



## 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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EEG

مجموعة عمل الإمارات للبيئة  
EMIRATES ENVIRONMENTAL GROUP

## CHAIRPERSON'S NOTE | APRIL 2026

## HABIBA AL MAR'ASHI

Dear Members, Supporters and Well-Wishers,

Warm greetings, and I trust you and your families had a blessed and joyful Eid Al Fitr. May this auspicious occasion continue to bring peace, wellbeing and renewed strength to all. The recent weeks have once again demonstrated the importance of stability, unity and responsible leadership within our region. Amid evolving global and regional dynamics, the United Arab Emirates continues to stand as a pillar of resilience, foresight and balance. Under the wise and visionary leadership of the UAE, the nation has consistently upheld its commitment to security, progress and sustainable development, providing confidence not only to its people but also to the wider international community.

We extend our sincere appreciation to the UAE leadership for their unwavering dedication, strategic direction and steadfast commitment to ensure safety of the nation and stability of our country. Their ability to navigate complexities with clarity and purpose has reinforced the UAE's position as a global model of governance, economic strength and sustainability-driven growth. Equally commendable is the collective spirit demonstrated across all sectors—government, private sector, civil society and the society at large—coming together with a shared sense of responsibility and unity.

At the Emirates Environmental Group (EEG), we remain steadfast, focused and forward-looking. As a pioneering non-governmental organisation, our commitment to environmental protection and sustainable development continues uninterrupted. We have maintained full momentum across our programmes and initiatives, reinforcing our belief that sustainability must remain central to national resilience, economic continuity and long-term societal wellbeing.

In times where uncertainty may challenge priorities, we reaffirm that sustainability is not optional—it is essential. Throughout March, EEG sustained strong engagement across key regional and global platforms, reflecting both our national commitment and international outlook. On **2<sup>nd</sup> March**, we participated in the Meeting with Stakeholders on Financing for Development (FFD) outcome negotiations and FFD Week, contributing to important discussions shaping financial frameworks that support sustainable and inclusive growth.

Our active role within the World Packaging Organisation (WPO) was further strengthened through participation in the WorldStar Student Online Awards Ceremony on **4<sup>th</sup> March**, celebrating emerging innovation in sustainable packaging, and the technical webinar on **9<sup>th</sup> March** addressing PFAS compliance under the EU's Packaging and Packaging Waste Regulation (PPWR). These engagements underscore EEG's continued focus on advancing circular economy principles, responsible production systems and global best practices.

On **10<sup>th</sup> March**, I had the honour of attending the Emirates NBD Women's Network Iftar as Guest of Honour. This gathering served as a meaningful platform to bring together women leaders, fostering dialogue, collaboration and shared learning in a supportive and forward-thinking environment. It reaffirmed the critical role that

women continue to play in shaping sustainable and inclusive progress across sectors. On **12<sup>th</sup> March**, EEG actively participated in UNEP CPR Subcommittee Meeting, which addressed key evaluation reports on chemicals and pollution action—an area of increasing global importance. On the same day, we also engaged in the Secretariat Briefing on the UN80 Initiative, a forward-looking global effort aimed at strengthening multilateral cooperation, enhancing environmental governance and accelerating the delivery of sustainability outcomes across nations.

Further strengthening global collaboration, EEG joined the WPO Corporate Partners Meeting on **19<sup>th</sup> March**, contributing to valuable discussions on market trends, industry developments and collective approaches to addressing challenges within the packaging and sustainability landscape.

On **28<sup>th</sup> March**, EEG successfully conducted the Paper Walk Campaign in alignment with Earth Hour, further reinforcing the importance of resource conservation and community engagement. The campaign once again demonstrated that collective action—across individuals, institutions and organisations—can deliver meaningful and measurable environmental impact.

Our global engagement continued on **31<sup>st</sup> March** with participation in the World Green Building Council Board Meeting, where I contributed to discussions shaping the future of sustainable built environments. Through such platforms, we continue to ensure that regional perspectives are represented within global sustainability dialogues. You may read more about these engagements and highlights in detail within the pages of this newsletter.

As we look ahead, EEG remains fully committed to strengthening its programmes, expanding partnerships and continuing to deliver measurable outcomes that support environmental sustainability across the UAE and beyond.

