

## The 25<sup>th</sup> cycle of the Inter College Environmental Public Speaking Competition

24<sup>th</sup> – 27<sup>th</sup> November 2025

"Two Crises,  
One Solution:

Fighting Climate Change  
to Save Biodiversity"

"Urbanisation  
vs.  
Wellbeing:

The Role of Sustainable Cities  
in Public Health"

"Cosmetics  
and  
Clothes:

The Environmental and  
Socio-Economic Footprint"

"Rethinking  
Green:

How AI is Redefining  
Environmental Solutions?"

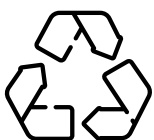
### Upcoming Events



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Reach Out to EEG for More Details



#### BRING YOUR RECYCLABLES:

From Monday to Friday & Sunday 9:00AM to 5:00PM  
Villa No. 117a - JMR. 68, Jumeirah 1,  
Between old Dubai Zoo & Beach Centre.  
For more info, call EEG at 04 344 8622, or  
email eeg@emirates.net.ae - www.eeg-uae.org



eegemirates



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## 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 (30<sup>th</sup> September – 2<sup>nd</sup> 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 **1<sup>st</sup> 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 **7<sup>th</sup> October** marked the highlight of the month with the **18<sup>th</sup> 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 **8<sup>th</sup> & 9<sup>th</sup> October**, the **13<sup>th</sup> 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 **14<sup>th</sup> October**, EEG launched the **2<sup>nd</sup> 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.

**16<sup>th</sup> 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 **20<sup>th</sup> 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 **23<sup>rd</sup> 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 **27<sup>th</sup> 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 **28<sup>th</sup> 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 **30<sup>th</sup> October**, we actively participated in the **CSCEC ME 9<sup>th</sup> 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

**30<sup>th</sup> - 2<sup>nd</sup>  
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

**1<sup>st</sup>  
October**

On 1<sup>st</sup> 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 7<sup>th</sup> 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.

### 13<sup>th</sup> Global Sustainability & CSR Forum 2025

**8<sup>th</sup> - 9<sup>th</sup>  
October**

Emirates Environmental Group proudly participated as the Environmental Partner at the 13<sup>th</sup> cycle of the Global Sustainability & CSR Forum, organised by the Arabia CSR Network, which concluded its impactful two-day gathering on 9<sup>th</sup> 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 8<sup>th</sup> 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. Béangère 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 6<sup>th</sup> 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.

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### E-Waste Day 2025: Powering Change Through Responsible Action

**14<sup>th</sup> October** On 14<sup>th</sup> 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 2<sup>nd</sup> 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.



### International Consultation for Major Groups and Stakeholders

**23<sup>rd</sup> October** On 23<sup>rd</sup> 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 7<sup>th</sup> United Nations Environment Assembly (UNEA-7) — the world's high-

est-level decision-making body on environmental matters. The consultation, held virtually on 22<sup>nd</sup> & 23<sup>rd</sup> 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.

### 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 **13<sup>th</sup> 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 **22<sup>nd</sup> 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 **14<sup>th</sup> 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.



### Concluding the 25<sup>th</sup> Cycle of Students' Workshops

Emirates Environmental Group (EEG) proudly concluded the 25<sup>th</sup> Cycle of the Students' Workshops, held virtually under the thought provoking theme of "Paradox of Choice: Protecting the Present, Cultivating the Future" from 20<sup>th</sup> to 22<sup>nd</sup> October 2025. The Silver Jubilee edition brought together over 400 students from 73 schools across the UAE for a transformative three-day learning journey focused on environmental awareness, responsible citizenship and sustainable living. Since its inception in 2001, the annual workshops have empowered over 9,113 students and 1,693 teachers from more than 1,755 schools across the country, nurturing eco-consciousness and leadership among the youth. The 25<sup>th</sup> edition continued this legacy through interactive presentations, creative discussions and collaborative solution-building sessions, strengthening students' critical thinking and problem-solving abilities while inspiring meaningful action aligned with the UAE's sustainability goals.

The programme catered to three age categories — Juniors, Sub-Seniors and Seniors — ensuring age-appropriate engagement and impactful learning experiences. The Seniors' Workshop, held on 22<sup>nd</sup> October, was also joined by EEG's esteemed corporate member National Bonds, who delivered an insightful session on "Conscious Spending" focused on financial literacy and responsible decision-making. Reflecting on the milestone, Mrs. Habiba Al Mar'ashi, EEG Co-Founder and Chairperson, emphasized the programme's enduring impact: "Over 25 years, EEG has instilled purpose, responsibility and innovation in our youth. Investing in young minds ensures a more sustainable and resilient future for all."



### The Silver Jubilee of the ICEPSC

The Emirates Environmental Group (EEG) is gearing up to conduct the 25<sup>th</sup> cycle of the Inter-College Environmental Public Speaking Competition (ICEPSC), a flagship platform that has empowered university students for two and half decades to learn, lead and speak for the planet. Designed to build confidence, leadership, creativity and critical thinking, ICEPSC turns environmental awareness into practical, solution-focused action and nurtures the next generation of sustainability leaders.

