



26th July - 26th November

PHASE 2

UPCOMING EVENTS



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

CHAIRPERSON'S NOTE | October 2026

DR. HABIBA AL MAR'ASHI

Dear Members, Supporters and Well-Wishers,

As we welcome October, I find myself reflecting on just how quickly this year has passed – and what an extraordinary September it has been for the Emirates Environmental Group. Above all, this month will remain especially close to our hearts because we celebrated a milestone that represents more than three decades of commitment, perseverance and collective environmental action: the 35th Anniversary of EEG. On 29th September 2026, we came together to celebrate a journey that began in 1991 with a simple but powerful conviction: protecting our environment is a responsibility shared by all of us. Thirty-five years later, that conviction remains at the heart of everything we do.

Looking back over these 35 years, I am reminded of how dramatically the sustainability landscape has evolved. When EEG began, the language of ESG, Net Zero, circular economy and the Sustainable Development Goals had not yet become part of our everyday conversations. Today, climate resilience, biodiversity, responsible resource management, sustainable finance and decarbonisation are influencing government policy, corporate strategy and investment decisions around the world.

Yet this progress also comes with a clear message: awareness and ambition are no longer enough. Globally, the focus is increasingly shifting towards implementation, resilience, accountability and measurable impact. Climate pressures, biodiversity loss, resource constraints and rapidly growing cities continue to remind us that sustainability must be integrated into the decisions we make today, not postponed to tomorrow. Here in the UAE, we continue to see sustainability translated into action through clean energy, circular economy initiatives, sustainable cities, food and water security, biodiversity protection, responsible business and technological innovation.

It is encouraging to see these priorities increasingly approached as interconnected challenges requiring collaboration between government, business, academia and civil society. September reflected this spirit of collaboration throughout EEG's own engagements. We began the month by strengthening new avenues for collaboration, signing an MoU with METRIQOm® – Future Sustain AI Solutions Ltd on 1st September. The following day, 2nd September, took us into two very different but equally important spaces: EEG participated in Accenture's Season of Impact Closing Celebration, while I contributed to the World Green Building Council Governance & Nominations Committee Meeting, reinforcing the importance of strong partnerships and sound governance in advancing sustainability.

That spirit of collaboration continued on 4th September, when we met with representatives of the United Nations World Food Programme, opening valuable conversations around food systems, climate resilience and responsible resource use. By 7th September, the focus had turned towards the role of business, as I participated as a distinguished speaker at the Dubai Environment Conference and Exhibition. The very next day, on 8th September, I contributed to the Abu Dhabi Sustainability Week Advisory Committee on Food, Water and Resource Security, where the conversation broadened to some of the most interconnected challenges of our time – from water resilience and food security to nature and responsible resource management.

Then came 9th September, an important moment in EEG's own journey. We proudly launched the 25th Cycle – Silver Jubilee of the Clean UAE Campaign. For a campaign to reach 25 cycles is itself a testament to what sustained community participation can achieve, and it was a fitting reminder, during our 35th year, of the power of collective environmental action.

As the month progressed, our attention turned increasingly towards innovation, circularity and responsible business. On 15th September, EEG participated in the kick-off of the "Integrated Food Waste & Compostables Valorization for a Circular UAE" project at UAE University. On the same day, I participated in a high-level fireside discussion at the Schneider Electric Innovation Summit Middle East & Africa 2026, exploring sustainability and ESG as drivers of financial performance and long-term business value.

Our engagement also extended beyond the UAE. On 16th September, EEG participated in the 175th Meeting of UNEP's Committee of Permanent Representatives, continuing our longstanding involvement in international environmental dialogue. On 17th September, I had the pleasure of meeting H.E. Riaz Abdul Razak, Consul General of Malaysia in Dubai and the Northern Emirates, further strengthening the relationships and international cooperation that remain so important to our work.

Alongside these engagements, our work continued through EmiratesGBC activities, UNEP processes, institutional workshops and media interviews, ensuring that September remained a month of continuous engagement on many fronts. And all of this led us towards 29th September – EEG at 35.

After a month that so clearly demonstrated the breadth of our work today, it was particularly meaningful to come together and reflect on where that journey began 35 years ago. It was a celebration of what we have achieved, but even more importantly, of the people, partnerships and shared purpose that made those achievements possible.

Yet an anniversary should never only look backwards. Thirty-five years is not the conclusion of EEG's story; it is the beginning of our next chapter. And that next chapter begins immediately.

On 12th and 13th October, the 14th Global Sustainability & CSR Forum will take place at Dubai World Trade Centre under the theme "Currents of Change: Impact Beyond Promises."

EEG is proud to serve as the Official Environmental Partner, and I warmly encourage our members, partners and wider community to attend and support this important platform. Its message is particularly relevant today: sustainability must move beyond commitments and towards practical action, collaboration and measurable impact.

As we begin this next chapter, I invite you to continue being part of our journey. Follow EEG on our social media platforms, participate in our programmes and campaigns, share our environmental messages, and encourage your colleagues, families and communities to join us.



EEG & METRIQOm® Strengthen Collaboration Through MoU Signing

The Emirates Environmental Group marked another step towards strengthening sustainability-focused collaboration with the signing of a Memorandum of Understanding (MoU) with METRIQOm® – Future Sustain AI Solutions Ltd on 1st September at the EEG Office in Dubai.

