



## UPCOMING EVENTS



## CLICK ON THE ISSUE

|                         |   |
|-------------------------|---|
| Chairperson's Note      | 2 |
| EDU News                | 3 |
| On-going Events         | 4 |
| Up-coming Events        | 5 |
| Member News             | 5 |
| Waste Management Report | 7 |

## 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.  
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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.



## WPO WorldStar Student Awards

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.

## 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 Dri

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.

## Art from Waste Competition

The 3<sup>rd</sup> Cycle of the Art from Waste Competition 2026 continues to capture the imagination of students across the UAE, with schools actively working on innovative projects that transform discarded materials into creative and meaningful works of art.

The programme has steadily gained momentum, reflecting the growing commitment of young participants to environmental responsibility and resourcefulness. In light of the current situation affecting schools across the UAE, Emirates Environmental Group has extended its full understanding, support and cooperation to our valued school community.

To ensure that participating teams have adequate time to finalise their projects and prepare their submissions, the deadline for submitting entries has been extended until **5<sup>th</sup> April 2026**.

This extension reaffirms EEG's commitment to supporting educators and students while encouraging thoughtful innovation. The competition continues to serve as a powerful platform for promoting the principles of sustainability, creativity, and circular economy thinking among the youth of the nation.



## Environmental Drawing Competition

The Environmental Drawing Competition continues to inspire young minds across the UAE, with students enthusiastically preparing their artistic interpretations of this year's environmental themes. As the momentum of the 21<sup>st</sup> Cycle grows, schools across the nation remain actively engaged in encouraging students to reflect on pressing env



mental challenges and express their ideas through creative visual storytelling. In view of the current situation affecting schools across the UAE, Emirates Environmental Group has extended its full understanding, support and cooperation to our valued school community.

To ensure that students are able to complete their artwork with proper guidance from their teachers and submit their best work, the deadline for drawing submissions has been extended until **5<sup>th</sup> April 2026**.

This extension reflects EEG's commitment to fostering a supportive environment for students and educators while maintaining the spirit of participation and creativity that has defined the competition since its launch in 2007.

## Inter-School Environmental Public Speaking Competition

The 26<sup>th</sup> Cycle of the Inter School Environmental Public Speaking Competition (ISEPSC) 2026 is witnessing an exceptional surge in engagement, with 122 registrations confirmed as of **31<sup>st</sup> March**. Schools from across all seven Emirates are stepping forward with enthusiasm, bringing together a diverse and dynamic pool of young participants ready to champion environmental dialogue.

What makes this year particularly inspiring is the strong representation from each Emirate, reflecting a unified national commitment towards sustainability and youth empowerment. From new schools to seasoned ones, students are preparing to articulate ideas that address pressing environmental challenges with clarity, confidence and conviction.

We would like to inform you that, after careful consideration of the current regional situation and guided by our unwavering commitment to the safety, well-being, and preparedness of the student community, the competition has been rescheduled and will now take place from **4<sup>th</sup> May to 7<sup>th</sup> May 2026**, ensuring participants are able to engage with confidence and readiness. ISEPSC continues to serve as a powerful platform for nurturing leadership, critical thinking and confident communication among youth. With momentum steadily rising, this cycle promises to be both competitive and inspiring.

This growing participation reflects the increasing awareness and commitment of the younger generation to drive meaningful environmental change.



[Register Here](#)

## 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 con-



tinue 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 accordance 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

edge 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 2 renewed academic members, 8 renewed students members and 1 new student member in the month of March 2026

**ACADEMIC MEMBERSHIP (RENEWAL)**

Our Own English High School, Al Ain

Gems New Millenium School, Al Khail

**STUDENT MEMBERSHIP (RENEWAL)**

Advika Shalini Vijay

Neal Monteiro

Sean Sanoop George

Lasya Krovvidi

Achyut Veeruchi Kumar

Aayush Krishnanivas Supal

Aarya Onkar Parulekar

Arya Sankar Banerjee

**STUDENT MEMBERSHIP (NEW)**

Ethan George Abin

**UN NEWS****2026 Champions of the Earth Award**
[Read More](#)

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**
[Read More](#)

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 February, 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   | SCHOOLS   | 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. | Gems New Millennium School Al Khail                     | 3,140    | Eesha Chhibber   | 2,039    |
|   | Delhi Private School Dubai                              | 1,788    | Batul Vohra  | 1,520    |
|   | Sharjah Indian School (Boys)                            | 1,090    | Anubha Gupta   | 1,151    |
| CAN COLLECTION CAMPAIGN   | SCHOOLS   | 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.     | 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) |
| 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.  | The Arbor School  | 85       | Saeed Ahmed Khalifa Al Hamly                           | 195      |
|   | Al Qeyyem Model School                                  | 70       | Ekagr Chhibber   | 131      |
|   | The Indian High School, Oud Metha                       | 60       | Fayiza Almentheri                                      | 102      |
| TONER COLLECTION CAMPAIGN   | 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.   | Neerav Gopinathan                                       | 12       |  |          |
| MOBILE COLLECTION CAMPAIGN  | 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.   | Vishnu Priya  | 30       |  |          |
| GLASS COLLECTION CAMPAIGN   | 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.  | Twarita Verma   | 203      |  |          |
|   | Aalia Ali, Mohammed Sultan Alkhoory & Salim Basem (Tie) | 93       |  |          |
|   | Ali Darwish Mubarak Salim Alzaabi                       | 86       |  |          |
| E-WASTE COLLECTION CAMPAIGN   | SCHOOLS   | 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.   | Delhi Private School Dubai                              | 15       | Fayiza Almentheri                                      | 65       |
|   |   |          | Madiha Javed   | 48       |
|   |   |          | Amal Amzath Ali, Ekagr Chhibber & Vidyuth Balaji (Tie) | 15       |
| SCRAP COLLECTION CAMPAIGN   | SCHOOLS   | 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.  | Delhi Private School Dubai                              | 90       | Ali Darwish Mubarak Salim Alzaabi                      | 110      |
|   | Higher College of Technology Bani Yas                   | 48       | Fayiza Almentheri                                      | 41       |
|   |   |          | Ahmed Alnuaimi, Ali Base & 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.

