

# EEG CORP NEWS

MAY 2026 | ISSUE 05



## UPCOMING EVENTS

**"Recycle. Reforest. Repeat."**  
Project  
17<sup>th</sup> of June until 26<sup>th</sup> of July 2026

**Recycle Paper to Conserve Trees**  
The following are the quantities of paper to be collected and deposited for recycling:

Companies	1,000 kg
Academic Institutions	750 kg
Families and Individuals	500 kg

**Register Here**

Together for a Better Environment®  
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eeg@emirates.net.ae | www.eeg-uae.org

EEG Office | f | in | X | eegemirates

**PURGING PESTERING PLASTICS**  
Plastic Recycling Campaign

**8<sup>TH</sup> JUNE – Together for a Better Environment®**  
**8<sup>TH</sup> JULY**

Category	Qty.
Families & Individuals	75 kg
Academia	175 kg
Companies	175 kg

**REGISTER NOW!**

## CLICK ON THE ISSUE

Chairperson's Note	2
EEG News	3
On-going Events	7
Up-coming Events	8
Member News	8
Waste Management Report	10

## REACH OUT TO EEG FOR MORE DETAILS



### BRING YOUR RECYCLABLES:

From Monday to Friday & Sunday 9:00AM to 5:00PM  
Villa No. 117a - JMR. 68, Jumeirah 1,  
Between old Dubai Zoo & Beach Centre.  
For more info, call EEG at 04 344 8622, or  
email eeg@emirates.net.ae - www.eeg-uae.org



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**EEG**مجموعة عمل الإمارات للبيئة  
EMIRATES ENVIRONMENTAL GROUP

## CHAIRPERSON'S NOTE | MAY 2026

### DR. HABIBA AL MAR'ASHI

Dear Members, Supporters and Well-Wishers,

The global landscape today is marked by a convergence of geopolitical tensions, economic uncertainty, and escalating environmental pressures. These overlapping challenges are not isolated—they are interconnected and deeply influential, shaping how nations, organisations and communities operate. In such a climate, sustainability is no longer a long-term aspiration; it is an immediate and continuous responsibility that must be upheld regardless of external circumstances. In the UAE the pace of development is continuing unabated, bringing with it both opportunity and responsibility as rapid urbanisation, industrial growth and population expansion continue to place pressure on natural resources, waste management systems, and ecological balance. These realities call for a more grounded and action-oriented approach to sustainability—one that moves beyond dialogue and is embedded into everyday practices at both institutional and community levels.

In the United Arab Emirates, we are guided by leadership that has consistently demonstrated resilience, foresight and a clear commitment to sustainability. The UAE continues to set a strong example of how environmental responsibility, economic development and social progress can be aligned. This stable and forward-thinking environment allows organisations like EEG to continue operating with clarity, confidence and purpose, even during periods of global uncertainty. It is important to recognise and appreciate this leadership, which enables us to sustain our momentum and expand our impact. At EEG, our philosophy remains firm—sustainability cannot pause in times of disruption; it must accelerate. The month of April stands as a strong testament to this belief, reflecting both the breadth and depth of our engagements across community, national and global platforms.

We commenced the month with our Annual Gala Dinner on **2<sup>nd</sup> April**, which was highly attended and successfully delivered. This event held particular significance this year, as it reflected the resilience of EEG and its network. The original date in March had to be postponed due to a combination of geopolitical developments and adverse weather conditions—factors beyond our control. However, through strong coordination, adaptability and the unwavering support of our partners and participants, we were able to deliver the event seamlessly and to the standards that we have accustomed our stakeholders and partners. This is a clear example of how commitment and collaboration can overcome disruption. On **10<sup>th</sup> April**, we concluded the Paper Walk Campaign, one of EEG's long-standing recycling initiatives that continues to engage the community in practical environmental action. The campaign reinforces the importance of responsible paper consumption and recycling, while contributing to the reduction of landfill waste and the conservation of natural resources. We also launched our partnership with Accenture on **14<sup>th</sup> April**, through their "Hour of Sustainability" programme. This initiative brought together EEG's Academic Members for a series of workshops aimed at strengthening awareness, knowledge and practical understanding of sustainability. Engaging youth remains a critical priority for EEG, as they represent the next generation of decision-makers and leaders. By equipping them with the right tools and perspectives, we are investing in long-term impact.

News. The session focused on leadership and resilience, particularly in times of uncertainty. These discussions are highly relevant, as leadership today requires not only strategic thinking, but also adaptability, empathy and the ability to make informed decisions under pressure. In celebration of Earth Day on **22<sup>nd</sup> April**, EEG, in partnership with the Environment Protection and Development Authority (EPDA), Ras Al Khaimah, conducted a special mangrove planting initiative at Khor Al Muzahmi. Mangroves play a vital role in protecting coastal ecosystems, enhancing biodiversity and acting as natural carbon sinks. This initiative reflects EEG's continued commitment to hands-on environmental action that delivers tangible and measurable outcomes.