The MoU was signed by Dr. Habiba Al Mar’ashi, Co-Founder and Chairperson of EEG, and Mr. Maksim Barziankou, Founder & CEO, representing METRIQOm® – Future Sustain AI Solutions Ltd, in the presence of H.E. Aleksei Zhaldybin, Consul General of the Republic of Belarus in Dubai and the Northern Emirates. The signing establishes a framework for cooperation in areas of shared interest and creating opportunities to advance sustainability through innovation, knowledge exchange and collaborative initiatives.

Through this collaboration, EEG and METRIQOm® will explore opportunities to combine their respective expertise and networks, with a focus on supporting practical approaches that contribute to environmental responsibility and sustainable development.

The partnership reflects EEG’s continued commitment to building strategic relationships across sectors, connecting environmental leadership with emerging technologies, innovation and solutions capable of supporting measurable impact.

The signing at the EEG Office represents the beginning of a new chapter of cooperation, with both parties looking forward to translating the MoU into meaningful initiatives and long-term value.



Celebrating a Season of Impact with Accenture

On 2nd September, the Emirates Environmental Group (EEG) joined Accenture’s Season of Impact Closing Celebration, held at the Accenture Dubai Office at One Za’abeel. The invite-only gathering brought together a select community of partners, volunteers, beneficiaries and Accenture teams who contributed to initiatives and programmes creating positive impact throughout the year.

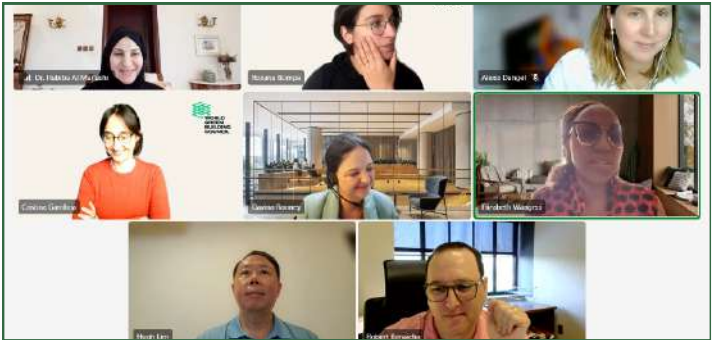
Designed as a celebration of collective achievement, the event provided an engaging platform for participants to connect, reflect and celebrate the people and partnerships behind the year’s accomplishments. Interactive activities, team challenges, recognition moments and networking opportunities created an energetic environment centred on collaboration and shared impact.

EEG was pleased to be part of the celebration as one of Accenture’s valued partners and to connect with fellow organisations and changemakers working to strengthen communities and create meaningful outcomes.

The occasion served as an important reminder that lasting impact is rarely achieved in isolation. It is built through strong partnerships, shared purpose and the collective commitment of people and organisations willing to turn ideas into action. EEG values its continued engagement with Accenture and looks forward to further opportunities for collaboration and positive impact.

WorldGBC Governance & Nominations Committee Meeting

On 2nd September, Dr. Habiba Al Mar’ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), participated virtually in the World Green Building Council (WorldGBC) Governance & Nominations Committee Meeting, in her capacity as Director of the Board – WorldGBC. The meeting formed part of WorldGBC’s ongoing governance processes, bringing together committee members to discuss matters related to organisational governance, leadership and nominations, supporting the effective functioning and strategic direction of the global network. Dr. Habiba’s participation reflects her continued contribution to international sustainability platforms and her longstanding commitment to strengthening good governance, collaboration and environmental leadership at both regional and global levels. Through her role on the WorldGBC Board, Dr. Habiba continues to contribute to a global network working to advance a sustainable and resilient built environment for everyone, everywhere



EEG & UN World Food Programme Explore Opportunities for Greater Impact

On 4th September, Dr Habiba Al Mar’ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), together with the EEG team, held a strategic meeting with representatives of the United Nations World Food Programme (WFP), opening an important dialogue around shared sustainability priorities and opportunities for future collaboration.

The meeting provided a valuable platform to exchange perspectives on the increasingly interconnected challenges surrounding climate change, food systems, responsible resource use, community resilience and sustainable development. Discussions also explored how the strengths, networks and experience of both organisations could potentially contribute towards initiatives that deliver meaningful environmental and social impact.

With climate pressures placing growing demands on communities and natural resources, collaboration across sectors and institutions has become increasingly important. The engagement reflected a shared recognition of the value of bringing together international expertise, local knowledge and community action to strengthen responses to sustainability challenges.



For EEG, the meeting represents another step in expanding dialogue with leading international organisations and building partnerships capable of moving from shared priorities towards practical action and measurable impact. EEG looks forward to continuing its engagement with WFP and exploring opportunities to translate this dialogue into meaningful collaboration for a more resilient and sustainable future.

Dubai Environment Conference and Exhibition

On **7th September**, Dr Habiba Al Mar’ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), participated as a distinguished speaker at the Dubai Environment Conference and Exhibition, organised by the Dubai Environmental and Climate Change Authority (DECCA) at the Grand Hyatt Dubai. Dr Habiba joined the panel discussion “Private Sector Leading Environmental Action” at the Baniyas Ballroom, contributing her extensive experience in environmental advocacy, corporate engagement and sustainability leadership.

