

Paradox of Choice: Protecting the Present, Cultivating the Future

Upcoming
Student
Workshops

20 to 22
October
2025

Upcoming Events



Click on the issue

Chairperson's Note	2
EEG News	3
Edu News	5
Upcoming Events	6
Member News	7
Waste Management Report	8

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



EDITORIAL TEAM:

Habiba Al Mar'ashi, Mariella Gaspar,
Jipson Joy, Rose Ann Quiambao, Urvashi
Punjabi

DESIGNED BY:

Meg Patacsil



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 **8th July**, we concluded our vital campaign **“Purging Pesteering Plastic”**, mobilising citizens and stakeholders to challenge the pervasive threat of plastic pollution and catalyse meaningful policy and behavioural change.

On **15th 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–BRCS Webinar on **16th July**, engaging in global dialogue on the intersection of sustainable packaging and supply chain resilience. On **23rd 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 **25th 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 **28th July** and the **Board Meeting** on **29th 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.



2nd Cycle of “Purging Pestering Plastics” (PPP) Concludes

8th July

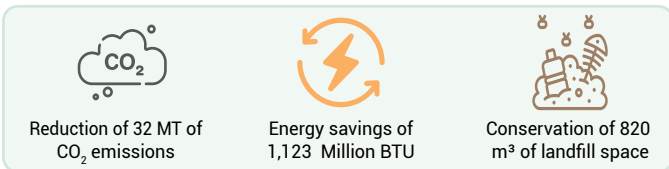
EEG successfully concluded the 2nd cycle of its powerful environmental campaign, Purging Pestering Plastics (PPP), on 8th July, after running for a full month from 8th June. The campaign continues to build on the spirit of national and global efforts to tackle plastic pollution, aligning with the message 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 20th 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.

EEG’s Students Workshops 2025 Gain Media Spotlight with ADMN Interview

23rd 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 25th 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 23rd 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.

Recycle. Reforest. Repeat. (RRR) 10th Cycle Successfully Concludes

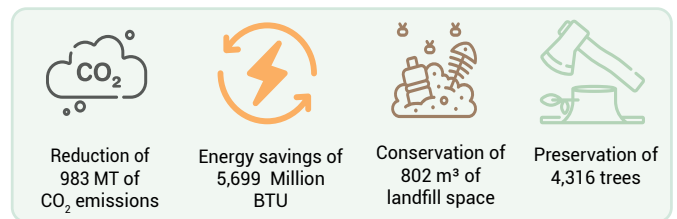
25th July

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



Kidspreneurs Summer Bootcamp 2025

29th
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 recertifica-

tion 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. Together, we reaffirm that sustainability is not just a goal—it is a continual journey of action, accountability, and innovation.

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.



25th Cycle of EEG Students' Workshops

The Emirates Environmental Group (EEG) is pleased to announce the 25th Cycle of its annual Students' Workshops, scheduled to run virtually from 20th to 22nd October 2025. With the theme "Paradox of Choice: Protecting the Present, Cultivating the Future," these workshops which will be conducted in English are tailored for students aged 9 to 18 years, divided into three learning levels: Junior, Sub-Senior, and Senior. The interactive sessions in each of the workshops aim to deepen understanding of environmental responsibility by exploring how everyday decisions affect the planet. Designed to be age-appropriate and engaging, the workshops promote informed thinking, teamwork and environmental stewardship.

As part of EEG's broader mission to foster environmental education, this initiative provides a platform for discussion, awareness and action. Each school can nominate up to 20 students. All participants—students, teachers and schools—will receive certificates of participation. The registration deadline is 25th September 2025. For further information or assistance reach out on: edu@eeg.ae | eeg@emirates.net.ae | +971 4 344 8622



[Register Here](#)

25th Cycle of the Inter-College Environmental Public Speaking Competition

For a quarter of a century, the Emirates Environmental Group's Inter College Environmental Public Speaking Competition (ICEPSC) has stood the ground for youth education and empowerment, proudly providing a vital platform for young minds to thrive on both regional and global stages. Through this annual Competition, EEG strives to nurture confidence, leadership, creativity & innovation and encourage critical thinking in young individuals, empowering them to actively engage with real-world challenges and to come up with practical and scalable solutions. This is more than a competition; it is a movement that cultivates critical thinking, sharpens public speaking and fuels leadership rooted in sustainability and innovation.

The 25th Cycle of ICEPSC is scheduled to be held from 24th to 27th November 2025 in Dubai, UAE. This year's theme, "Innovation, Impact, and Interconnectedness," invites students from across the Arab region, Asia, Africa and Europe to explore four pressing topics:



[Register Here](#)

Topic No.	Discussion Theme
1	Fighting Climate Change to Save Biodiversity
2	Cosmetics and Clothes: Environmental and Socio-Economic Impact
3	How AI is Redefining Environmental Solutions
4	Urbanisation vs. Wellbeing: Sustainable Cities and Public Health

For more details contact: edu@eeg.ae | eeg@emirates.net.ae | +971 4 344 8622

Ongoing Events

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:

				
Reduction of 115 MT of CO ₂ emissions	Energy savings of 798 Million BTU	Preservation of 513 trees	Saving of 1,079 gallons of gasoline	Conservation of 195 m ³ of landfill space

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.

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.



[Register Here](#)



OROC Phase 2

The Emirates Environmental Group (EEG) proudly announces the launch of Phase 2 of the 16th cycle of its impactful recycling initiative: “One Root, One Communi-Tree” (OROC).

