CORP NEWS

November 2026 | **ISSUE 11**



UPCOMING **EVENTS**





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CHAIRPERSON'S NOTE | November 2026

DR. HABIBA AL MAR'ASHI

Dear Members, Supporters and Well-Wishers,

As we enter November, the global sustainability landscape continues to remind us that environmental responsibility has never been more urgent. Climate change, biodiversity loss, resource depletion and growing pressures on natural ecosystems demand more than ambitious declarations. They require decisive leadership, scientific understanding, stronger partnerships and measurable action.

Recent findings from the United Nations Environment Programme (UNEP) have warned that the world is likely to exceed the critical 1.5°C warming threshold, reinforcing the urgency of accelerating emissions' reductions and strengthening climate resilience. Meanwhile, the outcomes of UNCCD COP17 in Mongolia have highlighted the importance of restoring degraded land, combating desertification and safeguarding ecosystems against increasing drought risks. As the international community prepares for COP31 in Antalya, Türkiye, the focus must remain firmly on translating climate commitments into credible implementation, adequate financing and meaningful environmental outcomes.

Across the Middle East, sustainability continues to gain momentum through innovation, responsible investment and stronger environmental governance. Although the region faces significant climate challenges, it nevertheless possesses tremendous opportunities to advance clean technologies, resource efficiency and sustainable economic transformation. Here in the United Arab Emirates, October witnessed an impressive convergence of sustainability leadership through a myriad of platforms and programmes as you will see in my message and in the inside pages of this newsletter.

I participated in the 14th CEBC Annual Summit on 1st October, contributing to discussions on climate finance and resilience. EEG also engaged in international environmental governance through the UNEP Committee of Permanent Representatives Subcommittee Meeting on 8th October. On 14th October, we commemorated International E-Waste Day for the 3rd consecutive year, promoting responsible electronic waste management and resource conservation. We also attended the One Planet Network Sustainable Food Systems Programme Advisory Committee Meeting on 23rd October. We proudly joined the 14th Cycle of Global Sustainability & CSR Forum, held on 12th–13th October as the environmental partner. This two-day event was held under the theme "Currents of Change: Impact Beyond Promises," it reinforced the importance of translating sustainability ambitions into measurable results. This was also followed by the 19th Cycle of Arabia CSR & Sustainability Awards on 14th October, recognising outstanding organisations demonstrating responsible leadership and sustainability excellence across the Arab region.

These flagship initiatives of our sister organisation, the Arabia CSR Network (ACSRN), demonstrated our growing contribution to international sustainability dialogue and cross-sector collaboration. The message is clear: sustainability leadership must be measured not by the promises we make, but by the difference we create. At the Emirates Environmental Group (EEG), this principle has guided our journey for 35 years. Our participation as Environmental Partner of WETEX 2026, from 20th to 22nd October, provided another opportunity to showcase EEG's programmes and achievements. During the exhibition, I was also pleased to attend the opening of the World Green Economy Summit on 21st October, reinforcing our engagement in sustainable economic transformation.

I was invited by CEBC to deliver a keynote on "Nature, Biodiversity, and the Climate Science – Foundations for a Changing World," highlighting the importance of protecting ecosystems and strengthening climate resilience. Our Students' Workshops took place from 26th to 28th October and we continued our commitment to empowering young people through environmental education.

The month concluded with several meaningful engagements, including my fireside chat at the 15th EmiratesGBC Annual Congress on 27th October, participating in a conversation with Professor Dame Heather McGregor at the Discovery Series 2026 Report Launch on 28th October, and moderating the Innovation & Infrastructure Panel at the Emirates Flight Catering Sustainability Forum on 29th October.

As we approach the final months of 2026, we are in full swing with preparations for four landmark environmental and educational initiatives, each reflecting EEG's longstanding commitment to environmental conservation, resource efficiency, youth empowerment and community engagement. On 14th November, we will celebrate the 30th Cycle of our Can Collection Drive, which, since 1997, has facilitated the recycling of 493,664 kilograms of aluminium cans, mitigating approximately 7,395 metric tonnes of CO_2 emissions and saving 11,959 cubic metres of landfill space. From 23rd to 26th November, we will host the 26th Cycle of our Inter-College Environmental Public Speaking Competition (ICEPSC), bringing together university students to exchange perspectives, address environmental challenges and demonstrate youth leadership in sustainability.

Our 25th Cycle – Silver Jubilee Edition of the Clean UAE Campaign will follow from 5th to 15th December across all seven Emirates, under the patronage of MOCCAE and endorsed by the UAE Cabinet since 2022. Since 2002, the campaign has mobilised 1,149,005 volunteers, collected 1,754,634 kilograms of waste and covered approximately 1,288 square kilometres, mitigating an estimated 186,265 tonnes of CO_2 emissions.

We will conclude the year with a major tree planting activity on 17th December in Ras Al Khaimah, under our For Our Emirates We Plant initiative. As of October 2026, EEG has planted 2,162,787 trees, reflecting our longstanding commitment to biodiversity conservation and expanding the UAE's green cover. Dear members, do mobilise your teams, engage your communities and stand alongside us as we celebrate thirty cycles of recycling action, twenty-five cycles of nationwide environmental stewardship, twenty-six years of building the capacity of the future generation and twenty years of increasing the sustainable green spaces in the country.

