

# EEG CORP NEWS

Together for a Better Environment<sup>®</sup>



مجموعة عمل الإمارات للبيئة  
EMIRATES ENVIRONMENTAL  
GROUP



December 2025  
Issue 12



## Upcoming Events

**Green December**  
let's have a sustainable December  
1<sup>st</sup> - 25<sup>th</sup> December 2025

RECYCLABLES	STUDENTS & INDIVIDUALS TARGET	COMPANIES & ACADEMIA TARGET
Paper	500 Kg	1,000 Kg
E-waste	100 Kg	300 Kg
Glass	75 Kg	200 Kg
Plastic	50 Kg	100 Kg
Aluminium Cans	30 Kg	50 Kg
Mobile Phones	50 Pcs	75 Pcs
Toner Cartridges	50 Pcs	100 Pcs

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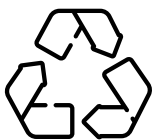
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**FOR OUR EMIRATES WE PLANT**  
من أجل أماراتنا نزرع  
20.12.25

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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,

As we enter the final month of 2025, it feels almost astonishing to reflect on how swiftly this year has unfolded. The rhythm of our work, the momentum of our programmes and the energy of our growing community have filled each month with purpose — yet November, in particular, stands out as a month that encapsulated the spirit, resilience and ambition of EEG. With December now upon us, we find ourselves standing at the crossroads of reflection and anticipation, preparing not only to close another impactful year but to step into the milestone moment that unites us with thousands across the nation, the **'Clean UAE' Campaign**.

Every year, this campaign becomes more than a clean-up initiative — it transforms into a collective expression of environmental citizenship, national unity and shared responsibility. As we gear up once again to mobilise communities from every emirate, we are reminded of how deeply rooted this movement has become in the UAE's social fabric. Clean UAE is a testament to the belief that when people come together, guided by shared values and a clear vision, meaningful transformation becomes inevitable.

November emerged as a month defined by action, advocacy and accelerated progress. It showcased EEG's multidimensional role across environmental engagement, policy participation, thought leadership and community mobilisation. At the practical level, our environmental programmes continued to make tangible impact across the country. We conducted **three major tree-planting events** on the **5<sup>th</sup>, 16<sup>th</sup> & 21<sup>st</sup> November**, each one contributing to the UAE's green cover restoration efforts, regional biodiversity resilience and our collective climate mitigation goals. These events brought together volunteers, schools, partners and supporters, reaffirming that environmental stewardship thrives when it is shared across generations and sectors. Complementing these efforts, the 29<sup>th</sup> cycle of the "Can Collection Drive" on **8<sup>th</sup> November** once again demonstrated how recycling-focused initiatives can inspire behavioural change and reinforce the principles of circularity.

Beyond our field activities, November amplified EEG's advocacy for sustainability at the national and regional levels. On **3<sup>rd</sup> November**, I had the privilege of delivering the **Keynote Address at the MENA Green Building Awards Gala Dinner**, highlighting the UAE's leadership in sustainable construction, energy-efficient design and green innovation. This was followed by an important collaborative engagement on 4<sup>th</sup> November through the **Multi-Stakeholder Advisory Committee (MAC-32)** meeting, an enduring platform that supports sound environmental governance, policy alignment and cooperative decision-making.

On **6<sup>th</sup> November**, my participation in the **3<sup>rd</sup> Sustainability Forum at EHS Fujairah Hospital** allowed me to engage directly with healthcare professionals, discussing sustainability within the UAE community and leading an insightful Q&A session themed 'The Power of We'. This dialogue reinforced one of EEG's guiding principles: that sustainability must be embedded in every sector. The momentum continued on **7<sup>th</sup> November** with the inaugural meeting of the **Global EEE UAE Advisory Board**, where we examined new ways of strengthening cross-border cooperation in resource recovery, e-waste management and responsible consumption.

In terms of policy engagement and scientific dialogue, the month was equally dynamic. The **CPR Subcommittee Meetings** on **11<sup>th</sup> November** facilitated technical discussions to el-

evate environmental reporting and performance standards across the UAE. On 19<sup>th</sup> November, EEG took part in a milestone session introducing the **Intergovernmental Science-Policy Panel on Chemicals, Waste and Pollution**, exploring its foundational document, structure and draft rules of procedure. This panel is to play a pivotal role in shaping future global responses to pollution challenges, making our participation both timely and strategically important.

On **20<sup>th</sup> November**, I was honoured to deliver a **Keynote Address in Ras Al Khaimah** at the "Green Business Strategies: Balancing Profit & Planet in RAK's Development" summit, where I discussed how businesses can embrace sustainability as a route to resilience, competitiveness and long-term value creation. Later that same day, EEG participated in the **Policy Hack on Accelerating Collective Action for Methane and Air Quality**, contributing to solution-driven dialogues aimed at reducing emissions and protecting public health.

Cultural and educational engagements also enriched our November calendar. From **24<sup>th</sup> –29<sup>th</sup> November**, EEG hosted the **25<sup>th</sup> Cycle of the Inter College Environmental Public Speaking Competition**, bringing together university students from across the globe to exchange ideas, showcase research and inspire innovative solutions for a more sustainable future.

