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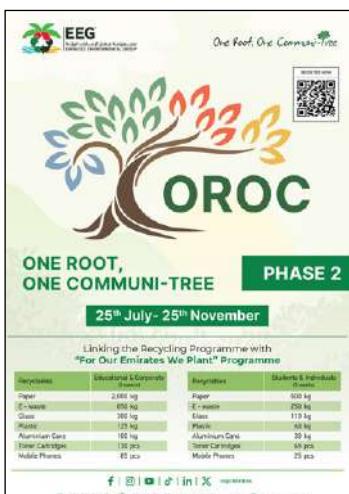


November 2025
Issue 11

!CAN ! COLLECTION DRIVE

8th NOVEMBER 2025

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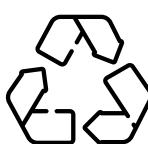
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EEG

مَجَمُوعَةِ عَمَلِ الْإِمَارَاتِ لِلبيئةِ
EMIRATES ENVIRONMENTAL GROUP

Habiba Al Mar'ashi

Dear members, partners, valued readers and well wishers

The UAE's sustainability journey continues to accelerate, firmly positioning the nation as a regional and global leader in environmental stewardship, climate action and green innovation. Across the Middle East, we are witnessing a growing integration of sustainability into the fabric of government policy, corporate strategy, community engagement and youth-led initiatives. October 2025 was a truly remarkable month, demonstrating how collaboration, creativity and a shared commitment to the planet are turning ambitious sustainability goals into concrete actions. At Emirates Environmental Group, our mission has always been to catalyse change, inspire communities and promote actionable solutions that protect our natural environment while fostering long-term social and economic resilience. This month was a testament to the power of partnership and engagement, as EEG played an active role in key regional and international events, youth initiatives and community-driven programmes, amplifying our impact across multiple sectors. Our month of action began with **WETEX 2025 and the Dubai Solar Show (30th September – 2nd October)**, where EEG hosted a dedicated exhibition booth. The event brought together innovators, corporate leaders and government stakeholders to explore cutting-edge solutions in renewable energy, water efficiency and sustainable urban development. The knowledge exchange and networking at WETEX reaffirmed the UAE's commitment to accelerating the green economy and leveraging innovation for measurable impact.

On **1st October**, EEG attended the **Road to UNEA-7 Induction for Accredited Organisations**, strengthening our engagement in shaping global environmental governance. The same day, we attended the **World Green Economy Summit (WGES)**, sharing insights on climate action, sustainable finance and the transformative role of green technologies in building resilient communities.

The **7th October** marked the highlight of the month with the **18th Cycle of the Arabia CSR & Sustainability Awards**, where EEG proudly participated as the Environmental Partner. This annual celebration continues to recognise exemplary businesses and organisations across the Arab region that demonstrate leadership in corporate social responsibility, sustainability innovation and social impact.

Immediately following this, on **8th & 9th October**, the **13th cycle of the Global Sustainability and CSR Forum** was convened and it brought thought leaders, policymakers and industry experts to discuss strategies for sustainable development, climate action and inclusive growth. EEG's involvement in both landmark events reinforced our dedication to advancing environmental excellence alongside corporate responsibility.

On **14th October**, EEG launched the **2nd Cycle of its E-Waste Collection Campaign** to mark International E-Waste Day, engaging communities, academic institutions and corporate participants in responsibly recycling electronic waste. This initiative helps reduce landfill pressure and mitigate carbon emissions as well as instill a culture of environmental responsibility, particularly among youth and future leaders.

16th October, I spoke at the **Social Innovation and Digital Art Forum in Ras Al Khaimah**, where I had a session on "Driving Impact Through Social Innovation: Sustainability as a Catalyst for Change." The event highlighted the transformative potential of creativity, innovation and community engagement in tackling environmental and social challenges. On **20th October**, EEG rolled out its annual three-day **hands-on Students Workshops**, empowering young minds to engage with sustainability through practical learning, experiential activities and interactive sessions. This initiative reinforces our commitment to youth development, equipping the next generation with the knowledge, skills and passion to address pressing environmental challenges.

On **23rd October**, EEG participated in the **International Consultation for Major Groups and Stakeholders Ahead of UNEA-7**, contributing to global discussions on environmental governance and policy coherence. On the same day, I attended the **World Green Building Council Online Board Meeting** as a board member, exchanging insights on sustainable urban development and decarbonisation strategies.

The **27th October** I joined the **Africa-UAE Urban Futures Roundtable** at the **2025 APCS Summit & Mayors' Forum** that provided a unique platform for dialogue between African mayors and UAE city leaders. I contributed insights on climate-resilient infrastructure, nature-based solutions, green affordable housing, sustainable urban mobility and effective stakeholder engagement. I also highlighted the UAE's role as a hub for cross-regional knowledge exchange and practical sustainability solutions.

On **28th October**, I participated in the **EmiratesGBC Women Network session interview**, focusing on women's leadership and wellbeing in the sustainable built environment. The interview underscored the vital role of women in driving sustainability initiatives and fostering inclusive, equitable and resilient communities.

