

# EEG CORP NEWS

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مجموعة عمل الإمارات للبيئة  
EMIRATES ENVIRONMENTAL  
GROUP



February 2026  
Issue 02



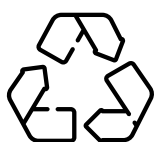
## Upcoming Events



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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,  
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For more info, call EEG at 04 344 8622, or  
email eeg@emirates.net.ae - www.eeg-uae.org



eegemirates



### EDITORIAL TEAM:

Dr. Habiba Al Mar'ashi, Mariella Gaspar,  
Urvashi Punjabi, Jipson Joy, Rose Ann  
Quiambao

### DESIGNED BY:

Meg Patacsil



## Habiba Al Mar'ashi

Dear Members, Supporters and Well-Wishers,

As we step into 2026, it is striking how swiftly January has passed, carrying with it an intensity of activity that reflects the urgency of the environmental challenges before us. The opening month of the year has unfolded at an extraordinary pace, reinforcing a reality we know well at Emirates Environmental Group (EEG): sustainability is no longer a parallel conversation - it is central to policy, education, business and community life.

From the very start of the year, EEG has been fully engaged across platforms that connect dialogue with action, reaffirming our role as a trusted civil society partner advancing environmental stewardship in the UAE and the wider region. Notably, January also marked the launch of three of EEG's national educational programmes, reaffirming our long-standing commitment to environmental education and youth engagement. These flagship initiatives represent a significant step in strengthening environmental awareness and action at the grassroots level and I invite readers to explore their scope and impact in greater detail within this monthly newsletter.

January commenced with strong thought leadership and advocacy engagements, beginning with participation as a speaker at the Nomu Al Ghurair Sustainability Panel on **8<sup>th</sup> January**. The discussion centred on moving sustainability from intent to implementation, particularly within education systems and institutional frameworks that shape long-term behaviour.

This momentum continued through national media engagements on **12<sup>th</sup> January** with Abu Dhabi TV and Al Dhafra TV, where I spoke on key environmental priorities and the UAE's leadership in sustainability were brought to the public forefront, reinforcing the importance of awareness, transparency, and informed dialogue in driving collective responsibility.

A major focus of the month was EEG's active participation at the World Future Energy Summit (WFES) 2026 in Abu Dhabi from **13<sup>th</sup> to 15<sup>th</sup> January**, where EEG had a dedicated booth. WFES remains one of the world's most influential platforms for clean energy and sustainability and EEG's presence enabled meaningful engagement with policymakers, industry leaders, youth and international partners.

Mid-month, EEG continued its engagement at Abu Dhabi Sustainability Week through my participation in the 2026 WiSER Annual Forum roundtable, "Inclusive Pathways for Transformative Growth," on **14<sup>th</sup> January**. The session reinforced a critical message: environmental progress must be inclusive, equitable and representative. Women, youth, and civil society must be active contributors to sustainability solutions, not passive stakeholders. This message was echoed at the SDGs in Action Forum on **15<sup>th</sup> January**, which focused on translating commitments into measurable outcomes in the final stretch to 2030. The Forum highlighted the importance of coordination, accountability and implementation - principles that have guided EEG's work for over three decades.

On **20<sup>th</sup> January**, EEG proudly supported the press launch of the 19<sup>th</sup> Cycle of the Arabia CSR & Sustainability Awards as the Environmental Partner. This collaboration reflects EEG's belief in recognising credible leadership, governance-driven sustainability and organisations that demonstrate measurable environmental and social impact. Such platforms play a vital role in raising standards, promoting transparency and encouraging organisations to move beyond compliance towards long-term value creation.

Community engagement and youth empowerment remained central to EEG's work throughout the month. I attended the Voices of Future Generations (VoFG) Ceremonies 2026 on **25<sup>th</sup> January** that highlighted the power of young voices in shaping a more sustainable and equitable future. Empowering children to articulate their perspectives on sustainability, rights and community responsibility aligns deeply with EEG's mission to nurture environmental citizenship from an early age.

This commitment was further strengthened through my engagement with Emirates Green Building Council roundtable on **27<sup>th</sup> January**, focused on the Sustainable School Buildings Guidance Booklet. Schools are uniquely positioned as living laboratories for sustainability and this initiative aims to embed environmental responsibility into the design, operation and culture of educational spaces across the UAE.

January also reflected EEG's continued dedication to practical, on-the-ground environmental action. Two tree planting activities were conducted on **22<sup>nd</sup> & on 30<sup>th</sup> January**, they reinforced EEG's long-standing focus on biodiversity, ecosystem restoration and community participation. These initiatives serve as tangible reminders that environmental protection is built through consistent action, public involvement and long-term commitment. Governance and organisational leadership were also prioritised, with the EEG Board Meeting held on **29<sup>th</sup> January**, ensuring strategic alignment, transparency and effective oversight as the organisation advances its 2026 programmes. You can read more about our January engagements inside the pages of this newsletter.