The final days of the month were equally active and impactful. On **27<sup>th</sup> November**, I had the privilege of speaking at the **Majra Impact Summit**, where we explored how social impact organisations can shape future-ready, community-centred solutions. On **28<sup>th</sup> November**, we conducted our **5<sup>th</sup> and final Panel Discussion** for the year, highlighting the importance of multi-stakeholder dialogue in accelerating climate action and understanding the carbon markets. You can read more about these engagements in the inside pages of this the newsletter.

In addition to these engagements, I was pleased to serve as a jury member for key national and international recognitions this year, including the **ICGN Awards 2025** and the **Majra Impact Seal**. I was also honoured with an award for my supervision of the German National Tourist Office (GNTO) Sustainability Media Awards 2024, a recognition that underscores the value of credible evaluation and the advancement of sustainability-driven storytelling. These roles reinforced the critical importance of strong governance frameworks and the need to reward organisations that demonstrate genuine commitment to environmental and social impact.

As we step into December, our pace does not slow — instead, it builds. The Clean UAE Campaign awaits, and with it comes the opportunity to unite communities across all seven emirates in a mission that embodies the truest spirit of national solidarity.

It is the moment each year when we witness environmental awareness transform into environmental community action platform. It is a moment that reconnects us to our purpose and reinforces our belief that positive change is strongest when pursued together.

As 2025 draws to a close, I extend my deepest gratitude to every member of the EEG family — our partners, our board members, our supporters, our volunteers and every individual and organisation that has stood with us.

May we enter December with renewed energy, strengthened resolve and a shared commitment to create a more sustainable, more conscious and more resilient future for our beloved nation.



### MENA Green Building Awards 2025

**3<sup>rd</sup> November** On 3<sup>rd</sup> November, the Emirates Green Building Council (EmiratesGBC) hosted the MENA Green Building Awards, honouring organisations driving innovation, resilience and sustainability in the built environment across the Arab region. The event opened with an inspiring address by Dr. Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), in her capacity as Co-Founder, Vice Chair and Treasurer of EmiratesGBC.

Dr. Al Mar'ashi reflected on the Awards' journey since 2012, which began with six categories and the Dr. Owainati Student Excellence Award, and has now grown to 16 professional categories, attracting applications from across the Arab world. She highlighted the Awards' evolution into a regional platform that fosters collaboration, celebrates innovation and advances sustainable urban development, including the introduction of the Net Zero Building of the Year category.

Since inception, the Awards have received 698 professional applications, demonstrating the dedication of sustainability leaders across the region. This year, 81 applications showcased creativity, collaboration and conviction in sustainable urban planning and development, while the Student Excellence Award continues to celebrate youth innovation and education in sustainability.

Dr. Al Mar'ashi concluded by congratulating all finalists and winners, acknowledging their courage and commitment, and thanking judges, partners and sponsors. The ceremony reinforced the Awards' role as a catalyst for excellence and regional collaboration, inspiring a greener, more sustainable future across MENA.

### 32<sup>nd</sup> Multi-stakeholder Meeting on Sustainable Food Systems

**4<sup>th</sup> November** The Emirates Environmental Group actively participated in the 32<sup>nd</sup> meeting of the Multi-Stakeholder Advisory Committee (MAC) of the Sustainable Food Systems (SFS) Programme, held on 4<sup>th</sup> November. The meeting brought together global stakeholders to discuss strategic priorities for the SFS Programme's upcoming biennium (October 2025 – October 2027), advancing collaboration, equity and systemic approaches to food systems transformation.

During the session, the committee explored key topics, including convergence of public policies across health, agriculture, climate and biodiversity, as well as strategies to enhance equity and resilience.

Brazil presented its "Plan to Accelerate Solutions (PAS)" for policy coherence, highlighting mobilisation, capacity building and strengthening an international community of practice. Members emphasised the need for peer-to-peer learning, role-of-government approaches and the active engagement of diverse stakeholders.

The MAC also received updates from the Food Systems Coordination Hub, IOYFP Secretariat and various working groups. Discussions included sustainable public food procurement, private sector engagement and ongoing advocacy efforts, such as the recent IUCN Resolution on nature-positive agriculture and the Santos pre-COP30 event "Bridging the Gaps."

EEG team's participation underscored its commitment to supporting sustainable food systems and contributing to global collaboration for climate-resilient, equitable and environmentally responsible food practices. Members of the SFS Programme and interested parties were encouraged to engage in the ongoing initiatives and upcoming publications, including the report on Equity-Driven Strategies for Sustainable Food Systems, set for soft launch on 4<sup>th</sup> December 2025.

### 3<sup>rd</sup> Sustainability Forum – Fujairah Hospital

**6<sup>th</sup> November** On 6<sup>th</sup> November, Dr. Habiba Al Mar'ashi, Co-founder & Chairperson of the Emirates Environmental Group, delivered an engaging session titled "Sustainability in the UAE Community: Nurturing Collective Action for a Sustainable Future" at the 3<sup>rd</sup> Sustainability Forum, held at Fujairah AlBahar Hotel & Resort and organised by Fujairah Hospital. The event brought together healthcare leaders, sustainability professionals and community stakeholders to explore practical strategies for advancing environmental responsibility. Reflecting on the founding of the Emirates Environmental Group in 1991, Dr. Al Mar'ashi shared the challenges and bold vision that drove her to unite individuals, businesses and institutions for collective environmental action. She highlighted EEG programmes that reach over thousands of schools and universities annually empowering them to move from participants to leaders of change by building the capacity of students through training and workshops as well as hands-on initiatives such as tree planting, recycling drives and community clean-ups.