The path forward requires collaboration, consistency and a shared sense of responsibility—and we remain confident in our collective ability to rise to this challenge. In fact, the current circumstances serve as a reminder that sustainability must not be paused or set aside. On the contrary, this is the time to reinforce our efforts, remain focused and ensure that progress continues with even greater determination.

We must not allow uncertainty to divert us from our long-term commitments. Environmental challenges do not stop, and neither should our actions. Now is the time to stay the course, to lead with purpose and to demonstrate that sustainability remains a priority, regardless of external conditions.

We sincerely encourage all our members, partners and stakeholders to continue supporting EEG's initiatives and programmes. Your continued engagement, commitment and collaboration are vital in enabling us to scale our impact and drive meaningful change. Let us work together to further strengthen our collective efforts and contribute to a more sustainable, resilient and responsible future.



## Stakeholder Engagement on Financing for Development

On **2<sup>nd</sup> March**, Dr Habiba Al Mar'ashi, EEG Co-Founder & Chairperson, participated virtually in a high-level stakeholder engagement meeting in her capacity as a Board Member of the United Nations Global Investors for Sustainable Development (GISD) Alliance. The session focused on the ongoing outcome negotiations of the Financing for Development (FFD) agenda, as well as preparations for the upcoming FFD Week.

The meeting convened key stakeholders from international organisations, financial institutions and policy platforms to discuss progress, challenges and priorities in mobilising finance for sustainable development. Discussions centred on strengthening global financial systems, enhancing investment flows towards the Sustainable Development Goals (SDGs), and ensuring that financing mechanisms are inclusive, resilient and aligned with long-term sustainability objectives.

Dr Al Mar'ashi's participation reflects EEG's continued engagement at the global level, contributing to critical dialogues that shape sustainable finance frameworks and responsible investment practices. The engagement also highlighted the growing role of private sector leadership and cross-border partnerships in advancing sustainable development, particularly in the context of evolving economic and geopolitical dynamics.



## EmiratesNBD Women's Network Iftar

On **10<sup>th</sup> March**, Dr Habiba Al Mar'ashi, attended the EmiratesNBD Women's Network Iftar at the Meydan Hotel as the Guest of Honour, where she delivered the opening address for the evening. Held during the holy month of Ramadan, the gathering brought together a distinguished group of women under the theme "Women with Impact", creating a platform for meaningful connection, dialogue and shared experiences in a supportive and inspiring environment. In her opening remarks, Dr Al Mar'ashi highlighted the importance of women's leadership in driving sustainable development, responsible business practices and inclusive growth, particularly in today's evolving global landscape. She emphasised the role of collaboration, resilience and purpose-driven action in shaping stronger communities and organisations.

The evening provided an opportunity for participants to engage, exchange perspectives and strengthen networks, reflecting the growing importance of platforms that empower women and amplify their contributions across sectors. EEG is committed to continuing its ef-

orts in advancing gender inclusion, leadership and community engagement, aligned with broader efforts to support sustainable and inclusive development in the region.

## UNEP Programme Evaluation and UNEA-7 Review

On **12<sup>th</sup> March**, the Emirates Environmental Group (EEG) attended virtually the Committee of Permanent Representatives (CPR) Subcommittee Meeting, convened under the United Nations Environment Programme (UNEP). The session commenced with the opening of the meeting, followed by discussions on governance processes and guidance for member states in preparing draft recommendations for consideration at upcoming CPR quarterly meetings. A key focus of the meeting was the evaluation of UNEP's Chemicals and Pollution Action Sub-programme (2015-2024).

The discussion reviewed findings from the evaluation report, alongside the management response presented by the Industry and Economy Division. The session highlighted progress, challenges and areas for improvement in addressing pollution, chemical management and environmental health risks at both regional and global levels. The subcommittee also assessed the outcomes of the 7<sup>th</sup> session of the United Nations Environment Assembly (UNEA-7). Deliberations covered key resolutions, stakeholder engagement, communication efforts and feedback from participants, including insights from the Youth Environment Assembly. The discussions underscored the importance of inclusive participation, effective policy alignment and strengthened implementation mechanisms to advance global environmental priorities.

EEG's participation reflects its continued engagement in international policy platforms that contribute to shaping environmental governance, programme effectiveness and multilateral cooperation. Such forums are essential in ensuring alignment with global environmental agendas and supporting informed contributions to sustainable development efforts.

[Read More](#)

## UNEP Briefing on the UN80 Initiative

On **12<sup>th</sup> March**, the Emirates Environmental Group (EEG) attended virtually a briefing hosted by the United Nations Environment Programme (UNEP) on the UN80 Initiative.