As we move forward into 2026, EEG remains steadfast in its mission to protect the environment through education, advocacy, partnership and action. The scale and complexity of today's environmental challenges demand collective effort — from government, the private sector, civil society, families and individuals alike. We therefore extend an open invitation to organisations, institutions and community partners who share our vision to join us in shaping impactful programmes, supporting national initiatives and expanding the reach of our environmental work across the UAE and beyond. Your partnership will enable EEG to continue delivering credible, inclusive and action-oriented solutions that translate awareness into lasting impact. Together, we can strengthen environmental stewardship, empower future generations and build a resilient and sustainable future for our nation.

### Nomu Al Ghurair Sustainability Panel

**8<sup>th</sup>  
January**

Dr. Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), was a distinguished guest speaker at the Nomu Al Ghurair Sustainability Panel, held on **8<sup>th</sup> January** at the SEE Institute, Sustainable City Dubai. The panel was organised by the American University of Beirut (AUB) & Abdulla Al Ghurair Hub for Digital Teaching and Learning.

The discussion focused on advancing sustainability in the built environment across the UAE and the wider MENA region, moving beyond buzzwords and certifications to real, measurable impact. Dr. Al Mar'ashi shared insights on what it truly means to "do sustainability right," emphasising the importance of systems thinking, long-term planning and embedding sustainability into core decision-making rather than treating it as a compliance exercise.

Drawing on her extensive experience, she addressed the challenges and opportunities involved in building effective sustainability networks, highlighting the role of collaboration, trust and shared purpose in overcoming barriers and enabling collective action across sectors. The discussion also explored how civil society, industry networks and the private sector can work more closely with government to align sustainability priorities and accelerate progress at scale.

Looking ahead, Dr. Al Mar'ashi reflected on the critical shifts needed over the next five to ten years to advance sustainable development in the UAE. She underscored the need for stronger integration between policy, innovation and community engagement, as well as greater investment in capacity building and talent development. In her message to emerging sustainability professionals, she emphasised the value of interdisciplinary skills, adaptability and a strong grounding in ethics, collaboration and impact measurement.

### Media Engagements

Dr. Habiba Al Mar'ashi, Co-Founder & Chairperson of the Emirates Environmental Group (EEG), took part in two high-profile media engagements on **12<sup>th</sup> January**, reinforcing the importance of sustainability leadership and the UAE's global role in hosting the World Future Energy Summit (WFES) 2026.

Dr. Al Mar'ashi appeared in a live interview on Abu Dhabi TV, followed by a feature discussion on Al Dhafra TV, where she shared insights on the significance of WFES 2026 as a global platform for advancing clean energy, sustainability and climate action. During the interviews, she highlighted how the Summit serves as a convergence point for policymakers, industry leaders, innovators and civil society to exchange knowledge, showcase solutions and accelerate collective action.

In her remarks, Dr. Al Mar'ashi emphasised the strategic importance of the UAE hosting WFES, noting that the event reflects the country's long-standing commitment to sustainability, innovation and international cooperation. She underscored that WFES strengthens the UAE's position as a global hub for dialogue and solutions on energy transition, climate resilience and sustainable development.

She stressed the role of civil society organisations and responsible business in complementing government efforts and translating global commitments into local and regional

action. Through continued thought leadership and media outreach, Dr. Al Mar'ashi remains committed to advancing informed dialogue and inspiring collective action towards a sustainable future.

### Abu Dhabi Sustainability Week 2026

The Emirates Environmental Group (EEG) actively participated in Abu Dhabi Sustainability Week (ADSW) 2026, reinforcing its long-standing commitment to advancing sustainability dialogue, collaboration and community engagement at both national and international levels. Through strategic presence and high-level participation, EEG contributed to key conversations shaping the future of sustainable development.

1) As part of the World Future Energy Summit (WFES) 2026, EEG hosted a dedicated booth in Hall 3, Booth 3314, from **13<sup>th</sup> to 15<sup>th</sup> January**. The booth served as a dynamic platform to engage with policymakers, industry leaders, civil society organisations and the public, showcasing EEG's flagship initiatives, community-based programmes and advocacy efforts. Throughout the Summit, EEG highlighted the role of grassroots action, corporate responsibility and education in supporting the UAE's sustainability ambitions.