A key takeaway from her session was the power of collaboration over competition. "Sustainability thrives on collaboration, not competition," she reminded attendees, encouraging organisations to share knowledge, align efforts and build partnerships to achieve greater impact. She also offered practical guidance for healthcare facilities, including assessing energy, water and waste streams, engaging staff, and piloting small, high-impact initiatives. Looking ahead to 2050, Dr. Al Mar'ashi hopes her legacy is remembered not only for tangible achievements — including over two million trees planted — but also for inspiring a culture of sustainability, collaboration and community engagement. Her message is clear: change begins with one committed individual, but its power grows exponentially when people act together.

Dr. Al Mar'ashi's session served as both inspiration and a call to action, demonstrating how vision, persistence and collective effort can drive meaningful environmental and social impact across the UAE.

### Global EEE UAE Advisory Board

**7<sup>th</sup> November** Dr. Habiba Al Mar'ashi, Co-Founder & Chairperson of the Emirates Environmental Group, joined a distinguished member of the Global Education Energy Environment (Global EEE) UAE Advisory Board, bringing her decades of experience in sustainability, environmental advocacy and youth engagement to guide the organisation's UAE initiatives. Global EEE is a US-based, volunteer-driven nonprofit that empowers students worldwide through hands-on STEM education, focusing on electric, hybrid-electric and solar-powered vehicle design and competitions.



Its UAE flagship programme, the UAE Electric Vehicle Grand Prix (EVGP), challenges high school students to innovate while fostering teamwork, problem-solving and environmental responsibility.

The competition has been showcased at major events, including RTA's Dubai World Congress for Self-Driving Transport and the Evolve Future Mobility Show 2025, and will return for its 4<sup>th</sup> edition in February 2026.

The advisory board held its 1<sup>st</sup> meeting on 7<sup>th</sup> November, with Dr. Al Mar'ashi contributing her insights on sustainability strategy, partnership development and programme impact to help ensure that Global EEE's initiatives continue to inspire young innovators and build awareness of environmental responsibility across the UAE.

**EEG's November Can Collection Drive**

**8<sup>th</sup> November**

"Say YES to Recycling, NO to Carbon Emissions." This call resonated on 8<sup>th</sup> November across the UAE as Emirates Environmental Group conducted the 29<sup>th</sup> cycle of its Can Collection Drive, a flagship initiative launched in

1997 to mobilise communities for environmental protection. Over nearly three decades, the campaign has grown into a nationwide movement, engaging individuals, institutions and industries in collective climate action.

Participants from all seven Emirates—including schools, families, corporations, government entities and the hospitality sector—joined forces to promote recycling, resource conservation and climate awareness. The campaign also supports key UN Sustainable Development Goals: SDG 11, 12, 13, 14, 15 & 17.

This year, **12,946 kilograms** of aluminium cans were collected during the drive, bringing the programme's lifetime total to over **476,316 kilograms** and helping prevent approximately **7,150 metric tonnes** of CO<sub>2</sub> emissions, contributing to the UAE's Net Zero 2050 vision.

Dr. Habiba Al Mar'ashi commented: "The success of the Can Collection Drive 2025 shows what can be achieved when a community unites with purpose. Every can collected represents awareness, responsibility and a commitment to a greener, more resilient future. Sustainability thrives on collaboration and together we can make a lasting impact."

EEG extends its sincere appreciation to all participants, government entities and corporate partners whose contributions were pivotal to the success of this campaign.

The continued support of government partners; Dubai Municipality, Dubai Economy & Tourism, Ajman Tourism and Fujairah Environment Authority — remains essential in advancing national initiatives for environmental protection and sustainable development.

EEG also expresses gratitude to its long-standing corporate partners, including American International School Abu Dhabi (AISA), Abela & Co, McDonald's UAE, RAK Ceramics, Berkeley Services, Dutco, Labotel Worker's Village, ISS Relocations, Globelink West Star Shipping L.L.C, Sharjah National Lube Oil Co. L.L.C., AG Engineering, Tristar Group and Two Season Hotel and Apartments; among others, for their unwavering commitment to responsible corporate citizenship. EEG also extends its appreciation to Al Murad Group for their

role as Media Partners and Arabia CSR Network as the CSR Partner whose support was crucial to the event's success. We would like to express our sincere appreciation also to Lucky Recycling for its professional recycling services, which ensures that every can collected is recycled responsibly and efficiently in the UAE.

The Can Collection Drive continues to be more than a recycling campaign—it is a movement that inspires action, strengthens partnerships, and fosters a cleaner, greener UAE for generations to come.



**Frontier25 Policy Hack to Improve Air Quality**

**20<sup>th</sup> November**

The Emirates Environmental Group participated on 20<sup>th</sup> November in the Policy Hack on Accelerating Collective Action for Methane and Air Quality, hosted by Frontier25 (formerly UAE Independent Climate Change Accelerators) in partnership with the Global Methane Hub at the Saadiyat Rotana Resort, Abu Dhabi.

The event brought together stakeholders from government, industry and academia to identify key challenges, co-create solutions and promote impactful policies to reduce methane emissions and improve air quality across the UAE and MENA region. Discussions focused on decarbonisation pathways, circular economy solutions and climate adaptation strategies, aligning with EEG's mission to advance sustainable practices and environmental stewardship.

