



EEG

مجموعة عمل الإمارات للبيئة
EMIRATES ENVIRONMENTAL GROUP

2019

ANNUAL REPORT

**TOGETHER FOR A BETTER
ENVIRONMENT[®]**

Emirates Environmental Group 2019 ©

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FOREWORD



HABIBA AL MAR'ASHI Chairperson

His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, proclaimed the year 2019 to be “The Year of Tolerance” in the UAE, with the key objectives being ‘Peace’, ‘Humanity’, ‘Coexistence’ and ‘Respect’. This promotes coexistence and respect towards not just our fellow human beings but our environment as well. The indigenous Ghaf tree was also declared the symbol of The Year of Tolerance ascribed to it being an emblem of stability of the desert and a witness to old customs. As part of the ‘Million Tree Project’ launched in 2007, Emirates Environmental Group has managed to surpass its target of planting one million indigenous trees and planted almost 3 times the intended number including a large number of Ghaf and Sidr trees.

2019 has been witness to the biggest climate mobilisation in history with over 7.6 million people taking to the streets from the **20th to 27th of September** to strike for climate action all over the world. The year has been an environmentally educational year worldwide, with more and more people switching to more sustainable lifestyles. We at Emirates Environmental Group aim to guide the UAE society towards the change they wish to see by propagating community waste reduction and recycling schemes, both as a means of protecting the environment and as a flagship for improving the community’s environmental awareness.

The year 2020 will be an auspicious year for both the nation and the Emirates Environmental Group as both parties are celebrating their respective anniversaries and achievements. Emirates Environmental Group will be celebrating three decades of environmental activism, education, engagement and outreach since its formation. Over the last 30 years Emirates Environmental Group has played a crucial role in the transformation of public opinion and perception on environmental issues, it has educated multiple generations of students into a career in sustainability and it has been instrumental in the transformation of the biogeographic landscape of the UAE. The UAE will be gearing towards its 50th anniversary since the formation of the federation in 1971, the theme for the year 2020 has already been announced as “2020: Towards the next 50” by the leadership, signaling the plans to lay the ground work for the next five decades. The first 30 years of EEG was about setting standards, creating a culture and generating the momentum to push the UAE towards sustainable development. Over the next 30 years EEG will raise those standards, protect the culture and work with every sector of society until we achieve the targets for a sustainable society and nation for all.

EEG’s first ever public lecture, which was held in **October 1992**, attracted around 180 people. The group has come a long way since and has been organising such events on a frequent basis to educate the public on various environmental and sustainability issues. Every year, we help divert thousands of tonnes of paper, plastic, glass and metal away from landfills and into recycling centers. We have also opened recycling centers in more than 200 schools and organised campaigns to collect toners, mobiles and a plethora of other recyclables.

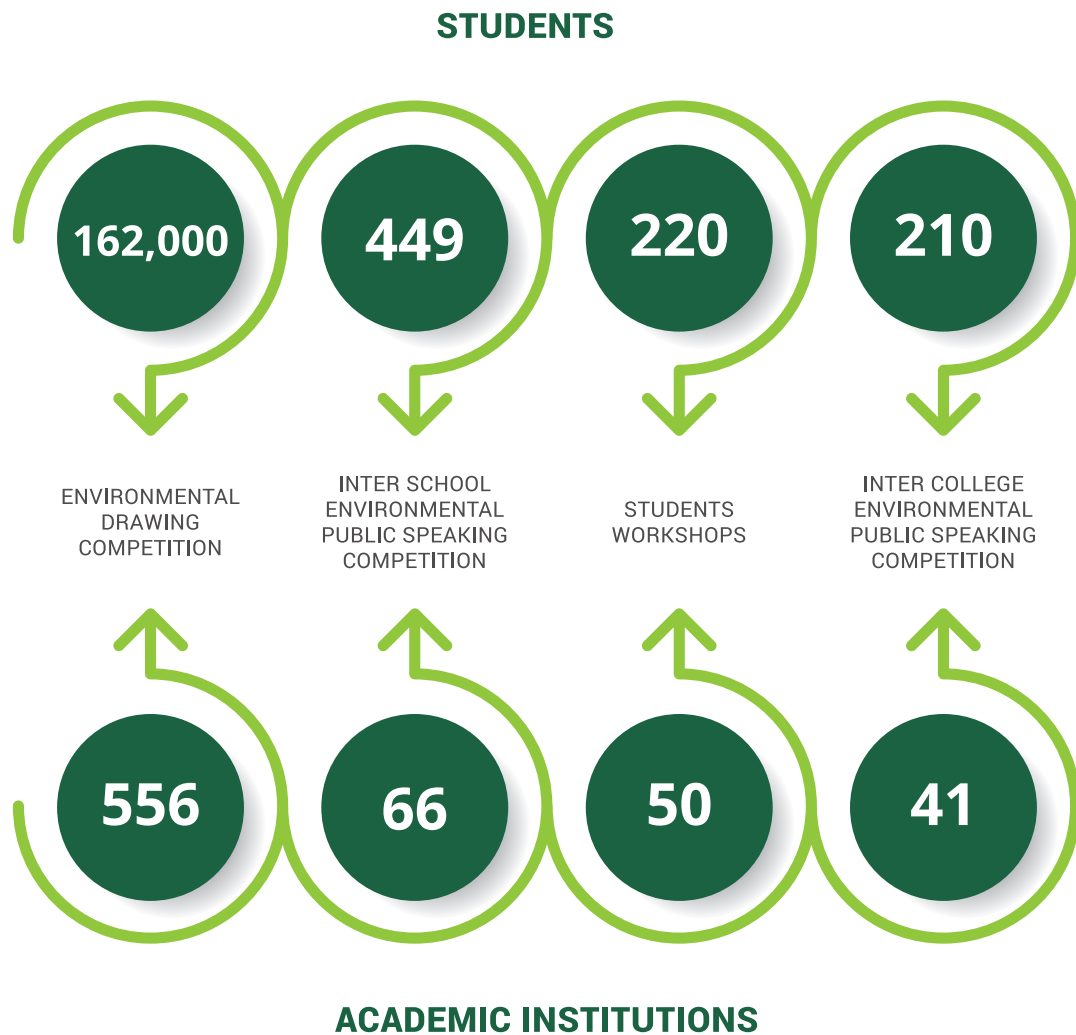
Everything we have achieved in 2019 and everything we strive to achieve in 2020 would not be possible without the support of our members, partners, volunteers and all our supporting entities. I would like to take this opportunity on behalf of the Emirates Environmental Group family to express gratitude towards your continued engagement, contribution and support in our programmes. These achievements and this development is the result of the support that we receive from the people of the UAE and the wider region.

This Annual report is an attestation of our diligence, hard work and collective achievements; and it is an acknowledgement of your devotion and contribution to EEG’s journey. I hope this report encourages you to keep supporting us in our journey on the path towards environmental sustainability. Most importantly, I would like to thank the exceptional leadership of the UAE for creating an ideal, supporting environment for us to expand, excel and innovate in our pursuit of sustainability. We hope your continued support and contribution follow us into this new decade in which we hope to reach greater heights than ever before. Let’s work towards a better environment for us and our future generations this coming year.

EDUCATIONAL PROGRAMMES

Education has always been the vital tool that has changed individuals, thus changing communities and in turn being responsible for the revolutionary changes that have shaped human history. With climate change upon us, Emirates Environmental Group recognised the demand for change early and has been in the lead in providing environmental education by engaging students from all across the country and the MENA region over the years. The Educational Programmes are designed to help equip the younger generation with the skills required to live in a changing planet, to explore environmental issues, to engage in problem-solving and to think critically about ways to take action to protect and improve the environment. Emirates Environmental Group provides a platform for the future generation to come together, learn, and connect with each other, thus empowering them to take a stance in the global environmental debate by expressing their viewpoints on sustainability issues. As a UN accredited organisation, the educational programmes of EEG also serve as a platform for the effective implementation of the United Nations Sustainable Development Goal Number 4, which highlights 'quality education for all'. EEG's educational programmes are open to all nationalities and backgrounds through which environmental education is disseminated to the youth through a series of effective Science Communication programmes.

PARTICIPATION PER PROGRAMME



ENVIRONMENTAL DRAWING COMPETITION



Art is a medium through which great change can be actioned. Not only does it have the power to stimulate thought, it is also a practice through which one can creatively portray thoughts and interpretations of the world around us. This expression of creativity promotes the exchange of ideas, the cultivation of thought and the urge for change.

With 566 schools and over 162,000 students participating, EEG's Environmental Drawing Competition continues to be one of the most popular educational events on the national level. Through this, younger generations are able to express their creativity while simultaneously think critically about the issues that are affecting the environmental health of our planet. Consequently, this cycle saw the successful integration and representation of UN SDG Goal No: 7, 11, 13, 15 and 17, which touched upon topics such as, Clean Energy, Sustainable Cities and Communities, Climate Action and Life on Land respectively.

The year 2019 was deemed the "Year of Tolerance" and to commemorate that, Emirates Environmental Group chose one of the drawing topics to be titled "One World, One Family", which aimed to promote acceptance and a sense of unity amongst the youth. Other categories and topics included "Green UAE" and "Kindness to animals", which fulfilled UN SDG targets to strengthen national sentiments to protect and safeguard its cultural and natural heritage, and to partake in the just transition from carbon based energy sources to renewable energy.

Duration
January to May 2019

Supported by
Al Hathboor Trading
The Ismaili Center
McDonald's UAE

Judges
Dr. Najat Makki
Ms. Zahra Goulamhousen
Ms. Kakoli Bose



2,148 entries received
77% increase from 2018



566 schools participated
from across the country
47.4% increase from 2018



Over 162,000 students
participated including 106 EEG
student members

Category 1: (6 – 8 years) – Regular School Category Topic: "Kindness to Animals"

The Winner	Shara Raja Mohamed	Leaders Private School
1 st Runner Up	Ryaan George Naveen	Abu Dhabi Indian School, Boys
2 nd Runner Up	Naisha Bhatia	GEMS Modern Academy

Category 2 : (9 – 11 years) - Regular School Category Topic: "Green UAE"

The Winner	Rawhan Zoharin	Leaders Private School
1 st Runner Up	Hoorah Khan	Al Sadiq Islamic English School
2 nd Runner Up	Pavani Sai Krishna	GEMS Modern Academy

Category 3 : (12 – 16 years) - Regular School Category Topic: "One World, One Family"

Winners (Tie)	Jaweria Imtiaz	Gulf Asian English School
	Arjun Reji	Sunrise English Private School
1 st Runner Up	Aiman Kashif	The City School International
2 nd Runner Up	Maitha Abdalla	New World American Private School



**Category 1 : (6 – 8 years) – Special Needs School Category
Topic: “Kindness to Animals”**

The Winner	Hamda Sultan	Madinat Zayed Center for Care and Rehabilitation
1 st Runner Up	Mohamed Abdel Fattah	Al Wafa School for Capacity Development
2 nd Runner Up	Shekha Bassam	Abu Dhabi Autism center



**Category 2 : (9 – 11 years) – Special Needs School Category
Topic: “Green UAE”**

The Winner	Mohamed Rashed	Al Qoa Center for Care and Rehabilitation
1 st Runner Up	Khalfan Obaid	Abu Dhabi Autism center
2 nd Runner Up	Saif Abdullah	Sharjah City for Humanitarian Services Khorfakkan Branch

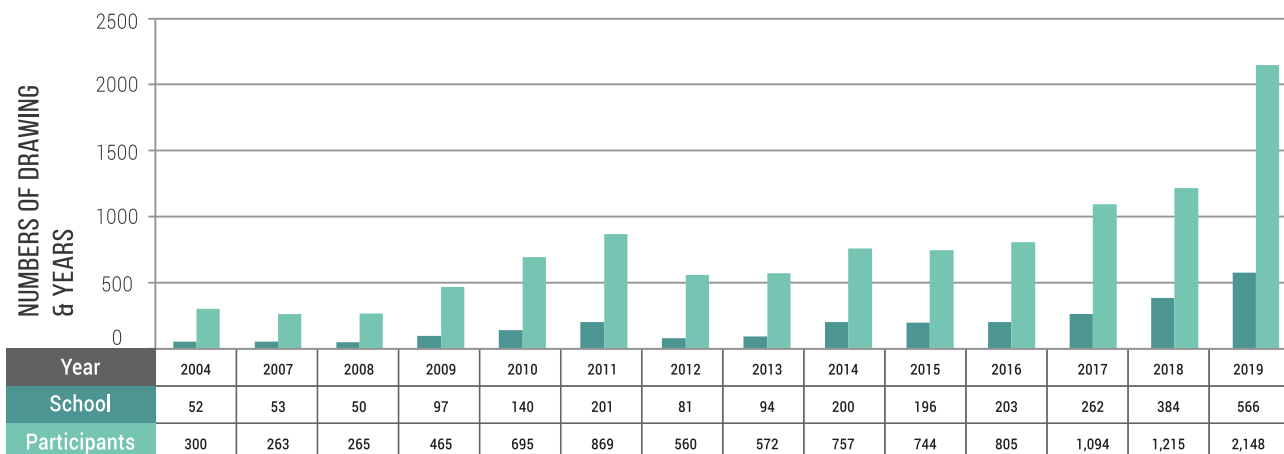


**Category 3 : (12 – 16 years) – Special Needs School Category
Topic: “One World, One Family”**

Winners (Tie)	Saeed Soliman	Al Qoa Center for Care and Rehabilitation
	Asmaa Saeed Al Za'abi	Sharjah City for Humanitarian Services, Kalba Branch
1 st Runner Up	Aya Saeed Al Hagry	Abu Dhabi Center for Care and Rehabilitation
2 nd Runner Up	Manea Adel Al Wahdy	Abu Dhabi Center for Care and Rehabilitation



The successful 14th Annual Environmental Drawing Competition witnessed the highest ever participation rate from schools and students



INTER SCHOOL ENVIRONMENTAL PUBLIC SPEAKING COMPETITION



Effective communication is vital to engage and unite members of society. Recognising the vital role that youth play in the global fight for environmental sustainability, Emirates Environmental Group provides these committed and intelligent students a platform on which they are able to share their innovative ideas, and develop their oration skills. Here, they are able to grow as proactive individuals and harness their role in making the changes necessary to conserve our environment.

The 19th cycle of the annual Inter School Environmental Public Speaking Competition (ISEPSC) continued to provide students the opportunity to develop and hone their critical thinking skills. While encouraging cooperative team work, the event aimed to engage the interest of the youth towards environmental research and learning, raise their awareness on current sustainability issues, and develop the essential skills required to become effective communicators.

As a UN accredited organisation, Emirates Environmental Group strives to promote the SDGs. The topics of the competition were carefully picked to encompass several UN Sustainable Development Goals: 4, 2, 9, 13 and 17. These focus on the accessibility and equality of education, explore environmental issues pertaining to food waste, environmental innovation, climate action, as well as on the formation of productive partnerships across social sectors required to further foster change.

Welcoming over 400 attendees, this all-inclusive, bi-lingual event brought together a diverse group of students and ensured a mentally stimulating space that encouraged the sharing of creative solutions and ideas.

The two-day competition was deliberately positioned to coincide with Earth Day, the students were prompted to tackle issues that are pertinent to today's world, promoting sustainable development as well as a sense of unity.

Emirates Environmental Group continued to carry out this competition as a Carbon Neutral event. Due to its devoted effort to promote environmental accountability. It contributed towards voluntary climate protection by offsetting 9.84 tonnes of Carbon Dioxide, courtesy of its corporate member Farnek.

