

EEG CORP NEWS

Together for a Better Environment®



September 2025
Issue 10



CAN COLLECTION DRIVE

8th NOVEMBER 2025

Upcoming Events



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From Monday to Friday & Sunday 9:00AM to 5:00PM
Villa No. 117a - JMR. 6B, Jumeirah 1,
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For more info, call EEG at 04 344 8622, or
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EEG

 مجموعة عمل الإمارات للبيئة
 EMIRATES ENVIRONMENTAL GROUP

Habiba Al Mar'ashi

Dear members, partners, valued readers and well wishers

The current sustainability landscape is witnessing unprecedented change, driven by climate urgency, technological breakthroughs and evolving societal expectations. Governments, businesses and communities are recognising that sustainability is no longer a peripheral consideration—it is central to resilience, competitiveness and long-term growth.

Today, the nexus of environmental stewardship, social responsibility and economic innovation defines the future of successful organisations and national strategies alike.

At the Emirates Environmental Group (EEG), September 2025 has been a month marked by progress, recognition and active engagement across a spectrum of sustainability initiatives. It is a period that reflects our ongoing dedication to environmental protection and social responsibility and also our role as a connector, advocate and thought leader in shaping the UAE's sustainability agenda.

We began the month with a significant milestone: the addition of EEG's 4th recycling truck, expanding our fleet and dramatically increasing our operational capacity.

This addition reflects our commitment to enhancing the efficiency of our recycling programs, enabling us to collect and process a higher volume of recyclable materials across communities from all the Emirates. This expansion is made possible thanks to our committed supporters, partners and volunteers, whose collaboration strengthens our ability to transform local environmental action into measurable impact.

On 1st September, EEG entered a **strategic partnership with Hebron University** through the signing of a Memorandum of Understanding, establishing a framework for collaboration on environmental education, knowledge exchange and research partnerships.

This initiative underscores EEG's belief in empowering the next generation of sustainability leaders and fostering a regional dialogue on environmental stewardship. That same day, we joined and contributed to the **12th Annual Subcommittee Meeting of the Committee of Permanent Representatives (CPR) to UNEP**, reinforcing our role in global environmental governance and international policy engagement.

On 3rd September, I spoke at the **Dubai Municipality Sustainability Forum 2025**, engaging with key stakeholders and contributing to discussions under the theme **"Sustainability Pioneer of the UAE"**, reflecting our commitment to promoting innovative and impactful environmental solutions across the country.

Following this, on 9th September, EEG participated in the **launch of the Water Programme of the Year by the MENA Alliance for Green Schools**, supporting initiatives that encourage sustainable practices in education and community development. Thought leadership remained a core focus throughout September.

EEG played a pivotal role at the **6th Global Vertical Farming Conference** on 10th September, acting as both a keynote speaker and a supporting partner, highlighting sustainable urban agricultural solutions that address food security and environmental efficiency.

On 11th September, we participated in the World Green Building Week Roundtable, discussing the implications of the new Federal Climate Change Law for the built environment. This was followed by my role as a **speaker at the DWTC Sustainability Dialogues, 2nd Edition**, where the session, under the theme "Reporting, Reduction & the Role of Offsets", explored practical strategies for emissions reduction, the responsible application of carbon offsets and the integration of ESG principles in event management.

The discussions highlighted actionable steps organisations can take to achieve measurable sustainability impact. On a personal note, I was honoured and recognised on 17th September as one of the **UAE's Most Influential Sustainability Leaders by Khaleej Times**, a recognition reflecting the meaningful impact of EEG's ongoing initiatives in environmental stewardship, corporate social responsibility and sustainable development.

EEG's engagement in international governance and youth-focused initiatives continued with participation in the **171st Committee of Permanent Representatives Meeting**, the **Youth Forum on Climate Protection 2.0**, and the **CPR Subcommittee Meeting** on 16th & 18th September.

We also attended a briefing on the **2nd World Social Summit**, exploring how public-private partnerships can advance sustainable development through effective investment strategies and collaborative solutions.

On 25th September, I contributed to the **Preparatory Workshop on Climate Adaptation Financing by MOCCA**, as well as the **ADSW 2026 programme unveiling session**, shaping the UAE's sustainability agenda for the year ahead.

This month exemplifies EEG's holistic approach to sustainability: from operational enhancements like our expanded recycling fleet to global advocacy, cross-sector partnerships, youth engagement and thought leadership.

Each initiative reinforces our philosophy that meaningful change arises from collaborative action, innovation and accountability. We continue to demonstrate that sustainability is not merely a goal but a guiding principle embedded in every decision, partnership and programmes that we undertake.