We also marked the conclusion of the Green Call Campaign on **26<sup>th</sup> April**, which focused on the responsible collection and recycling of electronic waste, particularly mobile phones and small devices. E-waste remains one of the fastest-growing waste streams globally and initiatives like Green Call are essential in addressing this challenge. In addition, on **27<sup>th</sup> April**, a virtual strategic roundtable was convened with Global Urban Development (GUD) and selected stakeholders to further advance discussions on the EnergyNet concept and future energy systems. The session explored how decentralised and resilient energy models can be adapted within the UAE context, supporting energy efficiency, security and sustainable infrastructure development. On **29<sup>th</sup> April**, EEG successfully hosted its 2<sup>nd</sup> Panel Discussion of the year, focusing on decarbonising packaging and advancing climate-neutral value chains. The session brought together experts from government, industry and academia to explore practical solutions for reducing emissions and strengthening circular systems. The month concluded with my participation in the World Green Building Council (WorldGBC) Governance & Nominations Committee Meeting on **30<sup>th</sup> April**, reflecting EEG's continued engagement in global governance processes that support sustainability within the built environment. In parallel, EEG remained actively engaged at the global level through involvement with UNEP initiatives and the UN Global Investors for Sustainable Development (GISD) Alliance. These platforms are critical in shaping global environmental and financial sustainability agendas. Through our participation, we are able to contribute regional perspectives, while also ensuring that global frameworks and discussions are translated into actionable initiatives at the local level. April has been a healthy and active month, but more importantly, it reflected consistency, resilience and purpose.

Each initiative, whether at the community level or within global forums, contributes to a larger goal—building a more sustainable, responsible and resilient future. I encourage all our members, partners and stakeholders to explore the initiatives featured in this newsletter and to actively participate in EEG's programmes. Sustainability is not achieved through isolated efforts—it requires continuous engagement, shared responsibility and collective action.

Together, we will continue to move forward with determination, ensuring that sustainability remains not just an objective, but a way of operating and living.



## 29<sup>th</sup> Annual Corporate Gala Dinner

The Emirates Environmental Group hosted successfully on **2<sup>nd</sup> April** its 29<sup>th</sup> Annual Corporate Gala Dinner in Dusit Thani Hotel, bringing together distinguished leaders, partners and stakeholders to recognise collective achievements and reaffirm commitment towards sustainability.

Held under the gracious patronage and in the presence of His Highness Engr. Sheikh Salim Bin Sultan bin Saqr Al Qasimi, the event convened government dignitaries, members of the diplomatic corps, corporate leaders and sustainability advocates from across the region.

The evening took place amid ongoing geopolitical developments in parts of the Middle East, highlighting the importance of resilience, unity and responsible leadership in advancing sustainable development.

Under the theme “Rooted Together: Partnerships Sustaining a Greener Tomorrow,” the Gala Dinner underscored the critical role of collaboration in addressing environmental challenges and driving long-term impact. In her keynote address, Dr. Habiba Al Mar’ashi, Co-Founder and Chairperson of EEG, emphasised that sustainability has become a strategic imperative—central to national resilience, economic growth and social well-being.

A total of 52 entities from across diverse sectors, including government, banking, hospitality, logistics, retail and education, were recognised for their valuable contributions and continued support of EEG’s environmental initiatives in 2025. Their collective efforts reflect the growing integration of sustainability into organisational strategies and operations.

Throughout the year 2025, EEG delivered measurable impact across its programmes. The organisation engaged 738,785 students through national and international educational platforms, fostering environmental awareness and empowering future leaders. In the area of waste management, EEG successfully diverted 1,744,328 kilograms of recyclable materials from landfill, mitigating 6,006.77 metric tonnes of carbon dioxide emissions and conserving 11,215 cubic metres of landfill space, with participation from over 2,489 entities.

EEG’s urban afforestation initiatives further strengthened ecological resilience, with the planting of 14,301 native and mangrove trees across the UAE in 2025, contributing to a cumulative total exceeding 2.15 million trees planted since 2007. In addition, the Clean UAE Campaign mobilised over 84,123 volunteers, covering 98 square km and removing significant volumes of waste from public and natural areas. The Gala Dinner also highlighted the evolving role of the private sector in driving sustainability, with increasing alignment towards ESG principles, responsible governance and long-term value creation.



## Global Engagement: Advancing Sustainable Urban Development

Dr. Habiba Al Mar’ashi, Co-Founder and Chairperson of the Emirates Environmental Group and Vice Chair of Global Urban Development (GUD), held a dedicated session with the Chairman and CEO of GUD, following the Board of Directors meeting that took place on **3<sup>rd</sup> April**. The discussion provided an opportunity to align on key strategic developments and ongoing initiatives being advanced by GUD across global markets. A central focus was the progress of the EnergyNet concept, currently being explored in Sweden, the European Union and the United States, aimed at enabling more decentralised, resilient and sustainable energy systems.

