

# EEG CORP NEWS

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مجموعة عمل الإمارات للبيئة  
EMIRATES ENVIRONMENTAL  
GROUP



September 2025  
Issue 09



## Upcoming Events

Material	Quantity & Location	Material	Quantity & Location
Paper	2,000 kg	Paper	500 kg
Plastic	2,000 kg	Plastic	2,000 kg
Steel	500 kg	Steel	100 kg
Aluminum	100 kg	Aluminum	50 kg
Electronic Waste	100 kg	Electronic Waste	50 kg
Textiles	100 kg	Textiles	100 kg
Waste	100 kg	Waste	100 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



eegemirates



### EDITORIAL TEAM:

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Meg Patacsil



## Habiba Al Mar'ashi

Dear members, partners, valued readers and well wishers,

The year 2025 has unfolded as a defining moment for sustainability in the UAE and the wider region. We are living through a time where sustainability is no longer a niche concern or an isolated agenda item—it has become a central pillar in national policies, regional strategies, and corporate boardrooms alike. Across the Emirates, we see bold commitments to climate action, the acceleration of renewable energy adoption, the integration of circular economy principles, and an increasing focus on biodiversity and resource conservation. These are not just ambitions on paper; they are being translated into visible actions and collaborative projects that bring together governments, businesses, academia, NGOs, and citizens. This collective momentum is driving us towards the UAE's vision for a resilient, low-carbon, and inclusive future.

For us at EEG, this is both an inspiring and a demanding time. As an organisation that has been at the heart of the environmental movement in the UAE for over three decades, we feel a deep responsibility to continue leading by example. The second half of the year is traditionally one of our busiest periods, as we prepare to deliver our flagship national campaigns.

These large-scale initiatives—such as Can Collection Campaign, Clean UAE, For Our Emirates We Plant, and others—are not just about tree planting or waste collection. They are about fostering a sense of shared ownership for our environment, mobilising individuals from all walks of life, and reinforcing the culture of volunteerism and collective responsibility that has long been a hallmark of our work. Year after year, these campaigns remind us that environmental protection is not the responsibility of a few, but the duty of all.

August has been a particularly active and fulfilling month, reflecting both the breadth and depth of our engagements. On **13<sup>th</sup> August**, I attended the EGBC MC Meeting, followed by a briefing session on the NGOs Accreditation Process with UNEP, which provided an invaluable opportunity to align EEG's work with international frameworks and best practices. The following day, **14<sup>th</sup> August**, I had the distinct honour of delivering a keynote speech at the Golden Jubilee of Emirati Women's Day during a Special Synergy Lunch. My address on the "Role of Emirati Women in the Field of Sustainability – 50 Years of Impact" was a celebration of the remarkable contributions of Emirati women who,

over the past five decades, have been instrumental in shaping not only the socio-economic landscape of our nation but also its sustainability journey.

Further engagements enriched this month's schedule. On **21<sup>st</sup> August** by EEG's participation in the Carnegie Working Group Session 3, where we contributed to discussions on global sustainability pathways and the role of the UAE in shaping these conversations.

On **27<sup>th</sup> August**, EEG convened its **4<sup>th</sup> Panel Discussion** of 2025, under the theme "Advancing Circular Economy in the UAE: Innovations, Strategies and Industry Collaboration."

The session brought together leading voices from government, industry, and civil society, reaffirming the growing recognition that a circular economy is central to achieving our national sustainability targets.

Alongside these engagements, EEG and I were also privileged to appear on several media platforms, including Fujairah TV, Channel 4 Radio, and Al Ittihad. These opportunities to communicate with wider audiences are essential to building awareness, inspiring action, and highlighting EEG's ongoing role as a trusted voice on sustainability. You can read more about our engagements inside this newsletter.

Looking ahead, I am delighted to share and call on your support as EEG is the Environmental Partner for the Global Sustainability & CSR Forum, scheduled to take place on **8<sup>th</sup>–9<sup>th</sup> October 2025** at Dubai Chambers. Organised under the patronage of the Ministry of Economy and Tourism and in strategic partnership with Dubai Chambers, this Forum is set to convene international thought leaders, policy makers, business leaders, and practitioners to discuss, share, and advance global sustainability agendas.

It is an honour for EEG to be part of this landmark event, and we look forward to bringing our expertise and our regional perspective to the global stage.