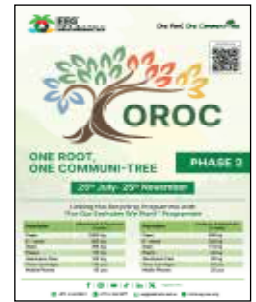
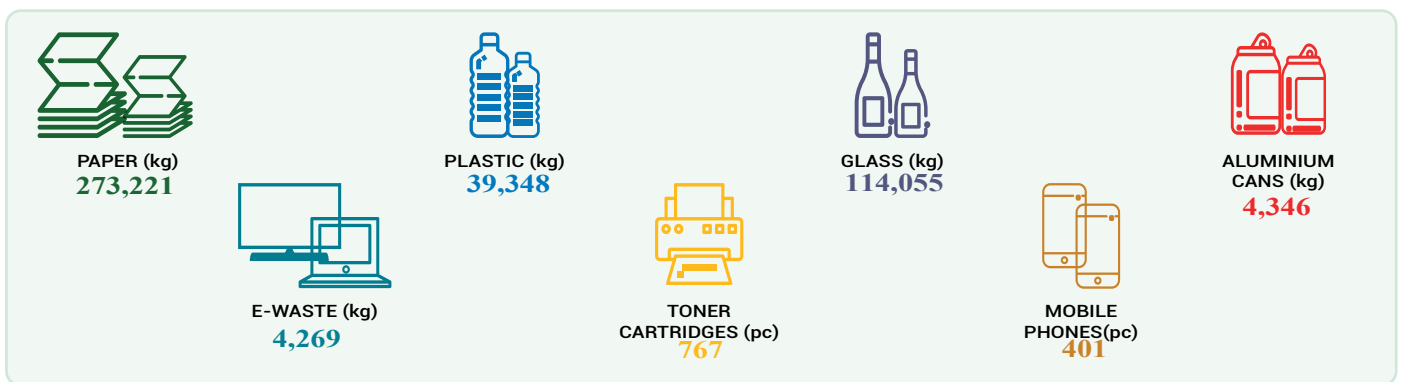
Following the successful conclusion of Phase 1 on 25th May 2025, which saw widespread community involvement, Phase 2 was launched on 25th July 2025, with a new milestone—1,250 native trees to be planted by participants who meet their recycling goals.

Phase 1 Highlights:

- 252 participants from schools, families, companies, and institutions
- 880 trees to be planted on 20th December 2025

Re-cap of the Recycling Achievements in Phase 1:

Material Collected Amount



[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”.

Upcoming Events

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:

DATE	Wednesday, 27 August 2025
TIME	9:30 am – 12:00 noon
VENUE	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 24th edition of Clean UAE campaign - A National Call to Action for the Environment. Scheduled from 6th to 16th 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

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



[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.

Member News

EEG MEMBERS' UPDATE

EEG welcomed 1 renewed academic members, and 9 new and 8 renewal student members in the month of July 2025

ACADEMIC MEMBERSHIP (NEW)

Ajman University

STUDENT MEMBERSHIP (NEW)

Rayhan Khan

Neerav Gopinathan

Aditya Anand

Khwahish Punjabi

Tanaisha Punjabi

Anushkha Jain

Tanvi Singh

Meghan Ahlawat

Kiara Dinesh Katariya

STUDENT MEMBERSHIP (RENEWALS)

Tashvi Negandhi

Vidushi Khare

Vihaan Harrison

Aarav Wadhawan

Dev Pradeep Kumar

Manas Rajesh Hanchate

Nakshatra Prem

Balamurali Binu Nair



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

- >> Reduction of 765 (MTCO₂e) GHG
- >> Saving of 5,290 Million BTU of Energy
- >> Saving of 1,267 m³ of Landfill Space
- >> Saving of 3,923 Trees from being felled
- >> Saving of 3,372 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Schools	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.	India International School, Sharjah	4,770	Ali Darwish Mubarak Salim Alzaabi	11,052
	American School of Creative Science Nad Al Shiba	4,380	Swikriti Giri	528
	Sharjah American International School Umm Al Quwain	3,810	Murali Vihaan	527
CAN COLLECTION CAMPAIGN	Schools	Quantity (kg)	Individual	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.	Our Own High School Dubai	46	Rishan Sen Gupta	11
	-	-	-	-
	-	-	-	-
PLASTIC COLLECTION CAMPAIGN	Schools	Quantity (kg)	Individual	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.	Delhi Private School Sharjah	205	Suhail Ahmed Alnuaimi	488
	Al Rams School	85	Sheika Ahmed Alnuaimi	272
	British International School Ajman	80	Saeed Ahmed Khalifa Al Hamly	202
TONER COLLECTION CAMPAIGN	Schools	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.	-	-	Saeed Humaid Alshamsi	214
	-	-	Amour Manuel Mendoca	75
	-	-	-	-
GLASS COLLECTION CAMPAIGN	Schools	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.	-	-	Hoor Sami Abdalla	380
	-	-	Turki Sami Abdalla	281
	-	-	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.	-	-	Khadija Darwish Alzaabi	247
	-	-	Fateem Alzaabi	173
	-	-	Mugunthan Kannan	140
SCRAP COLLECTION CAMPAIGN	Schools	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.	HCT Bani Yas B	20	Maram Mubarak Alzaabi	931
	-	-	Yousif Ramadhan Alhosani	471
	-	-	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.

