

EEG CORP NEWS

July 2026 | ISSUE 07



26th July - 26th November

PHASE 2

UPCOMING EVENTS

"Recycle. Reforest. Repeat."
Project
17th of June until 26th 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	700 kg
Families and Individuals	500 kg

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EEG Office

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PURGING PESTERING PLASTICS
Plastic Recycling Campaign
8th June - 8th July

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

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REACH OUT TO EEG FOR MORE DETAILS



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Between old Dubai Zoo & Beach Centre.
For more info, call EEG at 04 344 8622, or
Email: secretary@eeg.ae - www.eeg-uae.org



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

CHAIRPERSON'S NOTE | JULY 2026

DR. HABIBA AL MAR'ASHI

Dear Members, Supporters and Well-Wishers,

As we conclude the 1st half of 2026, the world continues to navigate an increasingly complex landscape shaped by geopolitical tensions, economic uncertainty, supply chain disruptions, inflationary pressures and widening social inequalities. Simultaneously, the climate crisis continues to intensify through rising temperatures, biodiversity loss, extreme weather events and growing pressure on already fragile ecosystems. These converging challenges have tested the resilience of governments, businesses and communities alike. Yet, amidst these uncertainties, one truth has become increasingly evident: sustainability is not a luxury reserved for stable times—it is a necessity, especially during periods of disruption.

At the Emirates Environmental Group (EEG), this philosophy has guided our work since our establishment in 1991. For more than three decades, we have remained steadfast in our commitment to environmental stewardship through education, community engagement, action-oriented programmes and strategic partnerships that inspire meaningful change across all sectors of society. June has been a particularly active and rewarding month for EEG. One of the most significant highlights was the successful celebration of the 29th Cycle of the Emirates Recycling Awards, held in conjunction with World Environment Day on 5th June.

The Awards continue to serve as one of EEG's flagship initiatives, recognising individuals, educational institutions, corporations and government entities that have demonstrated exceptional commitment to waste reduction, resource conservation and circular economy practices. Throughout the month, EEG also strengthened its engagement with regional and international sustainability platforms. From 1st to 3rd June, I had the privilege of representing EEG in Cairo, Egypt, where I participated as a speaker at ProPAK MENA, highlighting the importance of sustainability in trade and investment.

On 4th June, EEG participated in the Virtual Stakeholder Consultation on UNEA Resolution 7/6, contributing to discussions on enhancing youth participation in environmental processes and strengthening environmental education.

The following day, 5th June, marked a particularly significant occasion. In addition to the Emirates Recycling Awards, EEG continued its partnership with Accenture through the Hour of Sustainability initiative, engaging Grade 3 students at Dubai National School, Al Barsha in interactive environmental learning experiences. On the same day, I participated in a live interview with Al Dhafra TV, discussing EEG's work and emphasising the importance of collective action in celebration of World Environment Day.

Our commitment to partnership-building continued through my participation in the 30th Anniversary Dinner Party of the Lebanese Business Council on 6th June, followed by EEG's participation in a UNEP webinar commemorating World Oceans Day on 8th June, which reinforced the importance of protecting marine ecosystems.

On 10th June, EEG had the pleasure of welcoming an Indonesian delegation to our office as part of our ongoing efforts to strengthen international collaboration and facilitate the exchange of knowledge and best practices in the field of sustainability and environmental

stewardship. The visit provided a valuable platform to showcase EEG's programmes and initiatives while exploring potential avenues for future cooperation and partnership. The release of the Berkeley Services sustainability podcast on 11th June provided another valuable opportunity to elevate conversations around environmental responsibility and collaboration. On 11th June, EEG conducted an ESG Ambassador Awareness Session and Green Office Workshop for Dubai World Trade Centre, one of our valued Corporate Members, while also participating in UNEP's Secretariat Briefing on operationalising the One Impact Framework and the updated Resource Mobilisation Strategy.

Our engagement with strategic stakeholders continued through participation in the Emirates Green Building Council Management Committee Meeting on 16th June, followed by EEG's 3rd panel discussion of the year, focusing on water security in arid regions, on 17th June. The discussion brought together experts from government, academia, industry, and civil society to explore practical solutions to one of the region's most pressing environmental challenges.

On 18th June, I had the honour of delivering the opening remarks at the 20th Anniversary Celebration of the Emirates Green Building Council, recognising two decades of leadership in advancing sustainable built environments. The following day, 19th June, I participated in a briefing led by José Viñals and Bathylle Missika on the work of the 4P Eminent Persons Group, examining the unintended consequences of prudential frameworks on investment flows into emerging markets and developing economies.

From 21st to 24th June, I participated in the World Green Building Council Leadership Summit in London, engaging with sustainability leaders from around the world to strengthen collaboration and exchange valuable insights. EEG also participated virtually in the 174th Meeting of the Committee of Permanent Representatives to UNEP on 26th June, reaffirming our commitment to remaining actively engaged in international environmental governance. The month concluded with the convening of EEG's 35th Board Meeting on 30th June, during which Board Members reflected on the organisation's achievements, reviewed strategic priorities and reaffirmed their collective commitment to advancing EEG's mission.

