

EEG CORP NEWS

MARCH 2026 | ISSUE 03



UPCOMING EVENTS

Your phones can restore Nature!

Saturday, 26th March

Join EEG's Green Call Project

Help our Environment by recycling your old mobile phones.

Exchange **old Mobile Phones, Ipad's or Tablets** for an opportunity to plant a **tree sapling** in December.

Students	Companies	Academia
30 pcs	100 pcs	125 pcs

Organized by:

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PAPER WALK

Paper Walk Campaign

Saturday, 28th March

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REACH OUT TO EEG FOR MORE DETAILS



BRING YOUR RECYCLABLES:

From Monday to Friday & Sunday 9:00AM to 5:00PM
Villa No. 117a - JMR. 68, Jumeirah 1,
Between old Dubai Zoo & Beach Centre.
For more info, call EEG at 04 344 8622, or
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**EEG**مجموعة عمل الإمارات للبيئة
EMIRATES ENVIRONMENTAL GROUP

CHAIRPERSON'S NOTE | MARCH 2026

HABIBA AL MAR'ASHI

Dear Members, Supporters and Well-Wishers,

Ramadan Mubarak to all our members, partners, volunteers and supporters! As we enter this blessed month of reflection and generosity, we are also stepping into the 3rd month of 2026, a year that is already demonstrating tremendous momentum in sustainability, environmental stewardship and community engagement. Ramadan is a time of giving, introspection and conscious action — values that perfectly mirror the essence of environmental responsibility.

As we reflect on our collective impact, it is inspiring to see how communities, businesses, governments and individuals across the UAE are taking bold steps to address climate change, conserve biodiversity, manage natural resources responsibly and promote sustainable development. At the Emirates Environmental Group (EEG), we are proud to continue translating awareness into action, mobilising people from all walks of life to participate in initiatives that protect nature, empower communities and build resilience for generations to come.

February has been a remarkable month for EEG, filled with programmes, milestones and impactful engagements. On **9th & 16th February**, we conducted two tree planting initiatives across the UAE, engaging corporations, academia and community groups in hands-on environmental action. These efforts help enhance carbon sequestration, restore natural habitats and improve urban greenery. They also provide citizens with a tangible connection to climate action — demonstrating that every tree planted contributes to a healthier, more sustainable environment for all. Such activities, bring together diverse communities to make measurable contributions to environmental protection.

On **10th February**, I had the honour of delivering a keynote address at AIBC Eurasia 2026, a premier global platform where innovation, technology and sustainability intersect. My address focused on how emerging technologies can be leveraged to drive meaningful environmental and social impact, from smarter resource management to sustainable urban development, climate mitigation and responsible innovation. The event was a good opportunity to exchange ideas with global leaders, fostering collaboration across borders and industries to accelerate sustainable transformation.

Continuing this global and regional engagement, on **12th February**, I participated in the GISD Alliance Working Group, convening with international investors, policymakers and sustainability advocates to explore how the private sector can more effectively contribute to achieving the United Nations Sustainable Development Goals. These discussions reaffirmed the critical role of multi-stakeholder partnerships in mobilising capital, expertise and innovation to address the most pressing global challenges while promoting inclusive growth and social equity.

On the same day, I also had the pleasure of engaging with the public through Al Murad Radio, highlighting the importance and excitement surrounding the **30th** Cycle of EEG's Can Collection Day. This milestone edition is a testament to EEG's longstanding commitment to commu-

nity-driven recycling initiatives, which empower citizens, students and volunteers to participate in responsible waste management while fostering action at the grassroots level.

It was held on **14th February** as a landmark achievement, turning a simple act of recycling into a nationwide environmental movement. This year, participants across the UAE collected **11,963 kg** of aluminium cans, contributing directly to greenhouse gas reduction and responsible resource management. The campaign united academic institutions, corporations, government entities, hospitality establishments and families across all seven Emirates. You can read more on page 3 -4.

On **19th February**, I attended the Governance & Nomination Committee of the World Green Building Council, contributing to global discussions on strengthening sustainable construction practices and climate-resilient urban development.