Looking ahead, I am delighted to share and call on your support as EEG is once again the **Environmental Partner for the 'Global Sustainability & CSR Forum'** organised by our sister organisation; the Arabia CSR Network which is scheduled to take place on 8th – 9th October 2025 at Dubai University. Organised under the patronage of the **Ministry of Economy & 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.

As we reflect back on September, we remain committed to inspiring measurable environmental and social impact, driving systemic change and empowering communities, institutions and governments to embrace sustainability as a core strategy. Together with our partners, stakeholders and supporters, EEG continues to champion innovation, collaboration and action to build a resilient, inclusive and sustainable future for the UAE and beyond.



EEG Expands Recycling Fleet with 4th Truck

We are thrilled to share that our 4th recycling truck is now on the road, strengthening our capacity to collect recyclable materials across the UAE. This new addition to our fleet allows us to serve our community more efficiently, covering more areas and ensuring that recyclables are collected and processed in a timely manner. We extend our heartfelt gratitude to all our supporters, partners and stakeholders whose continued commitment enables us to drive sustainable change and advance the circular economy.

With this expanded fleet, EEG continues to turn recycling efforts into impactful action, creating a greener and more sustainable future for all.

Join us in making a difference! Participate in our recycling programmes and help us build a cleaner and more sustainable UAE. Every item you recycle counts towards a better tomorrow.

MoU with Hebron University

1st September On 1st September, the Emirates Environmental Group entered into a Memorandum of Understanding (MoU) with Hebron University in Palestine. This strategic partnership aims to foster collaboration in the fields of environmental research, sustainable development and community awareness. Through this MoU, both parties will cooperate on joint studies and research, organise training programmes, workshops and conferences, and support academic initiatives that address pressing environmental issues such as solid waste management, climate change mitigation and carbon emission reduction. The partnership also focuses on empowering students and researchers by providing them with opportunities to engage in sustainability projects and exchange knowledge and expertise. This agreement reflects EEG's commitment to strengthening regional and international collaborations in order to advance environmental education and achieve impactful sustainability outcomes.

Dubai Municipality's "Sustainability Pioneer of the UAE" Forum

3rd September On 3rd September, Dubai Municipality hosted the Sustainability Forum 2025 under the theme "Sustainability Pioneer of the UAE" at Safari Dubai. The gathering brought together sustainability leaders, environmental advocates.

Mrs. Habiba Al Mar'ashi, Co-founder & Chairperson of Emirates Environmental Group, was invited as a keynote speaker to share her sustainability journey and insights. In her speech, she reflected on how her lifelong passion for the environment inspired her to leave a secure government role in 2000 and dedicate herself fully to environmental advocacy.

She shared how EEG, established in 1991, evolved from modest beginnings in her flower shop in Al Bastakiya into a pioneering NGO that became the first worldwide to earn ISO 14001 certification.

She outlined key initiatives led by EEG, including large-scale recycling drives, the Clean UAE campaign, extensive tree-planting efforts, and the student-centred educational

programmes, to name a few. These initiatives, she noted, have played a critical role in embedding sustainability practices across the UAE and the wider Arab region.

Mrs. Al Mar'ashi also acknowledged the challenges facing environmental work, such as behavioural change, sustainable funding and the need to engage a diverse population. Yet she emphasised that such challenges create opportunities for innovation, collaboration and creative solutions. Highlighting the central role of individuals, she stressed that sustainability begins with daily actions—whether reducing waste, conserving resources or influencing family and community habits.

At the same time, she underscored the vital role of schools, businesses and government institutions in accelerating the adoption of sustainable practices. Looking to the future, she identified the circular economy, technological innovation, sustainable food systems, ESG adoption and green finance as priority areas that will shape the next decade.

EEG Participates in Green Schools' Water Programme Launch

9th September On 9th September, Emirates Environmental Group, proudly joined the MENA Alliance for Green Schools for the launch of the Water Programme of the Year. This impactful initiative marked the soft launch of the Water Playbook, a practical guide designed to help schools reduce water consumption, improve efficiency and integrate water awareness into everyday teaching and learning.

The session was moderated by the co-founder of the MENA Alliance for Green Schools, who emphasized the urgent need to build the capacity of both teachers and students to address water scarcity in the Gulf and wider MENA region. Schools, she noted, are the perfect platforms to instill long-term mindset changes.

The panel featured distinguished experts: Samer Alhamdan (Senior Project Manager, Dar Al Handasah), Dr. Eman Ismail Abdellatif (Consultant and Professor in the Cognitive Socio/Physical Built Environment Impact), and Sarah Abdel-kader (Head of Sustainability Movement Programme, Green Leaders). Together, they highlighted how collaborative, school-based interventions can drive meaningful water conservation practices while fostering sustainability literacy.