The session, delivered by the United Nations Under-Secretary-General for Policy, provided comprehensive insights into the vision and strategic direction of the UN80 Initiative. Launched as the United Nations approaches its 80<sup>th</sup> anniversary, the initiative represents a significant effort to modernise, strengthen and reposition the UN system to better respond to today's complex and interconnected global challenges.

The Initiative places strong emphasis on enhancing multilateral cooperation, improving institutional efficiency and driving more integrated and results-oriented approaches across UN entities. It seeks to address critical gaps in financing, governance and implementation,



forcing the UN's ability to deliver tangible progress on the Sustainable Development Goals (SDGs). EEG also participated in the 2<sup>nd</sup> Civil Society Town Hall held on **25<sup>th</sup> March** 2026, organised by the Civil Society Unit under the UN80 Initiative. The session provided an opportunity for civil society representatives to engage directly with senior UN leadership, share perspectives and contribute to discussions on strengthening multilateral cooperation and enhancing the effectiveness of the UN system.

A key focus of the initiative is to accelerate impact at country level, ensuring that global commitments translate into real, measurable outcomes on the ground. It also highlights the importance of leveraging partnerships with the private sector, civil society and financial institutions, recognising that achieving sustainable development requires coordinated and inclusive action across all stakeholders. In addition, the UN80 Initiative underscores the need for data-driven decision-making, innovation and accountability, while strengthening the UN's capacity to respond to emerging risks such as climate change, biodiversity loss, economic instability and geopolitical uncertainty.

The briefing provided an important platform for dialogue on how the UN system can evolve to remain effective, credible and responsive in a rapidly changing world. EEG's participation reflects its continued engagement in global platforms that shape sustainability policy, governance and collaboration. Such engagements are essential in ensuring alignment with international priorities and contributing to collective efforts towards a more sustainable and resilient future.

[Read More](#)



### Q1 EmiratesGBC Board Meeting

On **26<sup>th</sup> March**, Dr Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), participated in the Q1 Board Meeting of the Emirates Green Building Council (EmiratesGBC) in her capacity as Co-Founder, Vice Chair and Treasurer.

The meeting brought together Board Members to review strategic priorities, assess ongoing initiatives and discuss key developments shaping the sustainable built environment in the UAE and the wider region. Discussions focused on strengthening the Council's role in advancing green building practices, supporting policy alignment and enhancing collaboration across stakeholders within the construction and real estate sectors.

Particular emphasis was placed on reinforcing the integration of sustainability within the built environment, addressing emerging

challenges and identifying opportunities to accelerate the transition towards low-carbon and resource-efficient development. The Board also reviewed progress across key programmes and explored avenues to further expand industry engagement and impact.

Through active engagement in platforms such as EmiratesGBC, EEG continues to contribute to shaping policies, fostering collaboration and promoting best practices that advance sustainable development across the UAE.

### ECOSOC Special Meeting on Credit Ratings

On **30<sup>th</sup> March**, Dr Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), participated virtually in her capacity as a Board Member of the United Nations Global Investors for Sustainable Development (GISD) Alliance at the Economic and Social Council (ECOSOC) Special Meeting on Credit Ratings.

This high-level meeting, convened under the Sevilla Commitment, brought together Member States, financial institutions, credit rating agencies, regulators and private sector leaders to advance dialogue on the evolving role of credit ratings in sustainable development financing.

The session focused on three critical themes: the relationship between credit ratings and the cost of capital, the methodologies and time horizons applied in ratings and assessments, and the need to strengthen the capacity of developing countries to effectively engage with rating systems. These discussions are particularly significant in the context of enabling equitable access to finance and accelerating progress towards the Sustainable Development Goals (SDGs). As financial systems evolve to support sustainable development, such engagements remain essential in promoting transparency, inclusivity and accountability, while fostering collaboration between public and private sectors to drive meaningful and lasting impact.

### WorldGBC Board Meeting

On **31<sup>st</sup> March**, Dr. Habiba Al Mar'ashi, attended the World Green Building Council (WorldGBC) Board Meeting in her capacity as a Director of the Board. The meeting brought together Board members from across the global network to discuss strategic priorities, governance matters and key initiatives aimed at advancing sustainable practices within the built environment.