Buildings and cities are at the heart of both environmental impact and human well-being, and the decisions made in governance, policy and design today will shape urban sustainability for decades to come. EEG's engagement in such international platforms ensures that our knowledge, experience, and insights from community-driven initiatives inform global best practices, while also bringing innovative solutions back to the UAE to accelerate local sustainability outcomes.

As we reflect on February, it is clear that EEG's programmes are creating impact at multiple levels — from community and youth engagement to corporate partnerships, public awareness and global sustainability dialogues. Our tree planting, recycling and educational programmes cultivate environmental literacy, inspire responsibility and empower the next generation of sustainability leaders. Our international engagements and thought leadership activities allow EEG to influence policy, foster collaboration and champion initiatives that advance climate action, biodiversity protection and sustainable development.

Looking ahead, we invite all members of our community, volunteers, corporate partners and educational institutions to actively join EEG in our upcoming programmes and initiatives. Whether through tree planting, recycling campaigns, workshops, awareness sessions or advocacy, every action contributes to a cleaner, greener and more sustainable UAE. We also encourage everyone to follow us on social media, stay connected with our latest news, share our initiatives and participate in our programmes — together, we can create measurable environmental impact, strengthen community engagement and inspire long-term change.

As Ramadan continues to remind us of the values of reflection, giving and shared responsibility, let us carry this spirit into every action we take. With collective commitment, dedication and innovation, 2026 can become another landmark year for sustainability and environmental stewardship in the UAE. At EEG, we are honoured to lead, guide and collaborate with you on this journey, ensuring that our actions today leave a lasting legacy for people, nature and future generations.



EEG Advances UAE Greening Efforts with Two Tree Planting Drives in February

The Emirates Environmental Group continued its 2026 urban afforestation efforts under the “For Our Emirates We Plant” campaign, with two impactful activities in February, reinforcing its commitment to ecological restoration and sustainable community engagement across the UAE. On **9th February**, EEG partnered with the Environment Protection & Development Authority – Ras Al Khaimah (EPDA RAK) to plant 1,500 mangrove saplings in Seih Al Qurum, Ras Al Khaimah. This initiative was part of the UAE National Environmental Day celebrations and highlighted the vital role of mangroves in protecting coastal ecosystems, enhancing biodiversity and supporting climate resilience.

Following this, on **16th February**, EEG joined hands with the Department of Municipalities & Transport – Abu Dhabi City Municipality to plant **600 Ghaf trees** in Palm Forest, Al Samha, Abu Dhabi, marking the spirit of Ramadan with a community-driven environmental action. Volunteers and participants from across the country contributed to enhancing urban greenery, restoring habitats and fostering environmental awareness.

These two February drives contributed to EEG’s remarkable legacy, bringing the total number of trees planted to **2,159,287**. Collectively, contributing to the reduction of **198,997.69** metric tonnes of CO₂ emissions and demonstrating how coordinated community action can achieve measurable environmental impact. EEG remains committed to scaling its tree planting programmes, continuously adapting to meet the needs of its partners, participants and stakeholders, while fostering a greener, healthier and more sustainable UAE.

AIBC Eurasia 2026

EEG Co-Founder and Chairperson, Dr. Habiba Al Mar’ashi, was a keynote speaker at AIBC Eurasia 2026, delivering an address on “Powering Creative Economies Through Policy, Capital and Innovation Infrastructure”. The session took place on **10th February** at the Festival Arena, Dubai Festival City.

Speaking from over three decades of experience at the intersection of people, planet and progress, she challenged the audience to consider how creative economies can be harnessed to restore, rather than deplete, natural systems. She highlighted the paradox of a global creative economy that generates more than 3% of global GDP, USD 2 trillion in annual revenues, and employs over 50 million people, yet contributes to over 90% of biodiversity loss and water stress.