As you explore the pages of this newsletter, I encourage you to read more about these engagements and initiatives. The challenges before us remain significant, but they also provide an opportunity to lead differently—to lead with resilience, responsibility and vision. Let us continue to transform awareness into action, challenges into opportunities and aspirations into lasting impact.

As we move forward, I warmly invite individuals, families, educational institutions, corporations and government entities to join and support the Emirates Environmental Group. Whether through membership, participation in our programmes, volunteering, sponsorship or adopting more sustainable practices in daily life, every contribution matters.

Together, we can build a greener, healthier and more resilient future for all. We encourage you to become part of the EEG family and support our ongoing journey towards sustainability.



EEG at Propak MENA, FI Africa & FoodGuard Summit 2026

The Emirates Environmental Group (EEG) proudly participated as one of the Sustainability Partners for Propak MENA, FI Africa and the FoodGuard Summit 2026, held in Cairo, Egypt from **1st to 3rd June**. The events brought together industry experts, policymakers, innovators and sustainability advocates from across the region to explore solutions that support responsible growth within the food, packaging, processing and manufacturing sectors.

Representing EEG, Dr. Habiba Al Mar'ashi, Co-Founder and Chairperson of EEG, contributed to the dialogue on sustainable business practices by delivering a presentation at Propak MENA on 3rd June. Her session, titled "Advancing Sustainability in Trade and Investment: Pioneering Environmental Solutions for a Better Future," emphasised the importance of integrating sustainability into core business strategies and highlighted the role of cross-sector collaboration in accelerating progress towards environmental and social objectives.

The engagement also provided valuable opportunities to connect with stakeholders from diverse sectors, exchange insights on emerging sustainability trends on regional and global level and reinforce the importance of collective action in addressing today's environmental challenges.

EEG's Environmental Legacy in Live Interview with Al Dhafra TV

In celebration of World Environment Day on **5th June**, The Co-Founder and Chairperson of the Emirates Environmental Group (EEG), participated in a live television interview with Al Dhafra TV, providing viewers with insights into the organisation's longstanding environmental journey and its continued efforts to advance sustainability across the UAE. During the interview, she highlighted EEG's pioneering role as one of the region's leading environmental non-governmental organisation since its establishment in 1991.

She spoke about the organisation's diverse programmes and initiatives aimed at promoting environmental awareness, encouraging community participation and supporting the UAE's sustainability ambitions through practical action.

The discussion shed light on EEG's wide-ranging activities and its efforts to foster collaboration among government entities, the private sector, academic institutions, and local communities. She also emphasised the importance of collective responsibility in addressing today's environmental challenges and the need to empower individuals to adopt more sustainable lifestyles.

The 29th Cycle of the Emirates Recycling Awards

The Emirates Environmental Group (EEG) proudly celebrated the 29th Cycle of the Emirates Recycling Awards on **5th June**, in conjunction with World Environment Day, under the esteemed patronage and presence of H.H. Engr. Sheikh Salem bin Sultan bin Saqr Al Qasimi, Chairman of the Ras Al Khaimah Civil Aviation Authority, Member of the Executive Council of the Government of Ras Al Khaimah, and Honorary Member of EEG.

Held under the global theme "Inspired by Nature. For Climate. For Our Future.", the prestigious event brought together representatives from government entities, corporations, educational institutions, diplomatic missions, media organisations and the wider community to

recognise outstanding contributions towards environmental protection and sustainable resource management. In her keynote address, Dr Habiba, Co-Founder and Chairperson of EEG, emphasised the urgency of collective climate action and the importance of integrating sustainability into everyday practices. She highlighted that the achievements celebrated through the Awards demonstrate the powerful impact of community engagement and cross-sector collaboration in advancing the UAE's sustainability agenda. She shared with the attendees that as end of 2025, EEG's recycling programmes had achieved significant environmental benefits, including the reduction of **6,007** metric tons of CO₂ emissions, conservation of **46,387** billion BTU of energy, preservation of 11,215 cubic meters of landfill space, saving of **28,569** trees, and conservation of **16,752** gallons of gasoline.

In addition, participants successfully planted 2,266 trees in December 2025, further contributing to climate action and environmental restoration efforts.

These included:

- Aluminium Cans: 38,596 kg
- Paper: 1,314,741 kg
- Printer Toners: 3,081 pcs
- Plastic: 128,458 kg
- Glass Bottles: 211,926 kg
- Mobile Phones: 4,159 pcs
- E-waste: 22,529 kg
- Scrap Metals: 20,838 kg

The Awards recognised exemplary participants across various categories:

Category	Corporate	Academic Institution	Individuals/Families
Paper	Design Infinity LLC	Delhi Private School, Sharjah	Ali Darwish Mubarak Salim Alzaabi
Plastic	Wasl Properties LLC	Our Own High School, Dubai	Ali Darwish Mubarak Salim Alzaabi
Aluminum Can	Emirates Flight Catering	Higher College of Technology Fujairah- Faseel Campus	Ibrahim Pasha
Mobile Phone	Dubai Public Prosecution	Our Own High School, Dubai	Shamma Humaid Alshamsi
Glass	Dubai Duty Free	Sheikha Hissa Bint Saqr Private School	Ali Darwish Mubarak Salim Alzaabi
Toner	Novotel & Ibis World Trade Centre, Ibis One Centre Hotel Dubai	Award withheld	Saeed Humaid Alshamsi
E-waste	Two Season Hotel & Apartments	Award withheld	Mirana Gabin Mathew
Scrap Metal	Citibank	Delhi Private School, Dubai	Ali Darwish Mubarak Salim Alzaabi