Discussions focused on strengthening the role of green buildings in addressing climate change, enhancing resource efficiency and supporting the transition towards low-carbon and resilient cities. Key areas of deliberation included the progress of global programmes, alignment with international climate targets and opportunities to enhance collaboration across regions.

The meeting also emphasised the importance of scaling impact through partnerships, innovation and policy engagement within the built environment sector. Dr. Al Mar'ashi's participation reflects continued engagement in global leadership platforms that shape sustainability agendas and influence policy direction. Her involvement contributes to advancing dialogue on sustainable development within the built environment, reinforcing the importance of integrated approaches to climate action, resource management and urban resilience.



## Media Engagements

1. Dr. Habiba Al Mar'ashi, was recently featured in an engaging interview on Fujairah TV as part of the Studio Fujairah programme, where she discussed one of the Emirates Environmental Group's (EEG) flagship initiative, "One Root, One Communi-Tree" (OROC). She shared valuable insights into the origins and evolution of the OROC programme that had launched for the first time in 2010. She explained that the programme was launched as part of EEG's ongoing commitment to environmental sustainability and community engagement, with the aim of uniting people under a shared vision of planting and nurturing native trees across the UAE.

Over the years, OROC has grown into a widely recognised platform that brings together families, academics and corporate entities to collectively contribute to increasing the country's green cover. Concluding the interview, Dr. Habiba encouraged everyone to take part in OROC and contribute to building a greener, more sustainable future and a united community. Through collective efforts and community-driven action, EEG continues to make meaningful strides toward environmental conservation in the UAE.



2. In recognition of her continued leadership and contributions to sustainability, Dr. Habiba Al Mar'ashi, was featured in the March 2026 issue of Waste & Recycling Magazine. The feature, titled "Women Driving the Circular Economy Revolution," highlights influential women who are advancing circular economy principles and driving meaningful change across industries, communities and environmental platforms. The article celebrates women leaders who are contributing innovative solutions, fostering sustainable practices and inspiring collective action towards a more resource-efficient future.

Dr. Al Mar'ashi's inclusion in this feature reflects her longstanding commitment to environmental stewardship, circular economy advocacy and community engagement. Through her work, she has consistently championed initiatives that promote waste reduction, recycling, sustainable consumption and responsible resource management across the UAE and beyond. This recognition further underscores the important role of women in shaping sustainability agendas and driving impactful change at both regional and global levels.

## WPO Engagements

1. On **4<sup>th</sup> March**, Dr Habiba Al Mar'ashi, attended the WPO WorldStar Student Awards Online Ceremony, representing EEG as a Voting Member of the World Packaging Organisation (WPO). The ceremony brought together students, educators and industry professionals

from across the global packaging community to celebrate outstanding achievements in student-led packaging innovation. The event recognised emerging talent and creative solutions that address real-world challenges in sustainability, functionality and design. The WorldStar Student Awards serve as an important platform to encourage the next generation of professionals to contribute to the advancement of sustainable packaging practices. The innovations showcased during the ceremony reflected a strong emphasis on circularity, material efficiency and environmentally responsible design. Dr Al Mar'ashi's participation highlights continued engagement in global platforms that support innovation, knowledge exchange and the development of future leaders in the packaging sector. It also reinforces the importance of education and youth-driven solutions in advancing sustainability and shaping the future of responsible production and consumption.

2. On **9<sup>th</sup> March**, Dr Habiba Al Mar'ashi, attended a specialised webinar, focusing on the upcoming Packaging and Packaging Waste Regulation (PPWR) and its implications for PFAS (Per- and Polyfluoroalkyl Substances) in packaging. The session brought together industry experts and professionals to provide critical insights into the evolving European regulatory landscape, particularly in relation to restrictions on PFAS in food-contact packaging and the broader considerations around substances of concern and recycled content. The webinar highlighted key requirements under the PPWR, including updated compliance obligations, changes to the Declaration of Conformity, and emerging methodologies for PFAS risk assessment. These developments are expected to have significant implications for organisations involved in packaging production and distribution within or into European markets. Dr Al Mar'ashi's participation reflects continued engagement in global knowledge platforms addressing regulatory developments, innovation and sustainability in packaging. Such forums play a vital role in enabling organisations to remain informed, prepared and aligned with international standards and evolving environmental requirements.