2) On **14<sup>th</sup> January**, the Co-Founder & Chairperson of EEG, participated in a high-level closed roundtable at the WiSER Annual Forum, held during ADSW. The Forum, organised by Masdar as part of its Women in Sustainability, Environment and Renewable Energy (WiSER) programme, brought together global leaders to advance inclusive leadership in the energy transition. Dr. Al Mar'ashi contributed to the roundtable titled "Inclusive Pathways for Transformative Growth," which explored how gender inclusion and equitable participation can drive sustainable economic and environmental outcomes.

3) Continuing her engagement, she also attended the SDGs in Action Forum on **15<sup>th</sup> January**, organised by the UAE National Committee on Sustainable Development Goals. Held under the theme "From Commitments to Change: Delivering Results in the Final Stretch to 2030," the Forum focused on accelerating implementation, measuring impact, and translating national and global commitments into tangible outcomes as the 2030 Agenda approaches.

EEG's participation in Abu Dhabi Sustainability Week 2026 underscores its commitment to collaborative action, inclusive leadership and impactful implementation. Through active engagement across platforms, EEG continues to contribute to shaping sustainability pathways that support resilient communities, responsible growth and a sustainable future for all.

### Apparel Group's F5 After Show

On **16<sup>th</sup> January**, Dr. Habiba Al Mar'ashi, Founder and CEO of the Arabia CSR Network and Co-Founder & Chairperson of the Emirates Environmental Group, attended the F5 After Show hosted by Apparel Group at Al Serkal Avenue. The event provided an exclusive preview of the latest collection from F5, Apparel Group's sustainable homegrown streetwear brand and brought together fashion enthusiasts, industry leaders and creative talent from across the UAE.

The F5 After Show celebrated local creativity and sustainable fashion, showcasing a collection that reflects contemporary design and responsible production practices.

The event featured live activations and interactive experiences, creating a dynamic platform for engaging with emerging designers and local artistic communities. Dr. Al Mar'ashi's attendance highlighted the growing importance of sustainability within the



fashion and retail sector and the role of responsible brands in shaping consumer behaviour and industry standards. The event also emphasised the significance of creative collaboration and innovation in driving positive environmental and social impact through fashion.

**Arabia CSR & Sustainability Awards 19<sup>th</sup> Cycle**

**20<sup>th</sup> January**

The Emirates Environmental Group (EEG) is proud to share its partnership with the Arabia CSR Network for the 19<sup>th</sup> Cycle of the Arabia CSR & Sustainability Awards, widely recognised as the “Green Oscar of the Middle East.” EEG joins the Awards as the official Environmental Partner, reinforcing the shared commitment to advancing sustainability leadership and environmental stewardship across the Arab world.

The Awards launch, held at Stella Di Mare, Dubai Marina on **20<sup>th</sup> January**, brought together leading figures from government, business, academia and civil society. Now in its nineteenth year, the Arabia CSR & Sustainability Awards remain the region’s most respected platform for recognising genuine sustainability performance, credible ESG governance and measurable impact. Participation is underpinned by a rigorous evaluation process led by regional and international experts, ensuring the Awards remain a trusted benchmark for sustainability excellence.

The 19<sup>th</sup> Cycle features 16 categories spanning public and private sectors, including specialised streams such as Energy, Financial Services, Construction, Hospitality, Healthcare, Education, and Social Enterprise. The Awards also offer participants valuable benchmarking feedback, strengthening ESG systems and long-term sustainability performance.

The awards also secured the joining of McDonald’s UAE as the Platinum Sponsor, with several media houses joining this prestigious platform as media partners. The ceremony will be held under the patronage of H.H. Eng. Sheikh Salem bin Sultan bin Saqr Al Qasimi, highlighting the programme’s national significance.

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**Key Dates – 19<sup>th</sup> Cycle:**

Press Launch: 20 January 2026 | Awards Clinic: 14 April 2026 | Submission Deadline: 30 June 2026 | Awards Ceremony: 14 October 2026

EEG looks forward to supporting the Awards and empowering organisations to accelerate environmental action and responsible business practices across the region.

For more information, please contact: awards@arabiacsnetwork.com.

[Register Here](#)

**Voices of Future Generations Ceremonies 2026**

**25<sup>th</sup> January**

On **25<sup>th</sup> January**, Dr. Habiba Al Mar’ashi, Co-Founder & Chairperson of the Emirates Environmental Group, attended the Voices of Future Generations (VoFG) Ceremonies 2026 at the Al Baraha 3, Inter-Continental, Dubai Festival City.

