.

2) On **8<sup>th</sup> July**, we participated in the **9<sup>th</sup> Informal Meeting of the “Group of Friends” for Enhanced Civil Society Participation in UNEP-led Events**, held in a hybrid format. It was Co-chaired by the Deputy Permanent Representative of the Kingdom of the Netherlands, and the Global Coordinator of the Children and Youth Major Group to UNEP, the meeting provided a vital platform for dialogue between civil society representatives and Member States. Key discussions included a review of UNEP's draft Medium-Term Strategy (MTS) 2026–2029, with stakeholders sharing constructive feedback on its structure and content, and contributing ideas for its operationalisation in the upcoming Programme of Work. In preparation for UNEA-7, participants also exchanged views on potential side events, resolution proposals, and strategic milestones to ensure impactful outcomes.

3) On **10<sup>th</sup> July**, we took part in the **Meeting of the Subcommittee of the Committee of Permanent Representatives (CPR)** to the United Nations Environment Programme (UNEP), held in a hybrid format. The meeting, was chaired by the Chair of the CPR and brought together Member States and civil society organisations to deliberate on key strategic and budgetary matters. Central to the discussions were the development of UNEP's Medium-Term Strategy 2026–2029 and the draft Programme of Work and Budget for 2026–2027. The meeting also allowed for the consideration of other pressing matters relevant to the CPR's mandate.

4) On **15<sup>th</sup> July**, EEG participated in a virtual panel discussion titled “From Pact to Progress: Open Science, Open Innovation and Digital Cooperation,” organised by the United Nations Dag Hammarskjöld Library as a side event to the High-Level Political Forum on Sustainable Development. The event focused on how the Pact for the Future fosters a fair, inclusive and human-rights-based approach to scientific and technological development, particularly in the realm of emerging technologies such as artificial intelligence. Emphasizing the principles of Open Science,

the session highlighted its potential to democratise knowledge creation, promote global cooperation and bridge the growing divide between developed and developing countries. The panel brought together key stakeholders to explore inclusive knowledge systems and collaborative solutions to support the achievement of the Sustainable Development Goals.

5) On **17<sup>th</sup> July**, we participated in a high-level session titled “**Addressing the Plastics Crisis from Geneva: Meeting on Activities in the Margins of Plastics Treaty INC-5.2**.” This timely dialogue was part of the **Geneva Beat Plastic Pollution Dialogues** and served as a key precursor to the resumed 5th session of the Intergovernmental Negotiating Committee (INC-5.2), scheduled to take place from 5 to 14 August 2025 at the Palais des Nations in Geneva. The session underscored the significance of coordinated side events and multi-stakeholder engagements that complement the formal negotiations of the forthcoming global plastics treaty. The meeting featured prominent environmental advocates and highlighted Geneva's proactive role in fostering a unified global response to plastic pollution.

6) On **18<sup>th</sup> July**, we participated in an insightful seminar focused on **enhancing data accessibility and knowledge sharing to support evidence-based policymaking (EBPM) in the fight against plastic pollution**. The session addressed critical gaps in the generation, monitoring and accessibility of plastic-related data—challenges that are particularly pressing across the Asia-Pacific region. The seminar showcased existing tools and initiatives aimed at compiling and sharing policy-relevant information, both upstream and downstream of the plastics value chain. Participants explored practical approaches for improving national monitoring systems, promoting data-driven decision-making, and encouraging mutual learning between countries and stakeholders.