The session explored the increasingly important role of the private sector in accelerating environmental action, from embedding sustainability into business strategies and operations to investing in innovation, strengthening partnerships and translating environmental commitments into measurable results. Drawing on more than three decades of experience through EEG, Dr Habiba highlighted the importance of engaging businesses as active partners in the sustainability journey and strengthening collaboration between government, the private sector and civil society to achieve lasting environmental progress.

Dr Habiba’s participation reinforced EEG’s longstanding commitment to creating platforms for collaboration and encouraging organisations to move beyond ambition towards responsible practices, collective action and tangible environmental impact.



ADSW Advisory Committee on Water, Food & Resource Security

On **8th September**, Dr Habiba Al Mar’ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), participated as a member of the Abu Dhabi Sustainability Week (ADSW) Advisory Committee on Food, Water and Resource Security.

The 2026 Committee discussion examined how water resilience, food security, resource use and nature must be reconsidered amid growing climate pressures, geopolitical disruption and continued economic development. Key discussions addressed strategic water reserves, decentralised infrastructure and the interconnected relationship between water, food and energy policy. Participants also considered how resources already available within existing systems can be used more efficiently, particularly as expanding built environments and data centres place additional pressure on water, energy and natural resources.

A central theme was the challenge of managing interconnected systems through policies and institutions that often continue to operate independently. The Committee highlighted the importance of credible data, practical case studies and demonstrated business value in scaling successful initiatives and influencing wider policy change.

The discussion also explored the role of nature as an economic and resilience asset, recognising its potential contribution to environmental protection, quality of life and long-term resource security. Dr Habiba’s continued participation in the ADSW Advisory Committee reflects EEG’s engagement in strategic dialogue addressing some of the most critical and interconnected sustainability challenges shaping the region and the world.

EEG Officially Launches the Silver Jubilee Edition of Clean UAE

Twenty-five cycles. Seven Emirates. More than one million volunteers. One national movement. On **9th September**, the Emirates Environmental Group (EEG) officially launched the 25th Cycle – Silver Jubilee Edition – of the Clean UAE Campaign during a landmark Press Conference held at Al Khoory Sky Garden Hotel, Dubai. The occasion marked a quarter-century of one of the UAE’s most enduring nationwide environmental volunteer movements.

Held under the esteemed Patronage of the UAE Ministry of Climate Change and Environment (MOCCAE), the campaign has also been officially endorsed and approved by the UAE Cabinet since 2022 as one of the UAE’s National Community Action Campaigns, reinforcing its important role in advancing environmental responsibility and community participation across the country.

During the Press Conference, EEG reflected on the remarkable journey and impact of Clean UAE. Since 2007, the campaign has mobilised 1,149,005 volunteers, removed 1,754,634 kg of waste, contributed to the cleaning and restoration of 1,288 km² of land, and helped mitigate 186,265.02 tonnes of CO₂ emissions through responsible waste collection and recycling.

Speaking on the occasion, Dr Habiba Al Mar’ashi, Co-Founder and Chairperson of EEG, highlighted how Clean UAE has grown beyond a clean-up initiative into a national movement that has inspired generations to become active custodians of the environment. She emphasised the power of collective action and the importance of continued commitment, innovation and collaboration as the campaign enters its next chapter.

The Silver Jubilee Cycle will travel across all seven Emirates from 5th – 15th December 2026, beginning in Dubai and continuing through Sharjah, Fujairah, Ajman, Umm Al Quwain and Ras Al Khaimah before concluding in Abu Dhabi.

Thousands of participants from government, businesses, academia, diplomatic missions, community groups and families are expected to come together once again for large-scale clean-up and environmental awareness activities.

EEG extends its deepest appreciation to the UAE Ministry of Climate Change and Environment for serving as Patron of the Clean UAE Campaign for the seventh consecutive year, and to its valued Government Partners – Department of Municipalities and Transport Abu Dhabi City Municipality, Dubai Municipality, Fujairah Natural Resources Corporation, Government of Ajman Municipality & Planning Department, Public Services Department – Ras Al Khaimah, Sharjah City for Humanitarian Services, and Umm Al Quwain Municipality.



EEG also expresses its sincere appreciation to its Main Sponsors – McDonald's UAE, Salik and Tristar GROUP; Support Sponsors – Archer-Daniels-Midland (ADM), Cummins, Dubai Investments and GIG Gulf; Silver Sponsors – METRIQOM® – Future Sustain AI Solutions LTD and Masdar City; School Sponsor – CANPACK Middle East; Technical Partner – ADNOC; and Special Sponsor – wasl, whose support is instrumental in enabling the campaign to reach communities across the UAE.

Special appreciation is also extended to the campaign's CSR Partner – Arabia CSR Network, and Supporting Entities Abela & Co., Al Khoory Hotel, Ahalia Medical Group, Almarai, Aster Group, Byrne Equipment Rental, Del Monte, Fujairah Plastic Factories, ISS Relocations, Oasis Water Company, American University of Ras Al Khaimah and Higher Colleges of Technology. EEG further acknowledges its valued Media Partners – Al Murad Group, Channel 4, Gold 94.7 FM, Radio 4, Biz Today, CPI Industry, Gulf News, International Media Review Magazine and Pan Asian Media – for helping amplify the campaign's environmental message across the nation. As Clean UAE celebrates its Silver Jubilee, EEG is calling on corporations, government entities, educational institutions, diplomatic missions, NGOs, community groups, families and individuals to become part of this landmark cycle. Twenty-five cycles have shown what collective action can achieve. Now, the journey continues – towards an even cleaner, greener and more sustainable UAE for generations to come.