Dr. Habiba emphasised that sustainability succeeds when policy, capital and innovation infrastructure are aligned. Using the rapid growth of renewable energy as an example, she demonstrated how consistent policy frameworks accelerate innovation and reshape markets. Concluding her keynote, Dr. Habiba left the audience with a powerful reminder: “The future will be shaped by conscious creativity—creativity that understands planetary limits and chooses to innovate within them.”

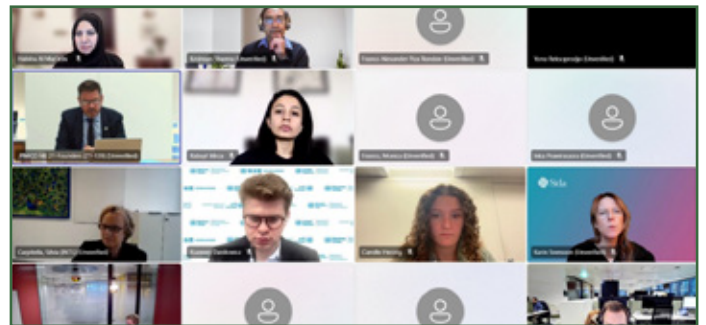
GISD Alliance Working Group Meeting

The Co-Founder and Chairperson of the Emirates Environmental Group, attended the first Outreach & Engagement Working Group meeting of 2026 for the Global Investors for Sustainable Development

(GISD) Alliance in her capacity as a Board Member. The session was held virtually and marked the resumption of activities under the Alliance’s newly launched phase.

The meeting brought together the UN GISD Alliance members to discuss updates on the Alliance’s renewed objectives, explore opportunities for engagement and shape strategic initiatives for the year ahead. The agenda included a welcome note, presentations on upcoming initiatives and an open discussion for member suggestions and contributions.

The Chairperson’s participation underscores her active role in advancing sustainable investment and responsible business practices at a global level, contributing to collaborative solutions that support the United Nations Sustainable Development Goals. Through engagements like this, EEG continues to strengthen its commitment to sustainability leadership, knowledge sharing and fostering meaningful partnerships internationally.



Engaging the Media for ‘Can Collection Day’

In the lead-up to the 30th cycle of Can Collection Day, Dr. Habiba Al Mar’ashi, EEG’s Co-Founder and Chairperson, participated in a series of interviews and soundbites with Al Murad Channels, including Channel 4, Radio 4, Gold 4 and Al Rabia FM, on **12th February**.

During the engagement, Dr. Habiba highlighted the campaign’s nationwide reach, its environmental impact and the ways communities across the UAE can contribute to climate action through simple, everyday choices. She emphasised the importance of collaboration between individuals, academia, corporate and government entities to advance responsible consumption, recycling and circular economy initiatives.

The interviews echoed the campaign’s key message, “Turn Your Can into Climate Action”, and provided a platform to share insights on the tangible environmental benefits of aluminium recycling, including carbon emission reduction and support for the UAE’s Net Zero by 2050 objectives. This media engagement reflects EEG’s commitment to raising public awareness, strengthening community participation and inspiring collective action for sustainability.

From Cans to Climate Action: 11,963 kg Collected Across the UAE

The Emirates Environmental Group successfully delivered on **14th Feb**, the 30th cycle of its flagship ‘Can Collection Day’, turning a simple act



of recycling into a nationwide movement for climate responsibility. This year, participants across the UAE collected **11,963 kg** of aluminium cans, contributing directly to greenhouse gas reduction and sustainable resource management.

The Can Collection Day united corporations, government entities, hospitality establishments, academia and families from all seven Emirates. With six collection sites nationwide, the campaign emphasised community engagement, circular economy practices and measurable climate impact, supporting several UN SDGs; i.e. SDG #11 (Sustainable Cities & Communities), SDG #12 (Responsible Consumption & Production), SDG #13 (Climate Action), and SDG #17 (Partnerships for the Goals). Aluminium recycling remains one of the most energy-efficient environmental practices, saving up to 95% of the energy needed to produce new material. Since the programme's inception, EEG has collected a total of **490,962 kg** of cans, preventing approximately 180 metric tonnes of CO₂ equivalent emissions.