These achievements demonstrate what sustained environmental action can accomplish when society works together. I strongly encourage our members, partners, educational institutions, government entities, businesses and communities to join us in making these milestones powerful demonstration of collective environmental responsibility. As EEG is celebrating its 35th anniversary, I extend my sincere appreciation to our members, partners, sponsors, volunteers and stakeholders for their unwavering commitment. Let us make November and December, months of powerful demonstration of what collective action can achieve. Our greatest legacy will not be the commitments we announce, but the healthier environment and more sustainable future that we have worked together to create.

14th CEBC Annual Summit

The Emirates Environmental Group continued to strengthen its contribution to regional sustainability dialogue as its Co-Founder and Chairperson, Dr Habiba Al Mar'ashi, participated as a distinguished speaker at the 14th Annual Summit of the Clean Energy Business Council (CEBC) MENA, held on **1st October** at the DIFC Conference Centre in Dubai.

Convened under the theme "The Turning Point: Change, Resilience and Economic Transformation in MENA," the Summit brought together senior government representatives, financial leaders, industry experts and sustainability advocates to explore how the Middle East and North Africa can transform economic and geopolitical challenges into opportunities for sustainable development and long-term resilience.

Dr. Habiba contributed to the Opening of a High-Level Panel, "Realignment and Resilience: Financing a New Era of Climate Action in MENA," which examined the evolving relationship between climate ambition, financial mobilisation and economic transformation.

The discussion addressed the urgent need to accelerate climate finance, strengthen investment frameworks and ensure that the region's energy transition remains resilient amid economic uncertainty. Particular attention was given to managing climate-related risks, scaling financial resources to support clean energy development and identifying opportunities to transform regional vulnerabilities into drivers of sustainable growth.

Drawing on her extensive experience in environmental leadership and sustainability advocacy, Dr. Habiba brought an important civil society perspective to the dialogue, highlighting the significance of connecting climate action with institutional responsibility, cross-sector collaboration and long-term environmental priorities. The Summit also explored critical challenges facing the region, including the resilience of cross-border energy infrastructure, supply chain security, industrial decarbonisation, climate finance and the development of reliable energy systems aligned with national Net Zero ambitions.

Dr. Habiba's participation reinforced EEG's longstanding commitment to advancing environmental responsibility beyond awareness, towards collaborative solutions and measurable impact.

It also reflected the importance of ensuring that environmental considerations remain central to financial and economic decision-making, particularly as the region navigates increasingly complex climate and development challenges.

Through its continued engagement in influential regional platforms, EEG remains committed to encouraging dialogue, strengthening partnerships and advancing practical approaches that support a more climate-resilient, resource-efficient and sustainable future for the UAE and the wider MENA region.



UNEP Committee of Permanent Representatives Meeting

The Emirates Environmental Group participated in the Subcommittee meeting of the Committee of Permanent Representatives (CPR) to the United Nations Environment Programme (UNEP), held on **8th October** in a hybrid format, with participation both in Nairobi - Kenya and virtually. Convened under the chairmanship of H.E. Mr. Sultan Hajiyev, Ambassador of Azerbaijan to Kenya and Permanent Representative to UNEP, the meeting brought together representatives and stakeholders to review UNEP's organisational performance, evaluation findings and progress towards strengthening environmental governance and institutional accountability.

A central focus of the meeting was the joint consideration of the UNEP Biennial Evaluation Synthesis Report 2024–2025 and the 2026 assessment of UNEP conducted by the Multilateral Organisation Performance Assessment Network (MOPAN), alongside UNEP's management response to the findings. The assessment, conducted between May 2025 and June 2026, examined UNEP's institutional performance from January 2021 to September 2025. It recognised several organisational strengths, including UNEP's scientific authority, global environmental leadership, influential knowledge products, strengthened results-based management, improved evaluation practices and increasingly strategic partnerships.

At the same time, the assessment identified opportunities for further improvement, particularly in strengthening coordination across the United Nations system, demonstrating broader institutional impact, improving operational efficiency, diversifying funding sources and ensuring the long-term sustainability of environmental outcomes. The meeting also examined UNEP's management response, which highlighted progress in enhancing project effectiveness, financial oversight, independent evaluations, digital transformation and private-sector engagement.

These developments reflected continued efforts to strengthen the organisation's ability to respond effectively to increasingly complex global environmental challenges. The discussions reinforced the significance of institutional accountability, evidence-based decision-making and effective partnerships in advancing global environmental priorities. They also highlighted the need to ensure that environmental programmes deliver lasting benefits for ecosystems, communities and future generations.

14th Global Sustainability & CSR Forum

The Emirates Environmental Group proudly participated as the Environmental Partner of the 14th Cycle of the Global Sustainability & CSR Forum, held on **12th –13th October 2026** at Dubai World Trade Centre (DWTC). Organised by the Arabia CSR Network (ACSRN) in collaboration with DWTC Sustainability Dialogues, the Forum brought together policymakers, business leaders, sustainability experts, academics and civil society representatives to explore practical pathways towards a more sustainable and resilient future.

Held under the theme "Currents of Change: Impact Beyond Promises," the two-day gathering reinforced the urgent need to move beyond sustainability commitments and translate environmental ambitions into measurable action, responsible investment and lasting impact.

Dr. Habiba Al Mar'ashi, Co-Founder and Chairperson of EEG and Founder & CEO of ACSRN, delivered the opening address, highlighting the importance of collective responsibility, collaboration and meaningful partnerships in addressing the interconnected environmental, social and economic challenges facing the world today.