In addition, the session covered the advancement of Sustainable Innovation Zones across multiple cities and academic institutions in Europe under the EU-funded Driving Urban Transitions (DUT) EDITUA project. These initiatives are designed to accelerate integrated, future-ready urban solutions that address climate challenges while fostering innovation and collaboration.

The meeting allowed for a focused exchange on how these global initiatives can be further strengthened through strategic partnerships and regional engagement, particularly in aligning with sustainability priorities within the UAE and the wider region. Further to this engagement, EEG organised a virtual roundtable on **27<sup>th</sup> April** with GUD Chairman and selected stakeholders from the UAE to advance discussions on the EnergyNet concept and its practical application. The session explored how such decentralised energy models can be adapted within the UAE context, supporting energy resilience, efficiency and future-ready infrastructure aligned with the nation’s sustainability ambitions.

## Paper Walk Campaign 2026

On **10<sup>th</sup> April**, the Emirates Environmental Group successfully conducted its annual Paper Walk Campaign, aligning with the global Earth Hour movement and reinforcing the importance of collective environmental responsibility.

This year’s campaign was held against the backdrop of evolving geopolitical developments across the region. In such times, we witnessed a strong display of unity, resilience and shared commitment, as communities and organisations came together to continue driving positive environmental action.

The initiative served as a reminder that sustainability remains a priority, even amidst uncertainty. The Paper Walk Campaign continues to promote awareness on the critical role of recycling in conserving resources, reducing energy consumption and mitigating carbon emissions. With active participation from EEG’s network of academic institutions, corporates and students, the campaign once again demonstrated how small, consistent actions can lead to meaningful collective impact. This year, the campaign recorded the participation of **39** EEG member entities, collectively contributing an impressive **30,283** kilograms of paper for recycling.

These efforts reflect a growing commitment within the community towards responsible consumption and effective waste management. In alignment with the campaign, participants also observed Earth Hour, supporting the global call to reduce energy consumption and raise awareness on climate action. This integration further reinforced the importance of individual and collective responsibility in addressing



environmental challenges. The 2026 Paper Walk Campaign stands as a testament to the strength of collaboration and community resilience, demonstrating that even in challenging times, collective action can continue to drive tangible progress towards a more sustainable future.



## Launching “Hour of Sustainability” Workshops for Young Learners

Emirates Environmental Group, in collaboration with its corporate member Accenture, has launched the “Hour of Sustainability” workshop series for students in Grades 2 to 5. As EEG commences its environmental projects and programmes for the year, strategic collaborations remain central to advancing sustainability education across the UAE. This initiative is designed to nurture environmental awareness, encourage responsible habits and inspire young minds to become future stewards of the planet. The 1st workshop was successfully conducted virtually via Microsoft Teams with Zayed Education Complex - Barsha on **14<sup>th</sup> April 2026**, engaging 30 students. The interactive session introduced key sustainability concepts through engaging discussions and activities, creating a meaningful and enriching learning experience. EEG will continue rolling out this workshop series with other academic members throughout the month of May, further expanding its outreach and impact.

## Limitless: The UAE Power Women’s Forum

Dr. Habiba Al Mar’ashi, participated as a distinguished speaker at “Limitless: The UAE Power Women’s Forum”, organised by Tristar in partnership with Gulf News, held on **21<sup>st</sup> April** at Taj Exotica Resort & Spa, The Palm, Dubai.

The Forum brought together influential women leaders, senior executives and industry experts to explore the evolving role of leadership in a rapidly changing global landscape. Set against the backdrop of ongoing uncertainties, the event highlighted the importance of resilience, adaptability and purpose-driven leadership in shaping sustainable and inclusive growth. Dr. Habiba contributed to the panel discussion titled “Leading Through Uncertainty: Women Shaping UAE’s Future,” where she joined fellow leaders in sharing insights on navigating complex challenges, exercising strategic influence and driving meaningful impact across sectors. The discussion emphasised the critical role women leaders play in advancing innovation, strengthening organisational resilience and contributing to the UAE’s vision for sustainable development.

The Forum featured a series of keynote addresses and panel discussions covering themes such as resilient leadership, the role of media

during times of crisis, well-being in leadership and sustainability-driven innovation. These sessions provided a comprehensive platform for dialogue, knowledge exchange and the sharing of real-world experiences. Dr. Habiba’s participation in this high-level platform reflects EEG’s continued commitment to promoting inclusive leadership, empowering women and contributing to conversations that drive sustainable and responsible growth within the UAE and beyond.