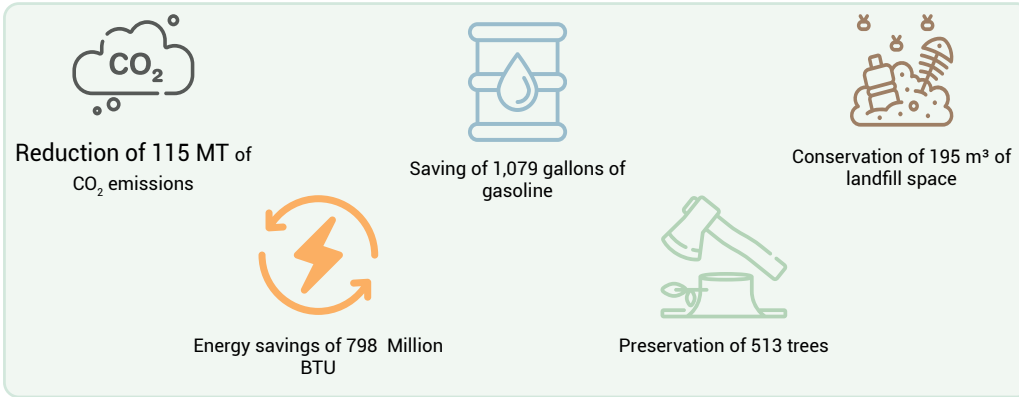
7) On **29<sup>th</sup> July**, EEG participated in the dialogue titled “**Advancing Human Rights through the Global Plastics Treaty**”, organised under the framework of the Geneva Beat Plastic Pollution Dialogues. This significant virtual event convened stakeholders from across the globe to address the complex intersection between plastic pollution and human rights. With mounting evidence of the detrimental effects of plastic production and waste on both ecosystems and human well-being, the dialogue emphasised the urgent need to embed human rights at the core of the forthcoming Global Plastics Treaty. Panellists outlined the devastating impacts of the full life cycle of plastics on fundamental rights – including the rights to health, water, food and a clean and healthy environment – especially for vulnerable communities such as Indigenous Peoples, women, children, persons with disabilities and waste-pickers. The session highlighted how plastic pollution constitutes an environmental crisis and also a human rights emergency, calling for a treaty that holds producers and policymakers accountable under international human rights law.



**Neighborhood Recycling Project 2025**

Since its launch in 2010, the Neighbourhood Recycling Project (NRP) has been a powerful catalyst for environmental awareness and community engagement. The initiative has grown to become a key summer activity for students, enabling them to take an active role in protecting the planet.

In 2024, the NRP saw impressive results:



**Register Here**

These achievements reflect the collective impact of our community’s efforts, helping preserve a sustainable environment for future generations. This summer, we excitedly launched the 15th cycle of the NRP, running from 1st June to 30th September 2025. The project continues to empower students and youth to spearhead recycling efforts in their local neighbourhoods, fostering a generation of environmentally conscious citizens.

Please follow the link to register: <https://forms.gle/nNdJU3kkeTk4DEzD7> As NRP expands its reach, we invite you to get involved, contribute to reducing waste and promote sustainable living in your community. Together, we can create a cleaner and greener UAE.

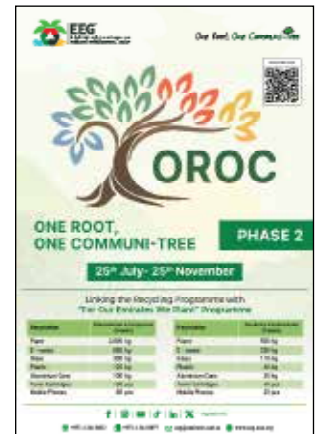
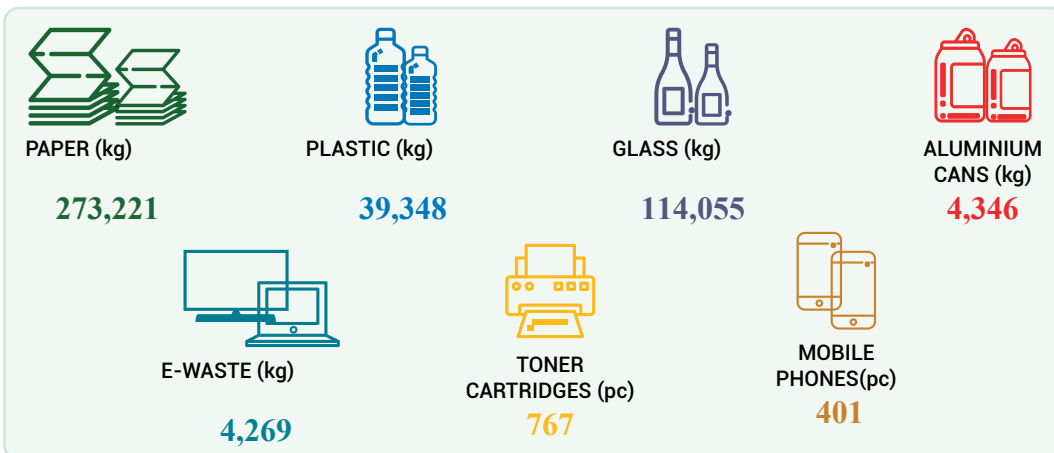
**OROC Phase 2**