3. On **19<sup>th</sup> March**, the Emirates Environmental Group (EEG) attended an online engagement meeting organised by the World Packaging Organisation (WPO), bringing together Corporate Partners and members from across its global network. The session provided a collaborative platform to share insights on current market developments, emerging trends and key challenges within the packaging industry. Corporate Partners presented brief updates on packaging market dynamics, offering valuable perspectives on innovation, sustainability and evolving industry practices. Discussions also focused on aligning ongoing and upcoming WPO initiatives, with the aim of strengthening cooperation and enhancing collective impact across the organisation's global membership. EEG's participation reflects its continued engagement in international platforms that support knowledge exchange, industry collaboration and the advancement of sustainable packaging practices.

## Green Call – A Collective Step Towards Responsible Recycling

The Emirates Environmental Group (EEG) continues to strengthen its commitment to responsible waste management through its annual initiative, the "Green Call", which runs from **26<sup>th</sup> March to 26<sup>th</sup> April**. This month-long campaign invites individuals, families, organisations and institutions across the UAE to collect and recycle discarded mobile phones, ensuring their safe disposal while preventing harmful electronic waste from entering landfills. In today's rapidly



evolving digital landscape, mobile phones have become indispensable. However, their production requires significant natural resources, including rare metals and minerals and frequent device upgrades contribute to growing volumes of electronic waste. Recycling these devices plays a critical role in recovering valuable materials and reintegrating them into the manufacturing cycle, thereby reducing pressure on natural resources and supporting a more circular economy. Through this initiative, EEG calls upon the wider community to participate in a meaningful environmental effort that combines responsible consumption with tangible ecological benefits. Participants who successfully achieve the collection target will have the honour of having an indigenous tree planted in their name, symbolising their contribution to environmental protection and sustainable development. EEG encourages everyone to take part in this important campaign and help drive collective action towards a cleaner environment and a more sustainable future.



[Read More](#)

## “One Root, One Communi-Tree” (OROC)

The Emirates Environmental Group (EEG) continues to drive community participation through its flagship recycling initiative, One Root, One Communi-Tree (OROC), now in its 17<sup>th</sup> cycle. Phase 1 of the programme, which began in January, is currently ongoing and will continue until **26<sup>th</sup> May**, inviting individuals, families, educational institutions, businesses and government entities across the United Arab Emirates to come together in meaningful environmental action through collective recycling and tree planting.

Building on the programme's strong legacy, the previous cycle recorded remarkable community engagement, with 521 organisations participating nationwide and diverting 983,765 kilograms of recyclable materials from landfill. These collective efforts directly support the planting of native trees, contributing to healthier ecosystems while reinforcing the UAE's long-term sustainability vision.

Participants are encouraged to collect and submit 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 have native tree saplings planted in their name, with planting activities scheduled later in the year as part of EEG's ongoing urban afforestation initiatives. Participation remains simple and accessible. Interested individuals and organisations can register to take part and begin depositing their collected recyclables at the EEG office in accor-

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

[Register Here](#)

## 2<sup>nd</sup> Panel Discussion - Decarbonising Packaging

As part of its continued efforts to advance dialogue on sustainability and climate action, the Emirates Environmental Group (EEG) will convene its next panel discussion of 2026 titled “Decarbonising Packaging: Life Cycle Assessment, Carbon Footprint, Innovation and Climate Neutral Strategies.” The session will take place on **29<sup>th</sup> April** at Holiday Inn & Suites Dubai Science Park.

The discussion will bring together representatives from government entities, the private sector and international organisations, alongside leading academics, researchers and industry experts. The session aims to provide a dynamic platform for dialogue and knowledge exchange, focusing on the transition towards low-carbon packaging systems through life cycle assessment, carbon footprint reduction, climate-neutral strategies and innovative materials and technologies.

Participants will also explore case studies, policy perspectives, industry challenges and best practices that support the UAE and the wider GCC region in moving towards circular, resource-efficient and climate-smart economies. The dialogue is expected to highlight practical solutions and collaborative approaches that can accelerate sustainable transformation within the packaging value chain. Importantly, the session is designed to benefit a wide audience beyond the packaging sector. Policymakers, business leaders, academics, researchers, sustainability professionals and individuals interested in environmental responsibility will gain valuable insights into how circular economy principles and climate-neutral practices can be applied across industries and everyday operations.