The Forum featured an influential line-up of international, regional and national speakers, including representatives from the United Nations Department of Economic and Social Affairs, MAJRA – The National CSR Fund, Tristar Group, the World Food Programme and the former Minister of Agriculture of Rwanda amongst others, who contributed valuable perspectives on sustainability leadership, responsible business practices and the transition towards a low-carbon economy. Throughout the two days, discussions explored critical environmental priorities, including climate finance, sustainable mobility, regional decarbonisation, circular economy practices, sustainable healthcare, marine conservation and digital innovation.

Sessions on climate finance examined the importance of mobilising investment for environmental solutions, while discussions on sustainable transport and net-zero strategies highlighted practical approaches to reducing emissions and strengthening resource efficiency. The Forum also showcased best practices in waste management, sustainable construction, energy efficiency and responsible consumption. The Forum also provided a valuable platform for engaging the younger generation through an undergraduate debate on sustainable packaging, featuring students from Sohar University and Heriot-Watt University Dubai. The discussion examined whether greater emphasis should be placed on strengthening recycling systems or accelerating innovation in sustainable materials. Sohar University emerged as the winning team following an audience vote. As Environmental Partner, EEG's involvement reflected its longstanding commitment to advancing environmental education, resource conservation, waste reduction and community engagement across the UAE.

The Forum also reinforced the importance of collaborative approaches to sustainability, recognising that environmental challenges cannot be addressed in isolation but require coordinated efforts from governments, businesses, academic institutions and civil society. EEG's participation as Environmental Partner reaffirmed its dedication to bridging environmental awareness with practical action, strengthening partnerships and encouraging organisations to move beyond promises towards measurable environmental outcomes. As the Forum concluded, its central message resonated strongly with EEG's mission: the true measure of sustainability lies not in the commitments made, but in the positive and lasting impact delivered for people, communities and the environment.





19th Arabia CSR & Sustainability Awards Celebrates Excellence Across the Arab Region

The Emirates Environmental Group proudly participated as the Environmental Partner of the 19th Cycle of the Arabia CSR & Sustainability Awards, held on **14th October** in Millennium Plaza Downtown Dubai. Organised by the Arabia CSR Network (ACSRN), the prestigious ceremony celebrated organisations demonstrating outstanding commitment to environmental responsibility, corporate sustainability and responsible business practices across the Arab region.

The ceremony was held under the patronage and presence of H.H. Engr. Sheikh Salem bin Sultan bin Saqr Al Qasimi, President of the Ras Al Khaimah Civil Aviation Authority and Member of the Executive Council of the Government of Ras Al Khaimah, reinforcing the importance of recognising organisations that are contributing to sustainable development and positive environmental change.

Established in 2008, the Awards have become a prominent regional platform for encouraging organisations to strengthen their environmental, social and governance practices, improve resource efficiency and demonstrate measurable sustainability performance.
In her opening address, Dr. Habiba Al Mar'ashi, Co-Founder and Chairperson of EEG and Founder & CEO of ACSRN, emphasised that sustainability must move beyond promises and commitments towards meaningful action, greater accountability and measurable impact.

The 19th Cycle received 109 applications, with 70 reaching the independent jury evaluation stage, representing 6 Arab countries and 38 different sectors. Notably, 44.5% of applicants were first-time participants, reflecting the expanding reach of the Awards and the growing importance of sustainability across the regional business landscape. The Awards recognised outstanding organisations across business, public sector and specialised industry categories, highlighting their achievements in environmental management, responsible resource utilisation, innovation, community engagement and sustainable development.

The 2026 winners and special recognition recipient are:

- **Small Business Category:** Transworld
- **Medium Business Category:** Atyab Group
- **Large Business Category:** Schneider Electric
- **Small Public Sector Category:** Fujairah Environment Authority (Tie) and Sharjah Self-Defense Sports Club (Tie)
- **Medium Public Sector Category:** Sharjah Housing Department – Special Recognition
- **Large Public Sector Category:** Dubai Electricity & Water Authority (DEWA)
- **Energy Sector Category:** Saudi Aramco – Western Region Distribution Department
- **Financial Services Category:** First Abu Dhabi Bank
- **Hospitality Sector Category:** FIVE HOTELS
- **Construction Category:** Innovo
- **Healthcare Sector Category:** Aster DM Healthcare
- **Social Enterprise Category:** Friends of Football Players Charity Association
- **Partnerships and Collaborations Category:** Dubai Municipality (Tie) and Sharjah Self-Defense Sports Club (Tie)
- **Automotive Category:** Galadari Brothers
- **Education Sector Category:** Hebron University

As Environmental Partner, EEG's involvement reflected its longstanding commitment to advancing environmental awareness, resource conservation and sustainable practices across the UAE and beyond. EEG extends its sincere appreciation to ACSRN for providing this important platform for recognising sustainability leadership, as well as to the participating organisations, sponsors and partners whose collective contributions made the 19th Cycle a success.

The ceremony was supported by Silver Sponsors McDonald's UAE and China State Construction Engineering Corporation Middle East, while Farnek contributed towards delivering the Awards as a carbon-neutral event. The programme also benefited from the support of its communication and media partners and other valued contributors. As the Arabia CSR & Sustainability Awards prepare to celebrate their landmark 20th Cycle in 2027, EEG looks forward to continuing its valued collaboration with ACSRN in promoting environmental excellence, strengthening partnerships and inspiring organisations to embrace sustainability as a shared responsibility.