By participating, EEG contributed its expertise in environmental advocacy and community engagement, supporting collaborative efforts to address one of the region's most urgent climate and public health challenges. The event reinforced the importance of multi-stakeholder partnerships in



driving meaningful climate action and accelerating progress towards a sustainable, low-carbon future.

EEG remains committed to advancing initiatives that foster collaboration, innovation, and tangible environmental outcomes across the Emirates and beyond.

**2<sup>nd</sup> RAK Investment & Business Summit**

**20<sup>th</sup> November** Dr. Habiba Al Mar’ashi, Co-Founder and Chairperson of the Emirates Environmental Group delivered a keynote at the 2<sup>nd</sup> Ras Al Khaimah Investment & Business Summit that took place on 21<sup>st</sup> November, which focused on Green Business Strategies: Balancing Profit & Planet. The summit offered a unique platform for leaders, investors and policymakers to discuss how sustainability can drive the emirate’s economic growth while protecting the environment.

In her session, she highlighted practical approaches for businesses to integrate environmental stewardship, including resource efficiency, renewable energy adoption, circular economy solutions and green innovation. She emphasised that aligning profit with purpose strengthens resilience and competitiveness and also contributes meaningfully to Ras Al Khaimah’s broader sustainability goals.

The keynote sparked insightful dialogue, showcasing the enthusiasm of participants to adopt greener practices and invest in sustainable infrastructure. Dr. Al Mar’ashi underscored that sustainability is both a responsibility and a strategic opportunity, creating value for businesses, communities and the planet alike. EEG continues to champion platforms that foster collaboration between the public and private sectors, guiding organisations towards sustainable development and environmental stewardship across the UAE.

**Celebrating Al Mar’ashi Receiving Honorary Doctorate from Heriot-Watt University**

**25<sup>th</sup> November** The Emirates Environmental Group is immensely proud to share that Mrs. Habiba Al Mar’ashi, Co-Founder and Chairperson of EEG, has been awarded the Honorary Degree of Doctor of the University by Heriot-Watt University.

The prestigious recognition was conferred on 25<sup>th</sup> November at Dubai Opera House during the Winter Graduation Ceremony, honouring her extraordinary leadership, lifelong commitment to sustainability and transformative impact on society.

Heriot-Watt University highlighted Mrs. Al Mar’ashi’s remarkable contributions, including the founding of EEG in 1991, the Arabia CSR Network in 2004 and the Emirates Green Building Council in 2006 and the UN Global Compact Network for the GCC in 2008.

Her influence extends globally, encompassing leadership roles with the UN Global Compact, the Global Reporting Initiative, the World Green Building Council, the Global Urban Development and the UN Global Investors for Sustainable Development (UN GISD) Alliance, through

which she continues to shape international sustainability standards and responsible investment practices. The University recognised her pioneering achievements in environmental stewardship, resource management, circular economy and climate action. Her work has not only elevated environmental awareness and CSR across the UAE but also established global benchmarks for sustainability leadership.

Among her many distinctions, Mrs. Al Mar’ashi was featured in the official film celebrating 50 Years of UAE National Day, appointed to the Sustainability Experts Network in 2023 & 2024, and remains a highly sought-after speaker on sustainability, corporate social responsibility, leadership and women’s empowerment.

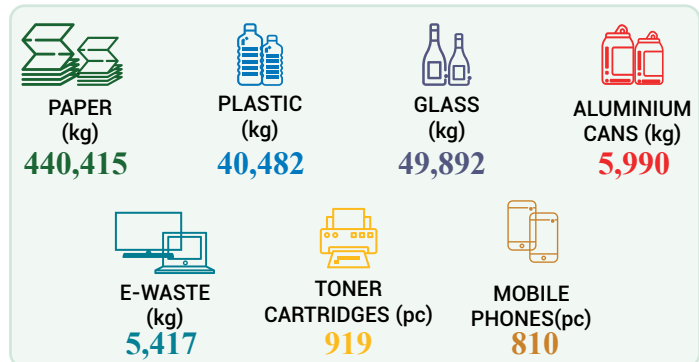
EEG proudly celebrates this historic achievement as a testament to Mrs. Al Mar’ashi’s unwavering vision, determination and global impact. Her honorary doctorate recognises a lifetime of transformative leadership, inspiring generations of individuals, organisations and policymakers to advance sustainable, responsible and inclusive practices for a better future.



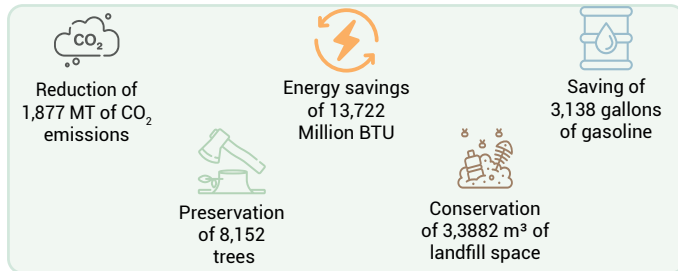
**One Root...One Communi-Tree Phase 2 – 2025**

**25<sup>th</sup> November** The Emirates Environmental Group is proud to mark another milestone in its flagship initiative, “One Root...One Communi-Tree”, now in its 15<sup>th</sup> year. Since its launch in 2010, the programme has successfully engaged communities across the UAE in sustainable waste management while supporting EEG’s urban afforestation efforts through the “For Our Emirates We Plant.”