The session concluded with a strong call on the necessity of conserving water as a shared responsibility, emphasizing the need for collective action to achieve this vital goal. By empowering schools and communities, the initiative seeks to nurture a generation committed to safeguarding one of the region's most precious resources.

Global Vertical Farming Expo 2025

10th September On 10th September, the Global Vertical Farming Expo 2025 was held at Festival Arena, Dubai, under the theme "Advancements in Agriculture: Stepping Towards Achieving Food Security in the Middle East." The Expo gathered leaders, innovators and sustainability advocates to explore solutions for food security and climate-resilient agriculture in the region.

Mrs. Habiba Al Mar'ashi, Co-founder & Chairperson of Emirates Environmental Group, was invited as a keynote speaker



to share her vision on sustainable agriculture and food security. Speaking to a distinguished audience, she emphasised that the challenge globally is not a lack of resources, but their inefficient use and management. Drawing from the principle of responsible stewardship, she highlighted that moderation, accountability and wise resource management are essential for creating resilient and equitable food systems.

She underscored vertical farming as a transformative solution, enabling efficient use of water and land, reducing food waste and building climate-smart agriculture systems. She stressed that technology alone is insufficient; achieving sustainability requires collaboration among governments, businesses and communities, integrating Corporate Social Responsibility and innovation at every level.

Mrs. Al Mar'ashi also highlighted EEG's initiatives in environmental education, tree planting and community engagement, demonstrating the impact of actionable sustainability programmes. She encouraged stakeholders to invest in vertical farming as a strategic approach to enhancing food sovereignty, reducing imports and empowering youth and women in agriculture. Concluding her address, she emphasised that sustainable food security is both a moral and strategic imperative, achievable through innovation, collaboration and responsible action. In addition to her keynote, Emirates Environmental Group (EEG) participated as a Supporting Partner of the Expo and hosted an interactive booth showcasing its environmental initiatives, sustainability programmes and community engagement projects. The booth provided attendees with insights into how EEG's work in planting native trees, waste reduction and climate awareness campaigns supports the broader goals of sustainable agriculture and food security.

Through her active participation, EEG reinforced its commitment to driving science-aligned, actionable ESG strategies that integrate environmental responsibility with practical implementation, fostering a culture of transparency, innovation and accountability across the UAE's events ecosystem.



Climate Law Workshop for the Building Sector

**11th
September**

On 11th September, Emirates Environmental Group (EEG) attended a workshop organised by its sister organisation, the Emirates Green Building Council to discuss the implications of Federal Decree-Law No. (11) of 2024 on the Reduction of Climate Change Effects for the UAE's building and construction sector.

The session brought together industry stakeholders to reflect on the law's impact, implementation challenges, sector readiness and potential incentives. EGBC emphasised the need for companies to meet stricter compliance requirements, invest in sustainable technologies, and adopt innovative construction methods.

Discussions highlighted mitigation actions such as improving energy efficiency, using clean energy, promoting circular economy practices and integrating smart building technologies. While larger developers are partially prepared for climate-related risk assessments, SMEs may require additional support and guidance.

Key takeaways included reporting obligations, opportunities in carbon capture and the importance of collaboration between government, industry and NGO organisations like EmiratesGBC and EEG to ensure effective implementation.

The workshop reaffirmed EEG's commitment to fostering sustainable practices, innovation, and climate resilience across the UAE's built environment.

UAE's Most Influential Sustainability Leaders

**17th
September**

Emirates Environmental Group (EEG) is proud to share that our Co-Founder & Chairperson, Mrs. Habiba Al Mar'ashi, has been recognised by Khaleej Times as one of the UAE's Most Influential Sustainability Leaders. This prestigious recognition celebrates individuals whose leadership, innovation and commitment are driving transformative

DWTC – Sustainability Dialogues, 2nd Edition

**11th
September**

On 11th September, Mrs Habiba Al Mar'ashi, Co-Founder & Chairperson of the Emirates Environmental Group (EEG), participated as a panelist at the DWTC – Sustainability Dialogues, 2nd Edition, held at the Al Mulla Ballroom, Dubai World Trade Centre.

The session, themed "Reporting, Reduction & the Role of Offsets", explored carbon and ESG reporting, strategies for emission reduction and the appropriate use of offsets within the events ecosystem. She highlighted that emission reduction must always take precedence, with offsets reserved only for residual, hard-to-abate emissions. She outlined practical actions such as renewable energy adoption, sustainable logistics, waste minimisation and hybrid participation models, while stressing the importance of robust frameworks like ISO 20121 and the GHG Protocol. She further underlined the critical role of transparency, independent verification and stakeholder engagement in ensuring credibility and avoiding greenwashing.