International E-Waste Day 2026: Small Actions, Big Impact

On 14th October, the Emirates Environmental Group proudly commemorated International E-Waste Day for the 3rd consecutive year, reinforcing its commitment to responsible electronic waste management, resource conservation and environmental protection across the UAE. With technology becoming an increasingly important part of everyday life, electronic waste remains one of the world's fastest-growing waste streams. Improper disposal of mobile phones, computers, cables and electronic appliances can release hazardous substances into the environment, threatening ecosystems, water resources and public health. At the same time, discarded electronics contain valuable materials that needs to be recovered and returned to productive use. To mark this important occasion, EEG once again opened its doors to members, corporate partners, educational institutions and community participants, encouraging them to bring their unwanted and obsolete electronic items to the EEG office for responsible recycling. The initiative witnessed enthusiastic participation from 15 entities, resulting in the responsible collection of 2,666 kg of electronic waste. This achievement reflects the growing commitment of EEG's members, partners and the wider community to responsible e-waste management, resource conservation and environmental protection, building on the success of previous years.

Building on the momentum of previous years, the initiative provided a practical opportunity for individuals and organisations to take meaningful environmental action while strengthening awareness of the importance of waste segregation, resource recovery and circular economy practices. The campaign also reflected the growing recognition that electronic waste is not simply discarded material, but a valuable resource that requires responsible management. By promoting proper collection and recycling, EEG continues to encourage behavioural change and help reduce the environmental risks associated with improper disposal. Every electronic device recycled responsibly represents a step towards conserving natural resources, protecting ecosystems and building a more sustainable future.

EEG Champions Environmental Action and Biodiversity Conservation at WETEX 2026

The Emirates Environmental Group proudly participated as the Environmental Partner of WETEX 2026, held from **20th to 22nd October** at the Dubai World Trade Centre (DWTC), reinforcing its commitment to advancing environmental sustainability, resource conservation and climate action across the UAE.

Throughout the three-day exhibition, EEG maintained a dedicated presence at Stand 7E-16, Hall 7, showcasing its environmental programmes, recycling campaigns, tree planting initiatives and community engagement activities. The exhibition provided an important platform for connecting with government representatives, business leaders, sustainability professionals and other stakeholders, fostering meaningful dialogue and exploring opportunities for collaboration.

Another highlight of EEG's participation was the keynote presentation delivered by Dr. Habiba Al Mar'ashi, Co-Founder and Chairperson of EEG, on 21st October, as part of the Renewables & Sustainability Seminars organised by the Clean Energy Business Council (CEBC) MENA. Titled "Nature, Biodiversity, and the Climate Science – Foundations for a Changing World," the keynote explored the essential relationship between healthy ecosystems, biodiversity protection and climate resilience. Dr. Habiba highlighted the growing pressures facing natural habitats and emphasised the importance of scientific research, responsible environmental planning and collective action in addressing these challenges. EEG's participation as Environmental Partner of WETEX 2026 reaffirmed its commitment to bridging scientific knowledge with practical environmental action, strengthening partnerships and inspiring greater participation in sustainability initiatives.



World Green Economy Summit 2026

The Emirates Environmental Group continued to strengthen its engagement in regional and international sustainability dialogue as its Co-Founder and Chairperson, Dr Habiba Al Mar'ashi, attended the opening of the World Green Economy Summit (WGES) on **21st October** in DWTC, held in conjunction with WETEX 2026. The Summit served as an important platform for bringing together government representatives, policymakers, business leaders, sustainability experts and other stakeholders to advance discussions on the transition towards a green, low-carbon and climate-resilient economy.

The gathering highlighted the importance of accelerating climate action, strengthening sustainable investment, advancing clean energy solutions and promoting innovation as essential drivers of economic transformation and environmental sustainability. The Summit also reinforced the value of cooperation between governments, the private sector, academic institutions and civil society in addressing climate challenges and accelerating progress towards shared sustainability objectives. With 35 years of environmental action and community engagement.

One Planet Network's Sustainable Food Systems Advisory Committee Meeting

The Emirates Environmental Group continued its engagement in international sustainability dialogue by participating virtually in the first day of the 35th Meeting of the Multi-stake-holder Advisory Committee (MAC) of the One Planet Network Sustainable Food Systems (SFS) Programme, held on **23rd October** in a hybrid format, with the in-person meeting in Rome, Italy. The meeting brought together representatives and stakeholders committed to accelerating the transition towards more sustainable, resilient and inclusive food systems, providing an important platform for knowledge exchange, strategic coordination and international collaboration.

Chaired by Switzerland and the Food and Agriculture Organisation of the United Nations (FAO) across the day's sessions, the meeting focused on reviewing programme developments, strengthening stakeholder cooperation and advancing preparations for the 6th Global Conference of the Sustainable Food Systems Programme. A key area of discussion was the forthcoming Global Conference, including its proposed thematic priorities, programme structure and opportunities for collaboration. Participants considered how the conference could strengthen international dialogue and encourage practical approaches to sustainable food systems transformation.

The meeting also addressed updates from the One Planet Network Secretariat and the UN Food Systems Coordination Hub, alongside discussions concerning the programme's strategic priorities and work plan for 2027. These exchanges highlighted the importance of coordinated policies, cross-sector partnerships and collective action in addressing challenges associated with food security, resource efficiency and sustainable development.

The discussions were particularly relevant to EEG's efforts to advance environmental awareness and encourage responsible consumption, recognising the close relationship between sustainable food systems, biodiversity conservation, climate resilience and the efficient use of natural resources. Through its continued engagement with the One Planet Network, EEG reaffirmed its commitment to supporting international cooperation, knowledge-sharing and practical solutions that strengthen environmental sustainability and contribute to more resilient food systems for future generations.