- Duration**
22nd & 23rd April 2019
- Sponsored by:**
Emirates National Oil Company (ENOC)
- Supported by:**
Dubai Knowledge Park
Al Jazeera International Catering (JIC)
- Judges**
Eng. Hamdan Al Doukhi
Dr. Wasan Al taie
Ms. Nancy Nouamieh
Eng. Mohammed Al Jawi



66 teams participated in the competition



449 students and teachers participated in the competition





Day 1: Food Waste Management: Achieving Zero Hunger-Sub-senior Category	
Winner	Islamiya English School (Girls Branch)
1 st runner up	Al Mawakeb School - Al Barsha
2 nd runner up	Raffles World Academy
Healthcare and Sustainability	
Winner	Our Own High School, Al Warqa'a
1 st runner up	The Millennium School - Dubai
2 nd runner up	The Philippine School - Dubai



Day 2: Artificial Intelligence and the Environment - Senior Category	
Winner	Sunrise English Private School - Abu Dhabi
1 st runner up	New Academy School - Dubai
2 nd runner up	Delhi Private School - Sharjah
Climate Change: Reversing the Tipping Point	
Winner	Our Own English High School (Girls Branch)
1 st runner up	Dubai International School (Al Garhoud - Dubai)
2 nd runner up	GEMS Our Own Indian School - Dubai



Overall Winner

Sunrise English Private School
Artificial Intelligence and the Environment

Overall 1st Runner-up (Tie)

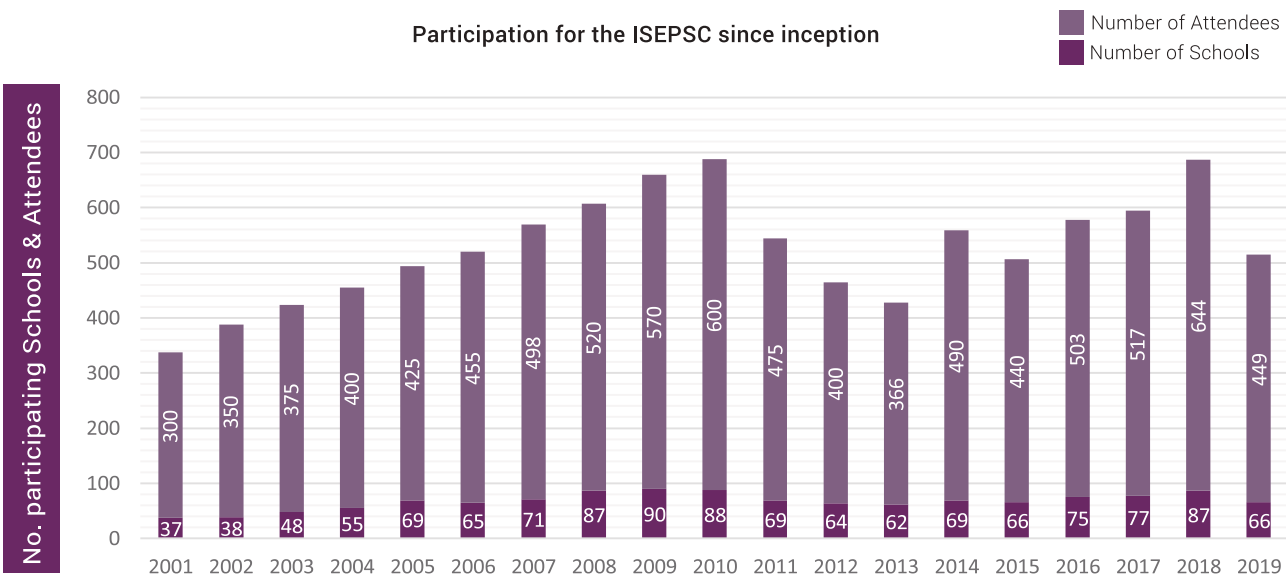
Islamiya English School (Girls Branch)
Food Waste Management: Achieving Zero Hunger

Our Own High School, Al Warqa'a
Healthcare and Sustainability

Overall 2nd Runner-up

The Millennium School
Healthcare and Sustainability

Participation for the ISEPSC since inception



STUDENTS WORKSHOPS



EEG believes that the youth play an important role in shaping the future of the nation. At a time when the country is moving steadily forward with sustainability at its core, we believe that it is very important to inculcate the same values in the young minds of today to help them make the right decisions that will shape not only their future, but that of the planet. Emirates Environmental Group hosted the annual Students Workshops under the theme 'Unlocking the Seasons'.

The 19th cycle of the inspiring Workshops was based around four seasons – Summer, Spring, Autumn and Winter. Like the evolving environment, seasons signify the passage of time and change. Through the theme 'Unlocking the Seasons' students learned how to adapt and make the best use of the benefits the four seasons have to offer. Elements of each season encompass the problems, the realities and the innovative solutions. The aim of the workshops was to instill awareness and stimulate discussion on the various Sustainable Development Goals and how to adapt to the changing climate and master the art of identifying the best solution in every difficult environmental scenario.

The significant workshops consisted of interactive brainstorming sessions, activities, debates, discussions, and hands on practical exercises on the most relevant environmental topics of concern. All educators who attended the workshop also received a special manual carefully designed by Emirates Environmental Group that outlines all the activities that were conducted on the day to enable them to conduct them on a larger scale at their respective institutions.

Duration

4th - 6th November 2019

Sponsored by
Emirates National Oil
Company (ENOC)

Supported by
Rashid School for
Boys



50 schools participated
from across the country



Over 220 students
participated



INTER COLLEGE ENVIRONMENTAL PUBLIC SPEAKING COMPETITION



The 19th Annual Inter College Environmental Public Speaking Competition was held on the **26th** and the **27th November**, under the kind patronage of the Ministry of Education. The two day programme was graciously hosted by the Dubai International Academic City at the Knowledge Park. The catering was generously provided by Emirates Environmental Group's Board Member and catering provider Abela & Co. and sponsored by ENOC, who are EEG's strategic educational partner for the Fourth year in a row.

The competition is a unique platform for undergraduate students to participate from different Arab countries and to showcase their public speaking skills, to express their opinion on contemporary environmental issues and to propose innovative solutions to bring about positive change. The participating teams tackled important topics illustrating the importance of understanding climate change and how to reverse the tipping point, as well as linking the modern technology of Artificial Intelligence with the environment.

Moreover, the teams discussed the importance of sustainability in the healthcare sector and the usage of transformative technologies in promoting a sustainable healthcare system. And finally the topic that garnered the highest number of engagements due to the certain relevancy and reliability to everyone was food waste management which showed the challenges faced to reduce the amount of food waste produced locally and globally and solutions to tackle that.

The bilingual programme saw the participation of 41 teams and around 210 students, teachers, experts and visitors from across the GCC, Levant and North Africa Region. The main purpose of the programme was achieved as students walked out of the competition armed with sound knowledge on sustainability subject matters discussed during the course of the two days.

Duration 26 th - 27 th November 2019	Sponsored by Emirates National Oil Company (ENOC)	Supported by Dubai Knowledge Park Dubai International Academic City Abela & Co.	Judges Mr. Ibrahim Mohammad Mr. Ahmad Abuothman Ms. Sarah Al Zarouni Ms. Amna Al Amimi
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Overall Winners
Winner: University of Sharjah
1st Runner Up: Emirates Academy of Hospitality Management - Dubai
2nd Runner Up: University of Bolton - RAK

Topics for Day 1	Winners
Healthcare and Sustainability	Rochester Institute of Technology - Dubai
Food Waste Management: Reversing the Tipping Point	University of Sharjah
Topics for Day 2	Winners
Artificial Intelligence and the Environment	British University, Cairo - Egypt
Climate Change: Reversing the tipping point	Manipal Academy of Higher Education



CAMPUS OUTREACH



In addition to the various competitions and workshops conducted throughout the year, Emirates Environmental Group in its capacity as an environmental advocate, engages with various academic institutions to provide insight into impending dangers of environmental degradation and discusses practical solutions. It works diligently towards reaching the younger generation and supports them by providing platforms to engage them in the field of environmental presentation and protection.



جيمس مودرن أكاديمي
GEMS Modern Academy

EEG ON THE LOCAL ADVISORY BOARD OF GEMS MODERN ACADEMY

Emirates Environmental Group chairperson sits on the Local Advisory Board of Gems Modern Academy. She attended a meeting on **21st February**, and several others throughout the year. She commended the excellent work that the school was achieving for the academic year 2018 - 2019. The valuable knowledge and ideas in the CSR programmes and continued feedback was praised as having added value to the school and its programmes. The invitation to be on the board for another year, was happily accepted and EEG looks forward to continue guiding the school towards progress in the coming academic year.



AL RAHA INTERNATIONAL SCHOOL VISITS EEG

Al Raha International School visited EEG office on the **12th March** to conduct an interview on the topic of Climate Change and Global Warming. The interview was part of their research for their grade 5 exhibition project. EEG was delighted to sit with the students and answer their questions on the pressing issues of Climate Change and Global Warming.



CAREER FAIR AT CANADIAN UNIVERSITY DUBAI

Emirates Environmental Group was invited to attend the annual career fair of Canadian University Dubai on **10th April**. The event hosted various companies and organisations in order to connect the youth at the university with real life work. Whether the students were in first year or ready to graduate, the event was met with inspired passion and vigour. The career fair provided students with an intermediate platform where they had the opportunity to practice their interviewing and personal development skills. Overall, it was a very well-organised event, with participation of well over 200 students, and more than 40 placement applications received.



UNIVERSITY OF HONG KONG STUDENTS VOLUNTEER WITH EEG

Emirates Environmental Group was proud to collaborate with students of Education from University of Hong Kong (EUHK) in April as a part of the university's Service Exposure for Global Awareness (SEGA) Programme. The SEGA Programme offers numerous opportunities to students who are interested in exploring local and international social issues under different social contexts. As part of the programme, the students must liaise with an NGO and volunteer with them to complete their 100 hours of volunteer service. Emirates Environmental Group hosted the students of EUHK for a volunteer meeting on the **18th April** and it was decided that the students will volunteer at EEG's two-day event, the 19th Inter School Environmental Public Speaking Competition (ISEPSC). There were 23 students in total, and all were given various tasks to do at the competition. They were invited on stage to be presented with a token of appreciation at the end of each day and were met with a big round of applause. The students of Education University of Hong Kong were a valuable addition to this year's ISEPSC, and their presence took the event to another level.



GEMS CAMP FROM DALLAS TEXAS

On the **9th July**, GEMS Camp founder, and twelve members of the group from USA made a visit all the way from Dallas, Texas to the United Arab Emirates as a part of their STEM programme, which is intended to enable young girls to network and prosper with the guidance from industry experts. Their main goal is to foster confidence and experience in five core aspects; academics, career, creativity, leadership and service. One of the main agendas of their visit included visiting the Emirates Environmental Group office to learn about the organisation and were interested in getting to know Ms. Habiba Al Mar'ashi's journey of being the founder of EEG and her advice to young women aiming towards success.



THE 1ST INTER COLLEGE COMPETITION – JORDAN CYCLE

The "Jordan Speak Green" competition, held on the **12th October**, under the umbrella of EEG was organised by Green Generation Foundation (GGF), supported financially by Friedrich Ebert Foundation / Amman Office and in collaboration with the Hashemite University. The significant topics discussed during the competition, included "Healthcare and The Environment" and "AI and the Environment". EEG attended the competition and spoke to the bright and talented students and attendees of the competition and expressed appreciation for the continuous commitment to the educational platforms and thanked the organisers. EEG welcomed the winning team of the Competition's Jordan Cycle in Dubai for the Pan-Arab 19th Inter College Environmental Public Speaking Competition.



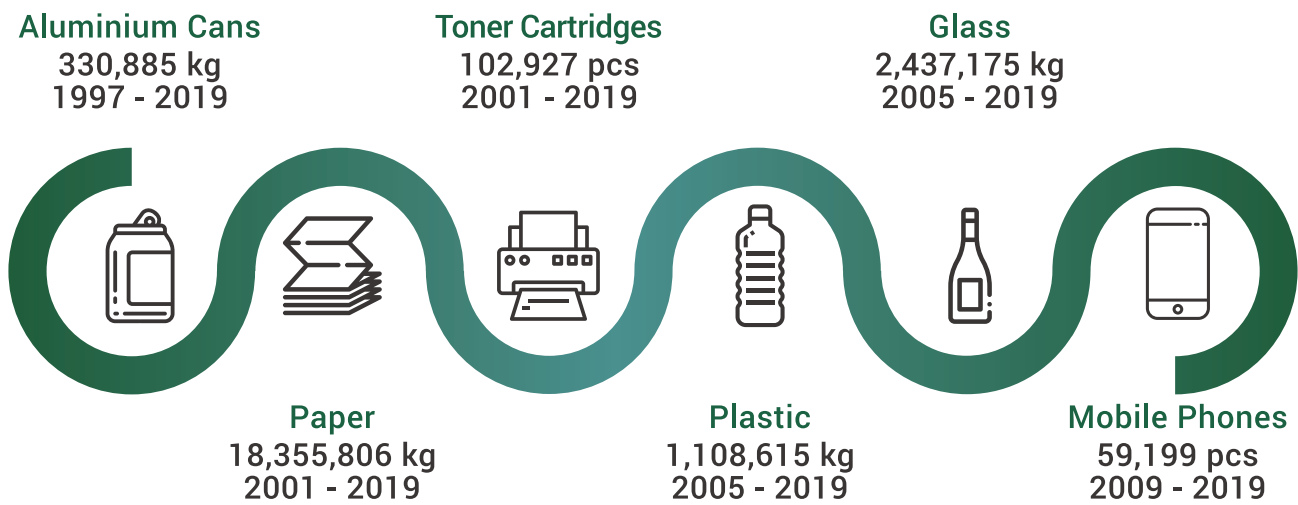
ADDRESSING AL GHURAIR UNIVERSITY STUDENTS

Emirates Environmental Group was invited by its corporate member AG Engineering to speak to Al Ghurair University students and faculty members on **23rd October**, to raise awareness on EEG's initiatives and to support AG Engineering to allow them to carry out sustainability initiatives within the campus as their facilities management company. The importance of an integrated Waste Management System, the unique linkage with a national afforestation programme, and the opportunity to be part of nature based climate solutions to prevent issues such as desertification, food security and circular economy was explained in detail to the students. EEG's various educational programmes were also introduced to the students to allow them to be part of national and international competitions.



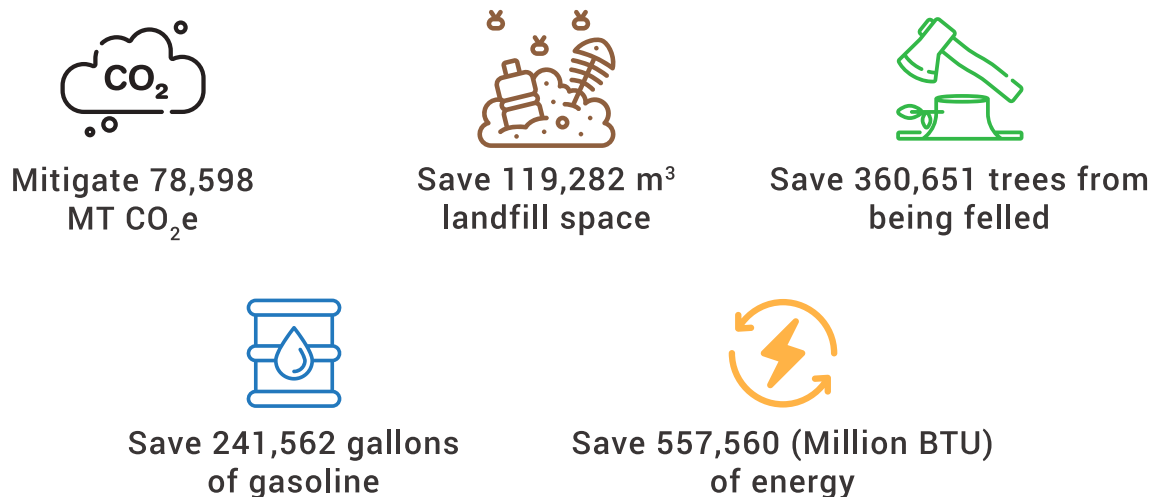
WASTE MANAGEMENT PROGRAMMES

Solid Waste Management is perhaps the most important element constituting environmental health and sanitation of the urban environment. Since its inception in 1991, Emirates Environmental Group has been at the forefront of waste management in the country through its Waste Management Programme. The annual programme comprises campaigns and drives that involve the collection and recycling of six significant recyclable materials that when unmanaged pose the danger of polluting the environment and in turn affecting the health of the population. Through the various campaigns EEG strives to raise awareness about the importance of recycling and hence tackles the problem of waste accumulation in the country. The waste management campaigns are also effective platforms for various sectors of the community to come together and engage in collective action for the protection of their environment.



Environmental Benefits of Recycling

Since the inception of EEG's Recycling programme, it has managed to



COLLECTION & RECYCLING CAMPAIGNS

Over the last two decades, Emirates Environmental Group has developed various recycling campaigns and initiatives that have attracted and engaged multitudes of families, academic institutions and corporate entities and has provided them with a platform to exercise their environmental responsibilities through tangible actions. The recycling programmes have not only provided environmental benefits, but have also provided platforms for different sectors to come together to collaborate and join in greening projects on a national scale.