[Register Here](#)



## Welcoming EmiratesNBD

The Emirates Environmental Group (EEG) is pleased to welcome EmiratesNBD as its newest Associate Member, Marking another important step in strengthening collaboration between the financial sector and environmental stewardship in the UAE. As one of the region's leading banking groups, EmiratesNBD has demonstrated a strong commitment to advancing sustainability and responsible business practices. Through its initiatives in sustainable finance, environmental management and community engagement, the bank continues to play an active role in supporting the UAE's long-term vision for sustainable development and the transition towards a greener economy. By joining EEG's network of members, EmiratesNBD further reinforces its dedication to environmental responsibility and collective action. The membership provides an opportunity for the bank to engage with a diverse platform of government entities, corporations, academic institutions and civil society organisations working together to promote sustainability, environmental awareness and responsible resource management across the country. EEG looks forward to collaborating closely with EmiratesNBD in the years ahead, particularly in advancing environmental initiatives, knowledge exchange and community engagement programmes that contribute to a more sustainable and resilient future for the UAE.

### EEG MEMBERS' UPDATE

EEG welcomed 6 renewed corporate members and 1 new corporate member in the month of March 2026

#### CORPORATE MEMBERSHIP (RENEWAL)

Apparel FZCO

Collins Aerospace Dubai

Design Infinity LLC

Dubai World Trade Centre

Dubai Cable Company (Private) Limited

Two Seasons Hotel & Apartments FZ-LLC

#### CORPORATE MEMBERSHIP (NEW)

India Club

### UN NEWS



#### 2026 Champions of the Earth Award

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UNEP NEWS

The United Nations Environment Programme (UNEP) has officially opened nominations for the 2026 Champions of the Earth Award, the United Nations' highest environmental honour. This year's edition will spotlight leaders and organisations driving impactful solutions to protect and restore the world's oceans, an ecosystem vital to life on Earth yet increasingly under pressure. For more than two decades, the Champions of the Earth Award has recognised individuals, organisations and governments whose work has significantly advanced environmental policy, innovation and action globally. The 2026 edition focuses on initiatives and leadership that safeguard marine ecosystems, strengthen climate resilience and promote sustainable ocean-based livelihoods. Since its inception in 2005, the Champions of the Earth Award has honoured 127 laureates whose work has shaped environmental progress worldwide. Through this prestigious recognition, UNEP continues to highlight the leadership and innovation required to safeguard the planet's natural systems and accelerate the transition towards a sustainable future. Organisations and individuals interested in recognising outstanding environmental leadership are encouraged to submit nominations for the 2026 Champions of the Earth Award within the nomination period.



#### The Status of Land Tenure and Governance

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UNCCD NEWS

A new global assessment has revealed major gaps in land tenure security, governance and women's land rights, highlighting the urgent need for stronger policies to protect land access worldwide. According to The Status of Land Tenure and Governance report, jointly published by the Food and Agriculture Organisation of the United Nations (FAO), the International Land Coalition and CIRAD, only about one-third of the world's land is formally documented. More than one billion people—nearly one in four adults globally—feel insecure about their rights to land or housing and fear they could lose them within the next five years. The report also points to a growing gap between land management and legal recognition. While governments legally own most land, Indigenous Peoples and local communities manage around 42 % of global land, yet only a small portion is formally recognised as theirs. This lack of legal protection can discourage long-term investment in sustainable land management and ecosystem restoration. Persistent inequalities remain, particularly for women. Across 108 countries assessed, 48 % of men report owning land compared to 40 % of women, despite women producing nearly half of the world's food. Experts emphasise that secure and equitable land rights are essential for restoring degraded land, strengthening food systems and supporting climate resilience, especially as nearly 40 % of the world's land is already degraded.