EEG also expressed its sincere appreciation to all sponsors and partners whose support contributed to the success of the event, including McDonald's UAE as the Silver Sponsor, SEE Institute as the Event Host and Ariston, Brother International, Dabur and ITL Cosmos as In-Kind Sponsors. EEG also acknowledged the hospitality partners and organisations who generously contributed vouchers for the award winners. The 29th Cycle of the Emirates Recycling Awards stands as a testament to EEG's enduring commitment to environmental stewardship and its continued efforts to inspire communities and organisations to embrace sustainable practices. Through collective action and shared responsibility, EEG remains steadfast in its mission to build a greener, more resilient and sustainable future for generations to come.



Hour of Sustainability Inspires Young Environmental Stewards

As part of the ongoing Hour of Sustainability initiative, Accenture, in partnership with the Emirates Environmental Group (EEG), conducted an engaging sustainability awareness session on **5th June** at Dubai National School, Al Barsha, reaching Grade 3 students through interactive and age-appropriate learning experiences.

The session aimed to introduce young learners to fundamental environmental concepts and encourage the development of sustainable habits from an early age. Through educational activities and discussions, students were encouraged to explore the importance of protecting natural resources, reducing waste and understanding how simple actions can collectively contribute towards a healthier planet.

The Hour of Sustainability initiative reflects the shared commitment of Accenture and EEG to foster environmental awareness and empower future generations to become active participants in sustainability efforts. By engaging children during their formative years, the programme seeks to cultivate a sense of responsibility, curiosity and appreciation for the environment that can influence lifelong behaviours.

Lebanese Business Council Celebrates 30 Years of Operations

On **8th June**, Dr. Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), attended the 30th Anniversary Dinner Party of the Lebanese Business Council, held at the Marriott Resort Palm Jumeirah, Dubai. The milestone event brought together distinguished guests, business leaders, diplomats and members of the Lebanese business community to commemorate three decades of the Council's contributions towards strengthening commercial ties, fostering collaboration and supporting economic development within the UAE.

Indonesian Delegation Visits EEG Office

On **10th June**, the Emirates Environmental Group (EEG) had the pleasure of welcoming an Indonesian delegation to its office in Dubai as part of its ongoing efforts to strengthen international cooperation and promote the exchange of knowledge and best practices in the field of sustainability.

The visit provided a valuable opportunity for EEG to showcase its longstanding environmental programmes and initiatives, highlighting the organisation's commitment to environmental education, community engagement, waste management, afforestation and multi-stakeholder collaboration. Discussions also explored shared sustainability priorities and the importance of fostering partnerships that transcend geographical boundaries to address global environmental challenges.

The meeting served as a platform for constructive dialogue, enabling both parties to exchange experiences and insights on advancing sustainability through collective action and innovative approaches. It also opened avenues for potential future collaboration in areas of mutual interest, reinforcing the role of international partnerships in accelerating progress towards sustainable development.

Berkeley Services Sustainability Podcast

Berkeley Services, one of the Associate Members of the Emirates Environmental Group (EEG), released a special podcast episode on **11th June**, featuring Dr. Habiba Al Mar'ashi, Co-Founder and Chairperson of EEG. The episode forms part of Berkeley Services' ongoing efforts to encourage meaningful dialogue around sustainability, responsible leadership and the importance of collaborative action in addressing environmental challenges. During the discussion, she shared her perspectives on the evolution of sustainability within the UAE and the wider region, reflecting on how environmental responsibility has progressed from a niche concern to a strategic priority integrated into national policies, corporate agendas and community initiatives. The conversation also explored the significance of cross-sector partnerships, the future of sustainable development within the built environment and the need for organisations to embed sustainability into their long-term decision-making processes.



[Watch here](#)

ESG Ambassador Awareness Session and Green Office Workshop for DWTC

On **11th June**, the Emirates Environmental Group (EEG) successfully conducted an ESG Ambassador Awareness Session for the Dubai



World Trade Centre (DWTC), one of EEG's valued Corporate Members, reaffirming the shared commitment of both organisations towards advancing sustainability and embedding responsible practices within the workplace. The interactive session brought together 25 participants from across DWTC and focused on strengthening awareness and understanding of Environmental, Social and Governance (ESG) principles and their practical application in everyday work environments. Through engaging discussions and interactive exercises, attendees explored how individual actions can collectively contribute to broader organisational sustainability goals.

Key topics addressed during the workshop included "Green Habits at Work: Small Actions, Big Impact" and "Sustainable Decision-Making in Everyday Work," highlighting the importance of integrating sustainability considerations into routine workplace practices. Additional discussions covered practical approaches to resource efficiency, waste reduction and recycling, minimising single-use plastics and fostering positive behavioural change among employees. The session was designed to empower participants in their roles as ESG Ambassadors, equipping them with practical knowledge and actionable strategies to champion sustainability initiatives within their respective teams and departments.