The panel also addressed the need for standardised reporting methodologies across events and the involvement of all stakeholders to achieve measurable and meaningful sustainability outcomes. Drawing on her leadership with EEG, Mrs Al Mar'ashi illustrated how NGOs can facilitate cross-sector collaboration, deliver tangible results and embed sustainability at the core of the events sector.



impact in environmental, social and corporate sustainability across the nation. Mrs. Al Mar'ashi's inclusion is the result of a rigorous selection process conducted by the editorial panel of Khaleej Times, underscoring her tireless efforts in advancing the sustainability agenda at both the national and regional levels.

The official announcement took place on 17th September, during the Journey to Net Zero Conference organised by KT Events at the Kempinski Central Avenue Hotel, Downtown Dubai. The recognition was also published across Khaleej Times' print, digital and social media platforms.

For more than three decades, Mrs. Al Mar'ashi has been at the forefront of environmental advocacy, capacity-building and stakeholder engagement through EEG's pioneering initiatives.

This accolade reaffirms her personal commitment and also EEG's broader mission of enabling sustainable development and shaping a greener, more responsible future for the UAE and beyond. EEG extends its gratitude to Khaleej Times for this honour and to our valued members, partners and supporters whose collaboration continues to strengthen our impact and amplify our collective journey towards sustainability.

UN DESA Briefing on the 2nd World Social Summit

**18th
September**

Emirates Environmental Group is pleased to share that it attended the virtual informational briefing organised by UN DESA on 18th September in preparation for the 2nd World Social Summit, taking place from 4–6 November 2025 at the Qatar National Convention Centre, Doha.

The briefing, co-hosted by the United Nations Department of Economic and Social Affairs (UN DESA), the UN Global Compact and the International Organisation of Employers (IOE), provided valuable updates on the Summit and highlighted opportunities for private sector stakeholders to engage meaningfully.

A key focus of the discussions was the upcoming Private Sector Forum, scheduled for 5 November, which will bring together business leaders, governments, civil society and the UN to advance inclusive and just social development. The session underlined the vital role of business in driving partnerships, innovation and actionable commitments to build a more equitable global future. EEG's participation reflects its continued commitment to international dialogue and multi-stakeholder collaboration, reinforcing its role as an active contributor to sustainable development and social progress at both regional and global levels.

ADSW 2026 Advisory Session: The Nexus of Next

**25th
September**

In her capacity as an Advisory Committee Member of the Abu Dhabi Sustainability Week (ADSW), Mrs. Habiba Al Mar'ashi attended virtually on 25th September a special session organised to present and discuss the upcoming programmes for ADSW, 2026. Under the theme "The Nexus of Next: All Systems Go".

ADSW 2026 will connect Heads of State, policymakers, innovators and global leaders in business and sustainability—where critical decisions are made, partnerships are forged and lasting impact begins.

As the world faces rising energy demands, accelerating technological change and a shifting economic landscape, the ability to adapt and endure is central to long-term sustainability. ADSW 2026, taking place from 11th – 17th January 2026, will showcase actionable solutions from the UAE and beyond, helping governments, industries and communities to build a more inclusive, resilient and sustainable future.

The session provided a platform for advisory committee members, partners and stakeholders to share insights and contribute to shaping the direction of ADSW 2026 initiatives. Mrs. Al Mar'ashi's participation reflects her ongoing commitment to advancing sustainability, cross-sector collaboration and impactful ESG initiatives in the UAE.

Preparatory Workshop on Climate Adaptation Financing

**25th
September**

On 25th September, the Co-Founder & Chairperson of the Emirates Environmental Group (EEG), participated in the Preparatory Workshop on Assessing Financial Capacities for Climate Adaptation, hosted by the Ministry of Climate Change and Environment (MOCCAE) at the Emirates Auditorium, Dubai.

The workshop formed part of the UAE's ongoing efforts to strengthen climate resilience and build national adaptation capacities under the National Adaptation Plan (NAP). Attendees reviewed methodologies for assessing financial capabilities, exchanged insights on preliminary findings and discussed strategies to enhance effective responses to climate challenges.

The Chairperson contributed her expertise on sustainability and ESG practices, emphasising the importance of collaborative approaches between government, private sector, the academia and NGOs to mobilise resources for climate adaptation. Her participation underlines EEG's continued commitment to supporting national initiatives, advancing climate resilience and fostering actionable solutions that drive meaningful environmental impact across the UAE.

WorldGBC Meeting

On 30th September, Mrs. Habiba Al Mar'ashi, EEG Co-Founder & Chairperson, also attended the World Green Building Council (WorldGBC) Governance & Nominations Committee Meeting virtually, in her capacity as a Director on the Board of the WorldGBC.