Finally, on **30th October**, we actively participated in the **CSCEC ME 9th Technical Conference**, focusing on engineering innovations, sustainable construction practices and climate-resilient urban solutions whereby I gave the keynote speech. The same day, I engaged with the **GISD Alliance Strategy Group**, reinforcing our commitment to shaping global strategies for sustainable green investments. You can read more about this month's engagement inside this newsletter. October has truly exemplified the power of collaboration, community engagement and commitment. From engaging youth in experiential learning to contributing to international sustainability forums and supporting corporate responsibility initiatives, EEG's October activities demonstrate our unwavering dedication to protecting the environment, empowering communities, and building a sustainable future for the UAE and beyond.

As we move into November, EEG remains committed to expanding its programmes, deepening stakeholder engagement and continuing to lead by example. Together, we can transform ambition into action, inspire communities and leave a lasting environmental legacy for generations to come.



EEG as Supporting Association at WETEX 2025

30th - 2nd September October

Under the visionary guidance of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and the esteemed patronage of His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Dubai Supreme Council of Energy, the Dubai Electricity and Water Authority (DEWA) successfully organised the Water, Energy, Technology and Environment Exhibition (WETEX) from 30th September to 2nd October 2025 at the Dubai World Trade Centre.

The Emirates Environmental Group (EEG) was honoured to once again participate as a Supporting Association at this world-class exhibition, which has become one of the most influential platforms for advancing sustainability, renewable energy and environmental innovation.

EEG's participation underscored its steadfast commitment to promoting environmental awareness, sustainable development and cross-sector collaboration in support of the UAE's Net Zero 2050 vision.

Through its involvement, EEG engaged with key stakeholders, government entities and private sector representatives to explore innovative solutions and exchange best practices that contribute to national and global sustainability goals. WETEX 2025 provided an invaluable platform for dialogue, networking and knowledge-sharing — empowering organisations to transform challenges into opportunities and accelerate the transition towards a greener future.

Road to UNEA-7

1st October

On 1st October, the Emirates Environmental Group (EEG) took part in the "Road to UNEA-7: Induction for Accredited Organisations" session organised by the United Nations Environment Programme (UNEP).

EEG has been a proud UNEP-accredited organisation since July 2005, actively contributing to the global environmental agenda and representing the voice of civil society in advancing sustainability, climate action and environmental governance.

The induction session served as an important preparatory engagement in the lead-up to the 7th session of the United Nations Environment Assembly (UNEA-7). It provided participating organisations with valuable insights into UNEP's current priorities, mechanisms of engagement and opportunities for collaboration within the framework of multilateral environmental agreements.

EEG's participation reaffirmed its commitment to fostering international cooperation, amplifying regional perspectives and promoting the UAE's leadership in global sustainability efforts through active engagement in UNEP's initiatives.

World Green Economy Summit and Emirates Energy Award 2025

1st October

On 1st October, Mrs. Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), attended the World Green Economy Summit (WGES) 2025 and the prestigious Emirates Energy Award (EEA) 2025, both held under the umbrella of WETEX and Dubai Solar Show at the Dubai World Trade Centre. Held

under the visionary guidance of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, the Summit brought together global leaders, policymakers and sustainability experts to advance dialogue on accelerating the transition to a green economy.

Mrs. Al Mar'ashi's participation reaffirmed EEG's unwavering commitment to supporting national and regional efforts that align with the UAE Net Zero 2050 Strategy and the Sustainable Development Goals (SDGs).

The Emirates Energy Award 2025, organised by the Dubai Supreme Council of Energy, celebrated excellence in energy efficiency, renewable energy and sustainability innovation. EEG commends all the winners and participants for their pioneering contributions towards building a more sustainable and resilient energy future for the region.

EEG Supports the Arabia CSR & Sustainability Awards

7th October

Emirates Environmental Group served as the Environmental Partner for the 18th Cycle of the Arabia CSR & Sustainability Awards which took place on 7th October; a landmark platform that continues to celebrate and advance responsible business practices across the Arab Region.

Held under the patronage and in the presence of H.H. Engr. Sheikh Salem bin Sultan bin Saqr Al-Qasimi, Chairman of the Ras Al Khaimah Civil Aviation Department and Member of the Executive Council of the Government of Ras Al Khaimah, the Awards ceremony recognised organisations that are leading the transition towards a sustainable and resilient future. In her inspiring address, Mrs. Habiba Al Mar'ashi, Founder & CEO of the Arabia CSR Network and Co-Founder & Chairperson of EEG, highlighted the remarkable evolution of the Awards since its inception in 2008.

From a modest initiative with only three categories, the Awards have grown into the Arab Region's "Sustainability Benchmark," encompassing 16 categories that span multiple sectors and nations. Over the years, the awards have nurtured a thriving ecosystem of responsible organisations committed to integrating sustainability and ESG principles into its core strategies.

This year's Awards saw an impressive 141 applications from 109 entities across 10 Arab countries, with 41% of participants joining for the first time — reflecting the growing commitment to sustainability and responsible business leadership across the region. The Awards honoured winners across 16 categories. The 2025 cycle stood out for its strong focus on net-zero strategies, circular economy models and sustainability reporting — with a record 70 sustainability reports submitted, marking a 67% increase from last year. This remarkable growth highlights the region's advancing transparency, accountability and performance measurement.

EEG's partnership as the Environmental Partner reinforces its enduring mission to promote sustainability, environmental awareness and collective responsibility across all sectors.