As I reflect on these months of progress, achievements, and recognition, I am filled with gratitude—for the dedication of our EEG team, for the support of our partners and members, and for the trust that the community continues to place in us.

Together, we have built a strong foundation of impact, and together, we will continue to amplify our role in shaping a sustainable, resilient, and hopeful future for generations to come.



**EmiratesGBC Management Committee Meeting**

**13<sup>th</sup>  
August**

On 13<sup>th</sup> August, Mrs. Habiba Al Mar’ashi, Co-Founder & Chairperson of Emirates Environmental Group, attended the Emirates Green Building Council (EGBC) Management Committee Meeting virtually, in her capacity as Co-Founder, Vice Chair and Treasurer of EGBC.

The meeting brought together key members of the council to review and discuss strategic updates which covered financial updates, progress on the NDC Scorecard and the plan for the upcoming World Green Building Week coming up in September.

The session also explored potential partnership opportunities to advance sustainable building practices in the UAE. Mrs. Al Mar’ashi’s participation reflects EEG’s ongoing commitment to advancing green building practices, fostering effective & fruitful partnerships and contributing to the UAE’s sustainability agenda through collaborative platforms such as the EmiratesGBC.

**UNEP Regional Briefing for Environmental NGOs in West Asia**

**13<sup>th</sup>  
August**

On 13<sup>th</sup> August, Emirates Environmental Group (EEG) attended virtually the Briefing Session for Environmental Civil Society Organisations organised by the United Nations Environment Programme (UNEP) Regional Office for West Asia (ROWA) being an accredited NGO to UNEP.

The 90-minute session brought together regional stakeholders to strengthen collaboration and enhance understanding of UNEP’s role, initiatives and accreditation processes. Opening remarks were delivered by UNEP ROWA’s Deputy Regional Director, alongside regional facilitators and thematic representatives. The session also provided a detailed overview of UNEP’s work and opportunities for engagement, followed by an interactive Q&A segment.

EEG’s participation reflects its continued commitment to contributing to regional environmental dialogue, aligning its efforts with global frameworks and amplifying the voice of civil society in addressing pressing environmental challenges.

**Keynote Speaker at Emirati Women’s Day Golden Jubilee Celebration**

**14<sup>th</sup>  
August**

In celebration of the Golden Jubilee of Emirati Women’s Day, Mrs. Habiba Al Mar’ashi, Chairperson and Co-Founder of Emirates Environmental Group, delivered a keynote speech at the Special Synergy Lunch, organised by the Dubai Rotary Club and the Capital Club, under the 50-year theme “Hand in Hand, We Celebrate 50 Years.”

In her inspiring address on the role of Emirati women in sustainability, Mrs. Al Mar’ashi highlighted the pivotal contributions of Emirati women over the past five decades—shaping environmental policies, leading innovative initiatives and embedding sustainable practices across sectors. She emphasised how women’s leadership has driven transformative change within organisations

and strengthened communities and advanced national sustainability goals. Drawing from her personal journey and extensive experience in CSR and environmental advocacy, Mrs. Al Mar’ashi called on Emirati women to embrace leadership opportunities, pioneer sustainable solutions and continue the legacy of impactful change.

Her speech celebrated the transformative power of women in sustainability, showcasing their role as drivers of innovation, resilience and social responsibility across the UAE.

**Carnegie Climate Monitoring Working Group**

**21<sup>th</sup>  
August**

As the official representative for the United Arab Emirates in Phase II (2025–2027) of the Carnegie Endowment’s Middle East Programme project on Climate Change, Vulnerability, and Governance in the Middle East and North Africa, EEG participated in the group’s third virtual session on 21<sup>st</sup> August.

The Working Group brings together civil society leaders and experts from across the MENA region to examine how climate change intersects with governance, inequality, and human security—while also strengthening the role of local organisations in shaping just and inclusive climate policies.

The session highlighted a case study on Iraq, presented by the CEO of the Green Space Organisation, who shared valuable insights drawn from his leadership experience in advancing climate action in the country.