The session brought together key council members to discuss governance matters, board nominations and strategic oversight, ensuring that WorldGBC continues to lead effectively in advancing sustainable building practices globally.



Mrs. Al Mar'ashi's participation underscores her commitment to promoting green building leadership, driving sustainability initiatives, and contributing to impactful ESG governance at the international level.

Her involvement reflects the UAE's growing influence in shaping global sustainability agendas and highlights her ongoing dedication to advancing environmental responsibility through strategic leadership.

EEG Successfully Concludes the 15th Cycle of the Neighborhood Recycling Project

Emirates Environmental Group proudly announces the successful conclusion of the 15th cycle of the Neighborhood Recycling Project (NRP), which ran from 1st June to 30th September 2025.

This annual, community-focused initiative has once again mobilised students, schools and families across the UAE to embrace sustainable waste management practices.

Through the collection and segregation of recyclable materials including paper, plastic, aluminium cans, and e-waste, NRP continues to promote the principles of a circular economy while easing the pressure on the country's landfills.

This year's cycle witnessed remarkable engagement and participation from communities nationwide. The commitment of students and families alike underscores the growing culture of environmental responsibility in the UAE.

Key Highlights of 2025 Cycle:



Total number of participants: 125

Total number of tree: 125



These impressive results highlight how grassroots action can contribute meaningfully to national sustainability goals, aligning with the UAE's vision for waste reduction and climate action.

In conclusion, the Neighborhood Recycling Project has once again proven to be a powerful platform for raising awareness, engaging diverse stakeholders, particularly the future generation to achieve tangible impact.

EEG extends heartfelt appreciation to all participants and partners whose dedication has driven the success of this initiative.

Together, we continue to take important steps towards a more sustainable and resource-efficient future.

UNEP Engagements

In the month of September, the Emirates Environmental Group (EEG) actively participated in six significant engagements organised by the United Nations Environment Programme (UNEP), underscoring its dedication to contributing to global environmental governance and aligning the UAE's efforts with international sustainability frameworks.

The engagements began on 1st September with EEG's participation in the 12th Annual Subcommittee Meeting of the Committee of Permanent Representatives (CPR), which focused on reviewing UNEP's Programme Performance Report, financial structure, and preparations for the upcoming United Nations Environment Assembly (UNEA-7).

Shortly after, EEG contributed to the UNEP Workshop on Impact Measurement of the Draft Programme of Work and Budget 2026-2027, which provided a valuable platform to discuss frameworks for robust performance evaluation and evidence-based decision-making.

On 16th September, EEG attended two important sessions. The 1st was the Youth Forum on Climate Protection 2.0 Preparatory Webinar, which highlighted the role of young people in advancing climate and ozone protection while raising awareness on the Kigali Amendment.

On the same day, EEG participated in the 171st Meeting of the Committee of Permanent Representatives, where deliberations centred on UNEP's medium-term strategy for 2026-2029, draft budget, and preparations for UNEA-7. Continuing this momentum, EEG took part in the CPR Subcommittee Meeting on 18th September, which introduced draft decisions for UNEA-7 and provided updates on the Global Environment Outlook (GEO-7).

The month concluded with EEG's participation in the Informal Consultations on the UNEA-7 Draft Ministerial Declaration on 25th September, where discussions focused on shaping the roadmap and commitments for the high-level declaration.

EEG's consistent presence and contributions in these high-level global engagements reflect its ongoing commitment to advancing sustainable development, amplifying regional perspectives, and supporting collaborative international action to address pressing environmental challenges.

Through these forums, EEG continues to strengthen its role as a key stakeholder representing the UAE and the region in the global sustainability agenda.



One Root, One Communi-Tree

Emirates Environmental Group (EEG) is thrilled to see strong community participation in Phase 2 of the "One Root, One Communi-Tree (OROC)" campaign, which is currently underway. This hands-on, community-driven initiative directly supports the UAE's green agenda by promoting biodiversity, combating desertification, and fostering a deeper connection between people and the environment.

OROC invites individuals & families, academic institutions and corporations to actively contribute by collecting and recycling waste articles such as paper, plastic, glass, aluminium cans, e-waste, mobile phones, and toners. Every contribution helps reduce landfill waste, lower carbon emissions and strengthen national reforestation efforts.

The remarkable success of Phase 1, with 252 participating entities and a commitment to plant 880 native trees by 20th December 2025, demonstrates the transformative power of collective action. Now, Phase 2 is setting an even more ambitious target of 1,250 trees, giving participants the unique opportunity to plant indigenous saplings under their or their entity's name.