The EEG's 26th Students' Workshops: Turning Awareness into Action

Emirates Environmental Group successfully concluded the 26th Cycle of its Annual Students' Workshops, held virtually from **26th to 28th October 2026** under the thought-provoking theme "The Long Silence: Whispers of a Changing World." Over three days, 409 students and 48 teachers from 74 schools across the UAE participated in an engaging learning experience that encouraged them to recognise the gradual, often unnoticed changes taking place in the natural world and understand how collective action could help address them. Since its inception in 2001, EEG's Students' Workshops have engaged over 9,113 students and 1,693 teachers from more than 1,755 schools across the country. The 26th edition continued this legacy through interactive presentations, group discussions and hands-on activities designed to strengthen environmental literacy, critical thinking, teamwork and problem-solving skills while inspiring responsible citizenship and proactive climate action.

The programme catered to three age categories, Juniors (Grades 5-6), Sub-Seniors (Grades 7-9) and Seniors (Grades 10-12) and explored six environmental themes: biodiversity, oceans, consumption, technology, climate and the future of sustainability. Through these sessions, students examined issues including wildlife decline, marine ecosystem degradation, food waste, electronic waste and global warming, while exploring practical solutions and the role of innovation, policy and collective action in building a sustainable future.

Aligned primarily with the United Nations Sustainable Development Goals relating to quality education, responsible consumption and production, climate action, life below water and life on land, the workshops also supported the UAE's vision of achieving Net Zero emissions by 2050. Teachers received an EEG-prepared manual featuring curriculum-aligned resources and practical strategies to extend environmental learning beyond the workshops and into their classrooms. Reflecting on this year's theme, Dr. Habiba Al Mar'ashi, EEG Co-Founder and Chairperson, highlighted the importance of recognising environmental changes while there was still time to respond.

She emphasised that young people were not only future leaders but also catalysts of change today, capable of turning environmental awareness into meaningful action across their schools, homes and communities. The 26th Cycle reaffirmed EEG's continued commitment to environmental education, empowering young people across the UAE to listen to the whispers of a changing world and take action towards a more sustainable future.



EmiratesGBC Annual Congress 2026

The Emirates Environmental Group (EEG) continued to contribute to regional sustainability leadership as its Co-Founder and Chairperson, Dr Habiba Al Mar'ashi, participated in a fireside chat at the Emirates Green Building Council (EmiratesGBC) Annual Congress 2026, held on **27th October** at Dusit Thani Dubai. Marking 20 years of EmiratesGBC under the theme "20 Years, Beyond the Sandbox: From Benchmark to Breakthrough," the Congress brought together government representatives, industry leaders and sustainability professionals to reflect on two decades of progress and the future of sustainable construction.

In her capacity as Co-Founder, Vice Chair and Treasurer of EmiratesGBC and Board Member of the World Green Building Council (WorldGBC), Dr Habiba joined Ghayda Salameh, Executive Manager of Jordan Green Building Council, for a fireside chat titled "Building a Regional Movement: MENA's Green Building Journey and Its Next Chapter."

The conversation explored the early 2000s, when the UAE's rapid construction boom was transforming its skyline, while sustainability and environmental performance were still emerging considerations within the building industry. Dr Habiba reflected on the establishment of EmiratesGBC in June 2006, the first Green Building Council in the MENA region, and its pioneering efforts to integrate environmental responsibility into building design, construction and operations.

She also highlighted the formation of the MENA Regional Network in September 2010, initiated by EmiratesGBC, JordanGBC and QatarGBC, which created a platform for regional cooperation, knowledge exchange and collective advocacy. The Network subsequently expanded, strengthening collaboration among Green Building Councils and advancing initiatives such as the MENA Green Building Awards. Looking ahead, Dr Habiba emphasised that the region must move beyond individual pioneering projects and voluntary commitments towards measurable building performance and market-wide transformation.

She identified key priorities, including improving the performance of existing buildings, strengthening sustainability data and reporting, integrating environmental considerations into policy and investment decisions, and developing collaborative solutions suited to the region's climate and resource challenges.

Fireside Chat with Dame Heather McGregor

Emirates Environmental Group strengthened its engagement in leadership dialogue and knowledge-sharing as its Co-Founder and Chairperson, Dr Habiba Al Mar'ashi, participated in the Launch of the Discovery Series 2026 Report, held on **28th October 2026** at One Central, Dubai.

A key highlight of the event was an engaging fireside chat between Dr. Habiba Al Mar'ashi and Professor Dame Heather McGrego, Provost and Vice Principal of Heriot-Watt University Dubai, bringing together two distinguished leaders for an exchange of perspectives on leadership, innovation, organisational transformation and the importance of collaboration in addressing evolving global challenges. The conversation provided a valuable platform for exploring the evolving role of women in the built environment, highlighting their contributions to sustainable development, industry transformation and the importance of creating greater opportunities for female leadership.

Drawing on her extensive experience in environmental advocacy and green building leadership, Dr Habiba reflected on the evolution of the UAE's built environment since the early 2000s, a period of rapid urban development and growing awareness of sustainability. She highlighted the progress achieved over the years and shared her perspectives on the future of women in architecture, engineering, construction and sustainability, emphasising the importance of greater representation, mentorship and equal opportunities. The launch of the Discovery Series 2026 Report further reinforced the importance of recognising women's contributions, addressing barriers to professional advancement and empowering the next generation of female leaders to shape a more inclusive, resilient and sustainable built environment. Dr. Habiba's participation reflected EEG's longstanding commitment to environmental education, responsible leadership and cross-sector collaboration. It also highlighted the importance of connecting sustainability with broader discussions on institutional resilience, innovation and the development of future-ready organisations.