The Emirates Environmental Group (EEG) proudly announces the launch of Phase 2 of the 16<sup>th</sup> cycle of its impactful recycling initiative: “One Root, One Communi-Tree” (OROC). Following the successful conclusion of Phase 1 on 25<sup>th</sup> May 2025, which saw widespread community involvement, Phase 2 was launched on 25<sup>th</sup> July 2025, with a new milestone—1,250 native trees to be planted by participants who meet their recycling goals.

**Phase 1 Highlights:**

- 252 participating entities; from schools, families, companies and institutions
- 880 trees to be planted on 20<sup>th</sup> December 2025

**Re-cap of the Recycling Achievements in Phase 1:**



**Register Here**

Join us in the Phase 2 of this unique project and get an opportunity to plant indigenous trees under your’s or your entity’s names. Be part of this sustainable movement and leave your mark before the conclusion of the “Year of Community”.

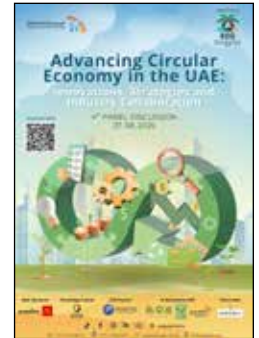


**Panel Discussion: Advancing Circular Economy in the UAE**

EEG, in partnership with the Dubai Supreme Council of Energy and in collaboration with the Advancing Net Zero Volunteering Team, invites you to a strategic Panel Discussion under the theme: “Advancing Circular Economy in the UAE: Innovations, Strategies and Industry Collaboration”. This event supports several SDGs including 8, 9, 11, 12, 13 & 17.

**Event Details:**

<b>DATE</b>	Wednesday, 27 August 2025
<b>TIME</b>	9:30 am – 12:00 noon
<b>VENUE</b>	Stella Di Mare, Dubai Marina



[Register Here](#)

**This panel will unite leading experts from government, industry and academia to discuss:**

- Innovative approaches to resource efficiency and waste reduction
- Effective practices and regulatory advancements driving circularity
- Industry-driven solutions and success stories across key sectors such as construction, energy and manufacturing
- Opportunities to expand impact through multi-stakeholder collaboration.

**Clean UAE 2025**

EEG is excited to announce the rolling of the 24<sup>th</sup> edition of Clean UAE campaign - A National Call to Action for the Environment. Scheduled from 6<sup>th</sup> to 16<sup>th</sup> December 2025, the programme will cover all seven Emirates, engaging schools, companies and the wider community in coordinated waste removal efforts.

**2024 Highlights:**

- 83,000+ participants
- 43,000 kg of waste collected and the recyclable component sent to local recycling facilities to be recycled

<b>2025 Clean-up Preliminary Schedule:</b>	
<b>DATE</b>	<b>EMIRATE</b>
<b>Saturday, 6 Dec</b>	<b>Dubai</b>
<b>Monday, 8 Dec</b>	<b>Fujairah</b>
<b>Wednesday, 10 Dec</b>	<b>Sharjah</b>
<b>Thursday, 11 Dec</b>	<b>Ajman</b>
<b>Saturday, 13 Dec</b>	<b>Umm Al Quwain</b>
<b>Monday, 15 Dec</b>	<b>Ras Al Khaimah</b>
<b>Tuesday, 16 Dec</b>	<b>Abu Dhabi</b>



[Register Here](#)

**Sponsorship Opportunities**

We welcome corporate sponsorships and partnerships.