## Inspiring Young Minds on Earth Day

In celebration of Earth Day on **22<sup>nd</sup> April**, Dr. Habiba Al Mar’ashi, protection. This engagement reflects EEG’s ongoing commitment to promoting environmental awareness and empowering the next generation to drive meaningful change. Co-Founder and Chairperson of the Emirates Environmental Group (EEG), delivered a virtual opening address to the students of Delhi Private School, Sharjah. During her address, Dr. Habiba highlighted the importance of environmental responsibility, encouraging students to adopt sustainable practices such as waste reduction, resource conservation, and responsible consumption.

## EEG Marks Earth Day

In celebration of Earth Day on **22<sup>nd</sup> April**, the Emirates Environmental Group in partnership with the Environment Protection and Development Authority (EPDA), Ras Al Khaimah, successfully conducted a special mangrove tree planting activity at Khor Al Muzahmi, Ras Al Khaimah. The initiative brought together stakeholders and partners from 35 entities in a collective effort to support coastal ecosystem restoration through the planting of 1000 mangrove saplings. Mangroves play a vital role in protecting shorelines, enhancing biodiversity and acting as natural carbon sinks, making them an essential component in addressing climate change and environmental degradation.

This activity forms part of EEG’s long-standing afforestation programme, “For Our Emirates We Plant,” which continues to drive meaningful environmental action across the UAE. The latest planting has further strengthened EEG’s environmental legacy, bringing the total number of trees planted to **2,160,287**. Collectively, these efforts have contributed to the reduction of **199,003.58** metric tonnes of CO<sub>2</sub> emissions, demonstrating the tangible impact of sustained, community-driven initiatives. The programme continues to highlight how coordinated action among organisations, institutions and individuals can deliver measurable environmental benefits. Further strengthening this collaboration, EEG and EPDA Ras Al Khaimah signed a Memorandum of Understanding (MoU) on the same day, reinforcing their shared commitment to advancing environmental protection, conservation, and sustainable development initiatives within the emirate. Through initiatives such as this, EEG reaffirms its commitment to fostering environmental stewardship and encouraging active participation in building a more sustainable and resilient future for the UAE.





## EEG Hosts 2<sup>nd</sup> Panel Discussion of 2026

The Emirates Environmental Group successfully conducted its 2nd Panel Discussion of 2026 on **29<sup>th</sup> April** hosted by Holiday Inn & Suites Dubai Science Park, under the theme “Decarbonising Packaging: Life Cycle Assessment, Carbon Footprint, Innovation and Climate-Neutral Strategies.”

The session brought together policymakers, industry leaders, sustainability experts, academia and youth to explore practical pathways for reducing packaging-related emissions and advancing circular, climate-aligned systems. As global climate commitments continue to intensify, the discussion highlighted the significant role of packaging in contributing to Scope 3 emissions across industries.

The panel emphasised the importance of adopting life cycle thinking and data-driven approaches, enabling organisations to assess environmental impact across the entire value chain—from raw material extraction to end-of-life management.

In her opening remarks, Dr. Habiba Al Mar’ashi, underscored that packaging must be viewed not only as a functional component but as a critical element of sustainable supply chains.

She highlighted that tools such as Life Cycle Assessment (LCA) and carbon foot-printing are essential in identifying emissions hotspots, enhancing efficiency and ensuring that climate-neutral strategies are both measurable and credible. She further emphasised the need for innovation, digitalisation and cross-sector collaboration to drive meaningful transformation.

The expert panel featured:

- Ms. Jamila El Mir, Strategy Advisor, Dubai Environment and Climate Change Authority (DECCA)
- Dr. Nika Salvetti, Visiting Professor, Heriot-Watt University Dubai
- Mr. Omar Jaber, Regional Manager – Legal and Sustainability (MENA), CANPACK Middle East
- Mr. Dipak Chavan, Production Manager, Napco National

The panel examined the regulatory, technical and market dimensions of decarbonising packaging. Discussions focused on how LCA-based assessments can support informed decision-making, guide low-carbon material choices and strengthen transparency in sustainability reporting. Panellists also explored innovations in material science, circular design, recycling infrastructure and emerging technologies such as digital carbon accounting and supply chain traceability.

Speakers highlighted that achieving climate-neutral packaging requires more than innovation—it depends on robust waste management

systems, increased recycling capacity, harmonised standards and supportive policy frameworks, including Extended Producer Responsibility (EPR). The importance of ensuring credibility through measurable reductions, transparent reporting and alignment with international best practices was strongly reinforced. An interactive Q&A session enabled participants to engage directly with the speakers, addressing implementation challenges, regulatory readiness and pathways for building climate-neutral packaging strategies.

The session concluded with a shared understanding that decarbonising packaging is essential to advancing climate action, improving resource efficiency and supporting sustainable economic development. EEG extends its sincere appreciation to McDonald’s UAE, the Main Contributor and Holiday Inn & Suites Dubai Science Park, the Venue Host, for their valued support. The panel was further strengthened by EEG’s collaborators—the Emirates Green Building Council, Clean Energy Business Council, Swiss Business Council, Capital Club Dubai and the Arabia CSR Network—reflecting a collective commitment to advancing environmental sustainability and fostering impactful cross-sector dialogue.