The Group commends the Arabia CSR Network for its steadfast efforts in fostering a culture of excellence and environmental stewardship, aligning seamlessly with EEG's commitment to advancing the UAE's and the region's sustainable development goals.

EEG extends its heartfelt congratulations to all the winners and participants of the 18th Cycle. Their achievements stand



as a testament to the power of innovation, collaboration and purpose in driving sustainable progress for future generations.

- **Large Business:** Les Eaux Minérales d'Oulmès
- **Medium Business:** Economic Cities & Free Zones Cluster (KEZAD Group), Oman Flour Mills (TIE)
- **Small Business:** Transworld Group
- **Large Public Sector:** Dubai Electricity & Water Authority (DEWA)
- **Medium Public Sector:** Fujairah Natural Resources Corporation
- **Small Public Sector:** Fujairah Environment Authority
- **Financial Sector:** Bahrain Development Bank
- **Energy Sector:** ADNOC Distribution
- **Hospitality Sector:** Stella Di Mare Dubai Marina
- **Automotive Sector:** Galadari Brothers Group
- **Construction Sector:** Innovo
- **Healthcare Sector:** Emirates Health Services
- **Social Enterprise:** Sfanah Charity Organisation for Health Services
- **Education Sector:** Amman Arab University
- **Partnerships & Collaborations:** Bahrain Ministry of Interior Programme

13th Global Sustainability & CSR Forum 2025

8th - 9th October Emirates Environmental Group proudly participated as the Environmental Partner at the 13th cycle of the Global Sustainability & CSR Forum, organised by the Arabia CSR Network, which concluded its impactful two-day gathering on 9th October 2025 in Dubai.

Held under the theme “Sustainable Growth: Orchestrating a Global Change”, the Forum marked its evolution from the Arabia CSR & Sustainability Forum into a truly global platform, addressing urgent sustainability challenges through cross-border collaboration.

Held under the esteemed patronage of the Ministry of Economy & Tourism and in Strategic Partnership with Dubai Chambers, the Forum convened ministers, UN officials, business leaders, academia and youth changemakers to share insights, solutions and best practices that advance sustainable development worldwide.

EEG's participation underscored its ongoing commitment to fostering environmental awareness, promoting sustainable practices and supporting initiatives that align with the UAE's national sustainability agenda.

As Environmental Partner, EEG actively engaged in discussions, knowledge exchange and the Forum's green initiatives, highlighting the importance of collaborative action across sectors to achieve meaningful environmental and social impact. The Forum opened on 8th October with keynote addresses from H.E. Eng. Sigit Reliantoro, Deputy Minister for Environmental Governance and Sustainable Natural Resources, Republic of Indonesia; H.E. Ms. Bérengère Boëll, UN Resident Coordinator for the UAE; and Ms. Sarah Shaw, CEO of Majra – National CSR Fund. H.H. Sheikh Eng. Salem bin Sultan bin Saqr Al Qasimi, Chairman of the Department of Civil Aviation and Ras Al Khaimah International Airport, further emphasised the UAE's leadership in integrating sustainability within the national sustainable development agenda.

Day 1 also witnessed a special fireside chat with H.E. Dr. Ameenah Gurib-Fakim, Professor, Biodiversity Scientist, Entrepreneur, Author and 6th President of the Republic of Mauritius.

EEG representatives actively participated in the Forum's sessions, including discussions on circular economy, sustainable food systems, cross-border water collaboration, green finance, energy efficiency and youth empowerment.

The Youth Panel, “Shaping Minds, Changing Worlds: The Power of Youth”, highlighted the role of young Emirati leaders as catalysts for sustainability, aligning with EEG's ongoing youth engagement and environmental education initiatives.

Day 2 featured keynotes from Ms. Maha Al Gargawi, Vice President of Business Advocacy at Dubai Chambers and Dr. Youssef Al Assaf, President of Rochester Institute of Technology, Dubai.

The day also highlighted strategic discussions on energy optimisation, urban sustainability, impact investing and responsible growth. Fireside chat with industry leader; Mr. Eugene Mayne, Founder & CEO of Tristar Group, reinforced the need for long-term vision, innovation and responsible business practices.



Ms. Habiba Al Mar'ashi, Founder & CEO of Arabia CSR Network, stated: "Sustainable growth requires the positive orchestration of governments, businesses, academia, NGOs, civil society and youth into a harmonious movement for change."

The ideas shared here are blueprints for the future and calls to immediate action." EEG echoes this vision, reinforcing our commitment to catalysing environmental stewardship, advancing ESG awareness and driving sustainable practices across the UAE and the region.

The Forum was made possible through the generous support of Tristar Group (Exclusive Sponsor), McDonald's UAE (Strategic Sponsor), Al Sayer Group and Majra – National CSR Fund (Platinum Sponsors).

The event was certified carbon neutral by Farnek, reflecting a shared commitment to sustainability—a cause that is also at the heart of EEG's mission.

As the Environmental Partner, EEG remains dedicated to fostering collaborative solutions, engaging communities and supporting initiatives that create lasting environmental and social impact, reinforcing the UAE's leadership in sustainability on a global stage.

[READ MORE](#)

E-Waste Day 2025: Powering Change Through Responsible Action

14th October On 14th October, the Emirates Environmental Group proudly commemorated International E-Waste Day, reaffirming its long-standing commitment to promoting responsible management of electronic waste across the UAE.