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

- Reduction of 291 (MTCO2e) GHG
- Saving of 2,048 Million BTU of Energy
- Saving of 493 m<sup>3</sup> Landfill Space
- Saving of 1,268 Trees from being felled
- Saving of 189 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	COMPANIES	QTY (kg)	FAMILY/INDIVIDUAL	QTY (kg)
In March 2026, EEG collected 68,989 kg of paper from 180 entities, reflecting an 11% decrease from February due to regional challenges. With nine months still ahead, your continued participation is essential to reduce landfill waste and drive meaningful environmental impact. Let's come together and continue supporting recycling efforts, even during these challenging times.	Ali & Sons Holding LLC	6,750	Eesha Chhibber	2,039
	Five Hotels	4,692	Batul Vohra	1,520
	Keolis MHI	2,430	Anubha Gupta	1,151
CAN COLLECTION CAMPAIGN	COMPANIES	QTY (kg)	FAMILY/INDIVIDUAL	QTY (kg)
In March 2026, the Emirates Environmental Group (EEG) collected 705 kg of aluminium cans from 26 entities, reflecting a 93% decrease from February due to the current situation. Positively, this marks a 21% increase compared to the same month last year. We encourage everyone to stay actively involved and support our recycling efforts to help achieve this year's targets.	Five Hotels	306	Abdul Jabbar	15
	Mercure Dubai Barsha Heights Hotel Suites And Apartments	85		
	The Cove Rotana Ras Al khaimah	78		
PLASTIC COLLECTION CAMPAIGN	COMPANIES	QTY (kg)	FAMILY/INDIVIDUAL	QTY (kg)
In March 2026, the Emirates Environmental Group (EEG) collected 5,294 kg of plastic from 104 entities, reflecting a 26% decline compared to February due to the current situation. We encourage the community to remain actively involved and prepare for upcoming initiatives as we continue our journey towards a more sustainable future.	Five Hotels	1,017	Saeed Ahmed Khalifa Al Hamly	195
	Wasl Properties LLC	502	Ekagr Chhibber	131
	Savoy Central	179	Fayiza Almentheri	102
TONER COLLECTION CAMPAIGN	COMPANIES	QTY (kg)	FAMILY/INDIVIDUAL	QTY (kg)
Emirates Environmental Group (EEG) collected 35 HP toner cartridges from 5 entities, reflecting a 47% decrease from the previous month due to the regional challenges. With 9 months still ahead, we encourage the community to maintain this positive momentum and continue supporting our HP toner recycling efforts.	CEMEX Falcon L.L.C Jabel Ali	14	Neerav Gopinathan	12
MOBILE COLLECTION CAMPAIGN	COMPANIES	QTY (kg)	FAMILY/INDIVIDUAL	QTY (kg)
In March 2026, the Emirates Environmental Group (EEG) collected 44 mobile phones from 6 entities, an impressive 2,100% increase from the previous month. We encourage the wider community to build on this momentum and actively participate to help achieve this year's recycling targets.	Mercure Dubai Barsha Heights Hotel Suites and Apartments	8	Vishnu Priya	30
GLASS COLLECTION CAMPAIGN	COMPANIES	QTY (kg)	FAMILY/INDIVIDUAL	QTY (kg)
In March 2026, the Emirates Environmental Group (EEG) collected 12,074 kg of glass bottles from 52 entities, reflecting a 23% decrease from the previous month due to the current situation. We encourage the wider community to stay engaged, build momentum, and actively participate to help achieve this year's recycling targets.	Five Hotels	6,682	Twarita Verma	203
	Two Seasons Hotel & Apartments	1,360	Aalia Ali, Mohammed Sultan Alkhoory, Salim Basem (Tie)	93
	Mercure Dubai Barsha Heights Hotel Suites and Apartments	570	Ali Darwish Mubarak Salim Alzaabi	86
E-WASTE COLLECTION CAMPAIGN	COMPANIES	QTY (kg)	FAMILY/INDIVIDUAL	QTY (kg)
In March 2026, Emirates Environmental Group (EEG) collected 318 kg of e-waste from 16 entities, representing a 76% increase from the previous month despite the current challenges. We encourage the wider community to stay engaged, build momentum, and actively participate to help achieve this year's recycling targets.	MidEast Data Systems LLC	81	Fayiza Almentheri	50
	Marco Polo Hotel Dubai	17	Madiha Javed	36
	-	-	Amal Amzath Ali, Ekagr Chhibber & Vidyuth Balaji (Tie)	15
SCRAP COLLECTION CAMPAIGN	COMPANIES	QTY (kg)	FAMILY/INDIVIDUAL	QTY (kg)
In March 2026, Emirates Environmental Group (EEG) collected 553 kg of scrap metal from 22 entities, a 37% decrease from the previous month due to ongoing challenges. Join us this April and recycle your scrap metal to help strengthen the circular economy.	Empower Energy Solutions	45	Ali Darwish Mubarak Salim Alzaabi	110
	Marco Polo Hotel	42	Fayiza Almentheri	41
	Dubai Emerald Lions Club	29	Ahmed Alnuaimi, Ali Basem & Turki Basem (Tie)	19

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.