The discussion also reinforced the importance of continued collaboration and innovation to accelerate practical, scalable solutions across the packaging value chain. It highlighted the need for stronger alignment between policy frameworks and industry practices to drive meaningful progress.



## WorldGBC Governance & Nominations Committee Meeting

Dr. Habiba Al Mar’ashi, Co-Founder and Chairperson of the Emirates Environmental Group, attended the World Green Building Council (WorldGBC) Governance & Nominations Committee Meeting, held virtually on **30<sup>th</sup> April**, in her capacity as a Board Director of WorldGBC. The meeting brought together committee members to review key governance matters and discuss strategic priorities. Discussions focused on strengthening governance frameworks, enhancing transparency



and ensuring that the organisation continues to operate in alignment with global best practices.

The session also ensured strong governance was highlighted as a critical factor in supporting WorldGBC's mission to drive sustainable transformation across the built environment. Dr. Habiba's participation reflects her continued contribution to global sustainability leadership, supporting governance processes that enable impactful decision-making and reinforce the role of the built environment in advancing climate action and sustainable development.

Building on these discussions, the meeting further underscored the importance of continuous improvement in governance structures to effectively respond to evolving sustainability challenges. Emphasis was placed on fostering greater collaboration among global stakeholders, ensuring accountability, and maintaining a forward-looking approach that strengthens WorldGBC's capacity to deliver long-term environmental impact.

## Green Call 2026

The Emirates Environmental Group (EEG) successfully concluded its annual Green Call Project 2026, a targeted recycling initiative addressing the growing challenge of electronic waste, with a specific focus on used mobile phones, iPads and tablets. As the demand for digital devices continues to increase, responsible disposal and recycling remain critical in conserving natural resources and reducing environmental impact.

This year's campaign witnessed strong participation from across the country, with 26 families, 4 corporations and 6 academic institutions actively contributing to the initiative. Through their collective efforts, a total of 306 pieces were safely collected and diverted for responsible recycling.

The environmental impact of the project was significant, resulting in the mitigation of 0.1 metric tonnes of CO<sub>2</sub> emissions, the preservation of 251 trees, and the saving of approximately 1,067 gallons of gasoline. These outcomes reflect the tangible benefits of coordinated community action in addressing e-waste challenges. In recognition of their contributions, all participants who met the collection targets will receive Certificates of Appreciation and will be honoured through a dedicated tree planting activity under their name as part of EEG's afforestation programme in December 2026. EEG extends its sincere appreciation to all participants for their continued commitment to sustainability.

Initiatives such as Green Call reinforce the importance of responsible consumption and waste management, contributing to the advancement of a circular economy and a cleaner, greener future for all.

## Media Engagements

1. Dr. Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), has been featured in the Circular 100 Middle East Magazine 2026, an initiative by the Recycling Expo Middle East recognising individuals driving measurable impact across recycling, waste management, and the circular economy in the region.

This recognition highlights her longstanding contribution to advancing environmental sustainability and circular practices through EEG's programmes and initiatives.

Dr. Habiba addressed key industry challenges, including the gap between sustainability commitments and implementation, the continued reliance on linear economic models and the need for stronger data, measurement and accountability frameworks.

She also reflected on EEG's role in translating sustainability into community-driven action, bringing together government, private sector, academia and society to deliver measurable environmental impact. Her inclusion in the Circular 100 Middle East underscores the importance of leadership, collaboration, and practical implementation in driving the transition towards a more sustainable and circular future. The feature highlights growing regional momentum towards circularity and the need for integrated approaches linking policy, innovation and community engagement, while recognising leaders driving scalable solutions for long-term environmental resilience.

[Read More](#)

2. Dr. Habiba Al Mar'ashi was also featured in Gulf News through her thought leadership article titled "Resilience in Uncertainty: UAE's Sustainability Edge." In the article, she highlighted how the UAE continues to demonstrate stability and forward-looking leadership amid global uncertainty, positioning sustainability as a key driver of resilience and long-term growth.

She emphasised that sustainability is no longer optional, but an essential part of economic strength, environmental responsibility and societal wellbeing. Dr. Habiba emphasised the importance of collective action, calling on governments, businesses and communities to embed sustainability into core strategies and decision-making processes. Her feature reflects EEG's continued contribution to national dialogue on sustainability, resilience, and responsible development. It also underscores the importance of sustained collaboration and accountability in translating commitments into measurable impact.

[Read More](#)

## GISD Engagements

1. Dr. Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group and Board Member of the UN Global Investors for Sustainable Development (GISD) Alliance, actively participated in the GISD Outreach & Engagement Meeting held on **7<sup>th</sup> April**.