Dr. Habiba Al Mar'ashi, Co-Founder and Chairperson of EEG, commented: "The Can Collection Day demonstrates that environmental responsibility is strongest when shared. This year's theme — Turn Your Can into Climate Action — reflects a simple but powerful truth: meaningful climate solutions begin with everyday choices. What started as a small gathering in Dubai has grown into a nationwide movement uniting communities across the UAE."

The campaign also highlights the growing role of businesses and institutions in environmental stewardship. Key partners included Dubai Municipality; Dubai Department of Economy & Tourism; Dubai Sustainable Tourism; Department of Tourism and Culture of Ajman and Fujairah Environment Authority. EEG also managed to get several of its corporate members to provide logistical support required including American International School Abu Dhabi (AISA), Abela & Co, Bartawi General Contracting L.L.C., Berkeley Services, Design Infinity, Dutco Construction Co. L.L.C., McDonald's UAE, RAK Ceramics, Labotel Workers' Village, ISS Relocations, Globelink West Star Shipping L.L.C., Sharjah National Lube Oil Co. L.L.C. and Two Seasons Hotel & Apartments. We also recognise the invaluable support of our Media Partners — Al Murad Group, biz Today, Climate Control Middle East, Pan Asian Media, and WeTel TV — along with Arabia CSR Network as the CSR Partner.

This milestone edition underlines EEG's broader vision: fostering long-term behavioural change, particularly among young people and strengthening intergenerational commitment to sustainability. EEG has set a target of **42,000 kg** of aluminium cans for 2026, with 29.5% already achieved. The organisation continues to call on individuals, institutions and businesses to integrate responsible consumption into everyday life. Because when we recycle a can, we do more than reduce waste — we turn that into a meaningful Climate Action.



WGBC Governance & Nominations Committee

Dr. Habiba Al Mar'ashi, EEG Co-Founder & Chairperson, in her capacity as Director of the Board of the World Green Building Council, participated on **19th February**, in the Governance and Nominations Committee meeting. The session focused on key governance priorities linked to leadership continuity and Board composition. Discussions covered procedural updates, progress on Board nominations, as well as the planning framework and timeline for the 2026 Board election cycle. These deliberations form part of the Council's structured governance processes that guide institutional effectiveness and strategic oversight.

Engagement in this meeting reflects continued participation in global sustainability leadership platforms that shape organisational governance, strengthen accountability and support the long-term advancement of the sustainable built environment worldwide.

ON-GOING | MARCH 2026

“One Root, One Communi-Tree”

The Emirates Environmental Group launched Phase 1 of the 17th cycle of its flagship community recycling initiative, One Root, One Communi-Tree (OROC), in January, with the programme running until **26th May**. As this new cycle progresses, EEG to call upon individuals, families, educational institutions, businesses and government entities across the United Arab Emirates to unite in meaningful environmental action through collective recycling and tree planting.

Building on the programme's strong legacy, last year's cycle recorded an outstanding community participation, with **521** of organisations engaging nationwide and diverting **983,765 kg** of recyclable materials from landfill. These collective efforts directly support the planting of native trees, 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, plastics, aluminium cans, glass bottles, e-waste, toner cartridges and mobile phones. For every set of collection targets achieved, participants earn the opportunity to plant native tree saplings in their name, with planting activities scheduled later in the year as part of EEG's urban afforestation efforts.

Participation remains simple and accessible. Interested parties can register to join Phase 1 and begin depositing collected materials at the EEG office in line with programme guidelines.

All participants will receive a Certificate of Appreciation in recognition of their contribution to environmental protection and community-driven sustainability.