The event, held under the patronage of Her Highness Sheikh Hissa bint Hamdan bin Rashid Al Maktoum, Goodwill Ambassador for the Region for VoFG, celebrated the inspiring contributions of young writers through the Young Voices of Arabia initiative. The ceremony highlighted the spirit of the United Nations Sustainable Development Goals (SDGs) and the United

Nations Convention on the Rights of the Child, showcasing an anthology of children’s stories written for children. Dr. Habiba attended the ceremony and joined distinguished attendees in recognising the creative voices of the region’s youth. The event reinforced the importance of empowering children as future changemakers and amplifying their perspectives on sustainability, rights and community.

The Voices of Future Generations initiative continues to inspire a new generation of leaders by giving them a platform to express their vision for a more sustainable and equitable future. Dr. Habiba’s participation underscores her ongoing commitment to youth engagement, education, and environmental stewardship across the UAE and the region.

**EGBC Roundtable on Sustainable School Buildings Guidance Booklet**

**27<sup>th</sup> January**

Dr. Habiba Al Mar’ashi, Co-Founder & Chairperson of EEG and Co-Founder, Vice-Chair & Treasurer of EGBC, led a focused session at the EGBC Roundtable on the Sustainable School Buildings Guidance Booklet on **27<sup>th</sup> January**. The roundtable convened

key stakeholders from the built environment to address the urgent need to transform schools into sustainable, healthy and future-ready learning spaces.

School buildings present a unique challenge due to their high occupancy, long operational hours and long lifecycles. Recognising this, the booklet provides a school-specific framework aligned with the UAE Ministry of Education’s Greening Education Framework, which targets green accreditation for at least 50% of schools and campuses and aims to engage 700 educational institutions in greening efforts.

The guidance is designed as a practical decision-support tool rather than a prescriptive checklist, supporting both new school developments and existing upgrades. Developed by over 40 experts, it outlines 10 key performance domains and offers solutions across planning, design, construction and operation—ensuring sustainability is integrated throughout the school lifecycle.

This initiative supports the UAE’s growing momentum in green education, with more than 550 schools participating in sustainability programmes and over 340,000 students engaged in ecoled activities. The booklet addresses the implementation gap between sustainability policy and on-ground delivery, empowering schools to achieve measurable environmental and wellbeing outcomes.

**EEG Hosts 1<sup>st</sup> Panel Discussion of 2026**

**28<sup>th</sup> January**

The Emirates Environmental Group (EEG) successfully hosted on **28<sup>th</sup> January** its 1<sup>st</sup> panel discussion of 2026 titled “Scaling Renewables: Clean Energy Integration and Grid Stability.” The event convened policymakers, industry leaders, researchers and youth to explore the challenges and opportunities of accelerating renewable energy adoption while ensuring resilient and stable power systems.

In her opening address, Dr. Habiba Al Mar’ashi, Co-Founder and Chairperson of EEG, emphasised the critical transformation underway in the global energy landscape. She highlighted that renewable energy is now central to economic competitiveness, climate action and energy security, citing the International Energy Agency’s projection that renewables will account for nearly 90% of global power capacity additions by 2030. The event

began with EEG’s 1<sup>st</sup> Inter-School Debate of 2026, reinforcing the organisation’s commitment to youth engagement and sustainability education. Students debated the motion “Renewables: The Ultimate Solution or an Overrated Challenge?” showcasing impressive critical thinking and environmental awareness.

The expert panel featured distinguished speakers including Eng. Faisal Ali Al Rashid (Dubai Supreme Council of Energy), Ms. Maryam Mohammed Alshamsi (Ministry of Energy & Infrastructure), Prof. Abdul Ghani Olabi (University of Sharjah), Dr. Waseem Hoeneini (WMSJ), and Dr. Mostafa Shaaban (American University of Sharjah). The discussion focused on technical, regulatory and financial aspects of clean energy integration, highlighting solutions such as energy storage, smart grids, demand response and green hydrogen as a long-duration storage option.

The dialogue reinforced the importance of strategic planning, policy alignment and long-term investment in resilient energy infrastructure. Participants agreed that scaling renewables requires collaboration across governments, industry and academia, supported by innovative technologies and regional cooperation.

The session was supported by McDonald’s UAE (Main Contributor), Two Seasons Hotel and Apartments (Venue Host), and EEG partners including Arabia CSR Network, Emirates Green Building Council, Clean Energy Business Council, Swiss Business Council and The Capital Club.



**34<sup>th</sup> Board Meeting**

**29<sup>th</sup> January**

The Emirates Environmental Group (EEG) convened its 34<sup>th</sup> Board Meeting on **29<sup>th</sup> January** at EEG office, chaired by Dr. Habiba Al Mar’ashi, Co-Founder and Chairperson of EEG. The meeting brought together EEG’s esteemed Board members and Executive Committee to review progress, discuss strategic priorities and chart the path for 2026.