As part of EEG's continuous Waste Management Programme, the annual E-Waste Day serves as a meaningful platform to raise awareness about the environmental and health hazards of improper e-waste disposal, while offering an easy and impactful solution for individuals and organisations to recycle their old and unused electronics.

This was the 2nd year that EEG is celebrating this occasion, and it opened its doors to members, partners and community participants, inviting them to drop off items such as mobile phones, laptops, cables and small appliances directly at the EEG office.

The initiative witnessed enthusiastic participation from 13 entities, resulting in the responsible collection of 5,170 kg of electronic waste—a commendable increase from last year's total.

Beyond the numbers, the success of E-Waste Day 2025 lies in the shared commitment of EEG's community to transform habits, reduce waste and preserve natural resources.

By taking part, participants ensured that valuable materials are recovered and recycled and also helped prevent toxic substances from entering the soil and water, thus protecting ecosystems and public health. E-waste remains one of the fastest-growing waste streams globally, and EEG continues

to stand at the forefront of efforts to address this challenge. Initiatives like E-Waste Day underscore the power of collective responsibility—where simple individual actions create ripples of positive environmental impact.



Driving Impact Through Social Innovation

16th October On 16th October, Mrs. Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), participated as a distinguished panellist in a thought-provoking session titled "Driving Impact Through Social Innovation: Sustainability as a Catalyst for Change."

The panel formed part of the Social Innovation and Digital Art Forum, organised by the Events Standing Committee of Ras Al Khaimah at the Ras Al Khaimah Cultural Development Centre.

The discussion brought together forward-thinking leaders, innovators and change-makers to explore how sustainability can drive meaningful social transformation and foster creative solutions to today's environmental and societal challenges.

In her intervention, she emphasised the vital role of collective responsibility and innovation in achieving sustainable development goals.

Drawing upon her extensive experience and expertise in environmental advocacy and community engagement, she highlighted the importance of integrating sustainability into social and cultural initiatives to build resilient and inclusive communities. Her participation underscored EEG's long-standing commitment to advancing sustainability across all spheres of society and inspiring collaboration for a greener and more equitable future.



International Consultation for Major Groups and Stakeholders

23rd October

On 23rd October, the Emirates Environmental Group took part in the International Consultation for Major Groups and Stakeholders (MG&S), a key preparatory event leading up to the 7th United Nations Environment Assembly (UNEA-7) — the world's highest-level decision-making body on environmental matters.

The consultation, held virtually on 22nd & 23rd October, gathered representatives from the nine Major Groups and diverse stakeholders across six UNEP regions. The discussions served as a vital platform for engaging civil society in the lead-up to UNEA-7, which will convene in December 2025 under the overarching theme, "Advancing Sustainable Solutions for a Resilient Planet."

UNEA-7, presided over by H.E. Abdullah Bin Ali Al-Amri, President of the Environment Authority of Oman, is expected to adopt a Ministerial Declaration, the UNEP Medium-Term Strategy (2026-2029) and the Programme of Work and Budget (2026-2027), along with key resolutions that will chart a global roadmap toward planetary resilience and sustainability.

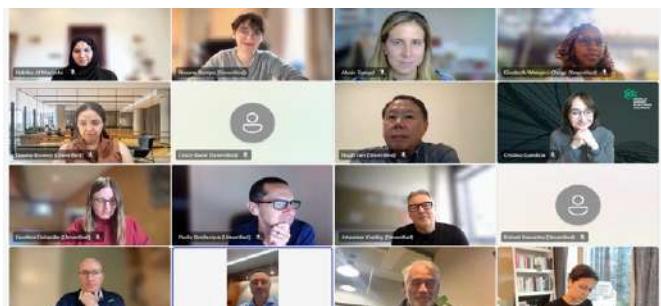
EEG's participation in this international consultation reinforces its continuous engagement with global environmental governance processes and its commitment to representing regional perspectives within the broader sustainable development dialogue.

WorldGBC Board Meeting

23rd October

On 23rd October, Mrs. Habiba Al Mar'ashi, in her capacity as a Member of the Board of Directors of the World Green Building Council (WorldGBC), attended the WorldGBC Online Board Meeting. The session brought together global leaders in sustainable building and urban development to discuss strategic directions and key priorities for the year 2026.

The meeting's agenda focused on the 2026 Annual Plan. These discussions aimed to strengthen the Council's capacity to drive measurable outcomes across its global network and align efforts toward the decarbonisation of the built environment. Mrs. Habiba's participation underscores her continuous contribution to advancing global sustainability goals through the green building movement. Her role within the WorldGBC Board reflects her unwavering commitment to fostering innovation, collaboration and leadership in creating a more sustainable, inclusive and resilient built environment worldwide.



Asia Pacific Cities Summit & Mayors Forum

27th October

On 27th October, Mrs. Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), as well as Co-Founder, Vice Chair and Treasurer of the Emirates Green Building Council (EGBC), participated in an exclusive, closed-door roundtable at the Asia Pacific Cities Summit & Mayors Forum, hosted at Expo City Dubai under the patronage of HH Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Deputy Prime Minister and Minister of Defence of the UAE.

The roundtable, "Africa-UAE Urban Futures: Local Leadership in Action", brought together African mayors, senior city leaders and high-level stakeholders from the UAE to exchange insights and co-create solutions for sustainable urban development.