**EEG’s 4<sup>th</sup> Panel Discussion of 2025**

**27<sup>th</sup>  
August**

The Emirates Environmental Group (EEG), in co-organisation with the **Dubai Supreme Council of Energy (DSCE)** and in collaboration with the **Advancing Net Zero Volunteering Team**, successfully convened a high-level panel discussion under the theme:

**“Advancing Circular Economy in the UAE: Innovations, Strategies and Industry Collaboration.”**

Held at Stella Di Mare – Dubai Marina Hotel, the event brought together a distinguished cross-section of **sustainability experts, policymakers, academics, and private sector leaders** to address the urgent need for unified action in accelerating the UAE’s transition to a circular economy.



The panel commenced with **opening remarks by Mrs. Habiba Al Mar’ashi**, Co-Founder & Chairperson of EEG, who emphasised the role of circularity as a **core pillar of Dubai’s sustainability vision**.

This was followed by a keynote address from **Eng. Faisal Ali Al Rashid**, Senior Director at DSCE and Chairman of the Advancing Net Zero Volunteering Team, who underlined Dubai’s strategic commitment to building a **circular economy framework** that supports the **UAE Net Zero by 2050 vision** and the **Dubai 2040 Urban Master Plan**.

A dynamic exchange of ideas then unfolded, featuring:

- **Mr. Hassan Younes**, Co-Founder & CEO, GRFN Consultants
- **Ms. Rana Hajirasouli**, Founder, The Surpluss (Certified B Corporation)
- **Mr. Amr Seleem**, Country Engagement & Climate Policy Lead, UNEP Cool Coalition
- **Dr. Jacinta Dsilva**, Director of Research, Living Lab & International Partnerships, SEE Institute
- **Dr. P.R. Jagannathan**, Senior GM of Sustainability & Climate Action, Sobha Realty

The discussion delved into the **role of innovation, policy frameworks, behavioural change, and systems thinking** in scaling up circular models across key industries such as construction, manufacturing, energy, and waste management. Speakers shared forward-looking strategies that can accelerate the UAE’s progress toward **net-zero and regenerative economic systems**.

**Interactive Dialogue**

A lively **audience Q&A session** followed, encouraging knowledge exchange among professionals from across the sustainability spectrum. A highlight of the event was the **signing of an MoU between EEG and the Advancing Net Zero Volunteering Team**, formalising collaboration to drive future initiatives dedicated to embedding circularity and advancing the UAE’s net-zero targets.

EEG extends sincere appreciation to **McDonald’s UAE** and **Accenture Middle East**, the **Main Sponsors**, whose commitment to sustainability made this impactful event possible. Special thanks also to **Stella Di Mare – Dubai Marina**, the **venue host**, for their impeccable hospitality in hosting this dialogue. Together, these collaborations and conversations mark a significant step in the UAE’s journey toward a more **circular, innovative, and resilient future**.



**Inspiring Future Leaders at The Millennium School**

**28th August**

The Millennium School, Dubai, hosted a vibrant celebration in honour of Emirati Women’s Day, bringing together students, faculty, and special guests to reflect on the achievements and aspirations of Emirati women.

The highlight of the morning was the presence of Mrs. Habiba Al Mar’ashi, Co-founder and Chairperson of the Emirates Environmental Group (EEG), who graced the occasion as the Key Guest Speaker.

A special on-stage podcast-style interview conducted by members of the Student Council offered a rare opportunity for the young audience to engage with Mrs. Habiba’s inspiring journey.

Through thought-provoking questions, the students explored her early inspirations, the milestones of her distinguished career with organisations such as EEG, Arabia CSR Network, and Emirates Green Building Council, and the challenges she overcame as a pioneering Emirati woman in leadership.

In her heartfelt responses, Mrs. Habiba encouraged the students to embrace responsibility, perseverance, and creativity as guiding values for the future.

She emphasized that true progress comes not only from innovation but also from compassion and inclusivity. In her closing message, she left the students with a powerful call to action: to become agents of change who uphold sustainability, empower women, and build communities that thrive in harmony with nature.

The event also featured a quiz competition on Emirati Women, engaging the students in celebrating national role models, followed by an exhibition and interactive stalls showcasing creative projects.

The celebration concluded with a vote of thanks, but the conversations sparked by Mrs. Habiba’s presence and words left a lasting imprint on the hearts of the young audience, inspiring them to take pride in their heritage and responsibility for their future.

**EEG in the Media Eye**

1) Al Etihad Highlights EEG’s Efforts in Empowering Youth for a Sustainable Planet

We are proud to share that Emirates Environmental Group (EEG) was recently featured in a comprehensive article published by Al Etihad newspaper on 21<sup>st</sup> August 2025, spotlighting the impactful environmental programmes and continued commitment to sustainability and youth empowerment.