The session began with a warm welcome note, followed by a detailed review of the financial performance for 2025 and the proposed budget for 2026, ensuring financial transparency and strong governance. Board members received an update on the

organisation’s achievements in the second half of 2025, highlighting progress across EEG’s core pillars including educational programmes, waste management initiatives, corporate outreach and regional and international engagements.

The discussions reaffirmed EEG’s commitment to driving measurable environmental outcomes through community participation, partnership, and innovation. The meeting also covered the 2026 strategic planner, outlining EEG’s key focus areas and priorities for the year ahead.

Members reviewed the calendar of upcoming events, and explored opportunities for partnerships to support EEG’s flagship programmes and expand its reach.

The Board concluded by confirming the schedule for upcoming board meetings, ensuring continued alignment and momentum in advancing EEG’s mission to promote sustainability and environmental stewardship across the UAE. EEG remains committed to building a resilient and sustainable future through collaborative action, strong governance, and meaningful community engagement.



**Heriot-Watt Dubai Sustainability Symposium on Sustainable Packaging**

**29<sup>th</sup> January**

Dr. Habiba Al Mar’ashi, Co-Founder & Chairperson of the Emirates Environmental Group (EEG), attended the Sustainability Symposium hosted by Heriot-Watt University Dubai, an Academic Member of EEG, on **29<sup>th</sup> January**. The event focused on the theme “The Essential Role of Strategic Partnerships in Achieving Sustainable Packaging Solutions”, highlighting the importance of collaboration across stakeholders to address packaging waste challenges in the UAE.

The symposium underscored the critical need for multi-stakeholder initiatives that align resources and expertise to develop and scale sustainable packaging solutions.

It brought together organisations and experts contributing to innovative alternatives to traditional packaging materials and showcased emerging scientific findings that can advance shared practices and drive more effective waste management strategies.

Through keynote addresses, business case studies, and panel discussions, participants explored global best practices, innovative materials, and collaborative approaches to tackle post-consumption packaging waste. The event also reinforced the role of strategic partnerships in supporting policies and regulations that enable circularity and sustainability within the UAE’s packaging sector. Dr. Habiba’s participation reflects EEG’s ongoing commitment to supporting research-driven sustainability initiatives and strengthening collaboration across academia, industry, and civil society to achieve practical and scalable environmental solutions.



**EEG Strengthens UAE's Greening Efforts with Two Tree Planting Drives in January**

**22<sup>nd</sup> & 30<sup>th</sup> January**

The Emirates Environmental Group (EEG) kicked off 2026 with two significant tree planting activities in Abu Dhabi, reinforcing its ongoing commitment to nature restoration and environmental stewardship.

On **22<sup>nd</sup> January**, EEG partnered with the Department of Municipalities & Transport - Abu Dhabi City Municipality and Innovations Education to plant 600 native Ghaf trees, supporting biodiversity and enhancing urban green cover.

The activity brought together volunteers from across the community, contributing to a greener and healthier Abu Dhabi. A week later, on **30<sup>th</sup> January**, EEG joined forces again with the Department of Municipalities & Transport - Abu Dhabi City Municipality alongside 38 organisations to plant 800 Ghaf trees.

This collective effort further strengthened the UAE's greening momentum and demonstrated the power of collaboration in achieving large-scale environmental impact.

These initiatives contribute to a broader legacy of impact. Since 2007, EEG has planted an impressive total of **2,157,186 trees**, and the organisation remains dedicated to scaling this work by continuously evolving the programme to meet the needs of participants and stakeholders.

One of the most significant environmental benefits of EEG's planting efforts is carbon reduction. To date, EEG has helped reduce **198,985.30 metric tonnes** of CO<sub>2</sub> emissions through its tree planting activities, supporting the UAE's climate goals and contributing to global efforts to combat climate change.

EEG remains committed to expanding its tree planting initiatives, working with partners and communities to enhance green cover, restore ecosystems, and build a more sustainable future for the UAE.



**Global Dialogue on Disinformation in Environmental Policy-Making**

**30<sup>th</sup> January**

The Emirates Environmental Group (EEG) attended on **30<sup>th</sup> January** the virtual event titled "Challenges and Solutions to Prevent Disinformation in Environmental Policy Making", joining global experts and stakeholders in addressing a growing threat to climate and sustainability governance.

Disinformation and misinformation continue to rank among the world's most significant global risks, with the World Economic Forum's Global Risks Report 2026 identifying them among the top five threats worldwide. The event highlighted how misleading narratives can distort public understanding, weaken trust in science, and influence policy decisions—especially on critical issues such as climate change, biodiversity loss, and pollution.