[Read More](#)



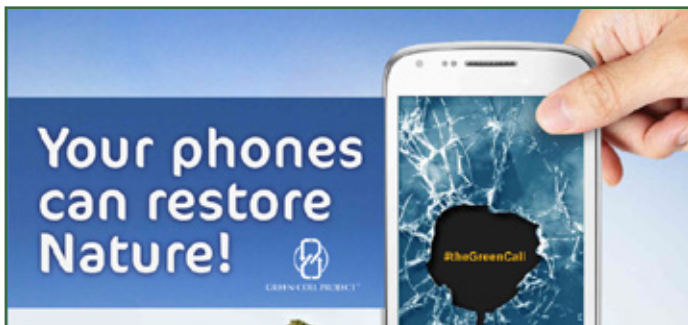
Green Call

This March, Emirates Environmental Group will launch its annual “Green Call” initiative — a month-long campaign dedicated to the responsible collection and recycling of discarded mobile phones.

In today’s rapidly evolving digital landscape, mobile phones have become indispensable — yet their widespread production, resource-intensive manufacturing and frequent replacement cycles generate significant environmental pressure. Electronic devices contain valuable recoverable materials such as metals and rare components that can be reintegrated into the production cycle when properly recycled.

Through Green Call, EEG invites all sectors of society — public and private sector entities, educational institutions and the wider community — to take part in a meaningful environmental solution. As a recognition of their contribution, participants who achieve the collection target will be honoured with the planting of an indigenous tree under their organisation’s name, creating a lasting symbol of their commitment to sustainability.

The campaign will run from **26th March to 26th April**, offering a valuable opportunity to turn unused devices into positive environmental action. Join the Green Call and help transform electronic waste into a step toward a more sustainable future.



[Register Here](#)

MENA Dairy Congress 2026

The Emirates Environmental Group is proud to serve as the Environmental Partner of the MENA Dairy Congress 2026, a strategically significant international platform dedicated to advancing the dairy industry across the Middle East and North Africa.

The congress will take place on **30th-31st March** 2026 in Al Ain, United Arab Emirates, bringing together industry leaders, policymakers, researchers and technology providers from across the region and beyond.

Organised by DairyNews.today and supported by key market players and government entities, the event will provide a high-level forum to address emerging challenges, explore innovation and strengthen collaboration in one of the world’s fastest-growing dairy markets. Discussions will span critical themes including food safety and traceability, sustainability, genetics, artificial intelligence, waste management

and export development. As the Environmental Partner, EEG’s involvement underscores the growing importance of responsible resource management, circular economy practices and sustainable production within the agri-food sector. The congress programme reflects this priority, with dedicated focus on environmental performance, recycling, advanced food technologies and strategies to enhance resilience in water- and climate-sensitive production systems.

[Register Here](#)

Paper Walk

Despite rapid advancements in digital technology, paper consumption remains a persistent and pressing environmental concern. The increasing global demand for paper continues to place significant strain on forests, biodiversity and natural ecosystems — accelerating deforestation, depleting resources and contributing to climate change.

Recognising the urgency of this challenge, Emirates Environmental Group is proud to launch its annual “Paper Walk” Project.

This impactful community initiative is designed to inspire environmental awareness while promoting responsible consumption and sustainable waste management practices. By mobilising individuals, educational institutions and corporate entities to actively participate in paper collection and recycling, the project transforms everyday actions into meaningful environmental solutions. Each contribution helps conserve natural resources, reduce pressure on forests, minimise landfill waste and lower collective carbon emissions.

The project will also coincide with Earth Hour, reinforcing the message that sustainability is driven by conscious choices and collective responsibility. Participants are encouraged to switch off non-essential lights from 8:30 PM to 9:30 PM on **28th March** — a symbolic yet powerful gesture demonstrating commitment to environmental protection and climate action.

Be part of this important movement. Bring your collected paper on **28th March** to EEG Office and contribute to building a more resource-efficient and environmentally responsible future.

Join the Paper Walk Project — because every sheet saved is a step toward a healthier planet.