Your support is vital to achieving this goal. By joining OROC, you will help restore ecosystems and also create lasting change for future generations. Together, we can build a greener, more resilient UAE.


[Register Here](#)

Upcoming Events

Global Sustainability & CSR Forum

The Emirates Environmental Group is proud to serve as the Official Environmental Partner for the 13th Cycle of the "Global Sustainability & CSR Forum", hosted by its sister entity, the Arabia CSR Network. Scheduled for 8-9 October 2025 in Dubai - UAE. The Forum is held under the esteemed patronage of the Ministry of Economy & Tourism and in strategic collaboration with Dubai Chambers. This year's theme, "Sustainable Growth: Orchestrating a Global Change," emphasizes the urgent need for impactful, future-focused solutions to today's environmental and social challenges. The two-day event will bring together global sustainability leaders, policymakers, innovators and youth change-makers, featuring:

- 6 high-level plenary sessions
- 5 keynote addresses
- 2 Fireside chats with top figures
- A dedicated youth panel in partnership with Majra - UAE CSR Fund

Discussions will focus on critical themes such as regenerative economies, sustainable food systems, green financing, Net Zero urban development and youth empowerment.

This rebranded Forum marks a new global chapter for Arabia CSR Network, expanding its international reach after nearly two decades of regional impact.

Register: admin@arabiacsnetwork.com | forum@arabiacsnetwork.com | Info: +971 4 349 3488 | +971 4 344 8622


[Register Here](#)

E-waste day

Emirates Environmental Group (EEG) invites all members and partners to take part in International E-Waste Day on 14th October 2025, a global initiative that shines a spotlight on the fast-growing challenge of electronic waste and the urgent need for sustainable disposal practices.

Each year, millions of tonnes of e-waste are generated worldwide, with much of it ending up in landfills. This not only wastes valuable resources but also poses serious risks to our environment and human health. By choosing responsible recycling, we can reduce these impacts and support the transition towards a circular economy.

On this important day, EEG encourages individuals, businesses and educational institutions to actively participate in our E-Waste Collection Drive. Gather your old electronic items—such as smartphones, laptops, printers, chargers and other devices—and bring them to the EEG Office. Every contribution, big or small, makes a difference in reducing harmful waste and preserving our environment.

Together, we can promote responsible e-waste management, conserve resources, and build a cleaner, greener and more sustainable future for generations to come.

For more information on how to participate, contact us at eeg@emirates.net.ae | +971 4 344 8622.


[Register Here](#)


Can Collection Drive 2025

Emirates Environmental Group proudly continues its flagship recycling initiative, the Can Collection Drive, into its 2025 cycle. Since its inception in 1997, this campaign has grown into a nationwide movement, uniting academic institutions, corporations, families, and especially the hospitality sector in the shared mission of environmental stewardship. Over the years, the campaign has successfully diverted **461,615 kg** of aluminium cans from landfills. This effort has mitigated **6,929 metric tonnes** of CO₂ emissions, saved **105,057 million BTU** of energy, and preserved **11,206 m³** of landfill space—clear evidence of the enormous environmental benefits that can be achieved through collective action.

For 2025, EEG has set an ambitious target of collecting **35,000 kg of aluminium cans** to be recycled. Thanks to the dedication of our participants, we have already achieved **62.3% of this goal**, but more support is needed to cross the finish line. The Can Collection Drive which is taking place on 8th November is a solid community engaging platform, fostering a culture of responsibility and advancing the UAE's circular economy. By joining hands, every participant plays a vital role in protecting our environment and building a sustainable future. EEG warmly invites all entities and individuals to contribute to the 2025 campaign and help us surpass our target. Register here to be a part of this massive movement for sustainability. **Together, every can counts!**


[Register Here](#)

Clean UAE 2025

The UAE's flagship environmental action campaign 'Clean UAE', returns for its 24th cycle with greater energy and purpose. Proudly led by Emirates Environmental Group (EEG) under the esteemed patronage of the Ministry of Climate Change & Environment (MOCCAE). This national initiative embodies the UAE Cabinet's 2022 endorsement as a symbol of our shared determination to protect and preserve the natural environment of this beautiful country. As we stand in the 'Year of Community', the call to action has never been louder. Clean UAE is a movement — that calls for unifying all sectors of the society together; families, academia, companies and government bodies to take tangible steps for the environmental protection and preservation of the UAE. By mobilising thousands of individuals across all Emirates, we are able to reduce waste, protect biodiversity and safeguard the natural heritage that sustains us all.