During the discussion, participants explored the ways disinformation is deployed to shape public debate and undermine evidence-based environmental action. Experts also shared practical solutions to counter these trends, emphasising the importance of transparency, accountability, and robust policy frameworks that protect human rights while safeguarding the integrity of environmental governance.

The event aligned with ongoing global efforts led by the United Nations to counter disinformation, including the UN Secretary-General's report on countering disinformation and the Human Rights Council's examination of its impacts on human rights. EEG remains committed to supporting informed environmental decision-making and strengthening collaboration across stakeholders to address the triple planetary crisis.

**EEG Chairperson Appointed to World Agriculture Forum Council**

The Emirates Environmental Group (EEG) is pleased to share that Dr. Habiba Al Mar'ashi, Co-Founder and Chairperson of EEG, has been appointed as a Council Member of the World Agriculture Forum (WAF). The World Agriculture Forum is envisioned as a global convening body, comparable in scope and ambition to the World Economic Forum, dedicated to advancing agricultural development at a global scale. The Forum brings together leading policymakers, business leaders, innovators, global institutions and thought leaders to address critical challenges related to food and nutrition security, sustainable agricultural practices, climate resilience, technology, policy and global trade.

Dr. Al Mar'ashi's appointment comes at a pivotal time for the global agriculture sector, as it faces increasing pressures from climate change, shifting trade dynamics, resource constraints and food security risks.

The WAF aims to serve as an inclusive platform for dialogue and cooperation, shaping global policy agendas and fostering collaboration across nations to strengthen agricultural productivity, agrobusiness investment, innovation and sustainability. Dr. Al Mar'ashi's extensive experience in sustainability governance, environmental stewardship and multi-stakeholder engagement will add significant value to the Council's deliberations. Her appointment reflects EEG's continued commitment to contributing to global platforms that advance sustainable development, food security and environmental resilience.

**"One Root, One Communi-Tree" (OROC) 2026**

The Emirates Environmental Group (EEG) is pleased to share the launch of Phase 1 of the 17<sup>th</sup> cycle of its flagship community recycling initiative, "One Root, One Communi-Tree" (OROC), running from 26<sup>th</sup> January to 26<sup>th</sup> May. As the programme enters a new cycle, EEG once again calls upon individuals, families, educational institutions, businesses and government entities across the UAE to unite for meaningful environmental action through collective recycling and tree planting.

Building on the programme's strong legacy, the previous cycle saw remarkable community engagement, with hundreds of organisations participating nationwide and diverting substantial quantities of recyclable materials from landfills. These collective efforts directly support the planting of native trees, thus contributing to healthier ecosystems and reinforcing the UAE's long-term sustainability vision.

Participants are invited to collect and deposit a wide range of recyclable materials, including paper, plastic, aluminium cans, glass bottles, e-waste, toner cartridges and mobile phones. For every set of targets achieved, participants earn the opportunity to plant a native tree sapling in their name as part of EEG's "For Our Emirates We Plant" campaign, with planting scheduled later in the year.

Participation is simple. Interested entities and individuals are encouraged to complete the registration form to officially join Phase 1. Once registered, participants can begin depositing collected materials at the EEG office in line with programme guidelines. All participants will receive a Certificate of Appreciation, recognising their contribution to environmental protection and community-driven sustainability.



[Register Here](#)

Upcoming

**Can Collection Day 2026**

The Emirates Environmental Group (EEG) is pleased to announce the Can Collection Day 2026, scheduled to take place on Saturday, 14<sup>th</sup> February. This much-anticipated annual initiative invites families, schools, universities, corporates, the hospitality sector and community organisations across the UAE to join together in protecting the environment by collecting aluminium cans for recycling.

Since its inception, the Can Collection Campaign has achieved remarkable success, collecting more than 478,999 kg of aluminium cans, which has helped reduce 7,190 metric tonnes of CO<sub>2</sub> emissions and saved 11,628 m<sup>3</sup> of landfill space. The Can Collection Drive is held twice annually and is designed to mobilise the community around a simple but powerful act of recycling, demonstrating how collective action can lead to meaningful environmental outcomes.

On 14<sup>th</sup> February, EEG will operate designated collection points across the UAE. Participants are invited to drop off their collected aluminium cans at these sites during the specified hours, where their contributions will be weighed and documented. EEG encourages participants to collect only clean aluminium cans, free from residue and to refer to the detailed list of acceptable items provided upon registration. Participants who collect a minimum of 15 kg (individuals and families) or 35 kg (organisations and academic institutions) will be awarded a special EEG certificate in recognition of their efforts and contribution to sustainability.

Join EEG for the Can Collection Day 2026 and be part of a nationwide effort to reduce waste, support recycling, and foster a culture of environmental responsibility and circular economy.