Summary of EEG's Recycling campaigns in 2019

	Educational Institutions	Corporations	Families	Total
Aluminium Cans kg	1,172	13,653	802	15,627
Paper kg	386,914	622,087	226,111	1,235,112
Toner Cartridges pcs	306	3,958	990	5,254
Plastic kg	12,713	72,421	11,286	96,420
Glass kg	3,084	89,014	3,937	96,035
Mobile Phones pcs	1,243	3,411	3,059	7,713

Comparison of EEG's Recycling Campaigns from 2018 to 2019

	Total Collection for 2018	Total Collection for 2019
Aluminium Cans kg	17,239 kg	15,627 ▼
Paper kg	1,079,405 kg	1,235,112 ▲
Toner Cartridges pcs	7,033 pcs	5,254 ▼
Plastic kg	72,786 kg	96,420 ▲
Glass kg	50,386 kg	96,035 ▲
Mobile Phones pcs	7,979 pcs	7,713 ▼

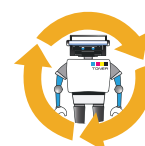
Total number of participating entities in 2019



302
Aluminium
Cans



989
Paper



84
Toner
Cartridges



473
Plastic



169
Glass



100
Mobile
Phones

CAN COLLECTION CAMPAIGN

Emirates Environmental Group's Can Collection Campaign (CCC) aims to divert thousands of Aluminium Cans from landfills, exemplifying its commitment to helping reduce the waste of natural resources around the UAE. Two significant dates under the CCC are the Can Collection Day and Can Collection Drive. The nationwide event also comprises of the "Your Can For a Tree" (YCFT) project, which connects this recycling campaign with tree planting initiative to offset carbon emissions. This campaign adheres to the UN SDGs No 12, 15 and 17, which seeks to respectively promote sustainable consumption, environmentally sound management of all wastes and afforestation nationally.

MAIN SPONSORS

Emirates Global
Aluminium

SUPPORTING

INSTITUTIONS

GOVERNMENT BODIES

Dubai Municipality
Department of Tourism &
Commerce Marketing
(DTCM)
Sharjah Electricity and
Water Authority (SEWA)
Ajman Tourism
Development Department

PRIVATE SECTOR

Abela & Co
AF Constructions LLC
Tristar
McDonald's UAE
Sharif Metals
Lucky Recycling

EDUCATIONAL INSTITUTIONS

American International
School of Abu Dhabi

MEDIA PARTNERS

Gulf News

Category	2018		2019	
	Participants	Collection (Kg)	Participants	Collection (Kg)
Educational Institutions	49	1,329	50	1,172
Families	71	1,112	83	802
Companies	119	14,798	169	13,653
Total	239	17,239	302	15,627

CAN COLLECTION DAY

The Annual Can Collective Day took place on the **28th February** at multiple locations across the UAE. The combined efforts of various hotels, families, academic institutions and corporations reeled in **4,050 kg** of Aluminium Cans for recycling.

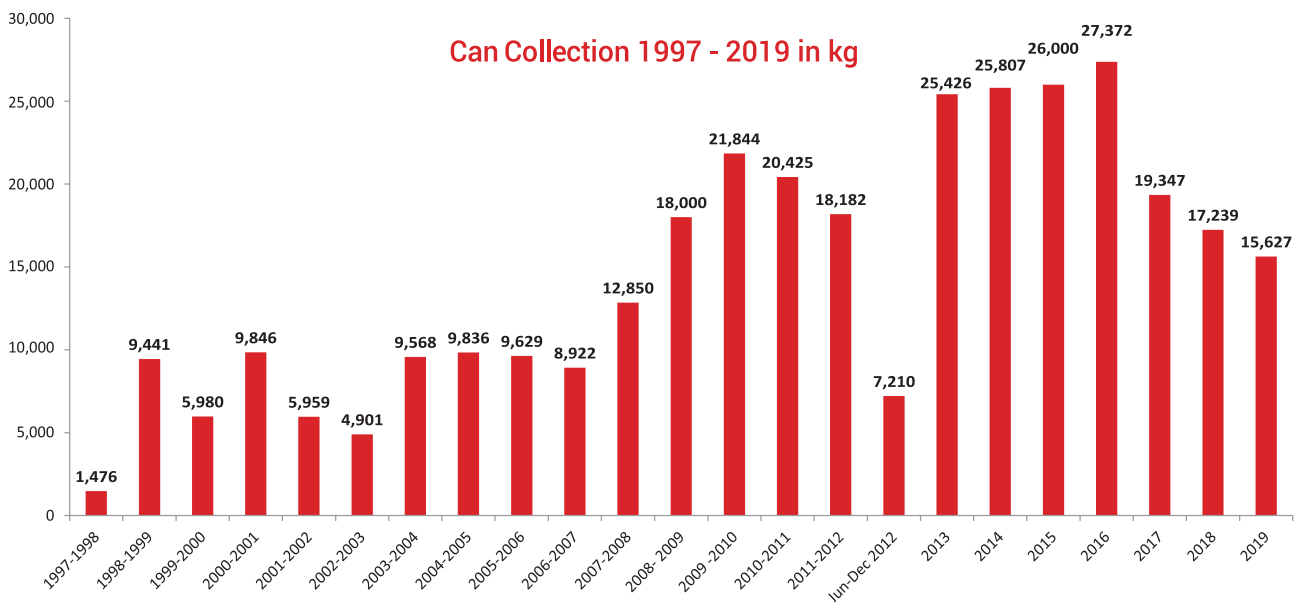
CAN COLLECTION DRIVE

The second significant event under the Can Collection Campaign umbrella is the Can Collection Drive, which took place on the **26th October**. It brought together more than **200 entities** from all the Emirates to participate. The combined effort of various hotels, families, academic institutions and corporations reeled in **5,267 kg** of Aluminium Cans for recycling.

PARTICIPANTS

90 Hotels | 79 Companies | 50 Educational Institutions | 83 Families

Total Collection: 15,627 kg



PAPER COLLECTION CAMPAIGN

Recycling paper conserves natural resources, saves energy, reduces greenhouse gas emissions, and keeps landfill space free for other types of trash that can't be recycled.

Category	2018		2019	
	Participants	Collection (Kg)	Participants	Collection (Kg)
Educational Institutions	133	314,658	107	386,914
Families	531	215,414	516	226,111
Companies	326	549,333	366	622,087
Total	990	1,079,405	989	1,235,112

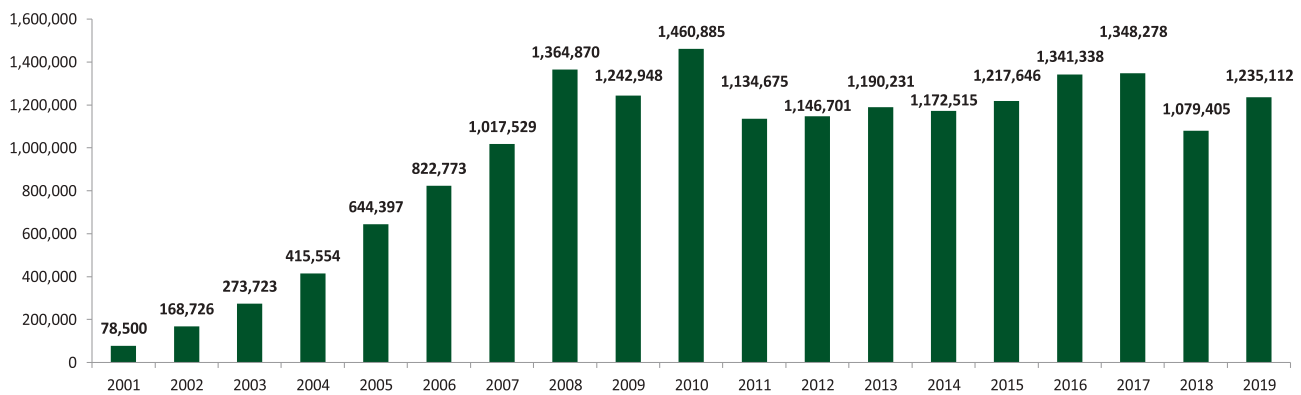
CAMPAIGN PERIOD

January - December

TYPE OF WASTE TARGETED

**ALL PAPER MATERIALS
(NEWSPAPER, CARDBOARD,
BOOKS ETC...)**

Paper Collection 2001 - 2019 in kg



TONER COLLECTION CAMPAIGN

Waste is not waste unless we waste it. Material from old discarded toner cartridges can be recycled to make new products. Toner cartridge recycling saves energy, water, natural resources and reduces greenhouse gases caused by manufacturing new products.

Category	2018		2019	
	Participants	Collection (pieces)	Participants	Collection (pieces)
Educational Institutions	13	718	9	306
Families	35	1,741	30	990
Companies	44	4,574	45	3,958
Total	92	7,033	84	5,254

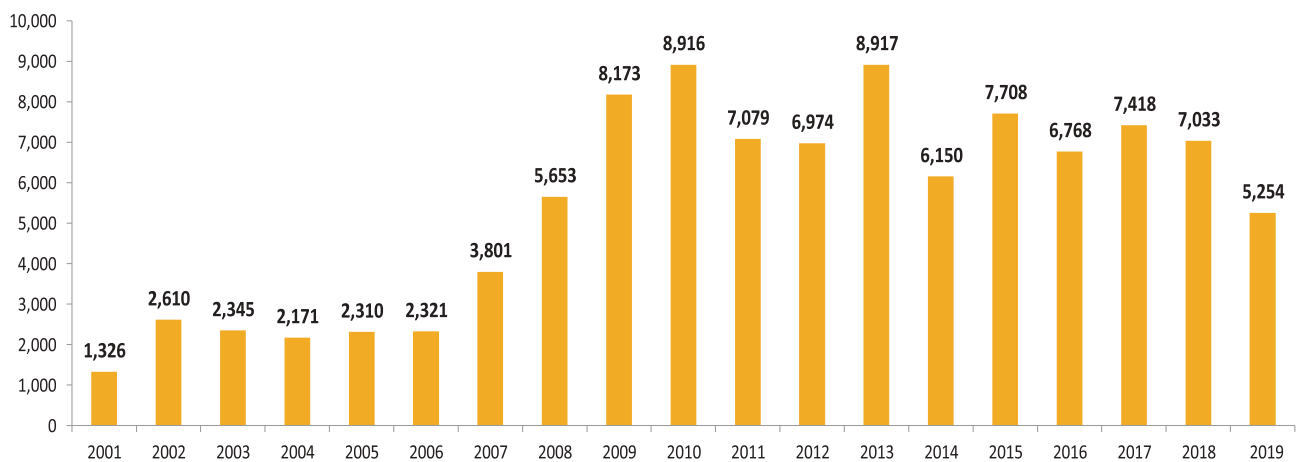
CAMPAIGN PERIOD

January - December

TYPE OF WASTE TARGETED

TONER & INK CARTRIDGES

Toner Collection 2001 - 2019 in number of pieces



PLASTIC COLLECTION CAMPAIGN

Plastic Make up a large amount of solid waste and take centuries to break down in landfills and pollute the oceans. Emirates Environmental Group aims to divert recyclable plastics away from landfills to conserve energy and protect the environment.

Category	2018		2019	
	Participants	Collection (Kg)	Participants	Collection (Kg)
Educational Institutions	63	13,185	59	12,713
Families	228	8,719	247	11,286
Companies	188	50,882	167	72,421
Total	479	72,786	473	96,420

CAMPAIGN PERIOD

January - December

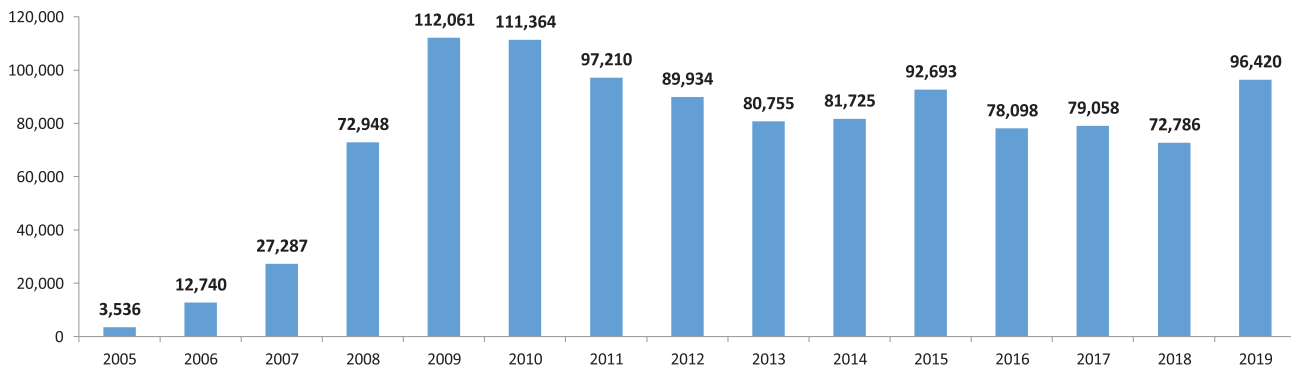
TYPE OF WASTE TARGETED

TYPE 1&2 PLASTIC

(MILK, JUICE, WATER

BOTTLES, DETERGENT ETC..)

Plastic Collection 2005 - 2019 in kg



GLASS COLLECTION CAMPAIGN

Glass produced from recycled glass reduces related air pollution by 20% and related water pollution by 50%. Recycling glass reduces the burden on landfills by conserving the space that would otherwise be taken up by glass products.

Category	2018		2019	
	Participants	Collection (Kg)	Participants	Collection (Kg)
Educational Institutions	8	1,103	8	3,084
Families	75	1,859	103	3,937
Companies	38	47,424	58	89,014
Total	121	50,386	169	96,035

CAMPAIGN PERIOD

January - December

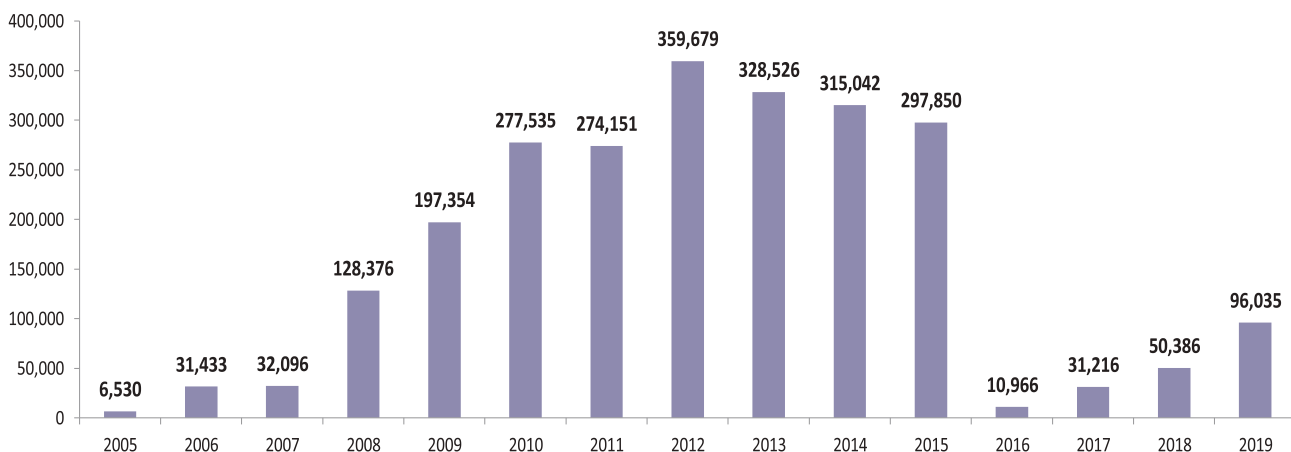
TYPE OF WASTE TARGETED

SOFT DRINK BOTTLES

CONDIMENT BOTTLES

MEDICINES, PERFUME ETC..)

Glass Collection 2005 - 2019 in kg



MOBILE COLLECTION CAMPAIGN

Recycling or reusing cell phones not only conserves valuable materials, but it also reduces greenhouse gas emissions that occur during manufacturing and while extracting and processing virgin materials.

Category	2018		2019	
	Participants	Collection (pieces)	Participants	Collection (pieces)
Educational Institutions	9	858	10	1,243
Families	53	1,564	64	3,059
Companies	14	5,557	26	3,411
Total	76	7,979	100	7,713

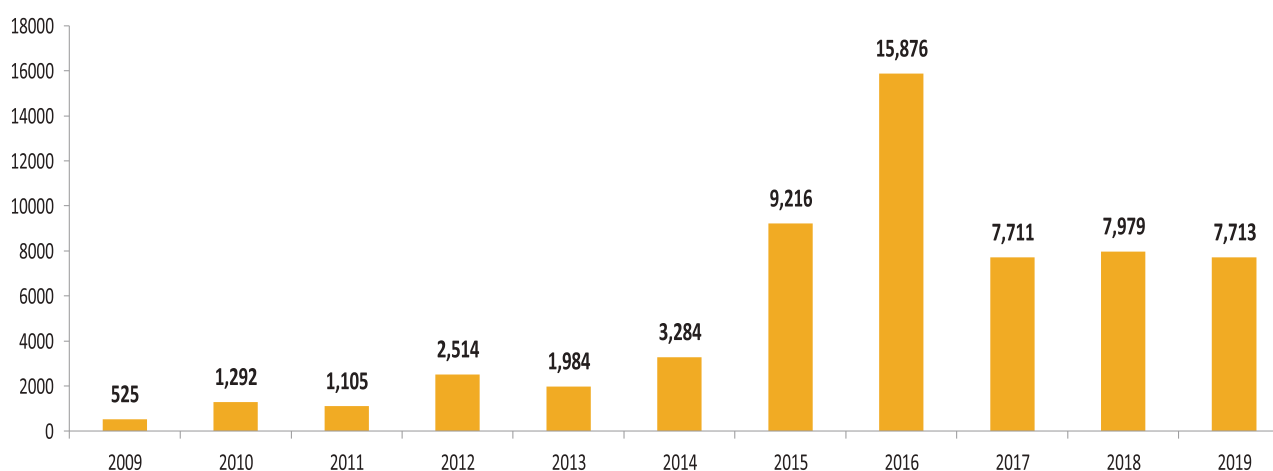
CAMPAIGN PERIOD

January - December

TYPE OF WASTE TARGETED

**MOBILES PHONES,
TABLETS AND
ACCESSORIES**

Mobile Collection 2009 - 2019 in number of pieces



QUICK RACE CHALLENGE

In honour of the momentous Earth Day, EEG annually rolls out a special “Quick Race Challenge” project wherein the student members are asked to collect a minimum of 5 kg of Aluminium Cans for recycling over a period of two weeks between the 8th and the 22nd May. In 2019, 30 student members participated in the challenge and managed to collect **117 kg of Aluminium Cans** for recycling. This has resulted in mitigation of **1.7 MT CO₂e**, saved **26 Million BTU of energy** and saved **2.8 m³ of landfill space**. The participants also got the opportunity to be registered in the “Your Can For A Tree” project and their contributions were counted towards getting to plant indigenous saplings under their names on **19.12.19**.

