



## UPCOMING EVENTS



## CLICK ON THE ISSUE

Chairperson's Note	2
EEG News	3
EDU News	4
On-Going News	5
Members News	6
Waste Management Report	7

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### BRING YOUR RECYCLABLES:

From Monday to Friday & Sunday 9:00AM to 5:00PM  
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**EEG**مجموعة عمل الإمارات للبيئة  
EMIRATES ENVIRONMENTAL GROUP

## CHAIRPERSON'S NOTE | MARCH 2026

### DR. 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 3<sup>rd</sup> 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 **9<sup>th</sup> & 16<sup>th</sup> 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 **10<sup>th</sup> 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 **12<sup>th</sup> 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 **30<sup>th</sup>** 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 **14<sup>th</sup> 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.

On **19<sup>th</sup> 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 **9<sup>th</sup> 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 **16<sup>th</sup> 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 CO<sub>2</sub> 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.



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

The Emirates Environmental Group successfully delivered on **14<sup>th</sup> Feb**, the **30<sup>th</sup>** 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

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 CO<sub>2</sub> 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.



## Art from Waste Competition

The 3<sup>rd</sup> Cycle of the Art from Waste Competition 2026 has ignited remarkable enthusiasm across schools in the UAE, with registrations arriving in overwhelming numbers.

As of the end of February, we have proudly received 361 registrations, and momentum continues to build. We are now gearing up to record the highest participation since the inception of this inspiring programme. By integrating innovation with environmental responsibility, the competition nurtures teamwork, technical skills and circular economy thinking.

We are equally delighted to share that schools have already begun submitting their 3–5 minute project presentation videos, which form a key component of the evaluation process. We strongly encourage all participating teams to submit their videos at the earliest to secure their participation, as capacity is limited.

With record-breaking participation on the horizon, the 3<sup>rd</sup> Cycle of Art from Waste promises to be a vibrant showcase of youth innovation, environmental stewardship and transformative design.



## Environmental Drawing Competition 2026

The 21<sup>st</sup> Cycle of the Environmental Drawing Competition 2026 has begun on an extraordinary note, with registrations pouring in from schools across the UAE. As of the end of February, we have proudly received 587 registrations, and the momentum continues to build. We are now gearing up to record the highest participation since the inception of this cherished programme in 2007.

Adding to this excitement, we have now begun receiving the artwork submissions. Schools are depositing their selected entries in large numbers at the Emirates Environmental Group office, Villa Number 117A, between Dubai Old Zoo and Jumeirah Beach Centre, Jumeirah 1, P.O. Box 7013, Dubai, United Arab Emirates. Our team is delighted to welcome educators and students who are personally delivering these creative masterpieces.

The themes for 2026 — Saving the Icy Homes of My Polar Friends, Rivers & Lakes: Lifelines of Our Planet, and Fast Forward – Imagine Earth in the Year 2075 — have clearly ignited imagination and environmental reflection among young participants. Each submission reflects thoughtful classroom discussions, artistic exploration, and a deepening awareness of sustainability challenges. Schools are enthusiastically integrating the topics into art sessions, guiding stu-

dents to reflect on climate change, biodiversity, and sustainable futures through powerful visual storytelling. The overwhelming response is a testament to the UAE's growing environmental awareness and the commitment of educators to nurture responsible global citizens. With registrations rising and artwork flowing in steadily, the 21<sup>st</sup> Cycle is shaping up to be a landmark edition — a vibrant celebration of youth creativity, environmental consciousness, and collective commitment to a greener future.



## Inter School Environmental Public Speaking Competition

The 26<sup>th</sup> Cycle of the Inter School Environmental Public Speaking Competition (ISEPSC) 2026 is already creating remarkable momentum, with registrations streaming in from schools across the UAE. The overwhelming response reflects the growing passion of our youth to engage with critical environmental issues and take meaningful action through informed dialogue. We are truly looking forward to witnessing young voices take the stage from **20<sup>th</sup> to 23<sup>rd</sup> April 2026**.

Since its inception, ISEPSC has empowered generations of students to transform research into persuasive communication, encouraging analytical thinking, teamwork and solution-oriented approaches. This year's thought-provoking topics challenge participants to critically examine the systems shaping our planet's future with teams preparing rigorous research, innovative presentations and impactful arguments, the excitement is palpable. We encourage schools to secure their participation at the earliest and join us in empowering the next generation of environmental leaders. As registrations continue to rise, the 26<sup>th</sup> Cycle promises to be one of the most competitive and inspiring editions to date — a true celebration of youth leadership, intellectual courage and the collective pursuit of a more sustainable world.