Integrated Food Waste & Compostables Valorisation Project Kick-Off

On **15th September**, the Emirates Environmental Group (EEG) participated in the project kick-off for "Integrated Food Waste & Compostables Valorization for a Circular UAE", held at United Arab Emirates University (UAEU) in Al Ain, Abu Dhabi. The project, a collaboration between UAEU and Emirates Biotech, brings together expertise in renewable energy, waste management and circular economy solutions to explore practical approaches for diverting organic and compostable waste away from landfill and recovering greater value from these materials. At the heart of the pilot is the valorisation of mixed food waste and PLA compostable packaging. The project will examine the performance of PLA materials within anaerobic digestion and composting systems, while exploring opportunities to improve waste diversion and strengthen source segregation through the appropriate use of compostable packaging.

The initiative also seeks to demonstrate how innovative waste management practices can transform materials traditionally treated as waste into valuable resources, supporting a more circular approach to consumption, disposal and resource recovery. EEG's participation in the kick-off reflects its longstanding commitment to waste reduction, recycling, responsible resource management and circular economy principles. By engaging with research institutions, industry and other stakeholders, EEG continues to support the exchange of knowledge and practical solutions that can contribute to the UAE's transition towards a more sustainable and circular economy.

Schneider Electric Innovation Summit

On **15th September 2026**, Dr Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), participated as a distinguished speaker at the Schneider Electric Innovation Summit Middle East & Africa 2026, held at ADNEC Marina Hall in Abu Dhabi.

Dr Habiba participated in a high-level fireside chat titled "Sustainability as a Value Driver: Aligning ESG for Financial Performance," alongside Mr. Dimitrios Dimitriou, CEO of EMSTEEL, and moderated by Mr. Farrukh Shad, Senior Vice President and Head of Sustainability Business, Asia Pacific, India, Middle East and Africa (APMEA), Schneider Electric.

The discussion explored how organisations can move from sustainability ambition to operational reality by positioning ESG as a strategic driver of growth and long-term value, rather than solely as a compliance requirement. It also addressed the importance of aligning environmental, social and governance priorities with business strategy, financial performance and organisational resilience. Dr Habiba brought an environmental and sustainability perspective to the dialogue, emphasising the importance of accountability, measurable action and collaboration in translating ESG commitments into meaningful outcomes.

EEG Strengthens Diplomatic Engagement with Malaysia

On **17th September**, the EEG office welcomed H.E. Riaz Abdul Razak, Consul General of Malaysia in Dubai and the Northern Emirates, and Mr. Muhammad Imran Muhamad Sedek, Consul, for a productive exchange focused on environmental sustainability, community action and international cooperation. The meeting provided an important platform to explore shared priorities and the potential for stronger engagement in areas that advance environmental awareness, responsible practices and meaningful community participation.

Dr Habiba highlighted EEG's extensive experience in mobilising government entities, businesses, educational institutions, diplomatic missions and communities through programmes that translate environmental responsibility into tangible action. The meeting further strengthened EEG's engagement with the diplomatic community, reflecting the organisation's belief that addressing today's environmental challenges requires partnerships that cross sectors and borders. Through such dialogue, EEG continues to build bridges for knowledge exchange, collaboration and collective action towards a more sustainable future.



EEG Joins Recycling Expo Middle East 2026 as Knowledge Partner

The Emirates Environmental Group (EEG) is proud to participate as a Knowledge Partner of Recycling Expo Middle East 2026, taking place on **22nd and 23rd September 2026** at Festival Arena, Dubai Festival City. Bringing together the region's waste, recycling and circular economy community, the two-day event will convene government stakeholders, municipal authorities, waste and resource managers, recyclers, technology providers and sustainability professionals to exchange knowledge and explore practical solutions across the recycling value chain. The Expo combines a specialised trade exhibition with an expert-led conference programme addressing key priorities across the UAE and wider Gulf region. Discussions and showcases will cover areas including landfill diversion, construction and demolition waste, materials recovery, smart waste systems, waste-to-energy and emerging circular economy approaches.



As a Knowledge Partner, EEG's participation reflects its longstanding commitment to advancing waste reduction, resource conservation, recycling and circular economy practices through knowledge sharing, community engagement and cross-sector collaboration. The partnership also provides an important platform for EEG to contribute its experience from more than three decades of environmental action in the UAE, while engaging with experts, innovators and organisations working to accelerate the transition towards more efficient and circular resource management systems.

35 Years of Environmental Action: EEG Celebrates a Milestone Journey

On **29th September**, the Emirates Environmental Group (EEG) celebrated an extraordinary milestone – its 35th Anniversary – with a special gathering hosted by Holiday Inn & Suites Dubai Science Park. The celebration brought together government representatives, Ambassadors and Consuls General, corporate members, partners, educational institutions and long-standing supporters who have contributed to EEG's journey. The occasion reflected on 35 years of transforming environmental awareness into participation, participation into action, and sustained action into measurable impact. From recycling and tree planting to environmental education, community mobilisation, corporate engagement and high-level dialogue, EEG has worked across government, business, academia and civil society to advance environmental responsibility in the UAE. H.H. Engr. Sheikh Salim bin Sultan bin Saqr Al Qasimi, Honorary Member of EEG, graced the occasion as the Keynote Speaker, adding special significance to the milestone celebration. His longstanding patronage, encouragement and commitment to environmental protection have accompanied EEG through many important chapters of its journey. In her opening address, Dr Habiba Al Mar'ashi, Co-Founder and Chairperson of EEG, reflected on the organisation's achievements while looking firmly towards the future.