In the article, Mrs. Habiba Al Mar’ashi, Chairperson of EEG, discussed the group’s year-round educational and action-driven initiatives that engage students, schools and universities across the UAE.

These include the popular “Neighbourhood Recycling Project”, “Purging Pestering Plastic”, and urban afforestation efforts like the “Recycle, Reforest, Repeat” initiative — all



aimed at instilling eco-conscious habits in young minds. The piece also highlighted EEG's summer programmes, such as "One Root, One Communi-Tree", and the innovative "Art from Waste" initiatives that empower students (including People of Determination) to transform recyclables into creative art pieces — merging environmental awareness with artistic expression.

Additionally, the article covered EEG's leadership development efforts through hands-on fieldwork and university engagement, culminating in activities such as the "Inter College Environmental Public Speaking Competition", which fosters research, critical thinking, and environmental advocacy.

Throughout the feature, Mrs. Habiba emphasized the vital role of education, community involvement, and youth participation in shaping a sustainable future — and called on all members of society to play an active role in protecting our environment.

We thank Al Ittihad for showcasing our work and helping amplify the message of sustainability to a wider audience.

Read the full article here: [t.ly/dR-bt](https://t.ly/dR-bt)

2) Mrs. Habiba Hassan Sultan Al Marashi Illuminates the Path Toward a Circular Economy on Fujairah TV

On 22<sup>nd</sup> August, Mrs. Habiba Al Marashi offered valuable insights during a compelling interview on Studio Fujairah, a prominent program on Fujairah TV.

The conversation spotlighted the outcomes and insights of the recently concluded Fourth Panel Discussion of 2025, held under the theme "Advancing Circular Economy in the UAE: Innovations, Strategies, and Industry Collaboration."

This pivotal session was jointly organized by the Dubai Supreme Council of Energy and in collaboration with the Advancing Net Zero Volunteering Team.

Opening the dialogue, Mrs. Habiba underscored the urgency and significance of transitioning toward a circular economy—an economic model designed to eliminate waste, optimize resource use, and regenerate natural systems.

She emphasized that the panel aimed not only to present innovative circular practices but also to craft strategic pathways and foster multisectoral collaboration essential for transformative change.

In her address, Mrs. Habiba spoke passionately about the diverse and influential voices that contributed to the session. These included senior government officials, pioneering leaders in the energy sector, visionary entrepreneurs in green technologies, and renowned environmental policy experts.

She highlighted the importance of this inclusive approach, noting that effective climate action and sustainable innovation can only be achieved through united efforts across public and private sectors. Key themes explored during the panel included the integration of cutting-edge recycling technologies, the development of sustainable and circular business models, and the formation of robust policy frameworks that encourage systemic change.

Mrs. Habiba stressed that such discussions are not merely theoretical; they are essential for generating scalable, actionable solutions that align with the UAE's national sustainability agenda.

A landmark moment of the session was the signing of a Memorandum of Understanding (MoU) between the Emirates Environmental Group and the Advancing Net Zero Volunteering Team.

This strategic partnership aims to strengthen collaborative efforts in promoting circular economy initiatives across the UAE, through joint innovation, capacity-building programs, and sustainable development projects.

The interview offered an inspiring glimpse into the UAE's proactive role in environmental leadership and highlighted the dynamic partnerships driving the country's green transition.

As the UAE continues to position itself at the forefront of sustainability in the region, the work of changemakers like Mrs. Habiba and the EEG remains instrumental in shaping a circular, climate-resilient future.

Watch the full interview here: <https://www.fujairahTV.ae/watch/3501/%D8%AD%D9%84%D9%82%D8%A9-22-08-2025>

3) Channel 4 Joins EEG to Inspire Community Action for the Environment

We are excited to share that Emirates Environmental Group (EEG) will be featured on Channel 4 Radio (104.8 FM) these coming months in a special interview highlighting our flagship environmental initiatives for the year.

During the interview, Mrs. Habiba Al Mar'ashi will shed light on the upcoming programmes that bring together individuals, schools, and organisations from across the Emirates to take collective action for a greener future.

Among the highlights, she will speak about the much-anticipated Can Collection Drive, set to take place on 8<sup>th</sup> November 2025, which will feature multiple collection stations across the Emirates to make participation easier and more impactful.