[Register Here](#)



EEG Welcomes Karma Developers as Our Newest Associate Member

The Emirates Environmental Group (EEG) is proud to welcome Karma Developers as one of our newest Associate Members, marking an exciting step forward in our shared journey toward a sustainable and responsible future. Karma Developers has rapidly distinguished itself as a visionary leader in the real estate sector, combining cutting-edge innovation with a deep commitment to environmental stewardship and community impact. Their projects are not just about building spaces—they are about creating sustainable, future-ready communities that prioritise energy efficiency, green infrastructure, and social value. By joining EEG, Karma Developers aligns with a network of like-minded organisations dedicated to driving measurable environmental change and promoting corporate responsibility across the UAE. This partnership will amplify efforts in sustainability initiatives, from urban greening and recycling campaigns to educational programmes and climate action, fostering a tangible impact for both people and the planet.

Dr. Habiba Al Mar'ashi, EEG Co-Founder & Chairperson, welcomed the collaboration: "Karma Developers embodies the forward-thinking mindset that the UAE needs to advance sustainability across industries. Their commitment to integrating environmental consciousness into every project sets a benchmark for corporate responsibility, and we are delighted to have them on board." Together, EEG and Karma Developers will continue to inspire positive environmental change, cultivating awareness, leadership, and action that reaches across communities, businesses, and future generations. Welcome to the family, Karma Developers—your journey toward a greener tomorrow starts here.

EEG MEMBERS' UPDATE

EEG welcomed 7 renewed corporate members, 1 new associate member and 2 new individual members in the month of February 2026

CORPORATE MEMBERSHIP (RENEWAL)

Accenture Middle East BV - Dubai

Al Churair Infrastructure -Construction & Manufacturing

Ali and Sons Holding LLC

Bertling Logistics LLC

Design Infinity LLC

Salik Company P.J.S.C.

Two Seasons Hotel & Apartments FZ-LLC

ASSOCIATE MEMBERSHIP (NEW)

Karma Developers

INDIVIDUAL MEMBERSHIP (NEW)

Afra Obaid Alsuwaidi

Mathew Thomas

UN NEWS



UNEP Annual Report

[Read More](#)

UNEP NEWS
UNEP has released its 2025 Annual Report, showcasing meaningful global progress in addressing environmental challenges through international cooperation — even amid ongoing geopolitical tensions. The report demonstrates how environmental action can deliver significant economic and public health benefits, from expanding protected natural areas and improving pollution governance to detecting and repairing major methane leaks worldwide. Among the year's key milestones were the establishment of a new global science-policy panel on chemicals, waste & pollution, and the adoption of important environmental resolutions at the UN Environment Assembly. The landmark agreement to protect biodiversity in areas beyond national jurisdiction also entered into force, strengthening international protection of marine ecosystems. In addition, large-scale conservation efforts supported by UNEP are expected to benefit millions of people, while global initiatives continue to advance transparency and accountability in emissions reduction.



"Restoring Land, Restoring Hope"

[Read More](#)

UNCCD NEWS
Mongolia and the United Nations Convention to Combat Desertification have announced the theme of COP17 — "Restoring Land, Restoring Hope" — as preparations accelerate for the global summit on desertification, land degradation and drought to be held in Ulaanbaatar from 17th-28th August 2026. The conference will be the first of the three Rio Conventions' COPs taking place in 2026, aiming to drive practical, investable solutions that strengthen resilience, restore ecosystems and safeguard land-based livelihoods worldwide. UNCCD Executive Secretary emphasised that land restoration is not only an environmental priority but also essential for food security, stability and sustainable development. Mongolia's Prime Minister reaffirmed the country's commitment to delivering action-oriented outcomes, highlighting the deep cultural and economic ties between people and land. With land degradation already affecting up to 40% of the Earth's surface — and nearly 77% of Mongolia's land.