The session served as a strategic platform to discuss upcoming global engagements and strengthen the Alliance's outreach and impact. Key updates were shared on the SDG Investment Fair and the ECOSOC Financing for Development (FFD) Forum, both of which play a critical role in mobilising sustainable finance and advancing the Sustainable Development Goals.

Discussions also focused on expanding GISD's outreach at the country level, with particular emphasis on initiatives in Kenya, Colombia and Indonesia, highlighting opportunities to enhance local engagement and drive impact through targeted partnerships. In addition, the meeting outlined key international events scheduled for 2026, including These the Africa Forward Summit in Nairobi, London Climate Week, the SDG Investment Forum in New York, Building Bridges in Geneva and the World Investment Forum in Doha. Platforms are expected to further strengthen global collaboration and promote sustainable investment



practices. The session concluded with an open discussion on enhancing GISD's visibility and influence, reinforcing the importance of strategic communication, partnerships and coordinated action in advancing sustainable development.

2. EEG attended virtually the 2026 SDG Investment Fair, held from **21<sup>st</sup>** to **23<sup>rd</sup> April** at the United Nations Headquarters in New York, through the live sessions broadcast on UN Web TV. The SDG Investment Fair serves as a key global platform that brings together governments, investors, financial institutions and development partners to mobilise private capital towards sustainable development. The 2026 edition focused on accelerating investment in priority sectors aligned with the Sustainable Development Goals (SDGs), with particular emphasis on scalable, high-impact projects across emerging and developing economies. Throughout the sessions, participants engaged in discussions on unlocking investment opportunities, strengthening public-private partnerships and addressing barriers that limit the flow of capital into sustainable initiatives. The Fair also showcased country-level investment pipelines, highlighting practical projects that require financing to drive economic growth, environmental protection and social development. A key focus of the discussions was the importance of aligning financial systems with sustainability objectives, while ensuring that investments deliver measurable impact and long-term value. The platform also reinforced the role of innovation, blended finance and cross-sector collaboration in bridging financing gaps and supporting inclusive development.

## UNEP Engagements

1. The Emirates Environmental Group participated virtually in the 11th informal meeting of the Group of Friends for enhanced civil society participation in UNEP-led events, held on **15<sup>th</sup> April**. The session brought together a wide range of major groups and stakeholders to exchange views on key agenda items aimed at strengthening the role of civil society in UNEP-led processes. Discussions focused on enhancing inclusivity, improving engagement mechanisms and ensuring more effective and meaningful participation of stakeholders in global environmental governance. Participants also reflected on ways to bridge gaps between policy development and on-ground implementation, emphasising the importance of transparency, accessibility and collaboration in driving environmental action. The dialogue highlighted the need for structured platforms that enable diverse stakeholders to contribute to decision-making processes and support the achievement of shared sustainability objectives. The meeting served as a valuable platform for knowledge exchange and partnership building, reinforcing the critical role of civil society in shaping environmental policies and advancing collective action. EEG's participation reflects its continued commitment to engaging in global forums that promote inclusive dialogue and strengthen the impact of sustainability initiatives at both regional and international levels.

2. The Emirates Environmental Group also participated in the Secretariat briefing on Work Package 27 (WP27) of the UN80 Initiative, held virtually on **23<sup>rd</sup> April**. Convened on behalf of the Executive Director of the United Nations Environment Programme (UNEP), the session brought together stakeholders from across sectors to provide updates on the progress and strategic direction of the UN80 Initiative. The briefing focused on key developments under Work Package 27, with particular emphasis on strengthening environmental governance frameworks and advancing coordinated sustainability efforts at the global level.

Participants were provided with insights into the objectives, ongoing activities and expected outcomes of the initiative, alongside discussions on how stakeholders can contribute to its successful implementation. The session also highlighted the importance of collaboration, knowledge-sharing and alignment across organisations to enhance the effectiveness and reach of sustainability programmes.

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ON-GOING | MAY 2026

## OROC Phase 1

The Emirates Environmental Group (EEG) invites you to be part of its flagship community-driven initiative, "One Root, One Communi-Tree" (OROC), now in its 17<sup>th</sup> cycle. With Phase 1 set to conclude on **26<sup>th</sup> May 2026**, this is your opportunity to take meaningful environmental action and contribute to a greener UAE. Since its launch in January, the programme has been bringing together individuals, families, academic institutions, corporate and government entities from across the country—demonstrating the power of collective action through recycling and tree planting. Building on its strong legacy, the previous cycle recorded exceptional participation, with 521 organisations nationwide contributing to the diversion of 983,765 kilograms of recyclable materials from landfill. These efforts directly supported the planting of native trees, strengthening local ecosystems and advancing the UAE's long-term sustainability goals. 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 collection target achieved, native tree saplings are planted in the name of the participant—creating a lasting environmental impact that extends beyond the programme itself. Participation is simple and accessible. Individuals and organisations can register and begin depositing recyclables at the EEG office in line with programme guidelines. All participants will be recognised with a Certificate of Appreciation, acknowledging their valuable contribution to environmental protection and community engagement as well as an opportunity to plant native trees under their names in December.