Discussions focused on advancing climate-resilient infrastructure, nature-based solutions, green and affordable housing, inclusive mobility and leveraging digital trade to foster sustainable, future-ready cities.

Mrs. Habiba's participation reflected her deep commitment to fostering cross-regional collaboration and her extensive expertise in sustainability and urban development.

Representing both EEG and EGBC, she contributed valuable perspectives on how cities can embed climate-conscious practices into urban planning and governance while inspiring local leaders and the society to take actionable steps toward achieving inclusive, resilient and environmentally responsible urban futures.

Her involvement also highlighted the vital role of thought leadership and collaboration between the UAE and African city leaders, reinforcing the importance of sharing best practices, scaling innovative solutions and strengthening

CSCEC ME 9th Technical Conference

30th October

Mrs. Habiba Al Mar'ashi, on 30th October had the honor of delivering the VIP keynote address at the 9th China State Construction Engineering Corporation Middle East (CSCEC ME), a valued EEG Corporate Member Technical Conference in collaboration with the Society of Engineers (SOE) and the International Code Council (ICC).

Since its inception in 2017, the CSCEC ME Technical Conference has become a premier platform celebrating innovation, technical excellence and collaboration across the engineering and construction sectors.

This year's conference, themed "Unveiling a Revolutionary Modular Construction in Redefining the Future", brought together industry leaders, experts and innovators to explore breakthroughs in modular construction, sustainable engineering and advanced building technologies.

Mrs. Habiba's keynote highlighted the vital role of sustainability in modern construction, emphasizing the integration of environmentally responsible practices into urban development and engineering projects.

Her insights inspired attendees to adopt innovative, green and resilient solutions while reinforcing the importance of



cross-sector collaboration to achieve meaningful impact. The Emirates Environmental Group congratulates CSCEC ME for successfully hosting another outstanding conference that continues to elevate the region's construction and engineering standards.

The event showcased cutting-edge technical advancements and reinforced the shared commitment to sustainable development and responsible business practices.

Mrs. Habiba's participation reflects EEG's ongoing dedication to driving sustainability in the built environment and fostering strong partnerships with industry leaders to create a greener, more resilient future.

Strategy Group Meeting of the GISD Alliance

30th October

On 30th October, Mrs. Habiba Al Mar'ashi, attended the virtual Strategy Group Meeting of the Global Investors for Sustainable Development (GISD) Alliance in her capacity as a Member of the Board.

The session brought together Strategy Group Members to deliberate on the next phase of the Alliance's strategic direction, focusing on enhancing the impact of sustainable finance and mobilising investment to support the United Nations Sustainable Development Goals (SDGs).

Mrs. Habiba's participation reflected her unwavering dedication to advancing global sustainability through active engagement in high-level dialogues that champion environmental responsibility, inclusive growth, and responsible investment.

EGBC Engagements

1) On 28th October, Mrs. Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), participated in a virtual interview with the EmiratesGBC Women Network, sharing her experiences and insights on women's leadership and wellbeing in the sustainable built environment.

Facilitated by Brent Butler, HR Business Partner & Head of Talent Management (Middle East, Türkiye & Africa, Hilti), the conversation highlighted Mrs. Habiba's journey, key milestones, and her perspective on driving sustainability while empowering women in the sector.

She provided practical guidance, inspiring stories, and lessons learned, demonstrating the critical role of women leaders in shaping a greener, more inclusive, and resilient built environment.

The interview was incorporated into the EmiratesGBC Women Network White Paper, which compiles curated success stories and insights. Mrs. Habiba's contribution was featured as a personal spotlight, sharing her journey and impact, and offering "Golden Nugget" advice for career growth and leadership.

Her insights also contributed to evidence-based learnings designed to inform recommendations for supporting women in the sustainable built environment.

Her participation underscored her enduring commitment to fostering female leadership, promoting sustainability, and

inspiring the next generation of change-makers in the UAE and the wider region.

2) On 28th October, Mrs. Habiba Al Mar'ashi, in her capacity as Co-Founder, Vice Chair, and Treasurer of EmiratesGBC, also attended the Board Meeting, joining fellow board members and key stakeholders to discuss strategic priorities and upcoming initiatives for the organisation.

The meeting commenced with a warm welcome by the Chair, followed by detailed strategy updates outlining the progress on current projects and future sustainability initiatives across the UAE's green building sector.

Members then reviewed the financials, ensuring continued transparency and effective allocation of resources, and received updates on membership growth and engagement, highlighting the increasing impact and reach of EmiratesGBC.

Information was also shared regarding the elections for the 2026–2027 Board and Management Committee, keeping members informed of the upcoming leadership transitions.

The meeting concluded with any other business (AOB), providing a platform for open discussion and alignment on priorities moving forward.

EEG in the Media Eye

Throughout October, Mrs. Habiba Al Mar'ashi, engaged in a series of insightful media appearances, showcasing the organisation's ongoing efforts to promote environmental awareness and sustainable action across the UAE. On 13th October, Mrs. Al Mar'ashi joined Channel 4 FM (104.8 FM) to discuss EEG's flagship initiatives — the Clean UAE Campaign and Can Collection Drive (CCD) — which unite academia, corporations and communities in advancing recycling, resource conservation and civic engagement.