EEG's 3rd Panel Discussion

The Emirates Environmental Group (EEG) successfully hosted its 3rd panel discussion of the year on **17th June**, under the title of "Water Security in Arid Regions: Innovations for Scarcity, Resilience & Sustainable Growth." The event brought together policymakers, researchers, industry experts, corporates, educators, youth representatives and sustainability leaders to examine one of the most pressing challenges facing arid regions today. Held in conjunction with the United Nations World Day to Combat Desertification and Drought, the session provided a valuable platform to explore practical solutions for strengthening water security through technological innovation, effective governance and collaborative action. As a member of the United Nations Convention to Combat Desertification (UNCCD), EEG continues to champion initiatives that address the interconnected challenges of water scarcity, land degradation and climate resilience. In the opening remarks, it was underscored the urgent need to rethink water management approaches in light of rising temperatures, increasing demand and declining freshwater resources.

The programme commenced with an Inter-School Debate on the motion, "Desalination is the Most Reliable Long-Term Solution for Water Security in Arid Regions." Students from JSS International School and the American School of Creative Science presented compelling arguments both in support of and against the proposition, reflecting EEG's continued commitment to empowering youth leadership and strengthening environmental awareness among future generations. The panel discussion featured a distinguished line-up of experts, including Lt. Col. Eng. Taher Hassan Mohammed Ali Taher, Director of Corporate Leadership Department, Dubai Civil Defence; Dr. Sajid Pareeth, Director of Water & Climate Solutions at Expo City Dubai; Prof. Fatin Samara, Deputy Director of the Energy, Water & Sustainable Environment Research Centre (EWSERC) at the American University of Sharjah; Mr. Iftikhar Hamdani, Area General Manager – Northern Emirates, Bahi Ajman Palace Hotel and Coral Beach Resort Sharjah; and Ms. Alicia Dauth, Chartered Environmentalist and Water, Environment Stewardship & Resilience Advisor.

The panellists explored a range of topics, including the increasing pressures on freshwater resources arising from climate change, urbanisation and growing demand. Discussions highlighted the importance of renewable-powered desalination, wastewater recycling and reuse, smart water management technologies, digital leak detection systems, aquifer recharge strategies and nature-based

solutions in strengthening resilience across water-stressed regions. The event concluded with an engaging question-and-answer session, providing participants with the opportunity to exchange perspectives on implementation challenges, policy readiness, technological innovation and cross-sector collaboration. The session was made possible through the generous support of McDonald's UAE as the Main Contributor, Holiday Inn & Suites Dubai Science Park as the Venue Host and Accenture as the Support Contributor. EEG also acknowledged the continued support of its collaborators, including the Emirates Green Building Council, the Clean Energy Business Council, the Swiss Business Council, the Capital Club Dubai and the Arabia CSR Network, whose partnership continues to strengthen dialogue and collective action towards a more sustainable and resilient future.



WorldGBC Leadership Summit 2026

From **21st to 24th June**, Dr Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), and a Board Director of the World Green Building Council (WorldGBC), participated in a series of high-level engagements held as part of the WorldGBC Leadership Summit 2026 in London, United Kingdom.

During the four-day programme, she attended the WorldGBC Board Meeting 2026, the WorldGBC Global Solutions Forum, the WorldGBC Board and Corporate Advisory Board Dinner, and the WorldGBC Annual General Meeting (AGM) as well as several MENA network that took place on the sidelines of the summit.

These important gatherings brought together leaders from the global green building movement to exchange knowledge, review strategic priorities and strengthen collaboration in advancing sustainable built environments worldwide.

A key highlight of the programme was the WorldGBC Global Solutions Forum, held as part of London Climate Action Week, which convened experts from across the built environment sector to showcase practical and scalable solutions that accelerate the transition towards more resilient and low-carbon communities.



EEG Contributes to OECD-UAE Tourism Policy Review

Emirates Environmental Group participated on **23rd June** in the OECD-UAE Tourism Policy Review as part of Session 11: Sustainable Tourism – Environmental / Natural Assets (Sub-National). The round-table discussion brought together sub-national stakeholders to explore approaches to promoting environmentally responsible tourism and strengthening the management of natural assets at the Emirate level. The session focused on examining how sustainability principles can be effectively integrated into tourism planning and development, while ensuring the protection and preservation of the UAE's valuable environmental resources. Participants were invited to share perspectives on Emirate-level policies, strategies and initiatives that support sustainable tourism practices and contribute to long-term environmental resilience. The session also underscored the growing recognition that sustainable tourism extends beyond economic benefits; it requires a holistic approach that values biodiversity conservation, responsible resource management and the active participation of communities and stakeholders in shaping tourism's future.

EU-GCC Webinar on Energy System Resilience

On **24th June**, the Emirates Environmental Group (EEG) participated virtually in the webinar "Energy System Resilience in Times of Volatility: Resilient Power Systems for the GCC – Renewables, Flexibility and Security of Supply," organised under the EU-GCC Cooperation on Green Transition Project. The session brought together policymakers, industry leaders, utilities, and experts from Europe and the GCC to discuss practical approaches for strengthening energy security while advancing the green transition. Discussions focused on renewable energy deployment, grid flexibility, energy storage, energy efficiency, and the importance of resilient infrastructure in responding to evolving geopolitical and market challenges.