EEG in the Media Eye

September placed EEG firmly in the media spotlight, with Dr Habiba Al Mar'ashi, Co-Founder and Chairperson of EEG, participating in a series of interviews to amplify the organisation's flagship environmental campaigns. On 10th September, Dr Habiba was interviewed by Fujairah TV, where she highlighted the 25th Cycle – Silver Jubilee Edition of the Clean UAE Campaign, its nationwide journey and the importance of collective environmental action.

The media momentum continued with interviews across the AL Murad Radio Network, including Channel 4 104.8 FM, Gold 4 101.3 FM, Radio 4 89.1 FM and Radio Al Rabia 4 107.8 FM. During these interviews, Dr Habiba highlighted both the 30th Cycle of EEG's Can Collection Drive and the 25th Cycle of Clean UAE, encouraging individuals, businesses, educational institutions and communities to participate in these milestone campaigns. The interviews will subsequently be broadcasted during the first week of October, extending EEG's message to audiences across the UAE.

EGBC Engagements

1) On **10th September**, Dr Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), delivered the opening remarks at the launch of the Emirates Green Building Council (EGBC) Energy & Water Benchmark Report, in her capacity as Co-Founder, Vice Chairperson and Treasurer of EGBC. The launch highlighted the importance of data-driven approaches to improving energy and water performance across the built environment, with benchmarking providing valuable insights to identify efficiencies, track progress and support more sustainable building practices.

In her opening remarks, Dr Habiba emphasised the importance of transforming credible data and knowledge into practical action, particularly as resource efficiency and decarbonisation become increasingly important to the UAE's sustainability ambitions. The event provided a valuable platform for industry stakeholders and sustainability professionals to strengthen dialogue around energy efficiency, water conservation, performance measurement and a more resilient built environment.

2) On **24th September**, Dr Habiba Al Mar'ashi, Co-Founder and Chairperson of the Emirates Environmental Group (EEG), attended the Q3 Board Meeting of the Emirates Green Building Council (EmiratesGBC) in her capacity as Co-Founder, Vice Chair and Treasurer of EmiratesGBC. EmiratesGBC's Board meets quarterly and oversees the Council's overarching direction and activities.

The meeting provided an important platform for the Board to review the Council's ongoing priorities, activities and strategic direction as it continues to advance sustainability and green building practices across the UAE. Dr Habiba's participation reflects her longstanding engagement in advancing a more sustainable, resource-efficient and resilient built environment, while strengthening collaboration across sectors to support the UAE's wider sustainability ambitions.

From Summer Action to Measurable Impact

The 16th Cycle of the Neighbourhood Recycling Project (NRP) successfully concluded on **30th September 2026**, bringing another summer of community-led environmental action to a meaningful close. Launched on 1st June 2026, the four-month initiative encouraged students to take environmental responsibility beyond the classroom and into their homes and neighbourhoods, engaging families, friends and communities in the collection and segregation of recyclable materials.

Throughout the cycle, participants collectively diverted recyclable materials from landfill, including [insert key material breakdown into icons]. These efforts generated tangible environmental benefits, resulting in [91 MTCO₂e] of emissions reduced, [638 MMBTU] of energy saved, [153 m³] of landfill space conserved and the equivalent of [498] trees preserved. Beyond the numbers, the NRP once again demonstrated the power of young people as environmental ambassadors. Every material collected represented a conscious decision to conserve resources, reduce waste and influence more responsible habits within the community.

UNEP Engagements

1) On **3rd September**, the Emirates Environmental Group (EEG) participated virtually in the 12th Informal Meeting of the Group of Friends for Enhanced Civil Society Participation in UNEP-led Events, reinforcing its continued engagement in international environmental dialogue and civil society participation. A key focus of the meeting was a brainstorming discussion on stakeholder engagement during the 8th Session of the United Nations Environment Assembly (UNEA-8).



Participants reflected on experiences from UNEA-7 and other intergovernmental processes and exchanged perspectives on how meaningful and inclusive stakeholder engagement could be further strengthened. The discussion explored best practices for civil society participation, approaches from other international processes that could inform UNEA-8, and opportunities to ensure diverse stakeholder voices contribute effectively to environmental decision-making. The meeting also featured a spotlight presentation by the Scientific and Technological Community Major Group, alongside discussions concerning the nomination of incoming Co-Chairs.

2) On **16th September 2026**, the Emirates Environmental Group (EEG) participated virtually in the 175th Meeting of the Committee of Permanent Representatives (CPR) to the United Nations Environment Programme (UNEP). The meeting was convened in a hybrid format, bringing together representatives to discuss key developments within UNEP and international environmental governance. The meeting included the Executive Director's report, consideration of the outcomes of the 13th Annual Subcommittee Meeting of the CPR, relevant evaluation reports and audits, and updates on the work and decisions of the Committee. The discussions also took place on World Ozone Day, providing an opportunity to reflect on international environmental cooperation and the importance of accelerating action on interconnected challenges including climate change, nature and environmental protection.