Aluminium Cans Collected

117 KG

CO₂ Emissions mitigated

1.7 MT

THE GREEN CALL

To mark the occasion of Global Recycling day on **18th March**, EEG rolled out another special project ‘**The Green Call**’ calling participants to recycle their old mobile phones and tablets. The recycling of various materials from mobile phones is directly linked towards creating a more circular economy which focuses on reusing and recycling materials as many times as possible. The successful 2019 cycle of the project received 131 registered schools, corporate entities and student members, successfully doubling last year’s participation. The project managed to collect a remarkable **2,433 mobile phones** for recycling. The participants who demonstrated their commitment towards achieving the set targets within the one-month time period were eligible to plant **73 native tree** saplings under their names on the 19.12.19 as part of EEG’s “**For Our Emirates We Plant**” ceremony.

Mobile Phones Collected

2,433 pcs

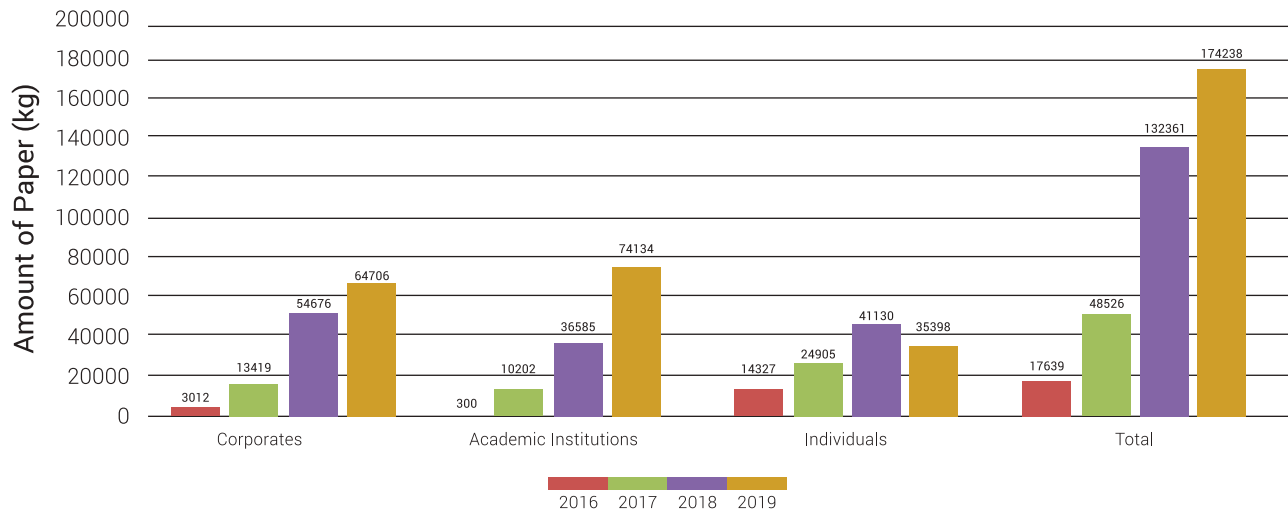
Trees Planted

73

RECYCLE. REFOREST. REPEAT

The Emirates Environmental Group joined the global celebrations to mark World Day to Combat Desertification and Drought as well as celebrate the 25th anniversary of the United Nations Convention to Combat Desertification on the **17th of June** by rolling out its popular paper recycling project **“Recycle. Reforest. Repeat”**. for the 4th year in a row. The RRR is a one-month project that was conducted from **19th June to 19th July in 2019**, and witnessed a participation of **246 entities** who collectively deposited **174,238 kg of paper** during the one-month period. On the 19th of September, EEG rewarded the outstanding achievers of the project with a certificate of achievement and the invitation to plant a tree as part of EEG’s “For Our Emirates We Plant”. ceremony The 2019 cycle witnessed a **254% increase** in participation, an **888% increase** in the amount of paper collected and a **454% increase** in the number of native trees that were planted as a result of it all since the inception of the programme 2016.

COLLECTION GROWTH SINCE INCEPTION



EMIRATES RECYCLING AWARDS



Emirates Environmental Group believes that awards acknowledge success and recognise: ability, struggle, effort and excellence. It believes that by showing appreciation to the winners of its various recycling programmes, it invites the participants to share in the celebration of EEG's success and accomplishments as their own. EEG celebrates World Environment Day by awarding all the entities and families who help the organisation reach the environmental goals and objectives set for each year in its functional steps to move the country towards a sustainable future.

The 22nd Awarding Ceremony, renamed as “**Emirates Recycling Awards**” took place on the **10th June 2019** at the Dubai Knowledge Park on the occasion of the World Environment Day (WED) Under the patronage and in the presence of H.E. Eng. Sheikh Salem Bin Sultan Bin Saqr Al Qasimi – Chairman of the Department of Civil Aviation – Ras Al Khaimah and Honorary member of EEG.

The theme of WED 2019 was “**Beat Air Pollution**”. It invited everyone to consider the changes in our everyday lives to reduce the amount of air pollution we produce, and thwart its contribution to global warming and its effects on our own health.

Emirates Environmental Group actively engages nearly 2,000 schools and up to 500 companies through its various waste management and educational programmes on an annual basis. It celebrated and honoured the eco-champions who have voluntarily out of their own sense of social responsibility joined the waste management campaigns and worked hard to produce wonderful results. The outcomes of EEG's waste management programmes are indeed very powerful and long lasting.

The event holds a great significance in the country as it encourages peoples' pro activeness towards environmental causes, which is the main objective of the United Nations World Environment Day. The magnitude of the positive impact created by EEG's waste management and recycling programme is a testament of sheer passion, hardwork and commitment showcased by our green champions.

Silver Sponsors

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- DBB Contracting LLC
- Epson
- Mashreq Bank
- McDonald's UAE

Support Sponsors

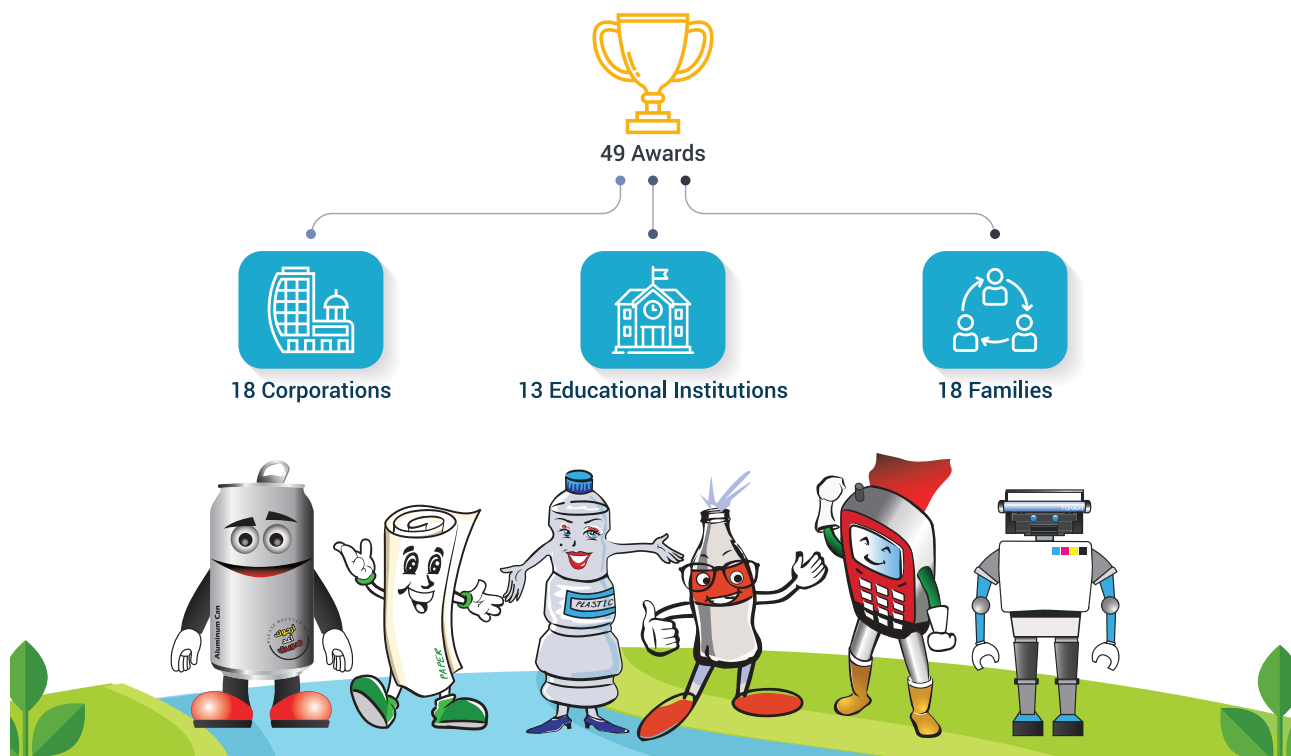
- Air Arabia
- Al Bandar Rotana Dubai Creek
- Apparel Group
- Arjaan by Rotana Dubai
- Beach Hotel Apartment
- Brother International
- Dubai Marine Beach Resort & Spa
- Grandeur Hotel Al Barsha
- Himalaya
- Holiday Inn Al Barsha
- JW Marriot Marquis
- Le Meridien Al Aqah Beach Resort Ajman
- Nikai
- Ramada Ajman
- Shangri-La Hotel
- The Beauty Oasis
- ITL Cosmos
- Wild Wadi

Venue Support

- Dubai Knowledge Park

Catering Support

- Abela & Co. LLC



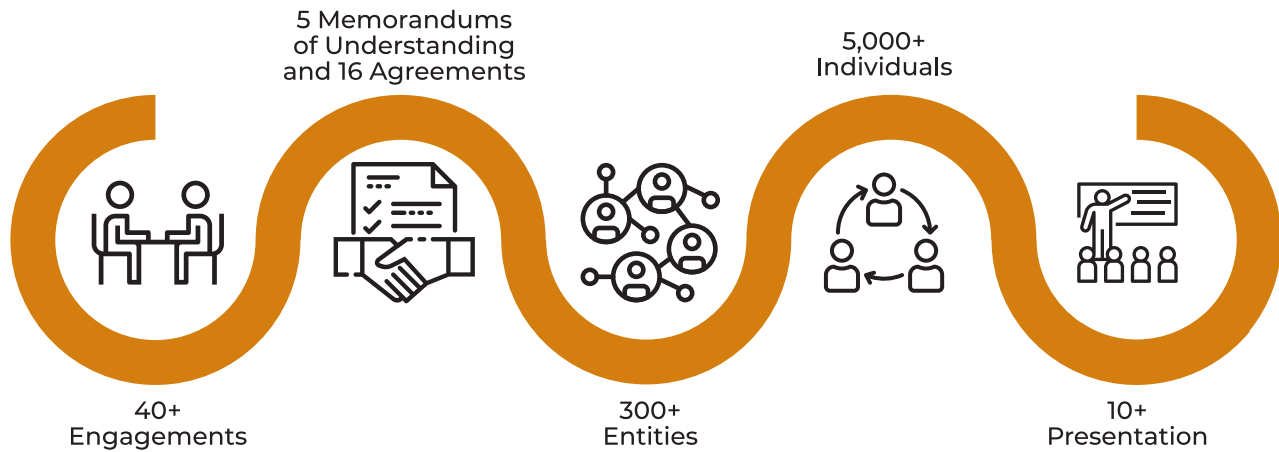
Winners of 2018 Recycling Programmes

Category	Corporate	Quantity	Academic Institutions	Quantity	Individuals / Families	Quantity
Paper	UAE Exchange Mussafah (AUH)	30,900 kg	American School of Dubai, Al Barsha	19,923 kg	Nia Tony	14,914 kg
Plastic	Abela & Co. LLC	12,032 kg	Our Own High School, Al Warqaa	1,343 kg	Namaa Ismail AlZarooni	767 kg
Cans	Emirates Flight Catering	4,031 kg	Our Own High School, Al Warqaa	358 kg	Dhanvi Nikhil Kumar Sayani	299 kg
Mobiles	Dubai Public Prosecution	4,699 pcs	Our Own High School, Al Warqaa	524 pcs	Justina Jibin	481 pcs
Toner Cartridges	Sharjah Electricity & Water Authority	3,263 pcs	The Millennium School, Dubai	299 pcs	Nityashri Sankaran	385 pcs
Glass	Emirates Flight Catering	17,200 kg	American University of Sharjah	960 kg	Mia Ghrayeb	317 kg



CORPORATE OUTREACH & AWARENESS PROGRAMME

Since its inception, EEG has believed that cross-sector partnerships and collaborations hold the transformative power required to create a world that is sustainable, resilient and prosperous. Solving environmental challenges require unparalleled cooperation between all the sectors of the society which include the government sector, the corporate sector, the academia and the civil society. EEG's Corporate Outreach and Awareness Programme strives to encourage environmental social responsibility in all sectors by organising action programmes, panel discussions, conferences and other special events. By forming meaningful collaborations and effective partnerships with vital organisations, EEG has managed to get the necessary support required to achieve its own goals. The various events organised under this programme connect the disparate sectors of society and helps them come together in the task of protecting the environment and thus realising their environmental and social responsibility goals.



ANNUAL CORPORATE GALA DINNER



The EEG Annual Corporate Gala Dinner celebrates the strength of partnerships that translates EEG's motto - **'Together for a Better Environment'**. Emirates Environmental Group hosted its 22nd Annual Corporate Gala Dinner on **4th March** in celebration of the great progress made in sustainability journey in 2018. Under the patronage and the attendance of H.E. Eng. Sheikh Salem bin Sultan bin Saqr Al-Qasimi, Chairman of Department of Civil Aviation, Ras Al Khaimah and Honorary Member of EEG, the event demonstrated EEG's appreciation towards its committed partners and stakeholders, whose collaboration with EEG has established a powerful platform for environmental change.

The EEG Chairperson in her opening speech addressed the universal developmental challenges facing the world, she also focused on the future and gave a glimpse of some of EEG's plans for 2019.

H.E. Dr. Dena Assaf, UN Resident Coordinator was invited as a chief guest to address the attendees. The gathering witnessed the attendance of over 225 personalities, it was a testimony to the effective implementation of the UN SDG No. 17 across the year of 2018, which promotes the formation and maintenance of multi-stakeholder partnerships in order to share knowledge and expertise.

The Gala event took place in the garden of the beautiful Habtoor Palace, LXR Hotels & Resorts, Dubai. Uniquely designed crystals were awarded to 51 government and corporate sponsors and supporters of EEG's campaigns and projects, commemorating their social responsibility and contribution to the effort of making the national, regional, and global vision for sustainable development a reality.

EEG conducted the Gala Dinner under the theme **'One World, One Family'**, in recognition of the power and importance of unity and diversity and in celebrating the year of tolerance.

To continue demonstrating its dedication and commitment to sustainability, the Annual Corporate Gala Dinner has been a Carbon Neutral event since 2012, and once again EEG managed to offset **5.83 tons** of CO₂ emissions in association with Farnek.

The attendees were presented with samples of Honey from Ghaf Trees that were kindly provided by Al Najeh Honey. EEG also gave away Ghaf saplings that symbolised the Year of Tolerance. Table Calendars for the year 2019 were given to the attendees. The Gala Dinner was a wonderful & successful event.