EKFC Sustainability Forum 2026

The Emirates Environmental Group continued to strengthen its commitment to environmental sustainability and circular economy practices with the participation of Dr. Habiba Al Mar'ashi, who moderated a high-level panel discussion at the Emirates Flight Catering (EKFC) Sustainability Forum, held on **29th October** at EKFC's EW Auditorium in Dubai. Organised as part of EKFC's Sustainability Month 2026, the Forum brought together industry professionals, sustainability experts and environmental solution providers to explore innovative approaches to waste reduction, resource recovery and sustainable business operations. Dr. Habiba moderated Panel 1, titled "Innovation & Infrastructure," which brought together representatives from ReFarm, The Waste Lab, eCyclex and Dubai Municipality to examine how emerging technologies, innovative business models and waste management infrastructure can support Dubai's transition towards a more circular and resource-efficient economy.

A central focus of the conversation was the importance of diverting waste from landfill and transforming discarded materials into valuable resources. The panel explored innovative food waste treatment, insect-based resource recovery, composting, recycling and waste-to-energy infrastructure, highlighting how these approaches can complement broader waste prevention and circular economy strategies.

OROC Phase 2 - Make Every Collection Count!

Emirates Environmental Group is calling on individuals, educational institutions and organisations across the UAE to strengthen their participation in Phase 2 of the 17th Cycle of "One Root, One Communi-tree" (OROC), as the programme approaches its conclusion on **26th November 2026.** With the deadline drawing closer, now is the time to maximise recycling efforts and turn everyday environmental responsibility into a lasting contribution to nature.

Through this unique initiative, participants who achieve the required recycling targets can earn the opportunity to plant indigenous trees under their names, creating a meaningful connection between waste reduction, resource conservation and ecosystem restoration. The programme welcomes the collection of paper, plastic, aluminium cans, glass bottles, electronic waste, mobile phones, toner cartridges and scrap metals, ensuring that valuable recyclable materials are diverted from landfill and given a new purpose.

The results of Phase 1 demonstrated the collective power of recycling, with participants contributing to the avoidance of 1,111 $MTCO_2e$ and preserving the equivalent of 5,013 trees, alongside considerable energy and natural resource savings.With just weeks remaining, this is your opportunity to make your recycling efforts count towards something greater. Encourage colleagues, classmates, friends and family members to participate, increase your collections and work towards achieving your targets before the deadline.

Register Here

Panel Discussion on Biodiversity & Ecosystem Restoration

The Emirates Environmental Group invites you to its upcoming Panel Discussion, "Protecting Ecosystems in Rapidly Growing Economies: Biodiversity Restoration and Land Stewardship," taking place on **4th November** at Holiday Inn & Suites Dubai Science Park. As economic growth and urban development continue across the region, protecting biodiversity, restoring degraded ecosystems and promoting responsible land management are becoming increasingly important to environmental resilience and sustainable development.

The discussion will bring together government representatives, business leaders, international organisations, academics, researchers and civil society to explore practical solutions for biodiversity conservation, habitat restoration, nature-based solutions and sustainable land use. Participation is open to everyone interested in sustainability, including professionals beyond the environmental sector. The session offers an opportunity to exchange knowledge, strengthen partnerships and contribute to solutions that balance economic progress with environmental protection.



Register Here

UPCOMING | November 2026

Make Every Aluminium Can Count!

Emirates Environmental Group is gearing up for a significant milestone as its 30th Cycle of the Can Collection Drive approaches on **14th November**, bringing together communities across the UAE to celebrate three decades of collective environmental action. Since its inception in 1997, the campaign has grown into a nationwide movement, encouraging individuals, families, educational institutions, government entities and businesses to recognise the environmental value of recycling aluminium cans. The impact of this collective commitment speaks for itself. Over the years, EEG has successfully recycled 493,664 kg of aluminium cans, contributing to the mitigation of 7,395 metric tonnes of CO_2 emissions, saving 112,123 million BTU of energy and preserving 11,959 m^3 of landfill space. As the 30th Cycle approaches, EEG is calling on everyone to take an active role in making this milestone a celebration of environmental responsibility and community participation.

Whether you represent a school, university, business, government entity or household, your contribution matters. Establish collection points, encourage colleagues and family members to participate, and ensure that every aluminium can is collected and recycled responsibly. The Can Collection Drive is more than a recycling campaign. It is a reminder that small actions, when multiplied across communities, can create an extraordinary environmental impact. This November, let us celebrate 3 decades of commitment by making the 30th Cycle one of our strongest yet.

Register Here

Clean UAE 2026 - 25 Years of Environmental Action

Seven Emirates. Thousands of volunteers. One extraordinary Silver Jubilee milestone.

The countdown is underway for one of the UAE's largest community-driven environmental initiatives as the Emirates Environmental Group prepares to celebrate the 25th Cycle – Silver Jubilee Edition of the Clean UAE Campaign, taking place from **5th to 15th December** across all seven Emirates. For 25 cycles, Clean UAE has united government entities, businesses, educational institutions, families and individuals in a shared mission to protect the environment, promote responsible waste management and strengthen community participation.