ONGOING | October 2026

The Final Stretch: OROC Phase 2

Phase 2 of the 17th Cycle of Emirates Environmental Group's "One Root, One Communi-tree" (OROC) programme is gathering momentum, giving individuals, educational institutions and organisations an opportunity to transform consistent recycling into tangible environmental action. Running until 26th November 2026, the programme encourages participants to collect paper, plastic, aluminium cans, glass bottles, e-waste, mobile phones, toner cartridges and scrap metals. By reaching the required recycling targets, eligible participants can earn the opportunity to plant indigenous trees under their names. The impact is already measurable.

During Phase 1 alone, participants' recycling efforts helped avoid 1,111 MTCO₂e and preserve the equivalent of 5,013 trees, alongside significant energy and resource savings. With Phase 2 now progressing, every collection counts. Whether you participate through your home, school, workplace or community, there is still time to increase your recycling and work towards leaving a living environmental legacy.



[Register Here](#)

UPCOMING | October 2026

Global Sustainability & CSR Forum 2026

Two Days to Turn Sustainability Ambition into Action. On **12th – 13th October 2026**, sustainability leaders, policymakers, business executives, international experts, academia and civil society will gather at the Dubai World Trade Centre (DWTC) for the 14th Cycle of the Global Sustainability & CSR Forum, with the Emirates Environmental Group (EEG) once again supporting the platform as its Environmental Partner. Under the theme "Currents of Change: Impact Beyond Promises," this year's Forum will focus on a critical question: how can organisations move beyond sustainability commitments and deliver meaningful, measurable results?

Across two days, keynote addresses, expert panels and high-level discussions will explore key priorities shaping the global sustainability agenda, from climate resilience and responsible governance to sustainable finance, innovation and long-term economic development.

[Register Here](#)

Your Old Electronics Still Have Value – Recycle Them This October

On the occasion of International E-Waste Day on **14th October 2026**, the Emirates Environmental Group (EEG) is marking the 3rd Cycle of its E-Waste Collection Drive, calling on individuals, businesses, educational institutions, members and partners to take action against one of the world's fastest-growing waste streams. Mobile phones, laptops and other electronic devices may no longer be useful to us, but the materials inside them still have value. When improperly discarded, e-waste contributes to pollution and the loss of finite resources. When recycled responsibly, valuable materials can be recovered and returned to productive use.

This October, take a look around your home, office or school. Collect unwanted electronic items and bring them to the EEG Office as part of the Drive. Every device collected helps keep valuable resources in circulation, reduce unnecessary waste going to landfill and strengthen responsible consumption – supporting the transition towards a more circular economy.

[Register Here](#)

EEG Continues its Support for WETEX 2026

From **20th – 22nd October 2026**, the 28th Water, Energy, Technology and Environment Exhibition (WETEX) will return to the Dubai World Trade Centre, bringing together global leaders, innovators, businesses and decision-makers advancing the future of sustainability. Organised annually by the Dubai Electricity and Water Authority (DEWA), WETEX is one of the region's leading platforms for water, energy, environmental sustainability and green technologies. The Emirates Environmental Group (EEG) is proud to continue its association with WETEX as a Supporting Entity, reinforcing a shared commitment to environmental responsibility, innovation and cross-sector collaboration.



UPCOMING | October 2026

This year, WETEX will spotlight key areas shaping the sustainable economy, including renewable energy, decarbonisation, green mobility, artificial intelligence, green hydrogen, sustainable cities and digital transformation. The exhibition provides an important platform to exchange knowledge, discover emerging solutions and build partnerships that can accelerate progress towards a more sustainable and Net Zero future.



[Register Here](#)

The Countdown is On: Get Ready for EEG's 30th Can Collection Drive

On **14th November 2026**, the Emirates Environmental Group (EEG) will bring communities together for the 30th Cycle of its Can Collection Drive, continuing one of its longest-running environmental action programmes. Since its launch in 1997, the programme has grown into a nationwide movement that brings together individuals, families, academic institutions, government entities and businesses around a simple but powerful message: collect, segregate and recycle.

Over the years, the results of this collective action have been substantial. EEG has successfully recycled 492,664 kg of aluminium cans, contributing to the mitigation of 7,395 metric tonnes of CO₂ emissions, saving 112,123 million BTU of energy and preserving 11,959 m³ of landfill space. Now, the focus is on making the 30th Cycle another strong demonstration of what collective environmental action can achieve. The countdown has begun. Start collecting today and join EEG on 14th November 2026.

[Register Here](#)

The Countdown to Clean UAE 2026 Begins

This December, the Emirates Environmental Group (EEG) will mark a defining milestone as the Clean UAE Campaign celebrates its Silver Jubilee – 25 cycles of nationwide environmental action, volunteerism and community engagement. Taking place from **5th – 15th December 2026** across all seven Emirates, the 25th Cycle will once again mobilise government entities, businesses, educational institutions, families and individuals to come together with one purpose: to protect the environment and contribute towards a cleaner, more sustainable UAE.