Special Sponsors

Wasl

Diamond Sponsors

Dubai Electricity & Water Authority (DEWA)

Gold Sponsors

DBB Contracting L.L.C.
McDonald's UAE

Silver Sponsors

Chalhoub Group

Sustainability Partners

Arabia CSR Network
Farnek

Attendees

225 guests

Carbon Neutral Event

Offset 5.83 tonnes of CO₂
Emissions in collaboration with
Farnek



PANEL DISCUSSIONS

EEG has been engaging with all the sectors of the society through its community lecture series since 1992, in which it harnesses the power of exchange of ideas and effective dialogue. Through these panel discussions EEG strives to bring global environmental issues with the right context to fit the local and regional situation. In 2019, EEG conducted **5** panel discussion, bringing the total number of panel discussions conducted to **191 sessions** since inception through which it has engaged thousands of enthusiastic attendees from various sectors.

The sessions were moderated by **Mrs. Habiba Al Mar'ashi**, EEG Chairperson.

In association with:

- o Arabia CSR Network (ACSRN)
- o Clean Energy Business Council
- o Emirates Green Building Council (EGBC)
- o Swiss Business Council

1. Let's Heal: Ocean Health

EEG hosted its 1st panel discussion of 2019 on the topic of **"Let's Heal: Ocean Health"** at the Rosewood Hotel, Abu Dhabi on the **30th January**. The event was sponsored by Adeeb Group and the Emirates Global Aluminium.

The insightful panel discussion explored the ways in which the UAE could continue to strengthen its fight for ocean health, focusing on UN SDG No. 14. This goal addresses the negative impacts of human activity on oceans, such as ocean acidification and seeks to implement ways to mitigate these effects. The panel addressed water conservation, marine ecology and water treatment, aiming to expand the information platform on ocean health in the region and globally.



Panelists:

- 1) Mr. Lyle Glowka (Convention on Migratory Species, UNEP)
- 2) Dr. Rashed Karkain (Dubai Municipality)
- 3) Eng. Ansari (Adeeb Group)
- 4) Mr. Mohammed Al Jawi (Emirates Global Aluminium)

2. Sustainable cities and Communities:

EEG hosted its 2nd panel discussion of the year on the topic of **'Sustainable cities and Communities'** at Modul University, Dubai on the **25th March**. The principle aim of the event was to highlight the importance of building sustainable cities and communities as well as to discuss the UAE's marked advancement towards becoming an environmentally sustainable city. The discussion focused on UN SDG No. 11, where the expert panelists shared their knowledge on City Resilience to Climate Change, Renewable Energy Integration, Green Construction Material and Green Investments. In doing so, the importance of establishing safe, accessible and sustainable transport systems, and of creating green and accessible public spaces were demonstrated.

Panelists:

- 1) Mr. Saeed Al Abbar (Managing Director of AESG)
- 2) Mrs. Huda Shaka (Associate Director at Arup)
- 3) Mr. Pradeep Singh (Assistant Director of Business Development at Etihad ESCO)
- 4) Mr. Ken Wade (Director at 5 Capital)



3. Climate Change: Time for Action

EEG hosted its 3rd panel discussion of the year on the topic of **'Climate Change: Time for Action'** at Modul University, Dubai on the **19th June**.

Focusing on the UN SDG no. 13, the discussion shed light on the critical topic of Climate Change and the various climate actions that can be done to ensure meaningful changes are made at every sector of society to effectively combat the effects of climate change.

The panel primarily focused on divestments from fossil fuels, innovative tech solutions in monitoring emissions from logistics and retrofitting existing building to reducing energy consumptions from buildings.

Panelists:

- 1) Mr. Eugene Mayne (Founder and Chief Executive of the Tristar Group)
- 2) Mr. Ali Al Jassim (CEO of Etihad ESCO)
- 3) Mrs. Brigitte Dierckx (Sustainability Manager at Engie)
- 4) Dr. Suhail Al Ghfeli (Assistant Professor at Zayed University)



4. Artificial Intelligence and Sustainability

EEG hosted its 4th panel discussion of the year on the topic of **'Artificial Intelligence and Sustainability'** at Modul University, Dubai on the **26th August**.

It focused on the UN SDG No. 9 and addressed a plethora of issues encompassing innovation, infrastructure, energy, big data, Internet of things among others. The meaningful panel discussion explored how different organisations in the UAE are leading the talk in sustainability by integrating and incorporating AI into their businesses and core operations.

Panelists:

- 1) Mr. Alexis Lecanuet (Regional Managing Director of Accenture)
- 2) Dr. Nikolaos Mavridis (Founder and Director, Interactive Robots and Media Lab)
- 3) Mr. Vasudevan (Managing Director, Happiness Advisor and Articulation Enabler at Navo)
- 4) Mr. Firas Obeido (Chief Technology Officer at Smart Automation Energy)
- 5) Mrs. Stefanie Schachtschabel (Founder and Managing Director of Globally Connected Companies)



5. Sustainable Tourism in the UAE: Challenges and Opportunities

EEG hosted its 5th and last panel discussion for the year on the topic of **'Sustainable Tourism in the UAE: Challenges and Opportunities'** at Modul University, Dubai on the **30th October**. The panel discussion was conducted to foster an open conversation about all aspects of tourism from hospitality, eco/wildlife-tourism, clean energy, sustainable mobility and wastage in the hospitality sector. Eco-tourism, low energy consumption incentive options, reusable key cards and providing more options to go green for clients were some of the various issues discussed. The importance of conservation tourism and its potential negative impacts were also discussed at scale and need for a balance to sustain the industry healthily.

Panelists:

- 1) Mr. Norberto Cibien (Managing Director, Accenture Middle East)
- 2) Dr. Ana Stranjancevic (BBA Programme Director, Modul University)
- 3) Mr. Omar Souab (General Manager, Sofitel Hotel)
- 4) Mr. Greg Simkins (Conservation Manager, Dubai Desert Conservation Reserve)

CORPORATE OUTREACH PROGRAMME



Emirates Environmental Group is committed to engage with the corporate sector in its spirit of collaborations, and it is evident through its corporate outreach engagements. EEG duly compensates for the support it receives from the various sectors, through actively supporting any initiative, activity or programme that tackles and is aligned with sustainability.

Workshop with ENOC

EEG conducted an interactive workshop on the **19th March**, with its corporate member and strategic educational partner - The Emirates National Oil Company (ENOC) at their head office in Oud Metha. The workshop titled, "Whats on your plate?" was built around the concept of understanding and raising awareness on the carbon footprint of food. The workshop dwelled into the specifics regarding the food we eat, with a focus on issues such as 'food miles', 'high carbon vs low carbon diets', 'water footprint' and more. The ENOC employees participated in an interactive session with activities such as a mock buffet, a quiz on food and an open discussion on various issues pertaining to health and the environment. The successful event was held as part of ENOC's commitment to tangibly celebrate Earth Hour and world Earth Day.



Presenting at Dubai Natural History Group

Emirates Environmental Group attended the Dubai Natural History Group (DNHG) monthly seminar held on the **7th of April**, as a guest lecturer to raise awareness, answer questions and participate in an open discussion on recycling in the UAE. The EEG team talked about the various sustainability initiatives that the families can be involved in and the methods through which they can actively participate as concerned members of society. EEG also answered various questions on the myths and best practices to follow while recycling, including the right types of materials and how to segregate correctly. EEG was delighted to be part of this event and looks forward to future meaningful collaborations with the DNHG.



EEG and Tristar

Tristar Group is a fully integrated Liquid Logistics solutions provider catering to the needs of the petroleum and chemical industries. EEG and Tristar actively engage with each other through various corporate and outreach events throughout the year. In 2019, apart from being a panelist on EEG's 3rd panel discussion and participating in EEG's recycling programmes, Tristar also conducted a workshop on the **30th April** and launched its 7th sustainability report, both of which involved the Emirates Environmental Groups active presence and participation.

The workshop was conducted at the Movenpick Ibn Battuta Gate Hotel on the UN Global Goals. The event was attended by government and corporate entities in the region that are active players in the implementation of SDGs in the region. The workshop dwelled into all the 17 UN SDGs with speakers from UAE and abroad talking about its importance and their implementation strategies. The launch of the sustainability report was held on the occasion of World Environment Day, the **16th June**, where Tristar Groups CEO handed the first copy of the report entitled 'Empowering the Next Generation for Sustainable Development' to EEG Chairperson at the Tristar head office in Jebel Ali. Tristar is promoting SDG No.3 on Good Health and Well-being and No.4 on Quality Education with its road safety awareness campaigns in the GCC and with its support to the education sector in South Sudan and Kenya, respectively.

Visiting the Nestlé Plant

Emirates Environmental Group was invited to visit its corporate member Nestlé Middle East's 18th factory in the region on **9th May**. The factory is situated in Dubai South and the visit was part of Nestlé's commitment to be more involved in sustainability and environmental initiatives locally. The EEG team was introduced to a variety of energy conservation, waste management, resource efficiency, sustainable consumption and renewable energy projects currently being undertaken in the plant. EEG was happy to hear that the plant will be 85% run on solar power through the largest solar 7.6 MWp Ground-Mounted and Rooftop Solar Plant in the UAE, and that Nestlé will aim to raise this target to 100% in the near future and also further reducing their energy consumption.



'Responsible Day' with Pernod Ricard

As part of their global and annual, 'Responsible Day' event on **30th May**, the Pernod Ricard branch in the UAE joined EEG to meaningfully celebrate the day with a focus on UN SDG 12: Responsible Consumption and Production. EEG conducted a full day of activities with the team at the Hatta Honey Bee Centre focusing on sustainable consumption of food, recycling of plastic and an educational tour of the bee farm and lessons on apiculture. The activities and events embodied the theme of the day by educating the company staff on local production, local consumption and waste reduction. The interactive workshop included hands on activities which explained concepts such as carbon miles, the carbon footprint of our food, the right methods to recycle, apiculture science, food waste management and food security.



Talk on #BeatPlasticPollution

Emirates Environmental Group addressed the staff and employees at the Dubai Financial Services Authority (DFSA) on **27th June**, to educate and raise awareness on the negative impacts and effects of plastic pollution to the environment and to our health. The event aimed to convince and persuade the employees at DFSA to be conscious of their consumption habits and to stop using single use plastics and switch them for re-usable items. EEG team gave tangible explanations on how to recycle, and what can and cannot be recycled and how EEG can help them in their aim to eliminate plastic entering the landfill, seas and oceans.

'Planet on the Edge, Why Sustainability Matters?'

On **15th July**, EEG staff had a session with 1001 Good Deeds on the topic of 'Planet on the Edge, Why Sustainability Matters?'. The session consisted of the causes and effects of Climate Change and Global Warming and solutions that can be implemented by corporates and individuals on a day to day basis to help mitigate the effects of climate change. Topics of air pollution, water pollution and the importance of conserving nature were also included and high discussions amongst EEG staff and 1001 Good Deeds were raised on the importance of spreading this knowledge.

DGrade School Ambassador Session

Emirates Environmental Group's corporate member and plastic recycling partner, DGrade, organised its annual school ambassador session on **26th September** at the Millennium Hotel in Barsha Heights. The session was held to introduce academic institutions to the various recycling and sustainability initiatives available in the UAE. Emirates Environmental Group attended the session as one of the speakers to talk about the various recycling and educational initiatives that it runs, for which academic institutions can come on board to actively engage their student's in local grass-root initiatives and help create local impacts.



Recycling and Green Office Presentation

EEG welcomed Ferrero as a new corporate member and conducted a green office presentation for their staff at the Ferrero Dubai office on **2nd October**. The session was organised in conjunction with "Internal Business Update Session" to officially announce to all staff about the launch of Ferrero's collaboration with EEG on recycling and other sustainability initiatives. The session was also attended by Ferrero teams across the Middle East (Saudi Arabia, Kuwait and Bahrain) through a tele-conference set up. Emirates Environmental Group received a plethora of questions pertaining to best practices, recycling dos and don'ts and the opportunities to be engaged with EEG at a corporate, individual and family level.



Chalhoub Family Recycling Day

EEG in association with its sister organisation the Arabia CSR Network, organised a Family Recycling Day with Chalhoub Impact in Al Barsha Pond Park on **8th November**, as part of its engagement with the corporate world. The event engaged the employees of Chalhoub Group and their families in an interactive and fun session on several sustainability topics. The theme of the event was "Elements Define us", – fire (energy), water (pollution), land (food waste) and air (climate change), with each element corresponding to an environmental issue. The afternoon included a myriad of hands on activities that aimed at raising the awareness of the staff and their families on specific environmental issues. Additionally, the participants were also encouraged to bring recyclable materials from their home ahead of time for which they managed to collect **21 Kgs of Plastic** and **2 Kgs of Paper**. The meaningful day ended with an award for the family that managed to collect the highest quantity of recyclable materials.



PARTNERSHIPS & COLLABORATIONS



Partnerships offer organisations the opportunity to achieve what may otherwise be very difficult to achieve on their own. EEG is highly appreciative of its corporate stakeholders and partners – in the country and the region – for their support in its programmes and activities. This has helped EEG achieve its sustainability and environmental goals. Through the various partnerships and collaborations, EEG is able to effectively implement UN SDG No 17 that calls for the achievement of sustainable development through meaningful cooperation of multiple sectors of the society and industry.

Clean Energy Business Council (CEBC)

The Clean Energy Business Council (CEBC) and Emirates Environmental Group, have been long standing partners in the field of sustainability. Throughout the year EEG and CEBC have mutually conducted and attended each other's events.

On **26th June**, the Future Mobility Club held its 'First Public Event' of the year at the Arabian Automobiles Showroom. Future Mobility Club is a dedicated working group, created under the umbrella of the CEBC, it is focused on supporting the transition of the automotive industry towards green mobility and specifically to bolster the recent steps taken by the government in this regard. EEG Chairperson attended the event which focused on the need to move away from the current mobility model towards a greener, cleaner and more sustainable framework that would ensure reduction of emissions and lowering of the carbon footprint.

On **15th September**, EEG attended a session organised by the Clean Energy Business Council on the topic of 'ESCO Market in MENA: Challenges and Opportunities'. The event was hosted at the Dubai International Financial Centre and witnessed a presentation from the Chairman of CEBC, who extensively talked about the role of the ESCO's in the MENA region and the need to improve energy efficiency. The need for proper standards across the country to enable financial institutions to fund green projects was also one of the hot topics discussed.

On **20th November**, the Knowledge Summit 2019 hosted the 7th Annual Clean Energy Summit, organised by the Clean Energy Business Council. EEG Chairperson attended the event and spoke on the topic of 'Green Economy and the UAE'. The Summit also included workshops on ISO Knowledge Management and a session to discuss white papers of sustainable projects for various government entities.

EEG signs MOU with PAD

EEG signed a memorandum of understanding with the Pakistan Association Dubai (PAD). The MOU was designed on **23rd September** to support and strengthen the strategic cooperation between the two parties, specifically to mobilise the Pakistani community within the UAE, who form one of the biggest expatriate population. EEG hopes that the efforts taken to promote joint initiatives in the field of environmental work and sustainability will foster a positive growth in environmental activism within the community and be actively engaged with EEG throughout the coming years.

EEG signs MOU with CFD

The Emirates Environmental Group (EEG) signed a memorandum of understanding (MOU) with College of Fashion and Design on **7th October**. The MoU aims to support and strengthen the strategic cooperation between the two parties and promote joint initiatives in the field of environmental work, sustainability and to share best practices in innovation and creativity. EEG and CFD will explore the emerging market for sustainable fashion in the UAE by hosting emerging businesses in panel sessions. It will organise educational campaigns targeting high school students to rethink waste for fashion and build the capacity of CFD's management by helping put in place and implement a holistic waste management system.



UAE Public Policy Forum

Under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum – Crown Prince of Dubai and Chairman of the Executive Council, the Mohammed Bin Rashid School of Government (MBRG) hosted the 3rd edition of the UAE Public Policy Forum on **17th & 18th January**. The UAE Public Policy Forum is an annual global discussion platform bringing together government leaders, the academic elite, and experts who are dedicated to enhancing government policymaking in the U.A.E. and the region. The chairperson of EEG was a panelist in a session titled “Policy coherence and competitiveness – SDG 17: Accelerating Sustainable Development in National Priority Areas” during day one of the event.

EEG meets Rotterdam Mayor

Emirates Environmental Group was honoured to have been invited by H.E. Hans Sandee, the Consul General of the Kingdom of the Netherlands in Dubai to a unique multi-sensory chromatic dinner on the occasion of the visit of the H.E. Ahmed Aboutaleb, Mayor of Rotterdam and the innovation trade mission on ‘water-energy-food’, at INKED in Al Serkal Avenue, on **25th March**.