If your organisation is interested in supporting this impactful campaign, please feel free to reach out to us. We are happy to explore customised sponsorship packages aligned with your budget and CSR goals.

Join us in advancing the national sustainability agenda and becoming a key partner in this landmark campaign. To explore opportunities, please contact us at [eeg@emirates.net.ae](mailto:eeg@emirates.net.ae).

Member News

**ABB's Return: Driving Innovation and Sustainability in 2025**

We are delighted to warmly welcome ABB as a valued corporate member for 2025. ABB has rejoined our community with renewed commitment and continues to be at the forefront of innovation and excellence within the industry. Their ongoing dedication to advancing technology and sustainability perfectly aligns with our mission to promote responsible and forward-thinking practices. Earlier this year, ABB hosted its largest global Process Automation Partner Conference in Dubai, bringing together top-performing



channel partners from across the globe. The two-day event, offered an inspiring platform for industry leaders to exchange insights, explore emerging technologies, and discuss market trends shaping the future.

Under the theme 'Shared Vision, Endless Opportunities,' the conference featured expert-led sessions on critical topics such as artificial intelligence, digitalisation, sustainability and collaboration. Attendees also had the opportunity to delve into pressing industry challenges and uncover new avenues for growth and innovation. The event concluded with the recognition of outstanding partner achievements, celebrating the dedication and excellence that drive ABB's continued success in delivering cutting-edge automation solutions worldwide. We look forward to ABB's active participation and contributions throughout the year as we work together to foster a more sustainable and technologically advanced future.

### EEG MEMBERS' UPDATE

EEG welcomed 3 renewed corporate member in the month of July 2025  
CORPORATE MEMBERSHIP (RENEWALS)

ABB Industries LLC
Pernod Ricard Gulf FZE
Ferrero Trading Lux S.A - Dubai Branch

### UN News



#### UN Report Warns Heat Waves and Climate Risks Threaten Older Persons

UNEP NEWS

The United Nations Environment Programme (UNEP) has highlighted the severe risks that extreme heat-waves and climate change pose to older adults in its Frontiers 2025 Report. With heat-related deaths among people aged 65 and over increasing by 85% since the 1990s, older persons—especially those with health conditions—face heightened vulnerability to respiratory and cardiovascular issues exacerbated by poor air quality and flooding.

The report calls for greener, more resilient cities, better disaster planning and improved climate information access for seniors. It also warns of ancient microbes released by melting glaciers, toxic chemicals stirred up by floods, and risks from ageing dams, urging urgent action to cut emissions and restore ecosystems.

[READ MORE](#)



#### UN-Backed Report Warns of Escalating Global Drought Crisis

UNCCD NEWS

A new UN-backed report reveals that some of the most severe and widespread droughts in recorded history have occurred since 2023, driven by climate change and increasing pressure on land and water resources. The Drought Hotspots Around the World 2023-2025 report, prepared by the U.S. National Drought Mitigation Center and the UN Convention to Combat Desertification, highlights the devastating impacts of drought on poverty, hunger, energy security and ecosystems worldwide.

UNCCD Executive Secretary calls drought a “silent killer” with deep and lasting scars, warning that this crisis is no longer distant but the “new normal” requiring urgent global cooperation. The report stresses the urgent need for systematic monitoring and adaptive strategies to protect vulnerable communities and economies.

Countries in the Mediterranean, such as Spain, Morocco and Türkiye, are already experiencing severe water, food and energy shortages, providing a stark preview of future challenges under unchecked global warming.