Clean UAE has grown into a true people-powered initiative—where every hand that contributes, every community that participates and every individual who takes action strengthens our collective impact. This campaign is a testament to how ordinary citizens, when united, can achieve extraordinary results for the environment. But to achieve true transformation, we need YOU. Community participation opportunities remain open. Join us in this collective journey of action and responsibility. Together, we can make the UAE a beacon of sustainability. To register, follow the link or contact us at eeg@emirates.net.ae or call +971 4 344 8622 to be part of this national movement.


[Register Here](#)

Ras Al Khaimah Investment & Business Summit 2025

Emirates Environmental Group (EEG) is proud to serve as the Sustainability Partner for the Ras Al Khaimah Investment & Business Summit 2025, taking place on 19–20 November 2025 at the Al Hamra International Exhibition & Conference Center.

This high-profile summit will bring together global leaders, policymakers, investors and industry experts to explore opportunities across key sectors including Real Estate, Tourism, Manufacturing and Finance. As sustainability continues to shape the future of business, the event provides a dynamic platform to discuss innovative strategies that balance economic growth with environmental responsibility.

Through this partnership, EEG reaffirms its mission of fostering sustainability at the core of regional development. EEG invites all its members and readers to take part in this important gathering. Don't miss an opportunity to engage with thought leaders, discover new investment prospects and contribute to building a greener, more sustainable future. Don't miss this opportunity! Secure your FREE visitor pass today.


[Register Here](#)

Member News

Welcoming Our New Corporate Member: Al Sharif Metals Enterprises

The Emirates Environmental Group is delighted to welcome Al Sharif Metals Enterprises as our newest corporate member, joining us in our collective mission to advance sustainability and responsible resource management in the UAE and beyond.

Established in 1999 and backed by over 60 years of metallurgical expertise, Al Sharif Metals has grown from humble beginnings in government tenders into a recognised leader in sustainable metal trading and recycling across the MENA region. Today, the



company operates fully integrated recycling facilities, offering a wide range of high-quality scrap materials, including aluminium UBC scrap, talon scrap, wheel scrap and extrusion 6063 scrap. What sets Al Sharif Metals apart is its strong commitment to environmental stewardship and innovation. With owned yards equipped with advanced processing systems, the company ensures seamless supply chain control while upholding the highest standards of efficiency and sustainability. Its focus on closed-loop recycling systems demonstrates a forward-thinking approach to minimising waste, maximising resource recovery, and supporting the transition towards a circular economy.

EEG is proud to have onboard an organisation that shares our values of sustainability, innovation and community impact. We look forward to working hand in hand with Al Sharif Metals to expand the reach of our environmental programmes, inspire collective action and build a greener, more resilient future for generations to come.

[READ MORE](#)

EEG MEMBERS' UPDATE

EEG welcomed 2 new and 2 renewed corporate members in the month of September 2025

CORPORATE MEMBERSHIP (NEW)

Al Sharif Metals Enterprises

The Game LLC

CORPORATE MEMBERSHIP (RENEWAL)

Farnek Services LLC

Bertling Logistics LLC

UN News



UNEP's Vision for a More Agile and Inclusive Response to Global Environmental Challenges

The United Nations Environment Programme (UNEP) is evolving to better address the current global environmental challenges. UNEP's Executive Director emphasized the need for the organisation to be more agile, innovative and inclusive in its approach. As environmental crises intensify—from climate change to biodiversity loss—UNEP aims to strengthen partnerships with governments, civil society and the private sector to deliver impactful solutions.

The speech highlighted UNEP's commitment to science-based policy guidance, fostering sustainable development and enhancing global environmental governance. She also stressed the importance of empowering youth and marginalised communities to be part of the environmental movement. UNEP is adapting its strategies to respond swiftly to emerging threats and to support countries in achieving the Sustainable Development Goals (SDGs). By evolving its structure and priorities, UNEP seeks to be a more effective champion for the planet, ensuring a healthier environment for current and future generations.

[READ MORE](#)


Panama to Host Major UN Meeting on Desertification, Land Degradation & Drought

From 1–5 December 2025, Panama City will host the 23rd session of the Committee for the Review of the Implementation of the Convention (CRIC23), bringing together representatives from 196 countries and the European Union under the UN Convention to Combat Desertification (UNCCD). CRIC23 will assess global progress in fighting desertification, land degradation and drought. It will help chart a path forward to achieve the Convention's targets. Panama, a UNCCD signatory since 1996, has committed to achieve Land Degradation Neutrality by 2030. The country has already identified 31 critical hotspots, is pressing ahead with large-scale reforestation efforts and implementing adaptation programmes, especially in its Dry Corridor region. This gathering underscores how land degradation is no longer just a local concern; it impacts food, water and energy security, displaces communities and threatens livelihoods. Gender equality, indigenous peoples, youth and local community voices will be deep focal points—recognising those most affected, yet often least heard, in discussions on land and drought resilience. CRIC23 will take place at the Panama Convention Center, where delegates will review achievements, identify gaps and build strategies for post-2030 efforts under the #UNited4Land banner.