[Register Here](#)



### 3<sup>rd</sup> Cycle of ‘Purging Pestering Plastics’ Campaign

Plastic pollution remains one of the most pressing environmental challenges of our time, affecting ecosystems, biodiversity and human health on a global scale. Addressing this issue requires urgent and collective action. Building on the strong momentum of previous cycles, the Emirates Environmental Group (EEG) will launch the 3<sup>rd</sup> Cycle of the “Purging Pestering Plastics” (PPP) Campaign from **8<sup>th</sup> June to 8<sup>th</sup> July**, in support of World Ocean Day, reaffirming its commitment to promoting responsible plastic waste management across the UAE. This nationwide initiative invites individuals, families, academic institutions, corporates and government entities to actively participate in the collection and recycling of plastic waste. By doing so, participants contribute directly to reducing environmental impact while supporting the country’s broader sustainability goals.

Participants who meet their collection targets will be awarded a Certificate of Appreciation and will earn the opportunity to plant indigenous tree saplings under EEG’s “For Our Emirates We Plant” programme in December, creating a meaningful and lasting environmental impact. As we move forward, the focus remains clear: turning awareness into action. Together, let us take meaningful steps to reduce plastic waste and protect our environment—one action at a time.



[Register Here](#)

### ‘Recycle. Reforest. Repeat.’

The Emirates Environmental Group (EEG) is proud to launch the 11<sup>th</sup> cycle of its flagship initiative – Recycle. Reforest. Repeat. (RRR), running from **17<sup>th</sup> June** (World Day to Combat Desertification) to **26<sup>th</sup> July**, continuing its long-standing commitment to advancing sustainability through community-driven action.

Over the years, the RRR campaign has successfully mobilised corporates, academic institutions, government entities and individuals across the UAE to recycle paper waste and contribute to national afforestation efforts.

By linking recycling with tree planting, the initiative supports the transition towards a circular economy while reinforcing environmental responsibility at all levels of society.

Participants are encouraged to collect and submit paper waste, contributing directly to reducing landfill pressure and conserving natural resources. Those who achieve the set targets will be recognised

with a Certificate of Participation and will be given the opportunity to plant an indigenous tree sapling under EEG’s “For Our Emirates We Plant” programme—creating a lasting environmental impact. As the campaign enters its 11<sup>th</sup> cycle, it will continue to serve as a powerful platform for collective engagement, demonstrating how simple, consistent actions can contribute to meaningful environmental change.

Let us continue to recycle responsibly, restore our natural environment and strengthen our shared commitment to a sustainable future—one sheet of paper and one tree at a time.



[Register Here](#)

### Welcoming India Club Dubai

The Emirates Environmental Group (EEG) is pleased to welcome India Club Dubai as its newest Corporate Member, further strengthening our network of organisations committed to sustainability and community development.

Established in 1964, India Club Dubai is one of the oldest and most prestigious community institutions in the UAE, bringing together diverse communities through sports, cultural activities, and social initiatives. With a strong membership base of over 8,500 members, the club continues to play a vital role in fostering unity and engagement.

India Club is also deeply committed to sustainability and social responsibility, actively promoting “Go Green” initiatives and recycling programmes. Notably, it was the first club in the region to obtain ISO 9001 certification and has recently published its ESG report, reflecting its commitment to responsible operations.

Recognised through prestigious accolades such as the Dubai Quality Appreciation Programme (DQAP) and the Ethraa Award 2025, India Club Dubai stands as a model of community leadership and excellence. EEG looks forward to collaborating with India Club Dubai in advancing impactful sustainability initiatives across the UAE.

[Read More](#)



**EEG MEMBERS' UPDATE**

EEG welcomed 4 renewed corporate members, 1 new corporate member and 1 new associate member in the month of April 2026

**CORPORATE MEMBERSHIP (RENEWAL)**

Tristar Transport LLC

OEG Middle East FZE

Pernod Ricard Gulf FZE

Al Shirawi Equipment Company

**CORPORATE MEMBERSHIP (NEW)**

India Club Dubai

**ASSOCIATE MEMBERSHIP (NEW)**

Emirates NBD Bank (PJSC)

**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.

**Rethinking Carbon Finance**
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UNCCD NEWS

Carbon markets are rapidly expanding, with the voluntary market currently valued at around USD 3 billion and expected to grow significantly in the coming years. However, as highlighted in a recent white paper by the United Nations Convention to Combat Desertification (UNCCD), the benefits of carbon finance are not yet reaching many land-dependent and drought-affected communities. While carbon markets have the potential to drive emissions reductions, there is an increasing need to ensure that they also support land restoration, strengthen livelihoods and build long-term resilience. With nearly 40% of the world's land already degraded and droughts becoming more frequent, carbon finance presents a critical opportunity to channel investment into sustainable land management practices such as agroforestry, regenerative agriculture and rangeland restoration. These approaches help store carbon and also enhance food security, improve water systems and support community wellbeing. However, access remains a challenge for many, particularly smallholders, due to high monitoring costs, technical barriers and complex processes that often favour larger developers. The UNCCD emphasises that for carbon markets to be effective, they must deliver real co-benefits—improving land health while ensuring fair and measurable returns for communities.