Phase 2 of 2025 surpassed all expectations, with record-breaking participation from 267 entities representing government bodies, corporations, academic institutions, families and individuals. Together with Phase 1 participants, the results have been extraordinary:



These collective efforts have generated remarkable environmental benefits:



As a recognition of these achievements, Phase 2 participants will join in planting XXX native tree saplings on 20<sup>th</sup> December, further contributing to a greener, more resilient UAE. This planting will take place under EEG's "For Our Emirates We Plant" programme, transforming collected waste into tangible environmental action and leaving a lasting legacy for future generations.

The 2025 edition of One Root...One Communi-Tree demonstrates how collective commitment, community engagement and sustainable practices can create measurable impact—strengthening the UAE's environmental resilience while nurturing a culture of shared responsibility.

### Majra Impact Summit 2025

**27<sup>th</sup> November** The inaugural Majra Impact Summit took place on 27<sup>th</sup> November and was held at Space 42, Abu Dhabi, it brought together over 400 leaders from government, business, and civil society to advance the UAE's CSR and sustainability agenda under the theme "Unifying Collective Good for the UAE" and driving the Impact Economy through Partnerships

EEG is proud to highlight that Dr. Habiba Al Mar'ashi, Co-Founder and Chairperson of Emirates Environmental Group, joined the Summit as a keynote speaker in Session 2: Creating the Impact Economy – Partnerships for Good & National Priority Projects (NPPs).

Her insights focused on how cross-sector collaboration, strategic EESG frameworks and inclusive initiatives can accelerate tangible national impact.

During the session, Dr. Al Mar'ashi emphasised the critical role of partnerships between government, corporates, academia and civil society in driving measurable outcomes.

She highlighted the importance of linking CSR and sustainability initiatives to the UAE's national priorities, integrating education, youth empowerment, technology for good and environmental stewardship into corporate agendas.

The discussion explored practical approaches for building the UAE's impact economy, including models of collaboration, capacity building and aligning philanthropic and business initiatives with strategic national objectives.

Dr. Al Mar'ashi's contributions underscored the value of transforming purpose into action and fostering a culture of shared responsibility and sustainability across sectors.

The Majra Impact Summit 2025 served as a landmark platform to showcase thought leadership, innovative CSR models and actionable partnerships that collectively shape the UAE's sustainable and inclusive future.

Dr. Al Mar'ashi's participation reaffirmed EEG's commitment to advancing national impact through collaboration, education, and environmental stewardship.

### Concluding 2025 Panels with Carbon Markets

**28<sup>th</sup> November** Emirates Environmental Group successfully hosted the 5<sup>th</sup> & final Panel Discussion of 2025 on 27<sup>th</sup> November, under the theme: "The Carbon Reality: Understanding Market, Offset, Capture & Credit." Held at Dubai Chambers, the event brought together policymakers, corporate leaders, sustainability experts and students to explore the rapidly evolving landscape of carbon management and the pathways to scalable climate action in the UAE and the wider region.

Dr. Habiba Al Mar'ashi, Co-Founder and Chairperson of EEG, opened the session with a compelling address, stressing the urgent need to reduce global emissions by 43% by 2030 to meet Paris Agreement goals.

Highlighting the Year of Community, she emphasised that tackling the carbon challenge requires collaboration across governments, industry and communities, supported by innovative carbon markets, cutting-edge technologies and inclusive action.

The session featured an Inter-School Debate Competition, showcasing EEG's commitment to youth engagement and climate literacy. Students debated the motion: "Carbon Offsets: A Credible Pathway to Net Zero or a Climate Loophole?" Representing the Proposition, The Philippine School Abu Dhabi advocated for offsets as essential tools for achieving net zero, while New Indian Model School, Dubai highlighted potential pitfalls that could delay deep decarbonisation. This dynamic exchange underscored the knowledge, passion and leadership potential of the next generation of climate champions. The expert panel convened top sustainability leaders from the region, including:

- **Mr. Abdelmuti Ahmed Murad**, Director, Climate Change Department, UAE Ministry of Climate Change and Environment
- **Dr. Steven Griffiths**, Professor & Vice-Chancellor for Research, American University of Sharjah
- **Ms. Carlina Marani**, Managing Director, Accenture EMEA
- **Mr. Vijay Bains**, Chief Sustainability Officer & Group Head of ESG, Emirates NBD
- **Ms. Samantha Shin**, Independent Climate Finance and Policy Advisor and Researcher

The discussion examined the technical, economic and social dimensions of carbon management, covering market credibility, offsets, carbon capture and climate finance, while emphasising the importance of inclusive, community-focused approaches to accelerate the UAE's transition to a low-carbon future. Key insights highlighted the need for robust policy frameworks, data integrity, public-private collaboration and community-centred carbon initiatives to ensure meaningful social and environmental impact. Experts stressed that transparency, capacity-building and market stability are essential for translating climate ambition into measurable results. This impactful session was made possible thanks to McDonald's UAE as Main Sponsor, Dubai Chambers as Venue Sponsor,



Arabia CSR Network as CSR Partner and Al Khoory as Catering Sponsor. EEG's long-standing associates, including the Clean Energy Business Council, Emirates Green Building Council and Swiss Business Council, reinforced the event with their expertise and commitment to advancing environmental stewardship and cross-sector collaboration. The 2025 panel series has once again demonstrated EEG's dedication to thought leadership, capacity-building and driving actionable climate solutions across the UAE and the region, creating a meaningful platform for knowledge-sharing and collective impact.