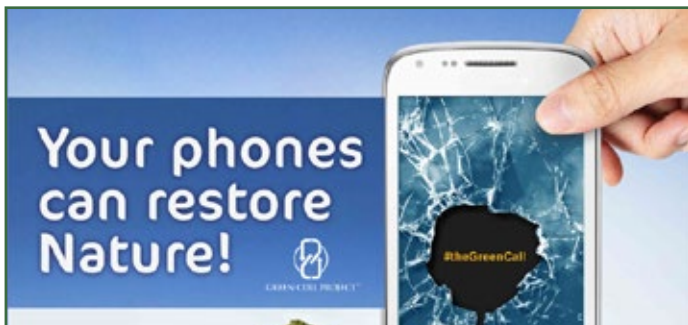
## Green Call

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 **26<sup>th</sup> March to 26<sup>th</sup> 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](#)

## 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

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 **28<sup>th</sup> 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 **28<sup>th</sup> 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](#)

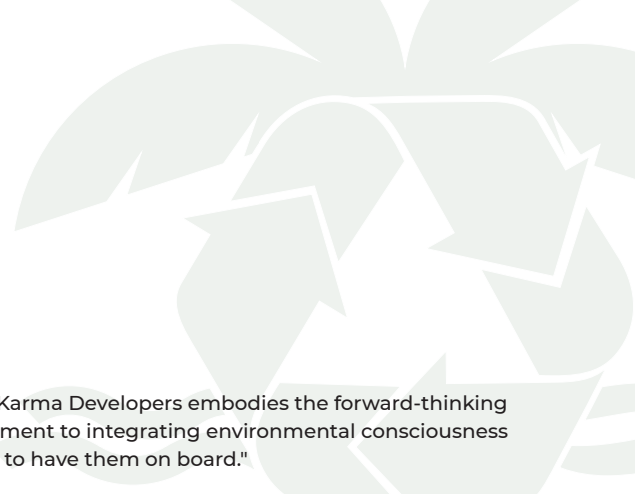
## EEG Welcomes Karma Developers as Our Newest Associate Member

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 1 new and 4 renewed academic membership, 4 new and 10 renewed student members in the month of February 2026

**ACADEMIC MEMBERSHIP (NEW)**

Dubai British School Jumeirah Park

**ACADEMIC MEMBERSHIP (RENEWAL)**

Ajman Academy School, Ajman

Delhi Private School, Sharjah

Gems New Millenium School, Al Khail

New Indian Model School Dubai

**STUDENT MEMBERSHIP (NEW)**

Beliz Yildirim

Dhyan Jijuram

Manya Goyal

Ruhi Sameer Deshpande

**STUDENT MEMBERSHIP (RENEWAL)**

Advik Nanda

Advika Shalini Vijay

Ekansh Punjabi

Frida Finotto

Neal Monteiro

Rudra Khaturia

Sahasra Magesh Kumar

Shaurya Menghani

Vishnupriya Pillai

Zoie Kapur



**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 m<sup>3</sup> Landfill Space
- Saving of 1,451 Trees from being felled
- Saving of 90 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	SCHOOLS	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.	Gems United Indian School Abu Dhabi	1,205	Sahasra Magesh Kumar	670
	Zayed Education Complex Fujairah	1,165	Batul Vohra	510
	Sharjah Indian School (Boys)	1,095	Vidyuth Balaji	450
CAN COLLECTION CAMPAIGN	SCHOOLS	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.	Higher College of Technology Fujairah Faseel	111	Achyut Veeruchi Kumar	19
	Higher College of Technology Fujairah Hulaifat Campus	90		
	Al Furqan School Cycle 1	36		
PLASTIC COLLECTION CAMPAIGN	SCHOOLS	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.	Oasis International School Al Ain	460	Fatima Abdullah Mohammed Al Dhanhani	169
	Our Own High School, Dubai	200	Wejdan Basem	123
	St. Mary's High School, Muhaisnah	149	Jasem Sultan Alkhoory	115
TONER COLLECTION CAMPAIGN	SCHOOLS	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.	City Private School Ajman	33	Maheen Ahsin	11
GLASS COLLECTION CAMPAIGN	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.	Ali Darwish Mubarak Salim Alzaabi	157		
	Aalia Ali, Mohammed Sultan Alkhoory, Salim Basem (Tie)	122		
	Aarav Wadhawan	120		
E-WASTE COLLECTION CAMPAIGN	SCHOOLS	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.	Al-Shuhada2 School, kindergarten and first and second Cycle, girls	10	Ekagr Chhibber	50
	MidEast Data Systems LLC	208	Vidyuth Balaji	36
	Dubai Emerald Lions Club	10	-	-
SCRAP COLLECTION CAMPAIGN	SCHOOLS	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.	Jumeirah School	31	Ali Darwish Mubarak Salim Alzaabi	328
			Ali Basem & Turki Basem (Tie)	147
			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.

