

Paradox of Choice: Protecting the Present, Cultivating the Future



20 to 22
October
2025

Upcoming Events



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BRING YOUR RECYCLABLES:

From Monday to Friday & Sunday 9:00AM to 5:00PM
Villa No. 117a - JMR. 6B, Jumeirah 1,
Between old Dubai Zoo & Beach Centre.
For more info, call EEG at 04-344 8622, or
email eeg@emirates.net.ae - www.eeg-uae.org



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EEG

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 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 key-note 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.



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.



UAE's Most Influential Sustainability Leaders

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 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.



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



25th Cycle of EEG Students' Workshops

EEG is all geared up to conduct the 25th cycle of its highly impactful series of Student Workshops, taking place virtually from 20th to 22nd October 2025.

This year's theme, "Paradox of Choice: Protecting the Present, Cultivating the Future," encourages students to think critically about sustainability and the future of our planet.

Targeted at students aged 10 to 18, the workshops will be conducted in English and aim to educate and empower the youth through interactive sessions, engaging discussions and real-world examples. The goal is to instill a sense of responsibility and spark long-term behavioural change by promoting sustainable practices from an early age.

Each day will feature thought-provoking content designed to inspire students to become environmental leaders and change-makers. Participating schools may nominate up to 20 students, and certificates of participation will be awarded daily.


[Register Here](#)

Inter-College Environmental Public Speaking Competition (ICEPSC)

For a quarter of a century, the Emirates Environmental Group's Inter-College Environmental Public Speaking Competition (ICEPSC) has served as a beacon of youth education and empowerment, offering an esteemed platform for university students to shine on both regional and global stages.

Through this annual competition, EEG continues to foster confidence, leadership, creativity and critical thinking, empowering young individuals to tackle real-world environmental challenges with practical and innovative solutions. ICEPSC is a movement that cultivates thought leadership, sharpens public speaking and fuels a generation committed to sustainability and innovation.

The 25th Cycle of ICEPSC is set to take place from 24th to 27th November 2025 in Dubai, UAE, under the theme: "Innovation, Impact and Interconnectedness."

Students from across the Arab region, Asia, Africa, and Europe are invited to explore and debate four vital environmental 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

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, schools, universities, 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 sets 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 not only help restore ecosystems but also create lasting change for future generations. Together, we can build a greener, more resilient UAE.


[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 (MOCCA), this national initiative embodies the UAE Cabinet's 2022 endorsement as a symbol of our shared determination to protect and preserve our environment.

As we stand in the Year of Community, the call to action has never been louder. Clean UAE is not just a campaign—it is a unifying movement that brings together families, schools, universities, companies, and government bodies to take tangible steps for the planet.

By mobilizing thousands of individuals across all Emirates, we can 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


[Register Here](#)


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.



Member News

EEG MEMBERS' UPDATE

EEG welcomed 3 renewed academic members, 6 new and 10 renewed student members in the month of September 2025

ACADEMIC MEMBERSHIP (RENEWAL)

American University of Sharjah

GEMS Modern Academy

Our Own High School Al Warqaa Dubai

STUDENT MEMBERSHIP (NEW)

Afsa Tassnim

Analda Sherigar

Kavish Madan

Aarav Paras Parmar

Arshbir Singh

Samhita Das

STUDENT MEMBERSHIP (RENEWAL)

Alex George

Evana Eliza Vinoj

Shaheer Wazir

Anish Jena

Riya Karandikar

Advika Choudhary

Vedant Choudhary

Timon Kumar PraveenKumar

Remon Kumar Praveen Kumar

Evelyn Binu Mathew



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	Schools	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.	Philadelphia Private School	4,375	All Darwish Mubarak Salim Alzaabi	1,340
	The Millennium School	3,559	Vanshika Himanshu Patel	1,235
	Birla Institute of Technology & Science, Pilani	3,400	Natalya Mariah Santhosh	920
CAN COLLECTION CAMPAIGN	Schools	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.	Our Own High School Dubai	37	-	-
	-	-	-	-
	-	-	-	-
PLASTIC COLLECTION CAMPAIGN	Schools	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.	Delhi Private School Sharjah	338	Sheikha Ahmed Alnuaimi	199
	Our Own High School, Dubai	321	Suhail Ahmed Alnuaimi	152
	Al Rumalitha Al Ansaria School Fujairah	60	Arloem Aulakh	130
TONER COLLECTION CAMPAIGN	Schools	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 543% 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.	-	-	Dhritvan Molkar & Shanaya Molkar (Tie)	75
	-	-	Neal Monteiro	30
	-	-	Anish Jana	10
GLASS COLLECTION CAMPAIGN	Schools	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	Cabriella 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	Schools	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	Ashwini Aswin Kumar	113
	Jumeirah Living Marina	125	Arnav Jain	53
SCRAP COLLECTION CAMPAIGN	Schools	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	Companies	Quantity (kg)	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.	City Private School Ajman	114	Anish Jana	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.