Continuing the conversation on 22nd October, she appeared on Radio Al Rabia (107.8 FM), where she elaborated on EEG's mission to foster a culture of environmental responsibility and highlighted how its community-based programmes contribute to the UAE's Net Zero 2050 Strategy and the United Nations Sustainable Development Goals (SDGs).

On 14th October, Mrs. Al Mar'ashi was featured as a distinguished guest on Dubai Media's "Dubai Live" Podcast, where she shared her inspiring journey as one of the UAE's pioneering environmental leaders. During the engaging conversation, she reflected on her early environmental awareness, the founding of EEG in 1991, and its transformation into a leading platform for sustainability advocacy and action.

The discussion also explored the importance of environmental education, CSR leadership and the active inclusion of women and youth in environmental movements.

Mrs. Al Mar'ashi remarked,

"Protecting our environment is not a choice — it is a shared responsibility and a moral duty to future generations. The story of EEG is a testament to what vision, perseverance and collaboration can achieve when driven by purpose."

Through these impactful media engagements, Mrs. Al Mar'ashi continues to amplify EEG's message of sustainability, inspiring collective responsibility and action towards a cleaner, greener and more resilient UAE.



One Root, One Communi-Tree (OROC) Phase 2

Emirates Environmental Group is delighted to witness an inspiring wave of community engagement in Phase 2 of the "One Root, One Communi-Tree (OROC)" campaign, now in full swing. This impactful, hands-on initiative is a cornerstone of the UAE's green agenda — driving biodiversity, combating desertification and nurturing a deeper bond between people and nature.

Through OROC, individuals, families, academic institutions and corporations are invited to take tangible climate action by collecting and recycling materials such as paper, plastic, glass, aluminium cans, e-waste, mobile phones and toners. Each contribution directly reduces landfill waste, lowers carbon emissions and fuels nationwide reforestation efforts.

Building on the outstanding success of Phase 1 — which united 252 entities and pledged the planting of 880 native trees by 20th December 2025 — Phase 2 is aiming even higher, targeting 1,250 indigenous trees. Participants will have the unique opportunity to plant saplings under their own or their organisation's name, leaving a legacy of sustainability. Your participation matters. By joining OROC, you help restore vital ecosystems and also shape a greener, more resilient UAE for generations to come. Together, we can turn action into impact and roots into a movement.



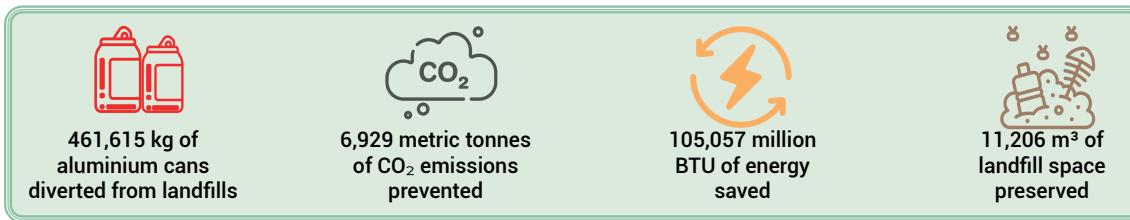
[Register Here](#)

Upcoming Events

The Can Collection Drive 2025

Emirates Environmental Group (EEG) 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 academia, universities, corporations, families and the hospitality sector in a shared mission of environmental stewardship.

Over the years, the campaign has achieved remarkable impact:



[Register Here](#)

These figures highlight the power of collective action and demonstrate that small steps, when multiplied across communities, can create significant environmental benefits.

For 2025, EEG has set an ambitious target of 35,000 kg of aluminium cans to be collected and recycled. Thanks to the incredible dedication of our participants, 67.3% of this goal has already been achieved, yet more support is needed to surpass the finish line.

The Can Collection Drive 2025, taking place on 8th November, offers a dynamic platform for community engagement, fostering responsibility, advancing the UAE's circular economy, and encouraging sustainable habits. By contributing, every individual and organisation plays a vital role in protecting our environment and building a greener future.

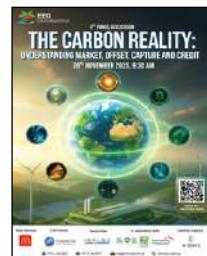
EEG warmly invites everyone to join this transformative campaign. Together, let's make a difference—every can counts!

5th Panel Discussion: The Carbon Reality

Mark your calendars for 28th November, as EEG hosts its 5th and final panel discussion of the year, wrapping up an inspiring season of dialogue and impact. Under the theme "The Carbon Reality, – Understanding Market, Offset, Capture, and Credit", this highly anticipated session will bring together experts, policy-makers and youth to explore how carbon markets, offsets, capture and credits can truly drive meaningful climate action.

The event will open with a dynamic inter-school debate, where students will challenge each other on the motion: "Carbon Offsets – A Credible Pathway to Net Zero or a Climate Loophole?" followed by a powerful expert panel tackling the complexities and opportunities of carbon markets, innovation and transparency in achieving the UAE's Net Zero 2050 vision.

Aligned with key SDGs (#7, #9, #12, #13, #17), this closing discussion promises to ignite collaboration, inspire bold thinking, and set the tone for an even more ambitious sustainability journey in 2026.