Listeners will also hear details about the Clean UAE Campaign, scheduled for December, which will unite communities across different Emirates in large-scale clean-up drives to protect our environment and nurture eco-consciousness. The discussion will also touch upon the strong legacy of these initiatives, showcasing how past campaigns have successfully raised awareness, instilled sustainable habits, and mobilised thousands of volunteers to protect our natural environment.

Practical advice will be shared on how individuals can get involved, from registering for the campaigns, volunteering on the ground, to following EEG's updates on social media for all programme details. Mrs. Habiba will also leave a heartfelt message to Channel 4 listeners: a reminder that community action is the most powerful driver of environmental protection — and that when we come together, change becomes possible. Watch out for the interview sound bites on Channel 4 and stay tuned to EEG's social media platforms for updates!



**One Root, One Communi-Tree**

EEG announces the continuation of the phase 2 of its flagship initiative, “One Root, One Communi-Tree” (OROC). This unique, community-driven tree-planting campaign is already making strides in promoting biodiversity, combating desertification and advancing the UAE’s green agenda.

Engaging individuals, organisations and academic institutions, OROC empowers participants to actively contribute to national reforestation efforts by planting native trees in designated areas. This hands-on programme helps offset carbon emissions and also strengthens environmental responsibility and unity across the community. Following the success of Phase 1—with 252 participating entities and a target of planting 880 trees on 20th December—Phase 2 is in full swing, expanding its reach and impact. Be part of this growing movement for a greener, more sustainable future.



[Register Here](#)

Upcoming Events

**Shaping Global Impact: The 13<sup>th</sup> cycle of the Global Sustainability & CSR Forum**

The countdown is on for one of the year’s most influential gatherings in sustainability and CSR – the 13<sup>th</sup> Global Sustainability & CSR Forum, taking place **8<sup>th</sup> –9<sup>th</sup> October 2025** at the iconic **Dubai Chambers** headquarters, our Strategic Partner for this milestone event. Proudly held under the patronage of the **UAE Ministry of Economy and Tourism**, and with EEG as the event’s Environmental Partner, the Forum will convene under the compelling theme: “Sustainable Growth: Orchestrating a Global Change.” This is more than a conference – it is a global call to action at a pivotal moment for our planet. With urgent priorities around climate resilience, circular economy, inclusive growth, and responsible governance, the Forum is designed to convert commitments into measurable impact. Over two transformative days, participants will benefit from inspiring keynotes from global sustainability leaders, dynamic panel discussions addressing pressing environmental and social challenges, and case presentations highlighting organisations driving change on a global scale. As the Environmental Partner, EEG will play a central role in shaping the discussions, sharing expertise on environmental stewardship, and promoting actionable strategies to address pressing ecological challenges. Beyond the sessions, the Forum offers unmatched opportunities for partnerships, cross-sector collaborations, and international visibility. Whether you represent government, private sector, start-ups, NGOs, or academia, this is where your voice can help shape the global sustainability agenda. Be part of the movement. Join as a Delegate, and contribute to a future that is sustainable, inclusive, and resilient.

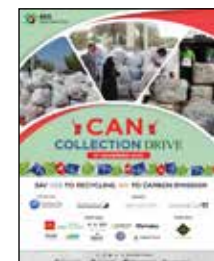


[Register Here](#)

**Can Collection Drive**

The Can Collection Drive is one of EEG’s long-standing recycling programmes, focused on promoting the responsible disposal and recycling of aluminium cans across the UAE. Held annually since 1997, this nationwide campaign unites schools, companies, families and individuals to support a circular economy and reduce landfill waste. The drive highlights the environmental benefits of recycling and also encourages active community participation in sustainability efforts.

Since its inception, EEG has recycled **460,194 Kgs** of aluminium cans, resulting in the mitigation of **6,908 metric tonnes** of CO2 emissions, saving **104,733 BTU** Million of energy, and preserving **11,171 m<sup>3</sup>** of landfill space. These collective efforts continue to raise awareness about resource conservation and the importance of reducing our ecological footprint. EEG is excited to launch the 2025 Can Collection Drive, scheduled for Saturday, 9<sup>th</sup> November.