Held under the esteemed Patronage of the Ministry of Climate Change and Environment (MOCCAE) and endorsed by the UAE Cabinet since 2022, Clean UAE has grown into a powerful example of what sustained collective action can achieve. Over the years, the campaign has evolved far beyond a nationwide clean-up. It has become a platform for environmental education, responsible waste management, community participation and collective responsibility, demonstrating how individual actions can contribute to wider national sustainability goals.

As the Silver Jubilee approaches, EEG is calling on organisations, schools, universities, government entities, families and individuals from across the country to become part of this historic cycle. Every participant adds to a movement that has been built over 25 cycles by people who believe that protecting the environment begins with action.

December is approaching. Seven Emirates are getting ready. Be part of the 25th Cycle and add your action to 25 years of environmental impact. Sponsorship opportunities remain open. Organisations interested in supporting this landmark cycle may contact campaigns@eeg.ae or call +971 4 344 8622.

[Register Here](#)

MEMBER NEWS | October 2026

Kelvin Catering Services & Facilities Management

Established in the UAE in 1984, Kelvin Catering Services & Facilities Management brings more than four decades of experience in specialised catering and integrated facilities management. Serving a diverse range of sectors, including healthcare, education, defence and energy, the organisation recognises the growing importance of responsible operations and sustainable practices within the food service and facilities management sectors.

[Read More](#)

Alliott Hadi Shahid Chartered Accountants

Present in the UAE since 1976, Alliott Hadi Shahid Chartered Accountants provides professional services across audit and assurance, accounting, taxation and business advisory. With offices across the UAE, the firm brings decades of professional expertise to EEG's membership network, highlighting the important role of strong governance and responsible business practices in advancing sustainable development.

[Read More](#)

Zeoplant

Based in Dubai, Zeoplant provides sustainable solutions for landscaping and agriculture, with a strong focus on water conservation and soil health. Its natural mineral-based soil technology is designed to improve water retention and reduce irrigation requirements, supporting more resource-efficient landscaping and agriculture, particularly in arid environments.

[Read More](#)

EEG warmly welcomes all three organisations and looks forward to engaging them through its environmental programmes, knowledge-sharing platforms and community initiatives, further strengthening collective action towards a more sustainable future.



EEG MEMBER'S UPDATE

EEG welcomed 2 renewed corporate members,
1 new corporate member and 1 new individual member in the month of September 2026

CORPORATE MEMBERSHIP (RENEWAL)

Farnek Services LLC

International SOS Supply FZCO

CORPORATE MEMBERSHIP (NEW)

Zeoplant LLC

INDIVIDUAL MEMBERSHIP (NEW)

Marwan Skaik



UNEP NEWS

UAE Named Inaugural ‘Cool Leader’ as Global Action on Extreme Heat Accelerates

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The United Arab Emirates has been named one of the world’s inaugural “Cool Leaders”, recognising its leadership in district cooling and its efforts to advance sustainable cooling within global climate and development policy. The recognition was announced at the Global Cooling Pledge Assembly 2026, held in Singapore on 17th September, where governments, international organisations and industry leaders unveiled new measures to strengthen heat resilience and accelerate sustainable cooling worldwide. Singapore and Dong Mingzhu, Chairwoman of Gree Electric Appliances, were also recognised as inaugural Cool Leaders. The announcement comes as global demand for cooling continues to rise rapidly. By 2050, the number of air conditioners worldwide is expected to reach 5.6 billion – nearly three times current levels – highlighting the importance of meeting cooling needs without significantly increasing energy consumption and greenhouse gas emissions.

Among the major initiatives announced was the Nature for Cooling Challenge, joined by Brazil, Cambodia and Côte d'Ivoire. Backed by a US\$3 million Global Environment Facility grant and US\$33 million in co-financing, the initiative will support nature-based solutions such as urban forests, parks and green roofs to help communities manage extreme heat. Governments also began shaping a Global Roadmap on Heat Resilience for a Warming World, aimed at protecting people and strengthening critical systems such as schools, hospitals, workplaces and energy infrastructure. The Assembly further launched a new Manufacturing Platform to expand access to energy-efficient cooling technologies and accelerate the transition towards refrigerants with lower climate impacts. The first meeting of the Intergovernmental Committee on Cooling was also held to support implementation of the Global Cooling Pledge. As extreme heat becomes an increasingly significant global climate risk, these developments demonstrate the growing importance of sustainable cooling as part of both climate mitigation and adaptation. The UAE’s recognition as an inaugural Cool Leader further highlights the country’s contribution to advancing practical and scalable solutions for a more climate-resilient future.



UNCCD NEWS

COP17 Advances Global Action to Build Drought Resilience

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With three out of four people worldwide potentially facing drought by 2050, governments and international partners are stepping up efforts to move from responding to drought emergencies towards investing in long-term preparedness and resilience. At the 17th Conference of the Parties to the United Nations Convention to Combat Desertification (UNCCD COP17) in Ulaanbaatar, Mongolia, several major initiatives were announced to strengthen the way countries finance, measure and manage drought resilience. A key development was the launch of the Drought Resilience Investment Facility (DRIF), the first global catalytic financing platform dedicated to drought resilience. Created by Luxembourg and UNCCD with support from the International Drought Resilience Alliance, the Facility aims to mobilise up to US\$400 million in public and private capital. DRIF will support commercially viable projects addressing areas such as water security, sustainable agriculture, land restoration and nature-based solutions. By using public and catalytic finance to reduce investment risks, the initiative aims to attract greater private-sector investment into drought resilience. Its first strategic partnership with the Global Environment Facility (GEF) was also announced at COP17.