### Major Tree-Planting Achievements in November

November proved to be a landmark month for environmental action as the Emirates Environmental Group successfully hosted three large-scale tree-planting events across the UAE.

The first event, on 5<sup>th</sup> November, was organised in collaboration with the Department of Municipalities & Transport – Abu Dhabi City Municipality and supported by FedEx, during which 2,102 Ghaf trees were planted.

On 16<sup>th</sup> November, EEG partnered with the Environment Protection & Development Authority – Ras Al Khaimah (EPDA RAK), supported by Aster Group in planting more than 2,000 mangroves. The final event on 21<sup>st</sup> November returned to Abu Dhabi, once again in partnership with the Department of Municipalities & Transport – Abu Dhabi City Municipality and supported by Abu Dhabi Terminals, resulting in 501 Ghaf trees being planted.

Through these collective efforts, a total of 4,603 trees were added to the UAE's landscapes this month alone, strengthening natural carbon sinks, enhancing biodiversity and contributing to long-term environmental resilience. Since 2007, EEG has proudly planted a total of 2,151,995 trees, reflecting our sustained commitment to a greener, more sustainable future. There are many environmental benefits from these plantings, but one particularly significant impact is the reduction of CO<sub>2</sub> emissions. Since 2007, EEG's tree-planting initiatives have helped reduce 186,242.67 metric tonnes of CO<sub>2</sub>, underscoring the vital role of urban and regional greenery in combating climate change.

This initiative directly supports the UAE Net Zero 2050 Strategy, the nation's ambitious commitment to climate neutrality, and aligns with the Dubai Urban Master Plan 2040, which envisions a greener, healthier and more livable city.

The plan aims to increase green and recreational spaces by over 60%, and these planting events actively contribute to that goal by enhancing the natural environment for all communities. EEG's tree-planting efforts also advance key UN Sustainable Development Goals, including SDG #13: Climate Action,

SDG #15: Life on Land and SDG #17: Partnerships for the Goals, demonstrating how collaboration between public institutions, private partners and civil society can achieve meaningful environmental impact.

As the UAE continues to make deeper inroads in its Year of Community, these events stand as a testament to the power of unity, showing how individuals, corporations and governments can come together to protect and preserve the beautiful environment of the UAE.

EEG remains committed to mobilising communities across the Emirates, driving action and inspiring sustainable change for generations to come.

### UNEP Engagements

1) The Emirates Environmental Group participated in the Subcommittee of the Committee of Permanent Representatives (CPR) meeting held on 11<sup>th</sup> November. The session, chaired by H.E. Ambassador of Azerbaijan to Kenya and CPR Chair, was conducted both in-person and online, allowing broad engagement from global stakeholders. The meeting focused on key topics, including a briefing on the call for expressions of interest to host World Environment Day 2027 or 2028, the introduction and discussion of UNEA-7 draft resolutions and their first reading.

Participants engaged in deliberations on advancing global environmental governance, strengthening international cooperation, and supporting sustainable development agendas. EEG's participation underscores its commitment to contributing to international environmental policymaking, bringing UAE and regional perspectives into global sustainability discussions.

By joining such high-level forums, EEG helps ensure that practical, community-focused insights are incorporated into the shaping of UN environmental strategies and resolutions.

2) EEG participated in the online event "Introducing the Intergovernmental Science-Policy Panel on Chemicals, Waste and Pollution (ISP-CWP): Its Foundational Document, Draft Rules of Procedure and Next Steps", held on 19<sup>th</sup> November.

The session was jointly organised by the ISP-CWP Secretariat and the Geneva Environment Network, operating under the United Nations Environment Programme (UNEP). This was the first in a series of preparatory events ahead of the Panel's inaugural plenary session in Geneva in February 2026. The ISP-CWP, established on 20 June 2025 under the mandate of the UNEA resolution 5/8, is a new intergovernmental body created to strengthen the global science-policy interface for chemicals, waste and pollution.

The Panel complements the IPCC and IPBES, completing the "trio of panels" addressing the triple planetary crisis of climate change, biodiversity loss and pollution. During the session, participants were briefed on the Panel's objectives, functions, operating principles and institutional arrangements. The draft Rules of Procedure were also presented, which will be a key focus at the 1<sup>st</sup> plenary session (P1) scheduled in Geneva from 2–6 February 2026. The event offered EEG and other stakeholders opportunities for engagement and input in shaping global strategies for chemicals and waste management, as well as pollution prevention.



**Green December 2025: A Nationwide Call to Action for a Sustainable Future**

As we prepare to launch Green December 2025, we are delighted to open this national initiative to all sectors of society, marking a dynamic new chapter in our shared sustainability journey. This year, the campaign expands its reach further, welcoming students, corporations, academic institutions and community groups—all joining hands to champion a greener, cleaner UAE.

Running from 1<sup>st</sup> to 25<sup>th</sup> December, Green December enters its 11<sup>th</sup> cycle, standing proudly as one of EEG’s most enduring and impactful national programmes. Over the years, it has grown into a symbol of our unwavering commitment to environmental stewardship, resource conservation and responsible waste management.