[Register Here](#)

Member News

**EEG Welcomes KEZAD Group**

The Emirates Environmental Group (EEG) is delighted to welcome KEZAD (Khalifa Economic Zones Abu Dhabi) Group as the newest Corporate Member of its growing community of sustainability leaders. KEZAD's membership reflects a shared commitment to environmental stewardship, responsible industrial growth and the UAE's wider sustainability goals. As a leading economic zone and industrial hub, KEZAD plays a pivotal role in shaping the future of sustainable development and supporting innovative solutions that balance economic progress with environmental responsibility. EEG looks forward to partnering with KEZAD to strengthen community engagement and drive impactful sustainability initiatives across the UAE. Through collaboration, shared expertise and collective action, KEZAD's membership will enhance EEG's capacity to promote recycling, waste reduction and environmental awareness across communities, businesses and institutions. This partnership aligns with EEG's



vision of building a sustainable future through grassroots action and corporate responsibility and KEZAD's commitment to sustainable industry practices and responsible growth.

EEG extends a warm welcome to KEZAD and anticipates a productive and meaningful collaboration that will contribute to positive environmental outcomes.

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### EEG MEMBERS' UPDATE

EEG welcomed 1 new and 4 renewed corporate members and 1 new individual member in the month of January 2025

#### CORPORATE MEMBERSHIP (NEW)

Khalifa Economic Zones Company Abu Dhabi

#### CORPORATE MEMBERSHIP (RENEWAL)

Seamark Shipping LLC

Grand Belle Vue Hotel Apartment Fz LLC

Lucky Recycling Limited

ADEEB ELECTRICAL AND ELECTRONICS SERVICES COMPANY - SOLE PROPRIETORSHIP L.L.C.

#### INDIVIDUAL MEMBERSHIP (NEW)

Vishnu Priya Sarankumar

### The State of Finance for Nature 2026

For every US\$1 the world invests in protecting nature, it spends an estimated US\$30 on activities that destroy it. This striking imbalance is at the heart of a new report released by the United Nations Environment Programme (UNEP), which calls for an urgent shift in global financial flows towards nature-based solutions (NbS) and the rapid phase-out of harmful investments.

The State of Finance for Nature 2026 report, using 2023 data, shows that global nature-negative finance reached US\$7.3 trillion. This includes US\$4.9 trillion in private investment, largely concentrated in sectors such as energy, utilities, industrials and basic materials, alongside US\$2.4 trillion in environmentally harmful public subsidies supporting fossil fuels, agriculture, transport, water and construction.

By comparison, investment in nature-based solutions amounted to just US\$220 billion, with nearly 90 % coming from public sources. Private sector investment remains limited at US\$23.4 billion, despite growing recognition of the risks and opportunities linked to nature loss. UNEP estimates that NbS investment must increase 2.5 times to reach US\$571 billion per year by 2030 — still only around 0.5 % of global GDP.

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### Business 4 Land Champions' Council to Scale Global Land Restoration

At the World Economic Forum in Davos, the United Nations Convention to Combat Desertification (UNCCD) officially launched the Business 4 Land (B4L) Champions' Council, a high-level coalition of global business leaders committed to restoring land and strengthening drought resilience at scale. The launch, co-hosted with InTent, brought together senior corporate leaders and partners to accelerate private-sector action for sustainable land management.

The B4L Champions' Council brings together ten visionary leaders from diverse regions and sectors — including food, fashion, finance, insurance and natural resources — to serve as a global advocacy platform under UNCCD's flagship Business 4 Land Initiative. Its mission is to mobilise corporate action to help restore 1.5 billion hectares of degraded land by 2030, while inspiring businesses worldwide to adopt land-positive and regenerative models that deliver environmental, social and economic value.

Speaking at the launch, UNCCD Executive Secretary emphasised that restoring land is no longer only a government responsibility, but a global economic necessity that requires the private sector to take a leading role, with people placed at the heart of the process. The Kingdom of Saudi Arabia, represented by Deputy Minister of Environment and Advisor to the COP16 Presidency, was announced as the inaugural Chair of the Council, highlighting land restoration as a smart investment in the collective future and affirming that every business can be a land champion.