EEG and the Swedish Embassy in UAE

Emirates Environmental Group and the Swedish Embassy in the UAE have enjoyed a long and mutually beneficial partnership over the years, since they became signatories to an MoU signed in 2012. The association promotes collaboration on issues, such as women's empowerment, sustainability and effective partnerships. On **13th June**, EEG chairperson was invited by the Ambassador of Sweden to attend the farewell dinner for the outgoing Deputy Head of Mission, Mrs. Annette Nelson Exner at the Swedish Embassy. EEG also had a meeting over lunch with H.E. The Ambassador of Sweden and H.E. Anna Halberg, Swedish Minister of Foreign Trade on **8th October**. EEG chairperson attended the ‘SHE LEADS’ dinner on **26th November**, which EEG supported. The SHE LEADS programme is dedicated to the promotion and advancement of female executives in the business world. It was organised by the Swedish Institute in Dubai from **25th to 28th November**. Practical ideas were presented to the participants about the mechanisms behind the innovative capabilities. The event facilitated lectures and workshops to connect with Sweden's most forward thinking organisational consultants in Gulf-based Swedish companies. The participants therefore, received concrete takeaways and theoretical food for thought.

EEG's Journey with UNEP in 2019

As active members of the civil society in the Middle East, the Emirates Environmental Group (EEG) aims to achieve sustainable development through social, environmental and economic means. Our objectives include pushing the environmental agenda to the widest sections of the population; create platforms to promote environmental knowledge and awareness, and develop actual steps and programmes that allow people to be proactive towards the environment. Therefore, it has been our goal to establish the crucial correlation between international development agendas and environmentalism. We are committed to provide a regional as well as civil society perspective to these documents which are the foundation to a number of important resolutions and decisions. In 2019, EEG attended a total of **13** UNEP virtual meetings including **4** subcommittee meetings of the Committee of Permanent Representatives. Apart from this, EEG participated in meetings relating to:

- South- south and Triangular Cooperation;
- Activities of the Open-Ended Working Groups;
- Global Major Groups and Stakeholders Forum;
- The United Nations Environment Assembly 2019

For most of these meetings, EEG provided its inputs and pushed forth a more Arab - centric perspective, when required. EEG ensured agenda items were explained in the context of a more regionally balanced output. It has also been active in providing UNEP with its recommendations on a number of important reports. EEG has participated in **5 projects** in 2019 including the following:

- Recommendations to the Ministerial Declaration for UNEA - 4;
- Recommendations to the background document for UNEA-4;
- Recommendations on the Implementation of decision UNEP / EA.4 / 2 CPR based review;
- On-line survey on the performance of UN Environment Programme in its implementation of the Programme work 2018 - 2019; and
- Inputs to the document- “ Lessons Learned at UNEA - 4”.



Media

EEG Chairperson visits Dubai Eye 103.8 FM

Ms. Habiba Al Mar'ashi visited the Arabian Radio Network office on **11th July**, where she went live on the morning show with Tom Urquhart called "The Agenda". The topic of the segment was "Recycling Culture in the UAE". Urquhart went into deep conversation with Mrs. Habiba collecting her thoughts on what people can do to improve sustainability in the UAE and also how we can make recycling a culture rather than a chosen behaviour. It was a wonderful segment receiving great questions and feedback from listeners.

The Sustainabilist Magazine

EEG Chairperson was featured as the chosen Sustainabilist in **July's** release of "The Sustainabilist Magazine", the regions' number one green magazine and a flagship product of Dubai Carbon. It interviewed her to get an insight into the personal and professional journey of a sustainability innovator. The feature revolved around her initial stages of entering into the field of Corporate Social Responsibility and sustainability and how her passion drove her to achieve the many accomplishments to her credit.

Waste & Recycling Magazine Middle East

Ms. Habiba Al Mar'ashi was engaged in meaningful discussion in the **month of July** on the implementation of Corporate Social Responsibility (CSR) in the corporate world. Many organisations are participating in CSR activities, but are they doing it correctly? She shared with the magazine on how organisations can fulfill their duty of CSR and the positive impact on organisations as a result of embarking on the sustainability journey.

Women in Energy

The "Women in Energy" is an organisation based in New Jersey devoted to empower women who work in the energy industry. On their monthly spotlight segment of **July**, they reached out to EEG Chairperson, to get her insight on how she manages and runs her organisations and what important leadership roles women can have within those organisations.

JUDGING COMMITMENTS

Three decades of service and excellence in matters pertaining to the field of sustainability at a local, regional and global level have resulted in various organisations requesting the expertise of EEG as judges in various awards. In 2019, Emirates Environmental Group resided as a member of the jury in the following awards.



Sharjah Excellence Award was launched as one of the many initiatives of Sharjah Chamber of Commerce and Industry in the United Arab Emirates. It was created to set the Emirate of Sharjah as a hub where businesses and investments meet.



The Sheikh Khalifa Excellence Award (SKEA) was launched by the Abu Dhabi Chamber of Commerce & Industry (ADCCI) back in 1999 as a blue print, a roadmap and a methodology for continuous improvement aimed at enhancing the competitiveness of the Business Sector in Abu Dhabi and the UAE.



Established in 2018 by the Ajman Tourism Development Department, the Modama Awards seek to honour the hospitality organisations and individuals who are actively working towards a more sustainable and environmentally sound future.



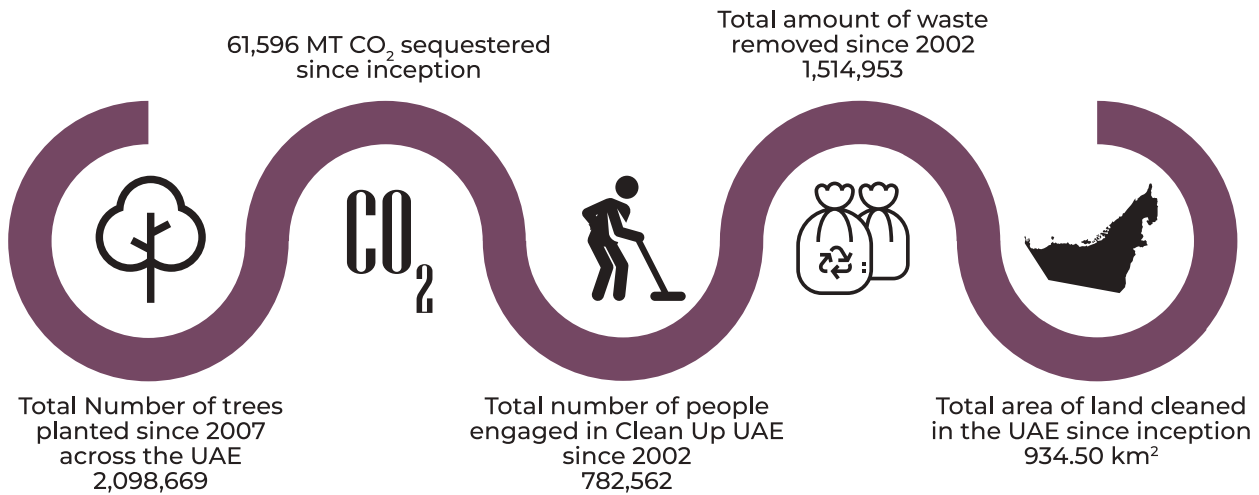
Dubai Sustainable Tourism Awards are held to recognise those companies within the tourism sector that have demonstrated good practices when it comes to reducing the company's carbon footprint, in efforts to promote sustainability of the tourism industry.



The College of Fashion & Design in Dubai launched a fashion show under the theme "Save The Amazonia" highlighting the issue of the forest fires in the Brazil's Amazon rainforest and inspiring students to engage in social causes.

COMMUNITY ACTION & AWARENESS PROGRAMMES

For a society to move towards sustainability, it is important for every member of that society to be aware of the environmental situation and share the same values. Environmental awareness proves important for several reasons; it fosters a sense of connection to the natural world, promotes sustainable development and encourages environmental conservation. The Community Action and Awareness Programmes of Emirates Environmental Group are designed to foster active participation from the community while facilitating their role in making a significant change towards environmental protection. Each year, hundreds of participants come together to achieve tangible solutions towards their sustainability goals by taking part in the various events under this programme. In 2019, EEG managed to actively engage 30,000 participants from all 7 Emirates through its Clean Up Campaigns and Tree Plantation activities.



CLEAN UP UAE CAMPAIGN

EEG realised early on, that the involvement of different sectors of society in cleaning operations is an important step in raising awareness about the concept of environmental protection, and it also helps to establish the concept of waste reduction and proper management. The "Clean Up UAE" campaign is the largest environmental movement in the country and includes participants from academic and government institutions, corporate entities and members of the society. The 'Clean Up UAE' goals are in line with the Sustainable Development Goals 11, 13 and 17, which emphasize the creation of sustainable cities and communities, taking action for the climate, and building effective partnerships to address environmental issues.

The 18th cycle of the annual "Clean Up Campaign" was rolled out under the Patronage of the Ministry of Economy. The theme of the campaign was **"Are you the Solution to this Pollution?"**. It focused on the role of every individual living in the UAE regardless of their nationality, religion, and gender. It called upon all to work towards achieving a cleaner environment and a sustainable future for all.

The Clean Up Campaign enjoyed the active support of all the Government bodies, Private sectors, civil societies and Police Departments in every Emirate as well as the Ambulance Departments.



Total Waste Collected
43,274 kg



Total area cleaned
62.4 sq km



Total Volunteers Participated
28,509

The event enjoyed excellent coverage of both the English and Arabic Media. Radio Stations: Al Murad Group and Dubai Eye - 103.8, Al Oula Radio, Al Rabie Radio- Channel 4 and Ras Al Khaimah Radio. TV stations including: Al Sharqiya TV, Dubai TV, Fujairah TV and Sharjah TV station, Print media including: Al Ain Newspaper, Abu Dhabi Env, Al Bayan, Al Ittihad, Ajman News, Al Khaleej Newspaper, AL press, Alroeya, Al Watan, Emarat AlYoum, EmNews, Nabd, Sharjah 24, UAE Barq.

Government Supporters

- Abu Dhabi Municipality
- Dubai Municipality
- Dubai Tourism
- Fujairah Natural Resources Corporation
- Management of Saih Al Salam Protected Area
- Municipality and Planning Department – Government of Ajman
- Ras Al Khaimah Public Services Department
- Umm Al Quwain Municipality

Main Sponsor for Dubai

NMC Healthcare PLC.

Co-Sponsors

- Etihad ESCO- Dubai
- McDonald's UAE- Dubai
- RAK Bank- Ras Al Khaimah

Private Sector Supporters

- Bee'ah
- ICAD- Abu Dhabi
- Tadweer

Civil Society Supporters

- Sharjah City for Humanitarian Services

Material Supporter

- Al Jazeera International Catering
- Al Marai
- Byrne Equipment Rental
- Fujairah Plastic Factories
- Nestlé Middle East

Media Partner

- Gulf News



Ras Al Khaimah, 4th February

The first Clean Up Campaign for the year 2019 was held as a celebration of National Environment Day on **4th February**, in Ras Al Khaimah under the patronage of H. E. Engr. Sheikh Salem Bin Sultan Bin Saqr Al-Qasimi- Chairman, Department of Civil Aviation - RAK in collaboration between EEG and RAK Public Services Department.

The event took place in Digdaga and covered an area of **3 Km₂** with the participation of more than **144 active** volunteers. The whole team managed to collect a total of **434 kg** of waste.



Dubai, 24th February

The second Clean Up activity was held in collaboration with KPMG in the desert area near the Dubai Outlet Mall on the **24th February**. A team from EEG and enthusiastic staff volunteers from KPMG participated in the Clean Up and collected a total of **1,040 kg** of waste and managed to cover an area of **1.5 Km₂**.



Umm Al Quwain Beach, 8th June

The third Clean Up activity was held on **8th June** as a celebration of World Oceans Day in the Umm Al Quwain Beach. The Clean Up was conducted in partnership with Nestle and Umm Al Quwain Municipality.

More than 350 Nestle volunteers, including their families, actively participated in cleaning up nearly **2.5 tonnes** of waste from the beach successfully averting plastics and other waste material from ending up in the ocean and they managed to cover an area of **1.5 Km₂**.



Sharjah, 5th December

The comprehensive Clean Up UAE campaign started on the **5th December** in Al Maliha area with a total of 1,000 participants joining the first stop of the annual national environmental campaign "Clean up UAE" under the patronage of the Ministry of Economy and in collaboration with Sharjah City for Humanitarian Services, Sharjah Police Music Band and Bee'ah, the participants successfully collected **2.5 tonnes** of waste of which 700 kg were segregated for recycling.

The Campaign was also supported by Nestlé Middle East who provided water, Fujariah Plastic Factory who provided biodegradable plastic bags, Almarai provided the Juices and Al Jazeera International Catering provided snacks.



Umm Al Quwain, 7th December

In the Emirate of Umm Al Quwain the Clean Up UAE Campaign took place at the Fishermen beach in collaboration with the UAQ Municipality, where more than 350 volunteers covering an area of **3 Km₂** managed to effectively collect **3 tonnes** of waste and 350 kg of the collected waste was segregated and sent for recycling to the local factories.



Ajman, 10th December

The Emirate of Ajman received the volunteers for the Clean Up UAE on **10th December**. The campaign was held in association with the Municipality and Planning Department -Government of Ajman. The campaign witnessed a total number of 250 volunteers adorning Clean Up UAE gear and succeeded in collecting **1.5 tonnes**, they covered an area of **5 km₂** at 3 different locations.



Dubai, 14th December

The 4th station of the 18th annual EEG Clean up UAE reached the Emirate of Dubai at Al Qudra Lakes on the **14th December** in the presence of His Excellency Sultan Bin Saeed Al Mansoori; Minister of Economy. The campaign in Dubai was held in association with the Dubai Municipality, Dubai Tourism and the Saih Al Salam Protected Area. It was sponsored by NMC Healthcare and co-sponsored by McDonald's UAE and Etihad -Esco. A total number of 5,340 volunteers were divided into 6 teams at 3 locations to cover a total area of **18 km₂**, successfully collecting **12.5 tonnes** of waste. Dubai Police joined the platform and provided a music band that gave a pleasing and cheerful mood to the campaign.



Abu Dhabi, 15th December

More than 20,350 volunteers joined the EEG Clean up UAE at its 5th station in the Emirate of Abu Dhabi at Al Musaffah and ICAD Industrial Areas equipped with cotton gloves and biodegradable plastic bags and adorning the campaign's specially designed T-shirts and Caps for the collection of waste. The volunteers successfully collected **16.8 tonnes** of waste where 280 kg of waste were segregated for recycling.



Fujairah, 16th December

The 6th station of the campaign was conducted in Al Masafi - Fujairah behind the Friday Market in association with the Department of Fujairah Natural Resources Cooperation on Monday, **16th December**. A total of 125 volunteers answered the slogan of the campaign whereby they collected about **1.5 tonnes** of waste of which **25 kgs** of waste were segregated for recycling. The total area covered was **2.5 Km₂**.



Ras Al Khaimah, 23rd December

Emirates Environmental Group concluded the 18th cycle of its annual Cleanup UAE campaign on **23rd December** in the Emirate of Ras Al Khaimah. The campaign was sponsored by RAK bank and conducted in association with the Ras Al Khaimah Public Services Department. It managed to rally more than 450 volunteers covering an area of **3 km₂** in Al Mazra'a Fort. The total amount of waste collected was **1 tonne**.



FOR OUR EMIRATES WE PLANT

EEG understands the crucial role trees play as the lungs of the planet, purifying the air and giving healthy life for all human beings and living creatures. We are not planting trees just for ourselves but for posterity as well. 'For Our Emirates We Plant' 2019 was conducted under the Patronage of **H. E. Engr. Sheikh Salem bin Sultan bin Saqr Al-Qasimi**, Chairman, Department of Civil Aviation, Ras Al-Khaimah, and Honorary member of EEG. It is an event that creates a tangible outcome and manages to assure the young generation in the country that we are working with them towards a better environment. It is a unique programme that combines EEG's Waste Management Programmes to tree plantation and it is a befitting conclusion for the activities and campaigns undertaken by different sectors of the society throughout the year.

The campaign engages the community as a whole, to participate and achieve the targets set for the year. They get an opportunity to plant native trees under their entity's names in one of the Emirates in the UAE.

For the year 2019, a total of **1,747 trees** were earned by the engagement of more than **800 participants**. These trees on maturity will help mitigate **35 metric tonnes** of CO₂ emissions annually. The tree planting ceremony took place in the Emirate of Ras Al Khaimah and Dubai on **19.12.19**. With the conclusion of this activity, EEG has succeeded in planting **2,098,669** native trees since 2007 and as a result mitigating **61,596 metric tonnes of CO₂** emissions.

One Root, One Communi-Tree

The 'One Root One Communi-tree' project was launched in 2010 with the aim of promoting the culture of recycling in the UAE by engaging companies and hotels, academic institutions and families. The project ran from July to November and witnessed a participation of **120 companies, 107 schools** and **263 families**. They collected a total of **589,129 kg** of Paper, **54,990 kg** of Plastic, **1,755 kg** of Aluminium Cans, **2,084 pcs** of Mobile Phones, **1,668 pcs** of Toners and **20,754 kg** of glass resulting in the mitigation of **2,404 MTCO₂** emissions and saving **16,871 million BTU** of energy, **4,291 m³** of landfill space, **11,726 trees** from being cut and **7,837 gallons** of gasoline.