Sharjah Excellence Award 2025

The Sharjah Chamber of Commerce and Industry, together with the Board of Trustees of the Sharjah Excellence Award, honoured the winners of the Sharjah Excellence Award – 2025 Cycle during a prestigious ceremony held on **24th June** at Expo Centre Sharjah. The Award continues to serve as one of the UAE's leading platforms for recognising organisational excellence, innovation, quality and sustainable business practices.

By celebrating outstanding achievements across various sectors, the initiative encourages organisations to adopt best practices, enhance competitiveness and contribute to the economic and social development of the Emirate of Sharjah and the wider UAE. The occasion also recognised the invaluable contributions of the distinguished jury members whose expertise and dedication uphold the integrity and credibility of the evaluation process. Among them was Dr. Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), who served as a member of the Sharjah Excellence Award Jury Panel – a platform that she has been contributing to for several years now.

Conducting Sustainability Awareness Workshop with Cummins

On **29th June**, the Emirates Environmental Group conducted a sustainability awareness workshop for employees of Cummins, focusing on interconnected nature of today's environmental challenges and the importance of collective action.

The workshop explored key topics including climate change, biodiversity conservation, sustainable food systems, ocean health, and environmental security. Participants gained insights into how human activities impact natural ecosystems and how these interconnected challenges affect communities, economies, and the environment. A key highlight of the session was the discussion on mangrove ecosystems as an effective nature-based solution for climate mitigation, biodiversity enhancement, and coastal resilience. EEG also showcased the role of mangrove restoration in supporting environmental sustainability and long-term ecosystem health.

EEG Convenes its 35th Board Meeting

The Emirates Environmental Group (EEG) successfully convened its 35th Board Meeting on **30th June** at the EEG Office in Dubai, bringing together members of the Board to review the organisation's progress, discuss strategic priorities, and chart the course for its upcoming initiatives.

Chaired by Dr. Habiba Al Mar'ashi, Co-Founder and Chairperson of EEG, the meeting provided an important platform to reflect on the achievements of the 1st half of the year and assess the impact of the organisation's programmes and activities across the fields of environmental education, community engagement, recycling, afforestation, and sustainability advocacy. Board members also deliberated on forthcoming projects, partnerships and institutional developments aimed at strengthening EEG's role as a leading environmental non-governmental organisation in the UAE. Discussions focused on enhancing stakeholder engagement, expanding outreach efforts and ensuring that EEG's initiatives continue to align with national priorities and international sustainability commitments.

The meeting reaffirmed the Board's collective commitment to advancing EEG's mission of protecting the environment through education, action programmes and community involvement. Through constructive dialogue and strategic planning, the Board continues to provide guidance that supports the organisation's long-term vision and strengthens its ability to create meaningful environmental impact.



EGBC Engagements

1) On **16th June**, Dr Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), and Co-Founder, Vice Chair and Treasurer of the Emirates Green Building Council (EGBC), participated in the EGBC Management Committee Meeting, joining fellow committee members in discussions aimed at advancing the Council's strategic priorities and ongoing initiatives within the built environment sector. The meeting provided an important platform to review the progress of key programmes, exchange updates on upcoming activities and explore opportunities to further strengthen collaboration among stakeholders committed to promoting sustainable building practices across the UAE.



2) On **18th June**, Dr. Habiba Al Mar'ashi, delivered the Opening Remarks at the Emirates Green Building Council's 20th Anniversary Celebration, held at the Grand Plaza Mövenpick Media City, Dubai. The milestone event brought together industry leaders, sustainability practitioners, policymakers and stakeholders from across the built environment sector to commemorate two decades of EGBC's contributions towards advancing sustainable building practices within the UAE.

In her remarks, she highlighted the importance of collaboration, innovation and long-term commitment in driving sustainability within the construction and real estate sectors. She acknowledged the significant progress achieved over the past twenty years and emphasised the need to continue strengthening partnerships and scaling practical solutions that contribute to climate resilience and resource efficiency. The celebration served as both a recognition of EmiratesGBC's enduring impact and a call to action for stakeholders to remain steadfast in their pursuit of a more sustainable, inclusive, and resilient future.

3) And on the afternoon of the same day, she attended the Q2 Board Meeting, bringing together Board Members to review the organisation's progress, discuss strategic priorities and strengthen its commitment to advancing sustainability within the built sector. The meeting provided an important platform to assess the implementation of ongoing initiatives, review key achievements from the 1st half of the year and explore opportunities to further enhance EmiratesGBC's impact through collaboration, advocacy and knowledge-sharing. Discussions also focused on upcoming programmes and activities aimed at accelerating the transition towards more sustainable, resilient and resource-efficient buildings and communities across the UAE.

GISD Engagements

1) On **19th June**, Dr. Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), participated virtually in an online briefing organized for members of the Global Investors for Sustainable Development (GISD) Alliance. The session focused on the work of the 4P Eminent Persons Group (EPG) on Barriers to Investment in Emerging Markets and Developing Economies (EMDEs).