[Register Here](#)

**Clean UAE 2025**

The UAE’s flagship community-focused environmental action campaign, “Clean UAE” is back in its 24<sup>th</sup> cycle – proudly led by Emirates Environmental Group (EEG) under the esteemed patronage of the **Ministry of Climate Change & Environment** (MOCCA). This national programme was endorsed by the UAE Cabinet in 2022 and is a true symbol of our nation’s collective will to protect, preserve and act for the environment. As we gear up for this cycle, we extend our heartfelt thanks to our supporting entities and logistical partners, whose dedication and resources are crucial to the success of this national initiative. Your contributions help us reach communities across all Emirates, ensuring smooth, safe, and impactful implementation on the ground. We are also thrilled to welcome McDonald’s UAE once again as the Main Sponsor, whose continued support strengthens our shared commitment to sustainability and community action. A special thank you is extended to: Abela & Co, Ahalia Medical Group, Almarai, Aster Volunteers, Aster Hospital Clinic Pharmacy, Byrne, Fujairah Plastic Factories, ISS Relocations, Oasis and Del Monte. Together, these entities bring the spirit of sustainability and community action to life. We are also proud to have Al Murad Group, Channel 4 104.8 FM, 107.8 FM, 101.3 Gold FM, Radio 4 89.1 FM, Gulf News, Climate Control Middle East and Pan Asian Media as our esteemed Media Partners & supporters this year. The valuable support extended by all these entities will help amplify our message and engaging communities will play a vital role in the success of this nationwide campaign. Sponsorship opportunities are open! Join us in driving real environmental change by contacting eeg@emirates.net.ae or calling +971 4 344 8622.



[Register Here](#)



**Global Vertical Farming**

Emirates Environmental Group (EEG) is proud to announce its role as a Supporting Partner at the 6<sup>th</sup> Global Vertical Farming (GVF) Summit, taking place on September 10–11, 2025, at Festival Arena - Dubai. Held under the esteemed patronage of the UAE Ministry of Climate Change and Environment, this summit stands as the Middle East’s foremost platform dedicated to vertical farming and sustainable agriculture.

The GVF Summit brings together global pioneers, industry experts and innovative thinkers to showcase transformative technologies that are reshaping the future of food production. From climate-smart systems to high-tech farming solutions, the event highlights how vertical farming is driving food security, boosting nutrition, and strengthening resilience in the face of climate change. Why attend? Because the future of farming is here. It will offer the opportunity to see how vertical farming enables us to grow more with fewer resources, closer to urban centres, while reducing environmental impact. EEG invites partners, stakeholders and the wider community to join this groundbreaking dialogue and be part of a movement that is redefining sustainable agriculture.



[Register Here](#)

**WETEX**

With the visionary guidance of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President, Prime Minister of the UAE and Ruler of Dubai, and under the esteemed patronage of His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Dubai Supreme Council of Energy, Dubai Electricity and Water Authority (DEWA) proudly presents the Water, Energy, Technology and Environment Exhibition (WETEX). This landmark event will take place from September 30<sup>th</sup> to October 2<sup>nd</sup> 2025, at the Dubai World Trade Centre.

Emirates Environmental Group (EEG) is honoured to continue participating as a Supporting Association at this world-class exhibition, which has become a cornerstone platform for showcasing innovations and strategies that advance sustainability and environmental protection. Our involvement underscores EEG’s mission to inspire collective action, foster eco-conscious practices, and strengthen collaborations that contribute to the UAE’s vision for a sustainable future. We invite all stakeholders, partners, and the wider community to join us at WETEX 2025. Together, we can transform challenges into opportunities and pave the way for a greener tomorrow.



[Register Here](#)

Member News

**EEG Welcomes Bartawi Group as Our Newest Corporate Member**

Emirates Environmental Group is delighted to welcome Bartawi Group to our growing network of corporate members committed to driving sustainability and positive change in the UAE. Founded in 1958 by the visionary Late Eng. Atalla Hussain Bartawi, Bartawi Group began as a cornerstone of the UAE’s infrastructural ambitions.

Guided by a mission to contribute meaningfully to the nation’s rapid development, the company has played a pivotal role in shaping the UAE’s landscape for more than six decades. From its roots in construction and real estate, Bartawi Group has evolved into a trusted name synonymous with quality, integrity and innovation.

Its legacy is built on strong partnerships with stakeholders, clients and the wider community — partnerships that reflect a deep commitment to excellence and responsible growth.