Your Can for a Tree

The 'Your Can For A Tree' project was launched in 2012 to boost Aluminium Cans recycling in the UAE by creating awareness and encouraging the community to recycle. The project ran from April to July and witnessed the participation of **41 entities** from across the country. They collected a total of **1,100 kg** of Aluminium Cans resulting in the mitigation of **165 MTCO₂** emissions and saving **250 million BTU** of energy and **77 m³** of landfill space.



Qualified Participants

89 Companies
55 Schools
198 Families



Trees

1,450 Sidr
297 Ghaf
1,747 Total



Supporting Entities

Al Marai
ANHB
Just Salad
Nestle Middle East
Orient Irrigation
Saih Al Salam Protected Area
Mangement



Neighbourhood Recycling Project

The 'Neighbourhood Recycling' project was launched in 2011 with the aim of engaging the student community during the dull summer months. The student members have to conduct a recycling project in their neighbourhoods to achieve targets within a set period of time. This project boosts the collection of recyclables along with building the skills of the students. The project ran from June to September and witnessed a participation of **85** student members. They collected a total of **35,636 kg** of Paper, **2,041 kg** of Plastic, **121 kg** of Aluminium Cans, **659 pcs** of Mobile Phones and **189 pcs** of Toners. This resulted in the mitigation of **143 MTCO₂** emissions, saving **946 million** BTU of energy, **90 m³** of landfill space, **2,363 trees** and **1,147 gallons** of gasoline. As part of this project the participants planted a total of **105 trees**.

Recycle. Reforest. Repeat

'Recycle.Reforest.Repeat' is a special Paper Recycling Project that was rolled out in 2016. It is a one month activity that was conducted between the **19.06.19** to **19.07.19**. Under this project a total of **246** entities collectively deposited **174,238 kg** of Paper and were responsible for the mitigation of **674 MT of CO₂** emissions, conserving **3,911 million** BTU of energy, saving **550 m³** of landfill space and preventing **2,962 trees** from being felled. The champions of the project, who managed to achieve their targets, were recognised and given an opportunity to plant their earned saplings on the **19.12.19**.

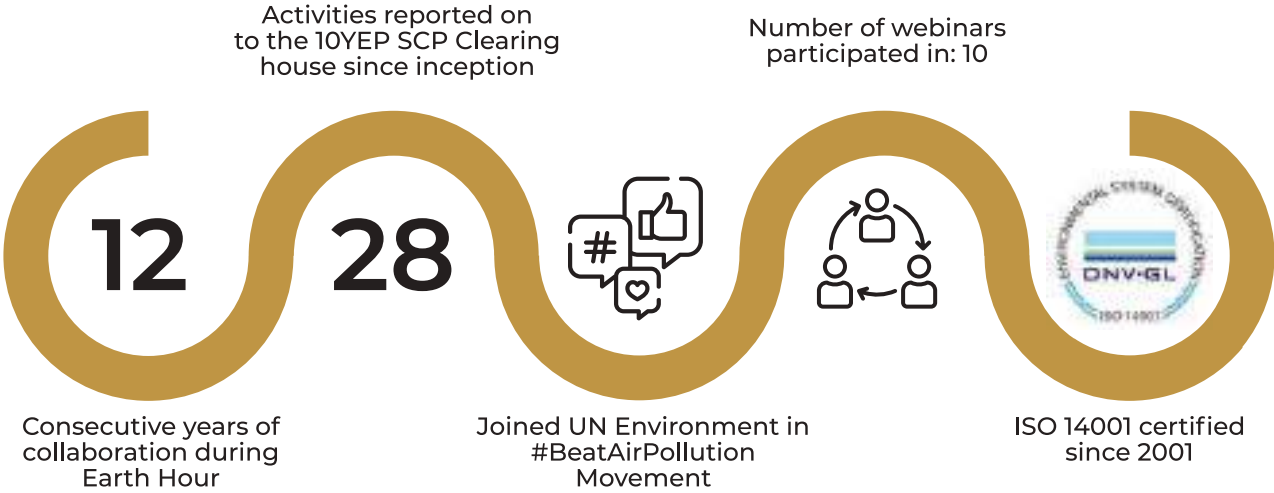
Planting A Greener Future

Initiated in 2014, the Emirates Environmental Group and McDonald's UAE joined hands to develop sustainable green spaces across government schools in the country. This one of a kind educational - urban - afforestation programme is designed to increase sustainable green spaces while teaching students to prepare for the future by adopting a responsible and ethical approach to the environment. Urban green spaces promote the mental and physical health of the students in addition to environmental benefits. The programme was launched in a press conference on Arab Environment Day, the **14th October** and the plan for the 3rd phase of the project was announced. In addition to the tree plantation, the programme aims to educate the students on issues pertaining to climate action, developing habitats within urban environments for local flora and fauna, to create nature based solutions to combat issues such as air pollution, desertification and urban heat island effect. The programme started in October 2019 and will run until October 2020. The 'Planting a Greener Future' has so far reached **3,200** students across **16** government schools and delivered measurable impact to the environment. Through the planting of **800** indigenous trees, it has so far restored **7,100 m²** of land and, upon maturity, these trees will help mitigate **4.8 MTCO₂** emissions annually.



NEWS AND EVENTS

Sustainability is a global issue that transcends borders, nations, politics, cultures, and societies. It is something that unites us all and therefore our actions and commitments on the ground have global impacts. Apart from the various key educational, waste management and corporate outreach programmes, EEG ensures to engage with entities on a local, regional and global level, to be up to date when it comes to matters regarding the environment and sustainability. It also strives to engage the wider community by spreading its values and messages at various platforms such as conferences, events, exhibitions, workshops and seminars. By doing so EEG ensures a two-way interaction with different stakeholders and acts as a focal point for people from various walks of life who come together to work towards a better environment.



LOCAL ENGAGEMENTS



Panel Discussion: Arctic: Last Frontier

EEG chairperson attended a panel discussion titled “Arctic: Last Frontier” on climate change highlighting the melting of the ice-caps in Antarctica on Monday **14th January** at the NYU Abu Dhabi Campus.

The panel brought together experts in the field of climate change who discussed the interconnected relationship between climate change, sustainability and its effects on humans, animals and their territories. The discussion was a side event of the World Future Energy Summit (WFES), organised by both the Embassies of Italy and of Switzerland to the UAE and Bahrain in collaboration with NYU Abu Dhabi. The aim of the discussion was to highlight the repercussions of the rate of ice melting on the southern continent which is six times faster than it was 40 years ago; causing further rise in the ocean level.



Panel Discussion with Dr. Jane Goodall

On the **21st January**, EEG participated in a Panel Discussion in Abu Dhabi with the esteemed Dr. Jane Goodall, primatologist and anthropologist, the World’s foremost expert on Chimpanzees, who has worked extensively on conservation and animal welfare issues. The panel discussion welcomed VIPs and other executive members from fellow organisations to discuss the importance of environmental awareness through education and how it helps to safeguard our natural environment.

Mrs. Al Mar’ashi discussed the vital role that Emirates Environmental Group plays in the region through engaging the youth in various programmes conducted throughout the year with special focus on different age brackets to create an enjoyable yet highly informative educational experience. Through its work EEG strives to bring the UAE closer to fulfilling UN SDG 4 which focuses on quality education and lifelong learning opportunities for all; by creating more environmentally conscious and sustainable citizens in society.



EEG speaks at ISGH Conference

On **13th February**, Mrs. Habiba Al Marashi, Chairperson of EEG attended the International Sustainable Governmental Housing Conference, which was organised by the American University of Dubai. The primary goal of the conference was to bring together experts and professionals in the field of Sustainable housing from across the globe to share the regional and international knowledge regarding the emerging engineering markets. As a well-known figure in the region who actively encourages sustainability, Mrs. Habiba was invited to speak at the Conference.

She discussed the topic of “Green Communities: Recycling for a Better Future”, in which she touched upon the subject of education, community engagement, recycling and stakeholder relations, all of which are important aspects required to attain Sustainability and in turn lead to Green Communities.



EEG attends ICBA Open Day

On **21st February**, EEG chairperson attended the Women Only Open Day at the International Center for Biosaline Agriculture (ICBA). The open day was to display the latest agricultural research development and encourage its use to local farmers and other players in the field. It was held to commemorate ICBA's 20th anniversary. Marking the occasion, The Minister of State for Food Security, H.E. Mariam bint Mohammed Saeed Hareb Almheiri gave a presentation and congratulated ICBA for their achievements. In her presentation she discussed food security and how the important aspects of it includes Availability, Access, Utilisation and Stability. The key strategies that are being implemented to maintain food security are Agribusiness Trade Facilitation, Technology-enabled Food Production, Reduction in Food Loss and Waste, Food Safety and Nutrition and finally Food Risk and Crisis Management. Furthermore, she also announced the launch of a New Economic Sector to advance the adoption of agricultural technology. Over the last two decades, ICBA has accomplished a lot, few of their achievements include, using drones for agriculture, climate change resilient Quinoa farming in UAE, the establishment of a soil museum, the usage of biochar among others.

EEG attends Workshop conducted by EAD and AGEDI

On **4th March**, EEG attended and participated in a workshop titled "Catalyzing Coordinated Action To Address Selected Human Impacts On The Coastal And Marine Ecosystems Of The Arabian Gulf". The workshop was organised by the Environment Agency - Abu Dhabi (EAD), the Abu Dhabi Global Environmental Data Initiative (AGEDI) and the UK Science and Innovation Network to discuss the research conducted with the Centre for Environment Fisheries & Aquaculture Science (CEFAS). The three main topics for discussion were a). Marine Invasive Species, b). Marine Litter and c). Desalination. The participants, discussed the existing information and shared their ideas on how to resolve the Data, Knowledge, Research and innovation gaps; and the coordinated actions required regarding policy, governance and finance.

Meeting a concerned resident in The Gardens

On the **5th March**, EEG met with a resident of The Gardens community, Nakheel representative and the Landscaping team to discuss the maintenance of the flora at the vicinity. The meeting was set up upon the initial conversation regarding the status of trees in the Gardens as a result of the cutting of irrigation system due to the construction of the new metro line. The concerned resident, who did not see any rectification done after her numerous complaints to the developer over the course of a year, approached EEG directly to help resolve this situation. EEG actively promotes the development of sustainable green spaces in the UAE and as accredited member of UNCCD works diligently to combat desertification; it took the necessary steps to find a solution. EEG acted as a liaison entity and set up a meeting to discuss and identify the problem, assess the number of trees that were dying or already cut down. After understanding the actuality of the complaint, Nakheel team instructed the landscaping team to take immediate actions to save the existing trees and further more plant indigenous and desert tolerant trees at places where they are required.

Inauguration of Dubai's first solar-powered hydrogen plant

Dubai has begun implementing its plans to explore the potential of producing and using hydrogen as a low-carbon energy source that could boost security of energy supply in the future. Emirates Environmental Group attended the ground breaking ceremony of the Green Hydrogen Project in Saih Al Dahl on **19th March**. Located at the Mohammad Bin Rashid Solar Park, the plant is supposed to be powered using energy produced at the park. It is a private-public partnership between Dubai Electricity and Water Authority (DEWA), Expo 2020 Dubai, and Siemens.

Celebrating Earth Hour with a blaze & conducting Paper Walk

The evening of **30th March** highlighted the 11th year of celebrating the Earth Hour in UAE. The Earth Hour is an event where entities around the world switch off their lights for one hour at night between 8:30pm – 9:30pm local time. It is organised by Dubai Water and Electricity Authority (DEWA), every year on the last Saturday of March. Emirates Environmental Group (EEG) has been joining the movement since its inception. In 2019, close to 600 individuals of various entities attended Earth Hour on behalf of EEG. EEG conducted the Paper Walk project at the event, where EEG members brought in small quantities of paper for recycling before the beginning of the Walk. A total amount of **2,500 kg** of paper was brought for recycling. By sending these papers for recycling, EEG and its members have mitigated, **9.7 metric tonnes of CO₂E** from the atmosphere, saved **56 million btu of energy**, **8 m³ of landfill space** and **43 trees** from being felled.



The world's largest e-waste recycling facility

On **14th April**, the EEG team led by its Chairperson visited the new integrated e-waste and specialised recycling plant where they met the CEO and Co-Founder of EnviroServe. The plant is located in Dubai Industrial Park and it is the world's largest e-waste facility. The facility utilises a state of the art Swiss technology which surpasses EU standards for e-waste. The facility accepts all types of electric waste and electronic equipment.

This includes air conditioners, computers, household appliances, mobile phones and military avionics, they are also specialised in other waste materials such as aerosol cans and light bulbs. The recycling hub processes more than 100 tons of integrated waste per year which is all recovered and put back to use in the market with zero liquids and air emissions. The EEG team got the opportunity to learn about the e-waste recycling hub and to observe the recovered materials and the different types of waste being recycled in the facility. EEG congratulated Enviroserve on opening its largest integrated e-waste recycling facility. EEG will collaborate with Enviroserve by promoting and implementing new recycling programmes, adding to the already existing programmes.



EEG attends a workshop conducted by Dubai Chamber and Du

On **18th April**, EEG attended a workshop organised by Dubai Chamber and Du called "Effective Branding and Communications for Community Initiatives", focusing on how community organisations can be creative in branding and communications of their great work. The session was introduced with a brief overview of Engage Dubai Programme, part of an international network of community organisations that collaborate to support the development of healthy and sustainable communities by volunteering.

EEG attends UK-UAE AI Research Forum

The UK Science and Innovation Network conducted the UK-UAE AI research forum on **2nd May**, under the patronage of His Excellency the UAE Minister of State for Artificial Intelligence, hosted by Heriot Watt University Dubai, with support from the British Council. EEG was invited to attend the forum which provided an opportunity for scientists, industry and government officials from the UAE and UK to network, brainstorm, share knowledge and explore collaborations in research and innovation. A plethora of topics related to health, security, environment and ethics were discussed in great detail by a dynamic group of over 20 leading AI speakers and panelists, they provided in-depth insights into AI trends within the UK and the UAE.

The speakers, panel moderators and panelists represented 11 universities from the UK (Heriot Watt University; Ulster University, University of Birmingham, University of Cambridge, University of Cardiff, University of Edinburgh, University of Newcastle, University of Oxford, University of Southampton, University of South Wales, University of Warwick) and 9 organisations from the UAE (Abu Dhabi University, Dubai Future Foundation, EBTIC, Khalifa University, Microsoft Middle East, RIT Dubai, Smart Dubai, UAE Office for AI, UAE University). The underlying message of the event was succinctly put by the keynote speaker - Dame Wendy Hall who provided an enlightening presentation about the AI revolution from a UK perspective, she said "If AI isn't diverse, it isn't ethical", stressing on the importance of more women, cultures, religions and nationalities to be part of the future of developing AI.



The Ramadan Majlis for World Bee Day

On the occasion of the World Bee Day on **20th May**, EEG Chairperson attended an evening Ramadan Majlis organised by H.E. Eng. Sheikh Salem bin Sultan bin Saqr Al Qasimi, member of the Government of Ras Al-Khaimah Executive Council, Chairman of the Department of Civil Aviation in RAK at his Majlis. The event was attended by international and national dignitaries, diplomats, scientists and experts from the Food Control Authority. The evening suhoor raised awareness on the importance of apiculture and its significance in ensuring food security in the region. Emirates Environmental Group is working with His Excellency Sheikh Salem to promote bee conservation in the region. One third of the world's food production depends on bees. Bees are renowned for their role in providing high-quality food - honey, royal jelly and pollen - and other products such as beeswax, propolis & honey bee venom. Bees rely on their sense of smell to identify different flowers, making them effective pollinators, but air pollution can mask scent molecules from plants, which means bees need to forage longer & become less effective pollinators.



Supporting the World Energy Congress

EEG supported a gathering of business, industry, government and non-profit representatives from **9th - 12th September** to discuss for the first time in the GCC Region the potential for sustainable finance and carbon markets. The session was opened by the Co-Chair of the Carbon Pricing Leadership Coalition and H.E. Ambassador of France to the UAE, who talked on the importance of achieving the goals of the Paris Climate Accord. The session concluded with the understanding that a combination of solutions are needed to look into policy and economic signals being key in the fight against climate change. The event was organised by Engie and supported by Dubai Carbon, Clean Energy Business Council, Emirates Environmental Group and the Carbon Pricing Leadership Coalition. Speakers included representatives from Abu Dhabi Global Market, Clean Energy Business Council, Dubai Electricity and Water Authority, European Union, International Renewable Energy Agency, Saudi Electric Company and the World Bank.