The briefing, led by the Co-Chair of the GISD Alliance and the Head of the 4P Secretariat, provided participants with updates on ongoing efforts to examine whether existing prudential frameworks may unintentionally limit investment flows into emerging markets and developing economies.

Discussions explored approaches to safeguarding financial stability while facilitating greater mobilization of private capital towards climate action and sustainable development priorities. The session also highlighted the importance of evidence-based recommendations, stakeholder engagement and international cooperation in addressing barriers to sustainable investment.

Dr. Al Mar'ashi reaffirmed the importance of strengthening global collaboration to ensure that financial systems evolve in a way that supports inclusive and sustainable growth.

2) On **23rd June**, Dr. Habiba participated in the high-level roundtable "From Compliance to Value Creation", organised by the United Nations Global Compact's CFO Coalition during London Climate Week. The session convened senior leaders from global financial institutions, corporations, and sustainability organisations to discuss the evolving role of sustainability in driving long-term business value, resilience, and competitiveness. Discussions explored how organisations can move beyond compliance-driven approaches towards integrating sustainability into core business strategy and decision-making.

UNEP Engagements

1) The Emirates Environmental Group (EEG) participated in the Virtual Stakeholder Consultation on UNEA Resolution 7/6, entitled "Enhancing the meaningful participation of youth in environmental processes, and enhancing environmental education," held virtually on **4th June**. Organised as part of the process to develop the work plan for the implementation of United Nations Environment Assembly (UNEA) Resolution 7/6, the consultation brought together youth representatives and stakeholders from around the world to exchange perspectives and provide recommendations on strengthening youth engagement in environmental decision-making processes.

The session focused on identifying priority areas for enhancing youth participation across UNEP-led initiatives, exploring practical approaches to improve environmental education and examining potential partnerships and implementation mechanisms that support inclusive and effective participation. Discussions also highlighted the importance of creating enabling environments where young people can contribute meaningfully to environmental governance at local, national, regional, and global levels.

2) In observance of World Oceans Day 2026, EEG participated in the webinar titled "Reimagining Ocean Action," which was held virtually on **8th June**. The event brought together a diverse group of stakeholders to discuss the critical role of integrated ocean action in advancing a more resilient, equitable, and sustainable future. The webinar convened policymakers, representatives from the Regional Seas programmes, financial institutions, private sector organisations and technical experts to explore practical strategies for strengthening ocean conservation efforts.

3) The Emirates Environmental Group (EEG) participated in the UNEP Secretariat Briefing on operationalising the One Impact Framework and the updated Resource Mobilisation Strategy, held on **11th June** in a hybrid format. The briefing provided stakeholders with important updates on UNEP's strategic direction and implementation priorities. Discussions centred on the practical application of the One Impact Framework, which seeks to strengthen the coherence, effectiveness and measurable impact of UNEP's programmes and initiatives.

4) On **19th June**, the Emirates Environmental Group (EEG) participated in the Secretariat Briefing on Work Package 27 (WP27) of the United Nations' UN80 Initiative, convened by the United Nations Environment Programme (UNEP) under the leadership of the Executive Director. The briefing provided stakeholders with an update on the progress of WP27 and offered insights into ongoing efforts aimed at enhancing the effectiveness, efficiency, and impact of the United Nations system in addressing global environmental and sustainable development priorities.

5) EEG also participated virtually in the 174th Meeting of the Committee of Permanent Representatives (CPR) to the United Nations Environment Programme (UNEP), held on **26th June**. Convened under the chairmanship of the Permanent Representative to UNEP, the meeting brought together representatives and stakeholders to discuss key governance and oversight matters relating to UNEP's work and priorities.

The agenda featured several important items, including the Report of the Executive Director, consideration of relevant evaluation reports and audits, updates from the CPR Subcommittee and discussions on matters supporting the effective implementation of UNEP's mandate. These deliberations contribute to strengthening accountability, transparency and strategic alignment within the organisation's environmental programmes and initiatives.



Purging Pestering Plastics Campaign

The 3rd cycle of the Emirates Environmental Group's (EEG) "Purging Pestering Plastics" (PPP) campaign is currently underway, engaging participants from across the UAE in a collective effort to reduce plastic waste and promote responsible consumption practices. Running from **8th June to 8th July** in alignment with World Ocean Day, the campaign highlights the importance of sustained community action in addressing the growing challenge of plastic pollution. Since its launch, the campaign has provided a practical platform for individuals, families, educational institutions, corporate and government entities to actively participate in organised plastic collection and recycling activities.

As the campaign progresses, EEG continues to encourage wider participation and emphasises that environmental stewardship is built upon consistent and measurable actions.

Every kilogram of plastic collected represents a step towards protecting marine environments, conserving valuable resources and supporting the UAE's broader sustainability agenda. Participants who successfully meet the campaign targets will be formally recognised for their efforts and will have the opportunity to extend their environmental contribution through EEG's "For Our Emirates We Plant" programme on 17th December 2026, reinforcing the connection between responsible waste management and ecosystem restoration.

[Register here](#)

Recycle. Reforest. Repeat. is Underway

The 11th cycle of the Emirates Environmental Group's (EEG) "Recycle. Reforest. Repeat." (RRR) campaign is currently in progress, continuing EEG's long-standing commitment to promoting environmental responsibility through community engagement. Running from **17th June to 26th July**, the initiative coincides with the observance of the World Day to Combat Desertification, highlighting the interconnected importance of resource conservation and ecosystem restoration.