Progress was also made towards establishing a global pooled fund under the Riyadh Global Drought Resilience Partnership. The proposed fund is intended to support around 70 low- and lower-middle-income countries through capacity-building, investment-ready programmes and financing for drought-resilience initiatives. Saudi Arabia, the Partnership’s founding donor, has pledged US\$150 million to the fund. Another significant milestone was the unveiling of the world’s first Drought Resilience Index (DRI) as part of the International Drought Resilience Observatory. The Index will help countries assess their ability to anticipate, prepare for and adapt to drought, identify vulnerabilities and better target policies and investments. New AI-powered features are also designed to translate complex drought data into practical insights for decision-makers. Together, these developments represent an important shift in the global approach to drought – from managing crises after they occur to investing in resilience before drought strikes. By combining stronger financing, better data and international cooperation, COP17 is helping place drought preparedness more firmly within climate and development planning worldwide.



WASTE MANAGEMENT PROGRAMME | October 2026

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

Reduction of 525 (MTCO2e) GHG
 Saving of 3,584 Million BTU of Energy
 Saving of 878 m3 Landfill Space
 Saving of 2,360 Trees from being felled
 Saving of 358 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
During september, EEG successfully collected 126,926 kg of paper from 224 entities, marking a 13% increase from August and the second-highest monthly collection achieved this year. Let us continue strengthening our recycling efforts together, creating lasting environmental impact and building a more sustainable future, even during challenging times.	AtkinsRealis	15,490	Dhyan Jithin Rajan	1,036
	Five Hotels	7,732	Ali Darwish Mubarak Salim Alzaabi	602
	Jumeirah Emirates Tower	3,190	Eesha Chhibber	544
PLASTIC COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
the Emirates Environmental Group collected 9,479 kg of plastic from 149 entities, during the month, marking a 17% increase compared to August. This remains the second-highest monthly plastic collection achieved so far this year. Let us continue supporting our recycling initiatives and working together to reduce waste and build a more sustainable future for generations to come.	Bidfood Middle East	1,110	Jeremy Robin	294
	Five Hotels	771	Jasem Sultan Alkhoory & Rafeea Sultan Alkhoory (Tie)	170
	Wasl - Hudaiba	430	Wejdan Basem	156
GLASS COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
The Emirates Environmental Group collected 21,108 kg of glass bottles from 74 entities, marking a 6% decrease compared to August. This is the second-highest monthly glass bottle collection achieved so far this year. We encourage the community to remain engaged and continue supporting our recycling initiatives as we work together to achieve this year's environmental targets, reduce waste, and build a more sustainable future.	The Lana Hotel	6,970	Sonia Gandhi	363
	Five Hotels	4,395	Eva Sibin & Hassan Abdullah Hassan (Tie)	120
	Marco Polo Hotel	1,470	Salim Basem	118
SCRAP COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
The Emirates Environmental Group collected 1,047 kg of scrap metal from 31 entities, marking a 22% decrease compared to the previous month. We encourage the community to continue recycling scrap metal and supporting our collective efforts to reduce waste, conserve resources, and strengthen a more sustainable circular economy.	Marco Polo Hotel	135	Turki Basem	155
	Citymax Hotel Business Bay	70	Vishnu priya Pillai	123
	Wasl Properties	58	Ali Basem	85
E-WASTE COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
The Emirates Environmental Group collected 1,282 kg of e-waste from 22 entities this month, marking a 258% increase 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, reduce electronic waste, and build a more sustainable future.	Berkeley UAE	510	Ali Darwish Mubarak Salim Alzaabi & Khawla Yousif Al Mara (Tie)	180
	MidEast Data Systems LLC	187	Vishnu priya Pillai	45
	Four Seasons Hotels	27	Adidev M. & Hassan Abdullah Hassan (Tie)	25
CAN COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
The Emirates Environmental Group collected 560 kg of aluminium cans from 40 entities, marking a 28% decrease compared to August. We encourage everyone to continue supporting our recycling initiatives as we work together to achieve this year's environmental targets, reduce landfill waste, and build a more sustainable future.	Five Hotels	166	Achyut Veeruchi Kumar	50
	Citadine Hotel	35		
	Savoy Crest	34		
TONER COLLECTION CAMPAIGN	COMPANIES	QTY(pcs)	FAMILY/INDIVIDUAL	QTY(pcs)
The Emirates Environmental Group collected 196 toner cartridges from 6 entities, marking a 33% decrease compared to the previous month. We encourage the community to continue supporting our toner recycling initiatives as we work together to reduce waste, promote responsible resource recovery, and strengthen our collective environmental impact.	Crown Emirates	25	Halimah Anwar	34
			Ruth Philip	19
MOBILE COLLECTION CAMPAIGN	FAMILY/INDIVIDUAL		QTY(pcs)	
During this month, the Emirates Environmental Group collected 65 mobile phones from 8 entities, marking a 73% decrease compared to the previous month. We encourage the community to continue actively supporting our recycling initiatives as we work together to achieve this year's environmental targets, reduce electronic waste, and build a more sustainable future.	Anish Jena & Eva Fathima Basheer (Tie)		25	
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.				

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