Also known as the Winter Recycling Project, Green December mobilises individuals and organisations to collect recyclable materials, reduce waste generation and raise awareness on sustainable living. Its impact extends far beyond recycling—it cultivates a culture of environmental responsibility across all Emirates.

As we embark on this year’s campaign, we look forward to working closely with all segments of society to achieve outstanding results. With collective effort, we can set new benchmarks in waste reduction and contribute meaningfully to the UAE’s sustainability agenda.

Let’s make December 2025 our greenest month yet. Your participation will help protect the environment and also inspire others to adopt sustainable behaviours in their homes, schools and workplaces. We look forward to your active involvement and to witnessing the positive impact we will create—together.



[Register Here](#)

**Clean UAE 2025 – Just Around the Corner!**

The UAE’s flagship environmental action; ‘Clean UAE’, is set to take place from 6<sup>th</sup> –16<sup>th</sup> December for its 24<sup>th</sup> cycle, with renewed energy, ambition and purpose. Proudly led by the 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 and our collective commitment to protecting the country’s precious natural environment.

As we embrace the Year of Community, the call to action has never been stronger — and Clean UAE answers it. More than a campaign, it is a movement uniting families, students, businesses, government entities and civil society to take concrete, impactful steps toward environmental protection. By mobilising thousands across all Emirates, Clean UAE actively reduces waste, conserves biodiversity and safeguards the UAE’s invaluable natural heritage.

This initiative thrives because of people like you. Every hand that joins, every community that participates and every individual who takes action multiplies the collective impact. It proves that when ordinary citizens unite around a common purpose, extraordinary results are possible for the environment.

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 create a cleaner, greener UAE — together.



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Member News

**AW Rostamani Group Joins EEG**

We are delighted to welcome AW Rostamani Group as the newest corporate member of Emirates Environmental Group (EEG). With a proud legacy spanning back to 1954 and a wide-ranging footprint across automotive, real estate, logistics, retail, lighting, travel and more, AW Rostamani Group brings with it a wealth of expertise, influence and a deeply rooted commitment to progress and stewardship.

AW Rostamani’s philosophy of “I CAN” — anchored in integrity, commitment and adding value — resonates powerfully with EEG’s mission to foster sustainability, community engagement and environmental responsibility across the UAE. Their long history of business excellence, innovation and diversified operations positions them well to contribute meaningfully to our environmental campaigns and sustainability initiatives.

By joining EEG, AW Rostamani Group reinforces its own dedication to sustainable development and also strengthens our collective ability to drive impactful change at a national level. Their membership will enhance our capacity to engage with



new sectors, mobilise broader stakeholder networks and integrate corporate resources into environmental stewardship — ensuring that sustainability becomes an integral part of business and community practice. We extend a warm welcome to AW Rostamani Group and look forward to working closely with them to build a greener, more sustainable future for the UAE. Welcome aboard, AW Rostamani Group — together, we can make a lasting difference.

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EEG MEMBERS' UPDATE	
EEG welcomed 2 new and 2 renewed corporate members and 2 new individual members in the month of November 2025	
CORPORATE MEMBERSHIP (NEW)	
A W Rostamani Group	
Emirates District Cooling (EMICOOL) LLC	
CORPORATE MEMBERSHIP (RENEWAL)	
NMC ASSETCO LIMITED	
Labotel	
INDIVIDUAL MEMBERSHIP (NEW)	
Mariam Hashem Mohammed	
Murtaza Asgar Balasinourwala	

UN News



**Decisive Methane Action is required as Global Report Warns of Gaps**

Global ministers and policymakers are calling for urgent action on methane emissions following the release of a new report by the United Nations Environment Programme (UNEP). While the report notes progress in certain sectors, it also highlights significant gaps that threaten the achievement of global climate goals. Methane, a greenhouse gas with a global warming potential many times that of carbon dioxide over a 20-year period, remains a critical factor in near-term climate change. The UNEP report indicates that targeted policies, improved technologies and cross-sector collaboration have led to measurable reductions in some regions. However, these efforts are not yet sufficient to meet the emissions reductions needed to limit warming and protect public health.

The ministers emphasised that stronger policy frameworks, enhanced monitoring and international cooperation are essential. They called on governments, industry and civil society to accelerate mitigation strategies, integrate methane reduction into broader climate action plans and address enforcement and regulatory gaps. The UNEP findings serve as both a benchmark of progress and a call to action. They underscore that while efforts are underway, the pace and scale of implementation must increase if the world is to achieve climate targets and ensure a sustainable future.

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**Rio Conventions Strengthen Collaboration with New Synergies Platform**

In a significant move to enhance global environmental cooperation, the three Rio Conventions — the Convention on Biological Diversity (CBD), the United Nations Framework Convention on Climate Change (UNFCCC), and the United Nations Convention to Combat Desertification (UNCCD) — have announced the launch of a new synergies platform. This initiative aims to foster closer collaboration and coordination across the conventions to tackle overlapping environmental challenges more effectively. The platform will enable parties, stakeholders and experts to share knowledge, coordinate strategies and align actions on critical issues such as biodiversity conservation, climate change mitigation and land degradation. By strengthening these linkages, the Rio Conventions aim to create greater efficiency, reduce duplication of efforts and accelerate progress towards global sustainability targets.