Today, Bartawi Group continues to embody the values of its founder, leading with purpose and delivering projects that meet the highest standards and also contribute to the UAE’s remarkable transformation story. We look forward to working closely with Bartawi Group as they bring their expertise, vision and dedication to advancing our shared environmental goals.

[READ MORE](#)



### EEG Welcomes the Renewal of Berkeley Services Group as an Associate Member

The Emirates Environmental Group (EEG) is delighted to receive the renewal of the Berkeley Services Group's Associate Membership, marking the continuation of a strong and fruitful partnership that has spanned the past two years.

The letter from Berkeley expressing their appreciation for this collaboration, highlighting the honor and privilege of supporting EEG's mission of advancing environmental sustainability and fostering community engagement across the UAE was well received by the EEG family. Their message also reflected a deep admiration for EEG's impactful initiatives, which they recognised as creating meaningful and long-term benefits for both the environment and society.

It is truly encouraging and a matter of great pride for EEG to be aligned with a corporate partner that values sustainability and imbeds it at its core and is committed to elevating ESG practices across their operations. Berkeley's recognition of EEG's visionary leadership and unwavering commitment to environmental stewardship is both humbling and motivating, reminding us of the collective strength of our community of members.

EEG sincerely thanks Berkeley Services Group for their trust, support and continued commitment, and we look forward with enthusiasm to deepening this partnership further, exploring innovative avenues for collaboration and together, making a tangible impact on the UAE's green journey.

#### EEG MEMBERS' UPDATE

EEG welcomed 1 new corporate and 1 renewed member in the month of August 2025

##### CORPORATE MEMBERSHIP (NEW)

Bartawi General Contracting

##### ASSOCIATE MEMBERSHIP (RENEWAL)

Berkeley Services UAE LLC

### UN News

#### Global Plastic Pollution Treaty Talks Adjourn Without Consensus



The United Nations Environment Programme (UNEP) concluded the Intergovernmental Negotiating Committee (INC) session on a global plastic pollution treaty in Geneva without reaching an agreement. Held from August 5–15, 2025, the talks involved over 2,600 participants, including 1,400 delegates from 183 countries and nearly 1,000 observers.

##### Key Challenges

- **Plastic Production Limits:** Many nations proposed binding restrictions on virgin plastics. Major producers, including the U.S., Saudi Arabia and Kuwait, opposed them due to economic concerns.
- **Hazardous Chemicals:** Debates on restricting toxic chemicals in plastics stalled, with environmental groups urging strict controls.
- **Support for Developing Nations:** Mechanisms to assist developing countries saw limited progress.

##### Global Reactions

Environmental organisations expressed disappointment, and vulnerable nations like Tuvalu and Uganda voiced frustration. UNEP Executive Director emphasized the need for ongoing dialogue and cooperation.

##### Next Steps

While no treaty text was finalised, member states remain committed to further the negotiations, aiming to establish a legally binding agreement to address the global plastic pollution crisis.

[READ MORE](#)

UNEP NEWS

#### United Nations Convention to Combat Desertification calls for civil society and private sector representatives to RGDRP



The United Nations Convention to Combat Desertification (UNCCD) has announced a call for expressions of interest to appoint civil society and private sector representatives to the Steering Committee of the Riyadh Global Drought Resilience Partnership (RGDRP). This initiative aims to transition global drought response from reactive crisis management to proactive risk reduction. The RGDRP supports 74 countries, primarily low-income and lower-middle-income economies, in strengthening their capacity to manage and reduce drought risks. The Steering Committee, comprising 12 members from various sectors, ensures inclusive, transparent and accountable governance.

Eligible applicants include civil society organisations (CSOs), NGOs and private sector entities engaged in climate-smart innovation, sustainable land & water management, and public-private partnerships in drought-prone regions. Selected representatives will serve a three-year term, participate in two annual Steering Committee meetings and contribute to strategic decision-making and policy coordination.

This opportunity invites dynamic and committed actors to play a meaningful role in advancing global drought resilience.