[Register Here](#)



Clean UAE Campaign

The UAE's flagship environmental action campaign, Clean UAE, returns for its 24th cycle with renewed energy, ambition and purpose. Proudly led by Emirates Environmental Group under the esteemed patronage of the **Ministry of Climate Change & Environment (MOCCAE)**, this national initiative reflects the **UAE Cabinet's 2022 endorsement** as a symbol of our shared commitment to protecting and preserving the natural environment of our country.

As we embraced the Year of Community, the call to action has never been stronger and 'Clean UAE' provides that, as it is more than a campaign—it is a movement. It unites families, students, businesses, government entities and civil society to take tangible, impactful steps toward environmental protection. By mobilising thousands of individuals across all Emirates, waste is actively reduced, biodiversity is conserved and the UAE's invaluable natural heritage is safeguarded.

'Clean UAE' thrives because of people. Every hand that joins, every community that participates and every individual who takes action amplifies the collective impact. This campaign proves that when ordinary citizens unite around a common purpose, extraordinary results for the environment are possible.

Now, it's your turn. Be part of this transformative movement. Participate, take action and inspire others. Together, we can make the UAE a global beacon of sustainability.

Your action matters. Your impact counts. Let's together create a cleaner and greener UAE.



[Register Here](#)

EEG Partners with RAK Investment & Business Summit 2025

Emirates Environmental Group (EEG) is proud to be 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, Ras Al Khaimah.

The Ras Al Khaimah Investment & Business Summit 2025, is a premier platform uniting government leaders, investors and sustainability experts to shape a greener economic future for the UAE. The summit will spotlight key themes such as renewable energy, green infrastructure, circular economy and responsible investment, aligning with the nation's vision for diversified and sustainable growth. It aims to inspire collaboration and innovation that drive climate resilience and economic opportunity hand in hand.

Through its participation, EEG continues to promote the vital link between sustainability and economic development. The Ras Al Khaimah Investment & Business Summit 2025 stands as a milestone in advancing dialogue and action toward a low-carbon future. This partnership reinforces EEG's long-standing mission to champion environmental responsibility, resource efficiency and climate action across the region.

EEG invites its members, partners and the wider community to join this impactful summit and contribute to shaping a more sustainable and resilient tomorrow.



[Register Here](#)

Member News

EEG Welcomes Messe Frankfurt Middle East on Board

The Emirates Environmental Group is delighted to extend a warm welcome to Messe Frankfurt Middle East, the Dubai-based subsidiary of the globally renowned Messe Frankfurt Group, as the newest Corporate Member.

The Messe Frankfurt Group stands among the world's leading trade fair, congress and event organisers, with its headquarters in Frankfurt am Main, Germany. Backed by a dynamic workforce of over 2,300 employees and a presence in 28 subsidiaries worldwide, the Group delivers world-class events that drive innovation, collaboration and sustainable industry growth.

Established in 2002, Messe Frankfurt Middle East has become a cornerstone of the regional events landscape, organising 11 major trade fairs—seven in Dubai, UAE, and four in Saudi Arabia—supported by a team of over 150 dedicated professionals.

Their impressive portfolio spans diverse sectors and is complemented by comprehensive in-house services such as fair construction and event management, ensuring a seamless experience for exhibitors and visitors alike. With its strong foundation in industry expertise, global exhibition brands and a commitment to excellence, Messe Frankfurt Middle East continues to



elevate the standards of the regional exhibitions industry. Their vision to foster collaboration and sustainability aligns seamlessly with EEG's mission to promote environmental stewardship and green growth across sectors. We are proud to welcome Messe Frankfurt Middle East to our growing community of environmentally conscious corporate members and look forward to a fruitful partnership that will contribute to advancing sustainability and responsible business practices in the UAE and beyond.



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EEG MEMBERS' UPDATE

EEG welcomed 1 new corporate member in the month of October 2025

CORPORATE MEMBERSHIP (NEW)

Messe Frankfurt Middle East GmbH (Dubai Branch)

UN News



Launch of the Net-Zero Nature-Positive Accelerator Integrated Programme

The UN Environment Programme (UNEP) and the Global Environment Facility (GEF), in collaboration with the Development Bank of Latin America (CAF) and the Asian Development Bank (ADB), launched the Net-Zero Nature-Positive Accelerator Integrated Programme during the 2025 World Bank Group/IMF Annual Meetings in Washington D.C.

With US\$ 100 million in GEF funding and US\$ 700 million in co-financing, the initiative aims to align climate and biodiversity goals by transforming financial systems and mobilising joint public-private action. Supporting 12 countries across Latin America, Africa and Asia, the programme will help integrate climate and nature objectives into national development plans and drive measurable progress towards a net-zero, nature-positive future. The launch marks a milestone in bridging the gap between climate and biodiversity finance, fostering collaboration among governments, development banks and the private sector to tackle the triple planetary crisis of climate change, biodiversity loss, and pollution.