Held under the esteemed Patronage of the Ministry of Climate Change and Environment (MOCCAE) and endorsed by the UAE Cabinet since 2022, the campaign continues to demonstrate the power of sustained collective action in advancing the nation's environmental and sustainability priorities. The Silver Jubilee is more than a celebration of 25 cycles. It is an opportunity to create the next chapter of environmental impact.

As preparations gather momentum, EEG is calling on organisations, schools, universities, corporate teams and community members across the UAE to mobilise volunteers and take an active role in this landmark campaign. Every volunteer represents a commitment to environmental responsibility. Every clean-up contributes to healthier surroundings and every participating organisation strengthens a nationwide movement built on collaboration, awareness and action.

This December, let us make the Silver Jubilee Edition an extraordinary demonstration of the UAE's collective environmental commitment. Be part of 25 years of action. Mobilise your team, inspire your community and join EEG in making Clean UAE 2026 a milestone to remember.

Sponsorship opportunities remain open. Interested organisations may contact campaigns@eeg.ae or call +971 4 344 8622.



Register Here

MEMBER NEWS | November 2026

Emirates Biotech

Emirates Biotech is a UAE-based company established in 2023, specialising in the development and production of sustainable, plant-based biopolymers as alternatives to conventional fossil fuel-based plastics. The company is developing a world-scale Polylactic Acid (PLA) manufacturing facility in the UAE, with a planned annual production capacity of 160,000 tonnes. PLA is a plant-derived material that offers opportunities to reduce dependence on conventional plastics and support more sustainable packaging and product applications.

Emirates Biotech is also actively involved in advancing circular economy solutions through research and innovation. Its recent collaboration with United Arab Emirates University focuses on converting organic waste and compostable packaging into valuable resources, including renewable biogas and nutrient-rich compost. Through its initiatives, Emirates Biotech aims to contribute to reducing plastic pollution, lowering carbon emissions and strengthening the UAE's position as a regional centre for sustainable materials and green manufacturing.

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Beyond Bamboo Global

Beyond Bamboo Global is a UK-based sustainable procurement and supply chain specialist dedicated to transforming purchasing practices within the global hospitality industry. The company works with hotels, resorts, property developers and hospitality operators to source environmentally responsible products, develop sustainable supply chains and integrate ethical purchasing practices into their operations. Its services cover procurement of operating supplies and equipment (OS&E), furniture, fixtures and equipment (FF&E), supplier evaluation, responsible sourcing and sustainability advisory support. Beyond Bamboo Global helps hospitality businesses identify alternatives to conventional products while considering environmental impact, quality, commercial viability and supply chain transparency.

As a Certified B Corporation, the company places environmental and social responsibility at the centre of its business model. Through its emphasis on sustainable materials, local supplier engagement and responsible consumption, Beyond Bamboo Global contributes to advancing circular economy principles and reducing the environmental footprint of the hospitality sector.

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MEMBER NEWS | November 2026

EEG MEMBER'S UPDATE EEG welcomed 3 renewed corporate members, and 2 new corporate members in the month of October2026
CORPORATE MEMBERSHIP (RENEWAL)
Labotel LLC
Messe Frankfurt Middle East
Salik Company P.J.S.C.
CORPORATE MEMBERSHIP (NEW)
Embio Global Trading FZCO
Beyond Bamboo Global Ltd

UN NEWS | November 2026

UNEP NEWS

UNEP Warns of Imminent 1.5°C Global Warming Threshold, Calls for Urgent Climate Action

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The United Nations Environment Programme (UNEP) has issued a critical warning that global temperatures are likely to exceed the 1.5°C warming threshold within the next few years, increasing risks to ecosystems, communities and economies worldwide. Released on 2nd September 2026, UNEP's report, "Limiting Overshoot," highlights the urgent need to minimise the extent and duration of global warming beyond 1.5°C through rapid emissions reductions, climate adaptation and responsible carbon removal strategies. According to the report, even under optimistic scenarios, global temperatures could peak at approximately 1.8°C above pre-industrial levels, while other projections indicate warming exceeding 2°C. These increases could intensify extreme weather events, biodiversity loss, food and water insecurity, and threats to vulnerable communities.

UNEP emphasises that every fraction of a degree matters, calling for accelerated investment in renewable energy, improved energy efficiency, stronger climate policies and greater international cooperation. The report also highlights the importance of climate finance, ecosystem restoration and adaptation measures to strengthen resilience against unavoidable climate impacts. For the Emirates Environmental Group, these findings reinforce the importance of translating climate awareness into meaningful environmental action. Through its recycling campaigns, tree planting initiatives, environmental education programmes and community engagement activities, EEG continues to promote resource conservation, climate responsibility and sustainable practices across the UAE.

The report delivers a clear message: exceeding 1.5°C must not mean abandoning climate ambition. Instead, it must strengthen global determination to reduce emissions, protect ecosystems and accelerate collective action towards a more resilient and sustainable future.

UNCCD NEWS

UNCCD COP17 Advances Global Action on Land Restoration and Drought Resilience

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The United Nations Convention to Combat Desertification (UNCCD) successfully concluded its 17th Conference of the Parties (COP17) on 28th August 2026 in Ulaanbaatar, Mongolia, marking significant progress in international efforts to combat desertification, restore degraded land and strengthen resilience against drought. Bringing together representatives of 197 Parties, the conference placed strong emphasis on translating global environmental commitments into practical solutions, sustainable investments and measurable outcomes.