Since its inception, the campaign has successfully mobilised corporates, educational institutions, government entities, families and individuals across the UAE to participate in paper recycling efforts that support broader sustainability objectives. By linking responsible waste management with afforestation activities, the initiative encourages participants to embrace circular economy principles while fostering a deeper appreciation for environmental stewardship.

Participants are invited to collect and submit paper waste, helping to divert valuable resources from landfills while reducing pressure on natural ecosystems. Through these collective efforts, the campaign contributes to conserving raw materials, minimising environmental impact and promoting sustainable behavioural change within communities.

Those who achieve the campaign targets will receive a Certificate of Participation and will be invited to take part in EEG's "For Our Emirates We Plant" programme on 17th December, where they will have the opportunity to plant indigenous tree saplings and leave a lasting environmental legacy.

[Register here](#)

UPCOMING | JULY 2026

Phase 2 of the 17th Cycle of OROC

Building upon the success of phase 1, the Emirates Environmental Group (EEG) is pleased to announce the upcoming launch of Phase 2 of the 17th cycle of its flagship programme, the "One Root, One Communi-tree" (OROC). Scheduled to commence on 26th July, this highly anticipated phase will continue to unite communities across the UAE in a shared commitment towards environmental conservation and climate action. Since its inception, the OROC initiative has served as a powerful platform that connects responsible recycling practices with meaningful afforestation efforts.

By encouraging participants to collect and recycle a wide range of materials—including paper, plastic, aluminium cans, glass bottles, e-waste, mobile phones, toner cartridges and scrap metals—the project promotes circular economy principles while fostering environmental awareness and community engagement. The first phase of the 17th cycle witnessed encouraging participation and the collective efforts resulted in the collection of **263,979** kg of paper, **21,795** kg of plastic, **2,012** kg of aluminium cans, **337** pcs mobile phones, **449** pcs toner cartridges, **50,362** kg of glass bottles, and **4,425** kg of e-waste. These contributions led to tangible environmental benefits, including a reduction of **1,109** metric tonnes of CO₂ equivalent (MTCO₂E), **7,784** million BTU of energy saved, a diversion of **1,954** cubic metres of waste from landfills, **5,001** trees saved, and the equivalent of **1,451** gallons of gasoline conserved. As preparations for the next phase gather momentum, EEG encourages all sectors of society to embrace the spirit of collective responsibility and take part in this transformative initiative.

[Register here](#)

MEMBER NEWS | JULY 2026

Welcoming IDEMIA Group Onboard EEG

The Emirates Environmental Group is delighted to welcome IDEMIA Group as one of its newest Corporate Members, further strengthening the growing network of organisations committed to advancing sustainability and responsible business practices in the UAE and beyond. As a global leader in identity technologies, IDEMIA develops innovative solutions that enable people to pay, connect, access, travel and stay safe in both the physical and digital worlds. With decades of expertise in biometrics and cryptography, the company serves governments and enterprises worldwide by delivering secure, seamless and trusted technologies that support billions of interactions every day. By joining EEG's diverse community of corporate members, IDEMIA Group demonstrates its commitment to engaging with stakeholders who share a common vision of environmental stewardship, social responsibility, and sustainable development.

[Read more](#)


EEG MEMBER'S UPDATE

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

CORPORATE MEMBERSHIP (NEW)

NAPCO NATIONAL GENERAL TRADING L.L.C

CORPORATE MEMBERSHIP (RENEWAL)

The Lana Hotel

Design Infinity LLC

Arup Gulf Limited(Dubai Branch)

National Bonds Corporation P.S.C

INDIVIDUAL MEMBERSHIP (RENEWAL)

Sudhir Rama Varma



UNEP NEWS

World Environment Day 2026: Answering the Planet's Call for Climate Action

[Read More](#)

As the world continues to experience record-breaking temperatures and increasingly frequent climate-related disasters, World Environment Day 2026 highlights the urgent need for accelerated climate action. Led by the United Nations Environment Programme (UNEP) and hosted by Azerbaijan, this year's observance was centred around the campaign message #NowForClimate, calling on governments, businesses, communities and individuals to respond decisively to the climate crisis.

The campaign emphasised that the impacts of climate change are already being felt across the globe, affecting ecosystems, economies and human wellbeing. At the same time, it underscored that practical solutions exist—from advancing renewable energy and improving resource efficiency to strengthening resilience and fostering sustainable innovation.

For the corporate sector, this presents an important opportunity to translate environmental commitments into measurable outcomes through responsible leadership, climate-conscious decision-making and collaborative action. Every organisation, regardless of size or industry, has a role to play in shaping a low-carbon and climate-resilient future.

As we commemorate World Environment Day 2026, let us recognise that meaningful progress begins with collective responsibility. The choices we make today will determine the wellbeing of future generations and the health of our shared planet.



UNCCD NEWS

Bonn Launches International Gender Champions Hub

[Read More](#)

A new chapter in advancing gender equality was marked with the launch of the Bonn Hub of the International Gender Champions (IGC), to strengthen Leadership for Gender Equality, bringing together leaders from the United Nations system and partner organisations to promote inclusive leadership and drive meaningful change.