The 2025 edition will be held from 24–27 November under the theme "Innovation, Impact and Inter-connectedness." Catering support is provided by Abela & Co and Intercat Hospitality, with HCT - Dubai as Venue Host. Participants will explore four timely topics that connect science, society and systems change:



[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

Beyond competition, ICEPSC is a movement. Teams hone research methods, strengthen argumentation and develop clear, persuasive delivery. Delegates build networks, learn from diverse viewpoints and translate ideas into actions for campuses and communities. The experience equips students to become informed advocates who can influence policy, entrepreneurship and civic engagement in a rapidly changing world. EEG invites universities across the Arab World and beyond to join this milestone cycle, encourage cross-disciplinary teams and champion youth-led innovation.

Together, credible voices are amplified, impactful solutions are accelerated, and collaborative leadership models are developed for a sustainable future. We look forward to welcoming passionate speakers and mentors to Dubai this November and to celebrating the ideas, evidence, and energy that will shape a greener, fairer tomorrow.

For more details regarding the competition, reach out at [edu@eeg.ae](mailto:edu@eeg.ae).



**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 20<sup>th</sup> 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:

			
<b>461,615 kg of aluminium cans diverted from landfills</b>	<b>6,929 metric tonnes of CO<sub>2</sub> emissions prevented</b>	<b>105,057 million BTU of energy saved</b>	<b>11,206 m<sup>3</sup> of landfill space preserved</b>



[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 8<sup>th</sup> 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!

**5<sup>th</sup> Panel Discussion: The Carbon Reality**

Mark your calendars for 28<sup>th</sup> November, as EEG hosts its 5<sup>th</sup> 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, policymakers 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 24<sup>th</sup> cycle with renewed energy, ambition and purpose. Proudly led by Emirates Environmental Group under the esteemed patronage of the Ministry of Climate Change & Environment (MOCCA), 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.



[Register Here](#)

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.

Member News

**EEG MEMBERS’ UPDATE**

EEG welcomed 1 new and 1 renewed academic member, 11 new and 6 renewed student members in the month of October 2025

**ACADEMIC MEMBERSHIP (NEW)**

Sterling University

**ACADEMIC MEMBERSHIP (RENEWAL)**

The Millennium School

**STUDENT MEMBERSHIP (NEW)**

YASHVATHA REVATHI RATHINA

Jessica Elizabeth Philips

Arwa Mohammed

Eshaal Fazal

Humayl Fazal

Muhammad Ata Saad Haq

Mohnish Sai

Avyaan Krishna

Maryam Mohammed Nurul Absar

Lea Senderov

Mia Senderov

**STUDENT MEMBERSHIP (RENEWAL)**

Ananya Manikandan

Shyam Manikandan

Twarita Verma

Vidyuth Balaji

Nasheet Noman

Halimah Sharjil Anwar



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

- >> Reduction of 473 (MTCO<sub>2e</sub>) GHG
- >> Saving of 3,635 Million BTU of Energy
- >> Saving of 970 m<sup>3</sup> of Landfill Space
- >> Saving of 1,991 Trees from being felled
- >> Saving of 787 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Schools	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.	Sunrise English Private School	1,590	Sahasra Magesh Kumar	916
	Wadi Al Hillo School	1,330	Vidyuth Balaji	715
	Delhi Private School Dubai	1,060	Pranavi Girish Terni	500
CAN COLLECTION CAMPAIGN	Schools	Quantity (kg)	Families	Quantity (kg)
In October, Emirates Environmental Group (EEG) collected 1,750 kg of aluminium 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.	Our Own High School Dubai	32	Advaita Padmanaban	12
	American School of Dubai, Barsha	15	Mosa Zayed	10
	HCT Bani Yas Campus (B)	10	-	-
PLASTIC COLLECTION CAMPAIGN	Schools	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.	Oasis International School	390	Suhail Ahmed Alnuaimi	622
	St. Mary's Muhaisnah High School	280	Hassan Abdullah Hassan	80
	Our Own High School, Dubai	235	Alma, Asma Juma, Lujain Mohamed Nabih & Zeina Amjad Hassan	70
TONER COLLECTION CAMPAIGN	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.	Ali Darwish Mubarak Salim Alzaabi		12	
	-		-	
	-		-	
GLASS COLLECTION CAMPAIGN	Schools	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.	Gems Modern Academy	21	Murugan Mani	251
	-	-	Lena Murali	80
	-	-	Twarita Verma	72
E-WASTE COLLECTION CAMPAIGN	Schools	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.	City University College Ajman	54	Ammar Simab	170
	-	-	Vishnu Priya Pillai	121
	-	-	Meghan Ahlawat	85
SCRAP COLLECTION CAMPAIGN	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.	Ali Darwish Mubarak Salim Alzaabi		200	
	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.	City University College Ajman	37	Shreyas Shankar Baliga	28
	-	-	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.