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

- Reduction of 498 (MTCO2e) GHG
- Saving of 4,911 Million BTU of Energy
- Saving of 883 m³ Landfill Space
- Saving of 1,451 Trees from being felled
- Saving of 90 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	COMPANIES	QTY (kg)	FAMILY/INDIVIDUAL	QTY (kg)
In February 2026, Emirates Environmental Group (EEG) collected 77,123 kg of paper from 188 entities a 17% drop from January due to reduced Ramadan working hours and focus on the Can Collection Day drive. Encouragingly, this marks a 37% increase year-on-year. We still have 10 months in front of us. We need your active involvement to reduce the amount of waste ending in landfills.	DBB Contracting LLC	3,922	Sahasra Magesh Kumar	670
	Danway EME	3,580	Batul Vohra	510
	Marriott Marquis Dubai Creek	3,470	Vidyuth Balaji	450
CAN COLLECTION CAMPAIGN	COMPANIES	QTY (kg)	FAMILY/INDIVIDUAL	QTY (kg)
In February 2026, Emirates Environmental Group (EEG) collected 11,936 kg of aluminium cans from 149 entities a remarkable 1,970% increase from January, driven by strong participation in Can Collection Day. We encourage everyone to stay actively involved to help us meet this year's recycling targets.	Emirates Flight Catering	2,500	Achyut Veeruchi Kumar	19
	Wasl Properties LLC	2,065		
	Dubai World Trade Center	445		
PLASTIC COLLECTION CAMPAIGN	COMPANIES	QTY (kg)	FAMILY/INDIVIDUAL	QTY (kg)
During February 2026, Emirates Environmental Group (EEG) collected 7,110 kg of plastic from 118 entities, marking a 19% increase from January 2026. We encourage the community to gear up for upcoming initiatives as we progress through the year.	Dubai World Trade Centre	690	Fatima Abdullah Mohammed Al Dhanhani	169
	Wasl Properties LLC	445	Wejdan Basem	123
	Savoy Central	211	Jasem Sultan Alkhoory	115
TONER COLLECTION CAMPAIGN	COMPANIES	QTY (kg)	FAMILY/INDIVIDUAL	QTY (kg)
Emirates Environmental Group (EEG) collected 66 HP toner cartridges from 5 entities, reflecting a 20% increase from the previous month. With 10 months still ahead, we encourage the community to maintain this positive momentum and continue supporting our HP toner recycling efforts.	Grand Bellevue Hotel	13	Maheen Ahsin	11
GLASS COLLECTION CAMPAIGN	COMPANIES	QTY (kg)	FAMILY/INDIVIDUAL	QTY (kg)
In February 2026, Emirates Environmental Group (EEG) collected 15,670 kg of glass bottles from 50 entities, marking a 109% increase from the previous month. Let's keep the momentum strong — your continued participation is vital to sustaining positive progress throughout the year.	25Hours Hotel Dubai One Central	1,650	Ali Darwish Mubarak Salim Alzaabi	157
	Sheraton The Walk Dubai	1,100	Aalia Ali, Mohammed Sultan Alkhoory, Salim Basem (Tie)	122
	Two Seasons Hotel & Apartments	1,023	Aarav Wadhawan	120
E-WASTE COLLECTION CAMPAIGN	COMPANIES	QTY (kg)	FAMILY/INDIVIDUAL	QTY (kg)
In February 2026, Emirates Environmental Group (EEG) collected 1,329 kg of e-waste from 13 entities, marking a 21% increase from the previous month. Let's sustain this positive trend your discarded electronics can help power a more sustainable future.	Four Seasons Hotels - Jumeirah	990	Ekagr Chhibber	50
	MidEast Data Systems LLC	208	Vidyuth Balaji	36
	Dubai Emerald Lions Club	10	-	-
SCRAP COLLECTION CAMPAIGN	COMPANIES	QTY (kg)	FAMILY/INDIVIDUAL	QTY (kg)
In February 2026, Emirates Environmental Group (EEG) collected 881 kg of scrap metal from 18 entities a 19% decrease from the previous month, yet a 28% increase compared to February last year. Join us this March and recycle your scrap metal to support a stronger circular economy.	Four Seasons Hotels - Jumeirah	52	Ali Darwish Mubarak Salim Alzaabi	328
	Marco Polo Hotel	40	Ali Basem & Turki Basem (Tie)	147
	Beach Rotana Abu Dhabi	20	Ahmed Alnuaimi	62

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.