UNCCD NEWS



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

- >> Reduction of 523 (MTCO<sub>2</sub>e) GHG
- >> Saving of 3,790 Million BTU of Energy
- >> Saving of 899 m<sup>3</sup> of Landfill Space
- >> Saving of 2,395 Trees from being felled
- >> Saving of 1,359 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Family/Individual	Quantity (kg)
In August, Emirates Environmental Group (EEG) collected 122,263 kg of paper from 246 participating entities. While this reflects a 34% decrease from July, it is still a remarkable achievement that showcases the community's commitment to sustainability. We sincerely thank all contributors for their valuable efforts and encourage our members, partners, and supporters to sustain their active involvement and continue driving positive environmental change.	Design Infinity	9,584	Ali Darwish Mubarak Salim Alzaabi	1,705
	Al Ghurair	6,410	Fatima Abdullah Mohammed Al Dhanhani	970
	Rixos Bab Al Bahr	3,895	Guru Sriman Murali Sashi Kumar	710
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In August, EEG collected 1,858 kg of aluminium cans from 46 entities — a commendable 78% increase from July. With 58.2% of our annual target already achieved, this milestone highlights the growing commitment of our community. We urge all participants to sustain their dedication, as every contribution plays a vital role in reaching our goal and advancing the circular economy.	Rixos Al Mairid Ras Al Khaimah	610	Neal Monteiro	41
	The Cove Rotana Ras Al khaimah	320	Achyut Kumar	25
	Two Season Hotel & Apartments	185	Hassan Abdulla Hassan	11
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In August, EEG collected 10,083 kg of plastic waste from 161 participating entities — reflecting the power of collective action. While this marks a 30% decrease from July, it still demonstrates the community's valuable contribution. Let us continue to renew our commitment towards a cleaner, greener, and more sustainable future.	Wasl Properties LLC	448	Sheikha Ahmed Alnuaimi	515
	Khansaheb Civil Engineering Jebel Ali	370	Alyazia Ahmed Alnuaimi	267
	Ministry of Cabinet Affairs	362	Suhail Ahmed Alnuaimi	236
TONER COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Individual	Quantity (Pcs)
In August, EEG collected 47 toner cartridges from 8 participating entities — an important contribution to responsible e-waste management. While this reflects an 89% decrease from July, it reinforces the need for stronger participation. We encourage all entities to stay committed and actively support the HP Toner Recycling Initiative in the coming months, helping us promote sustainable practices and protect our environment.	Media Rotana Hotel	26	-	-
	-	-	-	-
	-	-	-	-
GLASS COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In August, EEG collected 15,546 kg of glass bottles from 74 participating entities — reflecting only a 3% decrease from July. This strong performance showcases the community's renewed participation and commitment to sustainability. We deeply appreciate these efforts and encourage all contributors to keep the momentum going as we work hand in hand toward a greener, more sustainable year.	JA The Resort & Hotels	3,551	Turki Sami Abdalla	213
	25Hours Hotel Dubai One Central	2,250	Afnan Sami Abdella	198
	Marco Polo Hotel	1,710	Sonia Gandhi	136
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In August, EEG collected 1,117 kg of e-waste from 19 participating entities — a meaningful step toward responsible waste management, despite a 34% decrease from July. We urge everyone to stay committed, as each responsibly recycled electronic item plays a vital role in safeguarding the environment and advancing sustainable e-waste management.	MidEast Data Systems LLC	130	Mirana Gabin Mathew	565
	Dubai Emerald Lions Club	43	Fateem Ali Alzaabi	70
	Dubai Public Prosecution	35	Ali Darwish Mubarak Salim Alzaabi & Khadija Darwish Alzaabi (Tie)	53
SCRAP COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In August, EEG collected 1,730 kg of scrap metal from 32 participating entities — a valuable contribution despite an 18% decrease from July. As we move into September, let's strengthen our efforts, as responsibly recycling scrap metal not only supports the circular economy but also transforms waste into valuable resources for a sustainable future.	Dubai Emerald Lions Club	112	Yousef Ramadhan Alhosani	344
	JVC Kenwood Gulf FZE	55	Khalid Ahmed Alnuaimi	343
	Marco Polo Hotel	39	Maram Mubarak Alzaabi	287
MOBILE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In August, EEG collected 385 mobile phones from 12 participating entities. While this reflects a 58% decrease from July, it is still a meaningful step towards responsible e-waste management. We urge the wider community to renew their efforts — every device recycled brings us closer to our annual target and reinforces our shared environmental goals.	Dubai Public Prosecution	186	Amal Saeed Al Shamsi	103
	Media Rotana Hotel	71	-	-
	-	-	-	-

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.