[READ MORE](#)


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

- >> Reduction of 615 (MTCO₂e) GHG
- >> Saving of 4,302 Million BTU of Energy
- >> Saving of 995 m³ of Landfill Space
- >> Saving of 2,679 Trees from being felled
- >> Saving of 811 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Family/Individual	Quantity (kg)
In September, Emirates Environmental Group (EEG) successfully collected 147,756 kg of paper with the support of 262 participating entities. This marks a 21% increase from August and stands as a remarkable testament to the community's commitment to sustainability. We extend our heartfelt gratitude to all contributors for their valuable efforts and encourage our members, partners, and supporters to maintain their active involvement in driving positive environmental change.	Al Ghurair Infrastructure - Construction & Manufacturing	10,248	All Darwish Mubarak Salim Alzaabi	1,340
	South African Consultae	6,690	Vanshika Himanshu Patel	1,235
	CVRL	5,066	Natalya Mariah Santhosh	920
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In September, EEG collected 1,421 kg of aluminium cans from 35 entities, reflecting a 24% decrease from August. Despite this dip, we are proud to have already achieved 62.3% of our annual target — a clear demonstration of our community's growing commitment to sustainability. We call on all participants to sustain their efforts, as every contribution is vital in advancing the circular economy and achieving our collective goals.	Rixos Al Mairid Ras Al Khaimah	280	-	-
	Five Hotels	248	-	-
	The Cove Rotana Ras Al Khaimah	140	-	-
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In September, EEG collected 10,863 kg of plastic waste from 171 entities, showcasing the power of collective action. This reflects an 8% increase from August and highlights the community's valuable contribution to sustainability. Let us continue to renew our commitment to building a cleaner, greener, and more sustainable future together.	Bidfood Middle East	780	Sheikha Ahmed Alnuaimi	199
	Khansaheb CMI Engineering Jebel Ali	550	Suham Ahmed Alnuaimi	152
	Wasi Properties LLC	495	Arleem Aulakh	130
TONER COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Individual	Quantity (Pcs)
In September, EEG collected 302 toner cartridges from 13 entities — an important step towards responsible e-waste management. This represents a remarkable 54.3% increase from August, highlighting the positive impact of active participation. We encourage all entities to remain committed to the HP Toner Recycling Initiative, helping us advance sustainable practices and protect our environment.	DU	59	Dhritvan Molkar & Shanaya Molkar (Tie)	75
	Save Soil	20	Neal Montelro	30
	Time Asma Hotel	11	Anish Jena	10
GLASS COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In September, EEG collected 12,855 kg of glass bottles from 65 participating entities — reflecting only a 17% decrease from August. 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. This temporary decrease was due to the recycling facility's closure for maintenance.	Marco Polo Hotel	1,977	Gabriella Eva Santhosh	205
	Hyatt Regency Dubai Creek Heights	1,600	Hanika Bhagwanani	120
	Centara Mirage Beach Resort	1,021	Hoor Sami Abdalla & Turki Sami Abdalla (Tie)	98
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In September, EEG collected 2,628 kg of e-waste from 27 participating entities — a meaningful step toward responsible waste management and a remarkable 135% increase from August. We urge everyone to remain committed, as each responsibly recycled electronic item plays a vital role in safeguarding the environment and advancing sustainable e-waste management.	Two Season Hotel & Apartments	1,482	All Darwish Mubarak Salim Alzaabi	327
	Ocean Network Express	180	Ashvid Aswin Kumar	113
	Jumeirah Living Marina	125	Arnav Jain	53
SCRAP COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In September, EEG collected 2,042 kg of scrap metal from 26 entities — a valuable contribution, marking an 18% increase from August. As we step into October, let's strengthen our efforts: responsibly recycling scrap metal not only supports the circular economy but also transforms waste into valuable resources for a sustainable future.	Marco Polo Hotel	114	Khalid Ahmed Alnuaimi	535
	Dubai Bodhi Lions Club	26	Yousef Ramadhan Alhosani	496
	-	-	Maram Mubarak Alzaabi	412
MOBILE COLLECTION CAMPAIGN	Individual		Quantity (kg)	
In September, EEG collected 203 mobile phones from 11 entities. While this reflects a 47% decrease from August, it remains a meaningful step towards responsible e-waste management. We urge the wider community to renew their efforts, as every device recycled brings us closer to achieving our annual target and reinforces our shared commitment to environmental sustainability.	Anish Jena		36	
	Khyati Agarwal		27	

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.