A major achievement was the announcement of a USD 1.3 billion portfolio of financing initiatives for land restoration and drought resilience across 23 countries. The conference also introduced the Rangelands Flagship Initiative, comprising USD 1.2 billion across 45 projects to support the restoration and sustainable management of these vital ecosystems. The discussions highlighted the growing urgency of addressing land degradation, with up to 40% of the world's land already degraded, threatening biodiversity, food security, water resources and livelihoods. COP17 further advanced the Riyadh Global Drought Resilience Partnership and launched a new investment facility aiming to mobilise up to USD 400 million for drought resilience, sustainable agriculture and nature-based solutions.

The conference also emphasised the importance of empowering local communities, Indigenous Peoples, women and young people in land restoration efforts, recognising their essential contributions to environmental conservation and sustainable land management. COP17 delivered a powerful message: restoring degraded land and strengthening drought resilience require more than commitments. They demand sustained investment, international cooperation and collective action to safeguard ecosystems and secure a sustainable future for generations to come.

WASTE MANAGEMENT PROGRAMME | November 2026

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

Reduction of 481 (MTCO2e) GHG
Saving of 3,452Million BTU of Energy
Saving of 940 m3 Landfill Space
Saving of 2,386 Trees from being felled
Saving of 785 Gallons of Gasoline



PAPER COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
During October 2026, EEG collected **113,433 kg** of paper from 200 entities, reflecting an 11% decrease compared to September, but a 4% increase over the same month last year. Let us continue strengthening our collective recycling efforts, driving meaningful environmental impact and contributing to a more sustainable future, even during challenging times.	Five Hotels	9,998	Aarush Nithin Rajan	1,213
	Atkins Realis	5,680	Sahasra Magesh Kumar	715
	Jumeirah Emirates Tower	5,175	Eesha Chhibber	588

PLASTIC COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
The Emirates Environmental Group achieved its highest monthly plastic collection of the year in October 2026, gathering **11,919 kg** of plastic from 121 entities, a 26% increase compared to September. Let us continue strengthening our recycling efforts to reduce waste, maximise our positive environmental impact, and contribute to a more sustainable future for generations to come.	Bidfood Middle East	940	Khawla Yousif Al mara	2,351
	Five Hotels	767	Ali Darwish Mubarak Salim Alzaabi	990
	Wasl - Hudaiba	395	Saeed Ahmed Khalifa Al Hamly	180

GLASS COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
With the participation of 61 entities, the Emirates Environmental Group collected **15,250 kg** of glass bottles during October 2026. While this represents a 28% decrease compared to September, it reflects a significant 87% increase over the same month last year. Let us continue supporting our recycling initiatives, working together to achieve this year's environmental targets, reduce waste, and contribute to a more sustainable future.	Five Hotels	3,200	Sonia Gandhi	619
	Movenpick Hotel Jumeirah Beach Residences	1,060	Mohammed Sultan Alkhoory	125
	Two Seasons Hotel & Apartments	1,005	Aalia Ali	118

SCRAP COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
Scrap metal recycling efforts continued to gain momentum in October 2026, as the Emirates Environmental Group collected **1,432 kg** of scrap metal from 26 entities, reflecting a 37% increase compared to September. Let us keep supporting our collective recycling efforts to reduce waste, conserve valuable resources, and advance a more sustainable circular economy.	Atkins Realis	404	Ali Darwish Mubarak Salim Alzaabi	209
	Dubai Visayan Adventist	50	Ahmed Alnuaimi	90
	Marco Polo Hotel	45	Maitha Al Mar'ashi	54

E-WASTE COLLECTION CAMPAIGN	COMPANIES	QTY(kg)	FAMILY/INDIVIDUAL	QTY(kg)
A new milestone in electronic waste recycling was recorded by the Emirates Environmental Group in October 2026, with **4,110 kg** of e-waste collected from 30 entities, representing a 221% increase compared to September and the highest monthly collection achieved so far this year. Let us continue supporting our recycling initiatives to achieve this year's environmental targets, reduce electronic waste, and contribute to a more sustainable future together.	Kelvin Catering and facilities management L.L.C	830	Khawla Yousif Al Mara	239
	Kezad Group	300	Ali Darwish Mubarak Salim Alzaabi	233
	Emirates NBD	273	Irene Mariam Sunu	143

CAN COLLECTION CAMPAIGN	COMPANIES	QTY(kg)
The Emirates Environmental Group collected **704 kg** of aluminium cans from 27 entities during October 2026, recording a 26% increase compared to September. Let us continue supporting our recycling initiatives and working together to achieve this year's environmental targets, reduce waste sent to landfills, and contribute to a more sustainable future.	Five Hotels	201
	Rixos Bab Al Bahr	111
	Sheraton Grand Hotel Dubai	27

TONER COLLECTION CAMPAIGN	COMPANIES	QTY(pcs)	FAMILY/INDIVIDUAL	QTY(pcs)
The Emirates Environmental Group recorded a 31% increase in toner cartridge collections during October 2026, gathering a total of **257 cartridges** from 6 entities compared to September. Let us continue supporting our toner recycling initiatives to reduce waste, promote responsible resource recovery, and strengthen our collective environmental impact for a more sustainable future.	Emirates Palace		180	
	Emirates NBD		63	

MOBILE COLLECTION CAMPAIGN

The Emirates Environmental Group recorded a 140% increase in mobile phone collections during October 2026 compared to September, collecting a total of 156 mobile phones from 4 entities. Let us continue supporting our recycling initiatives to achieve this year's environmental targets, reduce electronic waste, and work together towards a more sustainable future.

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.