This initiative reflects the growing recognition that integrated approaches are essential to addressing the interconnected nature of environmental challenges. The platform will also facilitate enhanced reporting, monitoring and exchange of best practices among countries and organisations worldwide. By providing a unified space for dialogue and collaboration, the Rio Conventions Synergies Platform represents a key step forward in supporting sustainable development, promoting ecosystem resilience and ensuring that global environmental agreements work in harmony for the benefit of people and the planet. Together, collaboration is the key to tackling today's most pressing environmental challenges.

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

- >> Reduction of 817 (MTCO<sub>2</sub>e) GHG
- >> Saving of 7292 Million BTU of Energy
- >> Saving of 1,311 m<sup>3</sup> of Landfill Space
- >> Saving of 2,846 Trees from being felled
- >> Saving of 1,303 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Family/Individual	Quantity (kg)
In November, Emirates Environmental Group successfully collected 150,021 kg of paper, supported by 195 participating entities. This remarkable achievement marks a 38% increase from October, making it the second-highest monthly collection this year and highlighting the growing momentum and community commitment to sustainability. We extend our sincere gratitude to all contributors for their valuable efforts and encourage our members, partners, and supporters to stay actively engaged in driving positive environmental change.	JA The Resort	23,450	Sahasra Magesh Kumar	590
	Five Hotels	12,592	Shanessa Dsouza	575
	AtkinsRealis	10,645	Ibrahim Pasha	365
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In November, Emirates Environmental Group collected 14,346 kg of aluminium cans from 204 participating entities, reflecting a 720% increase from October. This is the highest collection of the year, and we are proud to have already surpassed 108.3% of our annual target, showcasing the community's strong commitment to sustainability. A heartfelt thank you to all participants of the Can Collection Drive! Every contribution is vital in advancing the circular economy and achieving our shared environmental goals.	Emirates Flight Catering	2,225	Ibrahim Pasha	383
	Dubai World Trade Center	767	Achyut Kumar	41
	Five Hotels	527	Aditya Hirenghai Patel	26
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In November, Emirates Environmental Group collected 10,959 kg of plastic waste from 141 participating entities, demonstrating the power of collective action. While this marks a 17% decrease from October, it represents a 21% increase compared to the same month last year, highlighting the community's meaningful contribution to sustainability. Let's continue to strengthen our commitment to building a cleaner, greener, and more sustainable future together.	Five Hotels	1,138	Saeed Ahmed Khalifa Al Hamly	232
	Khansaheb Civil Engineering Jebel Ali	770	Suhail Ahmed Alnuaimi	184
	Ramada Hotel & Suites by Wyndham Ajman	561	Ibrahim Yassin	142
TONER COLLECTION CAMPAIGN	Companies	Quantity (Pcs)		
In November, Emirates Environmental Group collected 138 toner cartridges from 12 participating entities, taking an important step toward responsible e-waste management. Although this represents a 77% decrease from October, it highlights the continued impact of active participation. We encourage all entities to stay engaged in the HP Toner Recycling Initiative, supporting sustainable practices and protecting our environment.	US Consulate	21		
	Dubai Bodhi Lions Club	11		
	Avani Palm view Dubai Hotel & Suites	10		
GLASS COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In November, Emirates Environmental Group collected 9,170 kg of glass bottles from 49 participating entities, marking a 12% increase from October. This achievement highlights the community's renewed engagement and strong commitment to sustainability. We sincerely appreciate these efforts and encourage all contributors to keep the momentum going as we continue working together toward a greener, more sustainable year.	Two Seasons Hotel & Apartments	1,945	Sonia Gandhi	132
	Grand Plaza Movenpick Media City	930	Alex George	28
	Movenpick Hotel Jumeirah Beach Residences	917	Ekagr Chhibber	21
E-WASTE COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In November, Emirates Environmental Group collected 4,590 kg of e-waste from 22 participating entities, marking a 2% decrease from October. We encourage everyone to stay committed, as each responsibly recycled electronic item plays a vital role in protecting the environment and advancing sustainable e-waste practices.	Five Hotels	1,458	Mirana Gabin Mathew	483
	Nextcare	926	Ali Darwish Mubarak Salim Alzaabi	18
	Taj JLT	663	Vidyuth Balaji	17
SCRAP COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In November, Emirates Environmental Group collected 1,266 kg of scrap metal from 25 participating entities, marking a 38% decrease from October but a 7% increase compared to the same month last year. This valuable contribution underscores the importance of responsible recycling. As we step into December, let us strengthen our efforts, remembering that recycling scrap metal not only supports the circular economy but also transforms waste into valuable resources for a sustainable future.	Five Hotels	429	Khalid Ahmed Alnuaimi	174
	Marco Polo Hotel	167	Ali Darwish Mubarak Salim Alzaabi	74
	Taj JLT	146	Yousef Ramadhan Alhosani	27
MOBILES COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (Pcs)
In November, Emirates Environmental Group collected 360 mobile phones from 10 participating entities. This represents a 114% increase from October and marks an important step toward responsible e-waste management. We urge the wider community to continue their efforts, as every recycled device brings us closer to our annual target and strengthens our shared commitment to environmental sustainability.	Nextcare	86	Nandhitha Vivek	25
	Emirates Flight Catering	77	-	-
	Adeeb Group	68	-	-

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.