[READ MORE](#)



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

- >> Reduction of 765 (MTCO<sub>2</sub>e) GHG
- >> Saving of 5,290 Million BTU of Energy
- >> Saving of 1,267 m<sup>3</sup> of Landfill Space
- >> Saving of 3,923 Trees from being felled
- >> Saving of 3,372 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Family/Individual	Quantity (kg)
In July, Emirates Environmental Group (EEG) collected an impressive 186,041 kg of paper from 267 participating entities—an 87% increase from June and the highest monthly total this year. This remarkable achievement reflects our strengthened collective recycling efforts. We thank all contributors and encourage our members, partners, and supporters to sustain their active involvement and continue driving positive environmental change.	Waldorf Astoria Hotel Ras Al Khaimah	12,200	Ali Darwish Mubarak Salim Alzaabi	11,052
	Ali & Sons Group	8,470	Swikriti Giri	528
	Department of Finance Abu Dhabi	4,650	Murali Vihaan	527
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In July, EEG collected 1,041 kg of aluminium cans from 38 entities—a commendable 11% increase from June. With 52.9% of our annual target achieved, we urge all participants to stay committed. Your efforts are vital in reaching our goal and advancing the circular economy.	Rixos Al Mairid Ras Al Khaimah	289	Rishan Sen Gupta	11
	25Hours Hotel Dubai One Central	180	-	-
	Mercure Dubai Barsha Heights Hotel Suites and Apartments	105	-	-
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In July, EEG collected 14,435 kg of plastic waste from 174 participating entities—a 21% increase from June and the highest monthly total this year. These impactful efforts highlight the power of collective action. Let's renew our commitment to a cleaner, more sustainable future.	Tristar Group	750	Suhail Ahmed Alnuaimi	488
	Abreco Freight	592	Sheika Ahmed Alnuaimi	272
	Wasi Properties LLC	530	Saeed Ahmed Khalifa Al Hamly	202
TONER COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Individual	Quantity (Pcs)
In July, EEG collected 419 toner cartridges from 9 participating entities—a remarkable 261% increase from June. We encourage all participants to stay committed and actively support the HP toner recycling initiative to promote responsible e-waste management in the months ahead.	Besix Construct LLC	105	Saeed Humaid Alshamsi	214
	-	-	Amour Manuel Mendoca	75
	-	-	-	-
GLASS COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In July, EEG collected 16,006 kg of glass bottles from 59 participating entities—a 17% increase from June. We appreciate the renewed participation and encourage all contributors to keep the momentum going as we work together toward a greener, more sustainable year.	25Hours Hotel Dubai One Central	2,850	Hoor Sami Abdalla	380
	Dubai World Trade Centre	1,800	Turki Sami Abdalla	281
	Marco Polo Hotel	1,662	Lena Murali	115
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In July, EEG collected 1,680 kg of e-waste from 21 participating entities—a 127% increase from June. We urge everyone to stay committed, as each responsibly recycled electronic item plays a crucial role in safeguarding the environment and promoting sustainable e-waste management.	Taj Jumeirah Lakes Tower	457	Khadija Darwish Alzaabi	247
	Seamark Shipping	230	Fateem Alzaabi	173
	Al Ain Zoo	85	Mugunthan Kannan	140
SCRAP COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In July, EEG collected 2,100 kg of scrap metal from 25 participating entities—a 46% increase from June. Let's strengthen our efforts in August, as responsibly recycling scrap metal supports the circular economy and turns waste into valuable resources.	Savoy Park Hotel	38	Maram Mubarak Alzaabi	931
	Marco Polo Hotel	16	Yousif Ramadhan Alhosani	471
	Sharjah Museums Authority	15	Khalid Ahmed Alnuaimi	350
MOBILE COLLECTION CAMPAIGN	Individual	Quantity (kg)		
In July, EEG collected 926 mobile phones from 10 participating entities—a remarkable 3,462% increase from June. We urge the wider community to renew their efforts; every device recycled moves us closer to our annual target and reinforces our shared environmental goals.	Shamma Humaid Alshamsi	757		
	Amal Saeed Al Shamsi	102		
	Ali Darwish Mubarak Salim Alzaabi	37		

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.