[READ MORE](#)

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

- >> Reduction of 384 (MTCO<sub>2</sub>e) GHG
- >> Saving of 2,588 Million BTU of Energy
- >> Saving of 586 m<sup>3</sup> of Landfill Space
- >> Saving of 1,941 Trees from being felled
- >> Saving of 1,007 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	Companies	Quantity (kg)	Family/Individual	Quantity (kg)
During January 2026, EEG successfully collected 92,937 kg of Paper from 208 participating entities. It recorded a 11% increase in paper collection compared to December 2025. We urge and encourage all our members and readers to roll up their sleeves and help us recycle every piece of paper to enable us to achieve our goals, we still have 11 months in front of us. We need your active involvement to reduce the amount of waste ending in landfills.	General Administration of Customs in Abu Dhabi	5,240	Sainath Manikandan	625
	DBB Contracting LLC	4,432	Ali Darwish Mubarak Salim Alzaabi	313
	McDonald's UAE	4,332	Fatima Abdullah Mohammed Al Dhanhani	300
CAN COLLECTION CAMPAIGN	Companies	Quantity (kg)		
In January 2026, EEG collected 578 kg of Aluminum Cans from 21 participating entities, showing a 19% decrease from December 2025. Looking ahead, we're excited to announce our upcoming Can Collection Day on February 14th. We encourage everyone to participate actively, contributing to a substantial increase in numbers and helping us achieve our targets for this year.	Rixos Al Mairid Ras Al Khaimah	210		
	Two Season Hotel & Apartments	112		
	The Cove Rotana Ras Al khaimah	93		
PLASTIC COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
During January 2026, EEG successfully collected 5,953 kg of Plastic from 123 participating entities. It recorded an 35% decrease in plastic collection compared to December 205. This is attributed to the absence of specific campaigns and many families being on leave, we encourage the community to gear up for upcoming initiatives as we progress through the year.	Wasl Properties LLC	410	Fatima Abdullah Moham-med Al Dhanhani	113
	Abela & Co	330	Ali Darwish Mubarak Salim Alzaabi	87
	Savoy Central	242	Rafeea Sultan Alkhoory & Jasem Sultan Alkhoory (Tie)	83
TONER COLLECTION CAMPAIGN	Companies	Qty (pcs)	Individual	Quantity (pcs)
EEG successfully collected 55 HP toner cartridges from 8 participating entities, reflecting an 89% decrease compared to the previous month. This reduction is also influenced by our current focus on recycling HP toners only. While the year has begun at a slower pace, we remain energised and invite the community to come together and help us build renewed momentum.	US Consulate	12	Ali Darwish Mubarak Salim Alzaabi	14
GLASS COLLECTION CAMPAIGN	Schools	Quantity (kg)	Individual	Quantity (kg)
In January 2026, EEG successfully collected 7,504 kg of glass bottles from 36 participating entities. Although this reflects a 50% decrease compared to the previous month, we view it as an opportunity to rally the community for a stronger February. Let's reignite the momentum and work together to boost these numbers, ensuring a positive and consistent trend throughout the year. Your participation plays a vital role in advancing our environmental goals.	Two Seasons Hotel & Apartments	2,878	Sonia Gandhi	168
	Grand Plaza Movenpick Media City	1,170	Payal Nayik	110
	Marco Polo Hotel	1,080	Aalia Ali, Ali Darwish Mubarak Salim Alzaabi & Salim Basem (Tie)	81
E-WASTE COLLECTION CAMPAIGN	Companies	Qty (kg)	Individual	Quantity (kg)
In January 2026, EEG successfully collected 1,099 kg of e-waste from 16 participating entities, marking an impressive 140% increase compared to the previous month. Building on this momentum, we now call on our community to rise to the challenge in February. Let's sustain this positive trend and take our e-waste collection to new heights. Your discarded electronics can help drive a more sustainable future—join us this February and be part of the change.	Hotpack Packaging Ind. LLC	395	Sanskar Giri	89
	MidEast Data Systems LLC	141	Liza Hareb	20
	DBB Contracting LLC	78	Ekagr Chhibber	15
SCRAP COLLECTION CAMPAIGN	Companies	Quantity (kg)	Individual	Quantity (kg)
In January 2026, EEG collected 1,093 kg of scrap metal from 19 participating entities, reflecting a 30% decrease compared to the previous month. However, this also represents a 10% increase compared to January last year. It's time to turn the tide join us this February as we forge a new path for scrap metal collection. Your discarded metal items can find a new purpose. Be part of the circularity change and kickstart the month by recycling your scrap metal responsibly.	Marco Polo Hotel	168	Ahmed Alnuaimi	185
	Hotpack Packaging Ind. LLC	36	Ali Darwish Mubarak Salim Alzaabi	174
	Four Season Hotel	33	Ali Basem & Turki Basem (Tie)	100
MOBILES COLLECTION CAMPAIGN	Companies	Quantity (Pcs)		
In January 2026, EEG collected 266 mobile phones from 7 participating entities, reflecting a 60% decrease compared to the previous month. However, this represents a 63% increase compared to January last year. We are calling on the wider community to join us in building momentum and helping us achieve our targets for the year.	Abela & Co	212		

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.