# WASTE MANAGEMENT PROGRAMME | MAY 2026

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

Reduction of 402 (MTCO2e) GHG  
 Saving of 2,724 Million BTU of Energy  
 Saving of 636 m3 Landfill Space  
 Saving of 2,095 Trees from being felled  
 Saving of 1,306 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
In April 2026, EEG collected 96,766 kg of paper from 189 entities, marking a 40% increase compared to March. With eight months still remaining, your continued participation is vital to help reduce landfill waste and create a lasting environmental impact. Let us continue working together to support recycling efforts, even during these challenging times.	Keolis MHI - Dubai Metro	10,170	Pranshu Prajapati	1,890
	Globelink West Star Shipping LLC	10,083	Anubha Gupta	1,668
	DBB Contracting LLC	6,507	Eesha Chhibber	1,458
CAN COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
In April 2026, the Emirates Environmental Group (EEG) collected 601 kg of aluminium cans from 29 entities, marking a 15% decrease compared to March, influenced by the current situation. We encourage everyone to remain actively engaged and continue supporting our recycling initiatives to help achieve this year's targets.	Five Hotels	287	-	-
	Two Season Hotel & Apartments	90	-	-
	Crown Emirates	68	-	-
PLASTIC COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
In April 2026, the Emirates Environmental Group (EEG) collected 6,549 kg of plastic from 109 entities, marking a 24% increase compared to March. We encourage the community to stay actively engaged and get ready for upcoming initiatives as we continue progressing towards a more sustainable future.	Five Hotels	727	Ali Darwish Mubarak Salim Alzaabi	819
	Wasl Properties LLC	464	Sahasra Magesh Kumar	240
	Sultan Bin Zayed School Al Ain	207	Jasem Sultan Alkhoory & Rafeea Sultan Alkhoory (Tie)	207
TONER COLLECTION CAMPAIGN	COMPANIES	QTY(Pcs)	FAMILY/INDIVIDUAL	QTY(Pcs)
The Emirates Environmental Group (EEG) collected 239 HP toner cartridges from 9 entities, marking a 583% increase compared to the previous month. With eight months still ahead, we encourage the community to sustain this strong momentum and continue supporting our HP toner recycling efforts.	Berkeley Yas Village	135	-	-
	Rising Son Energy	24	-	-
	Grand Central Hotel	17	-	-
MOBILE COLLECTION CAMPAIGN	COMPANIES	QTY(Pcs)	FAMILY/INDIVIDUAL	QTY(Pcs)
In April 2026, the Emirates Environmental Group (EEG) collected 328 mobile phones from 9 entities, marking an impressive 645% increase compared to the previous month. We encourage the wider community to build on this momentum and continue participating actively to help achieve this year's recycling targets.	Dubai Bodhi Lions Club	11	Sai Shrishti	38
	Berkeley Al Quoz	10	Inara Muhammad	22
	-	-	Aditi Krishnarivas Supal, Artur Dzizeko, Ayesha Farrukh, Ibrahim Pasha & Siya Hithesh (Tie)	20
GLASS BOTTLES COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
In April 2026, the Emirates Environmental Group (EEG) collected 11,055 kg of glass bottles from 50 entities, reflecting an 8% decrease compared to 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	6,655	Ali Darwish Al Zaabi	359
	Two Seasons Hotel & Apartments	1,010	Mohammed Sultan Alkhoory	163
	Marco Polo Hotel	747	Navya Kapoor	113
E-WASTE COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
In April 2026, the Emirates Environmental Group (EEG) collected 1,855 kg of e-waste from 19 entities, marking a 483% increase compared to the previous month despite ongoing challenges. We encourage the wider community to stay engaged, sustain this momentum, and actively participate in helping achieve this year's recycling targets.	Verger Delporte	1,155	Hephzibah George Jayaseelan Raj	80
	AtkinsRealis	197	Ananya Manikandan	50
	Ramboll Middle East Dubai	125	Shyam Manikandan	38
SCRAP COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
In April 2026, the Emirates Environmental Group (EEG) collected 1,068 kg of scrap metal from 22 entities, marking a 93% increase compared to the previous month. Join us this May by recycling your scrap metal and contributing to a stronger circular economy.	Marco Polo Hotel	142	Ahmed Alnuaimi	340
	Ramboll Middle East Dubai	30	Ali Darwish Mubarak Salim Alzaabi	216
	Embassy of Canada Abu Dhabi	24	Turki Basem	88

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.