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Global Report Highlights Urgent Need to Restore Earth's Ecological Connectivity



UNCCD
NEWS

The Global Land Outlook Thematic Report on Ecological Connectivity and Land Restoration, launched at the IUCN World Conservation Congress in Abu Dhabi, revealed that nearly one-third of the Earth's land surface has been profoundly altered by human activity, leaving ecosystems degraded and fragmented. Produced jointly by the United Nations Convention to Combat Desertification (UNCCD) and the Convention on the Conservation of Migratory Species of Wild Animals (CMS), the report underscores that landscapes function as interconnected systems — bound by the movement of species, water and nutrients. However, these natural networks are increasingly disrupted by unsustainable land use, infrastructure expansion and climate change. The report highlights that more than 60% of global rivers have been dammed or diverted, while expanding roads and cities continue to isolate habitats. This fragmentation weakens soil, worsens water scarcity and accelerates biodiversity loss, directly impacting nearly half of humanity. UNCCD Executive Secretary stressed that "restoring ecosystems also means restoring the links between them — we must connect to restore and restore to connect." The report calls on countries to integrate ecological connectivity into land, water and infrastructure planning. Successful models such as Europe's Green Belt and Costa Rica's wildlife corridors demonstrate how restoration can protect biodiversity, strengthen resilience and enhance livelihoods.

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

- >> Reduction of 473 (MTCO₂e) GHG
- >> Saving of 3,635 Million BTU of Energy
- >> Saving of 970 m³ of Landfill Space
- >> Saving of 1,991 Trees from being felled
- >> Saving of 787 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Family/Individual	Quantity (kg)
In October, Emirates Environmental Group (EEG) successfully collected 109,001 kg of paper with the support of 205 participating entities. While this reflects a 26% decrease compared to September, it also marks a notable 24% increase from the same month last year, showcasing the growing momentum and community dedication towards sustainability. We extend our heartfelt gratitude to all contributors for their valuable efforts and encourage our members, partners, and supporters to remain actively engaged in driving positive environmental change.	Five Hotels	13,475	Sahasra Magesh Kumar	916
	Design Infinity	4,363	Vidyuth Balaji	715
	Verger Delporte	3,634	Pranavi Girish Terni	500
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In October, Emirates Environmental Group (EEG) collected 1,750 kg of aluminum cans from 44 participating entities, marking a 23% increase from September. We are proud to have already achieved 67.3% of our annual target, a clear testament to our community's growing commitment to sustainability. We encourage all participants to sustain their efforts, as every contribution plays a vital role in advancing the circular economy and achieving our collective environmental goals.	Five Hotels	597	Advaitha Padmanaban	12
	The Cove Rotana Ras Al khaimah	191	Mosa Zayed	10
	Aloft Palm Jumeirah Hotel	174	-	-
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Families	Quantity (kg)
In October, Emirates Environmental Group (EEG) collected 13,251 kg of plastic waste from 153 participating entities, showcasing the power of collective action. This represents a 22% increase from September 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.	Five Hotels	1,715	Suhail Ahmed Alnuaimi	622
	Bidfood Middle East	895	Hassan Abdullah Hassan	80
	The First Collection Marina	588	Alma, Asma Juma, Lujain Mohamed Nabil & Zeina Amjad Hassan	70
TONER COLLECTION CAMPAIGN	Companies	Quantity (Pcs)	Individual	Quantity (Pcs)
In October, Emirates Environmental Group (EEG) collected 590 toner cartridges from 11 participating entities—an important step towards responsible e-waste management. This marks a 95% increase from September, underscoring 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.	Novotel Ibis World Trade Centre, Ibis One Central Dubai	308	Ali Darwish Mubarak Salim Alzaabi	12
	Le Royal Meridien Hotel	130	-	-
	Serco Middle East	100	-	-
GLASS COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In October, Emirates Environmental Group (EEG) collected 8,153 kg of glass bottles from 39 participating entities, reflecting only a 37% decrease from September. This performance highlights the community's renewed participation and strong commitment to sustainability. The temporary decrease was due to the recycling facility's closure for maintenance. We deeply appreciate these efforts and encourage all contributors to keep the momentum going as we continue working hand in hand toward a greener, more sustainable year.	The First Collection Hotel Tribute Portfolio JVC	2,410	Murugan Mani	251
	Aloft Palm Hotel	2,400	Lena Murali	80
	Marco Polo Hotel	1,312	Twarita Verma	72
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In October, Emirates Environmental Group (EEG) collected 4,677 kg of e-waste from 33 participating entities a meaningful step toward responsible waste management and a remarkable 78% increase from September. We encourage everyone to remain committed, as each responsibly recycled electronic item plays a vital role in safeguarding the environment and advancing sustainable e-waste management.	The Cove Rotana Ras Al khaimah	1,510	Ammar Simab	170
	Two Season Hotel & Apartments	732	Vishnu Priya Pillai	121
	Pullman Dubai Downtown	420	Meghan Ahlawat	85
SCRAP COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In October, Emirates Environmental Group (EEG) collected 2,041 kg of scrap metal from 21 participating entities—a valuable contribution, maintaining a similar level to September's collection. As we step into November, let us strengthen our efforts—responsibly recycling scrap metal not only supports the circular economy but also transforms waste into valuable resources for a sustainable future.	Atkins Realis	1,109	Ali Darwish Mubarak Salim Alzaabi	200
	Marco Polo Hotel	154	Maram Mubarak Alzaabi	187
	-	-	Khalid Ahmed Alnuaimi	118
MOBILES COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (Pcs)
In October, Emirates Environmental Group (EEG) collected 168 mobile phones from 12 participating entities. While this reflects a 17% decrease from September, 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.	Atkins Realis	36	Shreyas Shankar Baliga	28
	The Cove Rotana Ras Al khaimah	17	Vidyuth Balaji	12

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.