The initiative, led by UN Women, the United Nations Convention to Combat Desertification (UNCCD), and the United Nations Framework Convention on Climate Change (UNFCCC), comes at a time when women and girls continue to face disproportionate impacts from climate change, land degradation, food insecurity and systemic barriers to participation in decision-making processes.

As the newest addition to the global International Gender Champions network, the Bonn Hub aims to strengthen collaboration, encourage accountability and foster practical actions that advance gender equality across sectors. The initiative will focus on promoting greater representation of women in leadership, supporting gender-responsive policies and facilitating knowledge exchange among participating organisations.

The launch serves as a timely reminder that sustainable development and climate resilience cannot be achieved without inclusive leadership and equal opportunities for all. By working collectively to break down gender barriers, institutions can help build more equitable, resilient and sustainable societies.



WASTE MANAGEMENT PROGRAMME | JULY 2026

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

Reduction of 438 (MTCO2e) GHG
 Saving of 2,928 Million BTU of Energy
 Saving of 670 m3 Landfill Space
 Saving of 2,131 Trees from being felled
 Saving of 701 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
In June 2026, EEG successfully collected 106,946 kg of paper from 232 entities, reflecting a 9% increase compared to May. With six months still ahead, your continued participation remains vital in reducing landfill waste and creating lasting environmental impact. Let us continue strengthening recycling efforts together and building a more sustainable future, even during these challenging times.	Five Palm Jumeirah	4,692	Ali Darwish Mubarak Salim Alzaabi	7,681
	Danway EME	1,950	Shaurya Singh Bir	1,783
	Verger Delporte - Sharjah	1,770	Batul Vohra	1,180
CAN COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
In June 2026, the Emirates Environmental Group collected 419 kg of aluminium cans from 27 entities, reflecting a 23% decrease compared to May due to the current situation. We encourage everyone to continue supporting our recycling initiatives as we work together to achieve this year's environmental targets, reduce landfill waste, and create a more sustainable future.	Two Season Hotel & Apartments	120	Achyut Veeruchi Kumar	36
	Citymax Hotel Al Barsha	100		
	The First Collection at Jumeirah Village Circle, a Tribute Portfolio Hotel	49		
PLASTIC COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
In June 2026, the Emirates Environmental Group collected 7,061 kg of plastic from 127 entities, marking a 23% increase compared to May. We encourage the community to continue supporting our recycling initiatives and stay actively engaged as we work together towards reducing waste and building a more sustainable future for generations to come.	Wasl Properties	465	Saeed Ahmed Khalifa Al Hamly	210
	Marco Polo Hotel	273	Wejdan Basem	206
	Five Hotels	250	Fayiza Almentheri	108
TONER COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
In June 2026, the Emirates Environmental Group (EEG) collected 181 HP toner cartridges from 5 entities, reflecting a 28% decrease compared to the previous month. With six months still ahead, we encourage the community to continue supporting our HP toner recycling initiatives as we work together to reduce waste and strengthen our collective environmental impact.	Fujairah Natural Resources Corporation	119	Neal Monteiro	30
GLASS COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
In June 2026, the Emirates Environmental Group collected 5,799 kg of glass bottles from 47 entities, reflecting a 47% decrease compared to the previous month. We encourage the community to remain engaged and continue supporting our recycling initiatives as we work together to achieve this year's environmental targets and build a more sustainable future.	Two Seasons Hotel & Apartments	1,324	Hassan Abdullah Hassan	180
	The First Collection Hotel Tribute Portfolio JVC	1,000	Onish Yadev	150
	Marco Polo Hotel	860	Mohammed Sultan Alkhoory	135
E-WASTE COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
In June 2026, the Emirates Environmental Group collected 1,151 kg of e-waste from 17 entities, reflecting a 42% decrease compared to the previous month. We encourage the community to remain actively engaged and continue supporting our recycling initiatives as we work together to achieve this year's environmental targets and advance a more sustainable future.	The South African Consulate	381	Luca Palakkal	30
	Five Hotels	375	Siddhart Ajith	23
	MidEast Data Systems LLC	173	Ali Darwish Mubarak Salim Alzaabi	21
SCRAP COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
In June 2026, the Emirates Environmental Group collected 1,548 kg of scrap metal from 19 entities, marking an impressive 208% increase compared to the previous month. We encourage the community to continue recycling scrap metal and supporting our collective efforts towards reducing waste and strengthening a more sustainable circular economy.	Five Hotels	808	Turki Basem	299
	Marco Polo Hotel	115	Sanskar Giri	137
	Wasl Properties	15	Ali Darwish Mubarak Salim Alzaabi	100
MOBILE COLLECTION CAMPAIGN	FAMILY/INDIVIDUAL		QTY(pcs)	
In June 2026, the Emirates Environmental Group collected 162 mobile phones from 6 entities, marking a 119% increase compared to the previous month. We encourage the community to continue participating actively and supporting our recycling initiatives as we work together to achieve this year's environmental targets and create a more sustainable future.	Shivani Adduri		135	

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.