Piano Recital with Suoni Italiani

The Ismaili Centre in collaboration with The Embassy of Italy in Abu Dhabi, The Consulate General of Italy in Dubai and The Italian Cultural Institute in Abu Dhabi organised – Suoni Italiani (Italian Sounds), a piano recital by Maestro Danilo Rea. The event was held on **22nd September** at the Oud Metha Theatre at Zabeel Ladies Club Dubai and enjoyed wonderful participation from music lovers from all over the UAE. EEG was delighted to have attended the event in support of our long time partners - the Ismaili Centre Dubai.

Alliance for Water Stewardship Seminar and Training at the Swiss Embassy

The Swiss Agency for Development and Cooperation (SDC) at the Embassy of Switzerland in Abu Dhabi hosted a seminar on **24th September** to highlight the importance of Water Stewardship – the use of water that is socially equitable, environmentally sustainable and economically beneficial and to discuss collaborative approaches towards achieving sustainable water resource management, which is an important goal of the Sustainable Development Agenda 2030. The seminar comprised of senior representatives from ministries, academia, civil society and the private sector in the UAE. EEG also attended a workshop of the AWS foundation and advanced standards on the second day at the embassy.



EEG and DFSA organise viewing of “A Plastic Ocean”

As part of our ongoing efforts to engage various sectors of the society in different methods of engagement, Dubai Financial Services Authority (DFSA) partnered up with EEG to host a private screening of the award winning documentary – “A Plastic Ocean” at the Dubai International Financial Centre (DIFC) Conference Centre on the **24th September**. EEG also spoke at the event to encourage the attendees to sign up for the – Clean Up UAE, to witness first hand the damage caused to our planet by our irresponsible actions.

Food Waste Management Workshop

EEG attended a workshop on **16th October** organised by the Abu Dhabi Waste Management Center (Tadweer) on food waste to commemorate – ‘World Food Day’. Drawing the participation of several experts from government, civil society, private sector, restaurant chain operators and NGOs, the workshop discussed various issues, challenges and opportunities to prevent food waste practices.

Topics under the scanner included identifying key sources of food waste, measures to reduce food waste, existing practices in food waste management, effective ways to avoid food waste and promote recycling, challenges facing food waste reduction and recommendation for sustainable food waste management in UAE.



Dubai hosts the World Green Economy Summit

The 6th World Green Economy Summit (WGES), was held under the patronage of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, the Vice President of UAE, Prime Minister and Ruler of Dubai on the **20th October** at the Dubai World Trade Centre. The summit was held under the theme of ‘Innovative Technologies for a Sustainable Economy’ and saw a variety of prominent speakers from across the globe, in addition to various government representatives, academics and economists. EEG Chairperson was amongst the esteemed panel of speakers as part of the plenary session on, “Women in Green Economy”. Mrs. Habiba Al Mar’ashi joined H.E. Mariam bint Mohammed Saeed Hareb Almheiri (Minister of State for Food Security) and H.E. Dr. Aisha bin Bishr (Director General, Smart Dubai Office) on stage.



Across the world, women are increasingly making their mark in the green economy, while this is happening at a slow pace, the footprints of female sustainability pioneers are already there. Women tend to embrace leadership competencies that are essential to sustainable business, including long-term thinking, innovation, collaboration, transparency, environmental management, and social inclusiveness. In sustainability especially, such attributes, which are typically considered as “soft” or feminine skills – are crucial. For this reason, businesses need women to lead on the SDGs. The session explored the challenges and opportunities for women within the field of sustainability, highlighting a diverse group of women working in space and in sectors such as energy, water, finance and development.



The 5th Global Pioneerism, Innovation & Excellence Conference

EEG chairperson was delighted to attend the 5th Global Pioneerism, Innovation and Excellence Conference in Ras Al Khaimah on the **22nd and 23rd October** which was held under the chairmanship of H.E. Engineer Sheikh Salem bin Sultan Al Qasimi. The conference hosted a selected panel of speakers from different countries and had more than 300 delegates. Several research papers from interculturists, academics and researchers were also submitted to be presented on the day. The event highlighted two themes – ‘Building the future ecosystem’ and ‘Authenticity, Modernisation and Culture’, addressing important topics such as, tolerance and cultural diversity, social entrepreneurship, education and sustainable development and more.

REGIONAL ENGAGEMENTS

10th GPCA PlastiCon and Research & Innovation Summit in Bahrain

EEG attended the PlastiCon conference in the Kingdom of Bahrain at the kind invitation of GPIC to understand the current market trends and solutions; and to learn the developments of the future usage of plastics. The 10th GPCA PlastiCon was held between **11th – 12th March** and the 6th GPCA Research and Innovation summit was held from **13th – 14th March** under the patronage of H.E. Sheikh Mohammed bin Khalifa bin Ahmed Al Khalifa, Minister of Oil, Kingdom of Bahrain. The theme for the PlastiCon was **'Innovative Plastic Designs: Sustainability for Future Generations'**.



HAWKAMAH ENGAGEMENTS

(a). Panel Discussion on Governance and Corporate Philanthropy

The Hawkamah Institute for Corporate Governance in collaboration with the American University of Beirut held a panel discussion on the topic of Governance of Sustainability and Corporate Philanthropy Panel Discussion at the premises of the Dubai International Financial Center on the **26th March**. Chairperson of EEG was invited as a panelist to bring her vast and successful experience to the fore and give her views on the topic. Over the course of the discussion, the panel covered certain areas such as companies integrating their sustainability initiatives and corporate philanthropy programmes towards maximising their greatest strengths, reporting methods to be used on the impact of their philanthropy and ensuring the long term sustainability of philanthropic programmes.

(b). Hawkamah Annual Conference

On the **25th April**, EEG Chairperson attended the Hawkamah and ICSA 2019 Annual Conference in Dubai which was on the topic 'Towards Sound Corporate Governance and Sustainable Growth: Strengthening the Role of Companies in Society'. The conference explored how good corporate governance practices enabled the government, the private sector, and government-owned enterprises into supporting sustainable economic growth in the face of rapid change and growing economic pressures.



The 11th Annual Arab Youth Survey

The launch of the 11th Annual Arab Youth Survey 2019 was held on **30th April** at the Ritz Carlton DIFC. Over the course of 10 years, the annual ASDA'A Burson-Marsteller Arab Youth Survey has offered a unique insight into the attitudes and aspirations of the region's biggest demographic - the youth. EEG chairperson attended the event. The survey included youth from the six Gulf Cooperation Council States (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the UAE), North Africa (Algeria, Egypt, Libya, Morocco, and Tunisia), the Levant (Jordan, Lebanon and Palestine) in addition to Iraq and Yemen. The aim of the survey was to provide evidence based insights to the public and private sector and civil society institutions that are considered vital feedback to inform and to feed into their decision-making and policies.



EEG attends 9th Regional IUCN Forum

The International Union for Conservation of Nature (IUCN) - Regional Office for West Asia (ROWA) and the Environment Public Authority in Kuwait organised the IUCN ROWA 9th Regional Conservation Forum (RCF), which took place in Kuwait from **9th to 11th September**.

The Forum was co-hosted by the Environment Public Authority and Kuwait Foundation for the Advancement of Science (KFAS). The RCF aims at providing a platform for IUCN Members (governments, NGOs, indigenous peoples' organisations) to engage with each other to discuss and debate key conservation issues as well as an opportunity to prepare for an effective programme planning & discuss membership issues. In addition, the RCF contributes to strengthening knowledge and networking on biodiversity conservation in the Region.

The forum gave an opportunity for IUCN members and partners, as well as the wider conservation community to prepare for the regional participation in the next IUCN Congress 2020, which took place from **11th to 19th June** in France, Marseille at Parc Chanot. EEG attended the forum as part of the national UAE delegation. The work done on the ground by EEG was presented as part of the national presentation. The importance of EEG's campaigns such as the Clean Up UAE and the afforestation programmes were highlighted and the impact on the protection and conservation of local species was commended.



INTERNATIONAL ENGAGEMENTS

WWF-SASSI Webinar

EEG participated in the webinar hosted by WWF-SASSI (South African Sustainable Seafood Consumption Initiatives) with the support of UN 10 YFP on **14th March**. The webinar was on the topic of Sustainable Seafood in an African Context. It was attended by a variety of international WWF offices & other key stakeholders such as 'UN FAO', 'RSPO' and 'Save Our Seas'. The session explored a variety of current fishing best practices, social media awareness campaigns, successful fisheries polices, and consumer awareness stories. EEG is proud to be actively involved in these international platforms to showcase its local initiatives.

Global Airport Leaders Forum

The Global Airport Leaders Forum is an event that brings 1,000 professionals from across the global air traffic management industry together in order to discuss the most important issues faced by the sector. The current edition of the Forum was held on **29th April**. EEG chairperson was one of the speakers, she was invited to talk on diverse issues such as 'Smart Airports and Sustainability', 'Environmental Integrity', 'Carbon Offsetting' among others.

16th Global Bottled Water Congress

The 16th cycle of the Zenith Global Bottled Water Congress was held in Dubai between **8th-10th October** at the Jumeirah Mina A'Salam. The congress was designed for industry leaders, suppliers, customers and advisers to gain a complete overview of the latest market trends, innovations and issues alongside excellent networking. The congress witnessed presentations by leading global producers and innovators, market updates and insights, tours of the Dubai Refreshment and Mai Dubai new bottling plants. With bottled water growth outpacing other beverages, there were multiple issues discussed including naturalness, sweetness, healthiness, functionality and sustainability. EEG chairperson attended and spoke at the event to provide a sustainability context to the conversation, specifically in the efforts to boost recovery and recycling efforts among businesses and consumers. EEG laid out the challenges the region faces with the high consumption and offered a novel, decentralised, community engaging solutions with an incentive platform to help increase the diversion rates of bottled plastic water entering the landfills and our natural environment.

Financing the 2030 Agenda for Sustainable Development

The Global Investors for Sustainable Development (GISD) Alliance is part of the UN's strategy on financing for sustainable development, informed by the Addis Ababa Action Agenda. The Action Agenda provides a global framework for financing sustainable development by aligning all financing flows and policies with economic, social and environmental priorities. It includes a set of policy actions, with measures that draw upon all sources of finance, technology, innovation, trade, debt and data, in order to support achievement of Global Sustainable Development

On **16th October**, 18 influential leaders from around the world met in New York to work together over the next two years in a bid to free up trillions of dollars from the private sector to finance the Sustainable Development Goals. As the UN Secretary General H.E. Antonio Guterres stated; these leaders will work together across borders, financial sectors, and even with their business competitors in order to invest in sustainable development for all people on a healthy planet. EEG chairperson joined the discussion at the UN to push and to Scale Up Private Sector Investment for Sustainable Development.

The finances needed are estimated in the trillions of dollars annually, even with all the sources from public funds maximized there will be substantial shortfall making the contributions from the private sector necessary. The UN's research suggests there is currently no shortage of money from within the private sector that could be invested in sustainable development. A plethora of factors which include policy conditions, incentive structures and institutional behaviours, tend to discourage the much needed, long term commitment.

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 UN Sustainable Development Goals (SDGs), which recognise that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests. EEG is delighted to be part of this important discussion and will continue to push sustainable development both at the local and international level.



EXHIBITIONS / WORKSHOPS & FORUMS

EEG attends World Future Energy Summit 2019

On **14th January**, Abu Dhabi became the world's capital of sustainability and welcomed state representatives and business leaders from across the globe at the WFES. The exhibition was held in the presence of H.H. Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, H.H. Sheikh Mohammed bin Zayed bin Sultan Al-Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces. The WFES is part of the Abu Dhabi Sustainability Week (ADSW) which is dedicated to further understanding of the major social, environmental and economic trends that shape sustainable development globally. EEG attended the WFES as an official environmental partner and had the opportunity to interact and share EEG's range of activities and campaigns that play a vital role in the waste reduction and environmental sustainability of the UAE.



WETEX

The 21st Water, Energy, Technology, and Environment Exhibition (WETEX 2019), and the 4th Dubai Solar Show was held from **21st till 23rd October**. Under the directives of H.H. Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and the Ruler of Dubai, and under the patronage of HH Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and President of DEWA, the event was launched by Dubai Electricity and Water Authority (DEWA) along with the World Green Economy Summit. The exhibitors highlighted the latest and cutting edge technology that are important to Dubai in helping it implement the Dubai Clean Energy Strategy 2050. The event also conducted multiple seminars and panel discussions focussing on sustainability, digitalisation, disruptive technologies, smart grids and cities of the future.



AWARDS & ACKNOWLEDGEMENTS

1). EEG Reports on its Activities to the 10YFP Programme

In January and February, EEG reported on its activities to the UNEP 10YFP Programme. As partners of the Programme, Emirates Environmental Group is committed to and proud of the path-breaking change it is eliciting at a global level. EEG has recorded the highest number of reported initiatives in the UAE i.e. 21 out of 24 confirmed initiatives. Some of the activities that we reported on in 2019 included:

1. The Students Workshops;
2. The Inter College Environmental Public Speaking Competition;
3. Panel Discussions
4. For Our Emirates We Plant

2). Responsible Entity Category Winner 2019

Dubai Quality Award is not just another initiative an organisation can embrace; it is a framework that ensures that all different initiatives are pulling in the desired direction. The Dubai Quality Award, initiated in 1994, is based on the Excellence Model used by the European Foundation for Quality Management (EFQM). The latter has been successfully applied in European private and public sector organisations since 1992. EEG participated in the 'Responsible Entity' category and was declared as one of the 2019 winners! EEG received a crystal and a certificate signed by H. H. Sheikh Mohammed bin Rashid Al Maktoum Vice President and Prime Minister of the United Arab Emirates (UAE), and ruler of the Emirate of Dubai, The Awarding ceremony was held in Madinat Jumeirah on **2nd April**. EEG is delighted to have won the award in the first cycle of its application and will continue to strive for excellence as it always has.

3). World's Greatest Leaders 2018 - 2019 Award

Habiba Al Mar'ashi, Emirates Environmental Group chairperson was awarded the 'World's Greatest Leader' Award at the Indo-UAE Business & Social Forum 2018-19 & 5th Edition – World's Greatest Brands & Leaders 2018-19 held at J W Marriott Marquis Hotel, Dubai on **1st May**. The event was organised in the presence of a number of high level dignitaries representing Government Officials and members of the Diplomatic Corps from around the globe.



BOARD MEETINGS

EEG conducted its 20th and 21st Board Meetings

Emirates Environmental Group and its valued Board Members and Executive Committee Members gathered at the EEG office on the 31st of January for the 20th EEG Board Meeting. The attendees were given a clear perspective of the achievements of the 2nd half of 2018 and the upcoming events of 2019. The members pledged their active support and involvement to EEG for the upcoming events. On the 21st July the members met again for the 21st Board Meeting at the EEG office. The attendees were updated about the various programmes and campaigns that were conducted in the first half of 2019. The audited financial report was discussed with the board members. A presentation depicting the positive growth achieved in EEG's educational and recycling programmes and the effectiveness of EEG's campus and corporate outreach engagements was discussed in details.



PUBLICATIONS

Publications

Annual Report in English and Arabic For 2018
12 issues of the Bilingual Monthly e-newsletter (Edu/Corp)
EEG Profile Leaflet
EEG Table Calendar for 2019
Brochure on Plastic Recycling
Brochure on Aluminum Recycling
Brochure on Paper Recycling

Promotional Material

Media adverts for Can Collection Campaign (Day and Drive)
Media adverts for the Clean Up UAE Campaign

Banners

Banners for the Gala Dinner
Banners for the Environmental Drawing Competition
Banners for the Emirates Recycling Awards
Banners for the 5 Panel Discussions 2019

Flyers & Posters

Flyers for 5 panel discussion sessions
Flyers for Can Collection Day & Drive
Flyers for One Root, One Communi-Tree
Flyers for Neighbourhood Recycling Project
Flyers for Your Can for a Tree
Flyers for Project Green Call
Flyers for Recycle, Reforest, Repeat
Flyers for Clean Up UAE campaign
Flyers for "For Our Emirates We Plant"
Posters on Paper Recycling
Posters on Plastic Recycling
Posters on Glass Recycling
Poster for the World Day to Combat Desertification

Banners for ISEPSC & ICEPSC 2019
Banners for Recycle. Reforest. Repeat
Banners for the Clean Up UAE Campaign

ACCREDITATIONS, MEMBERSHIPS AND COLLABORATIONS

Accreditations

First environmental NGO in the world to be accredited with the ISO 14001 certification since 2001

Accredited NGO with the United Nations Convention for Combating Desertification (UNCCD)

Accredited NGO, Governing Council, UN Environment (UNEP)

Memberships

Member, International Union for Conservation of Nature (IUCN)
Member, Global Urban Development
Member, Canadian Business Council
Member, Swiss Business Council
Member, UN Global Compact
Member, Emirates Green Building Council
Member, of German - Emirati joint Council
Member, Sustainable Food Systems (SFS) Programme, 10YFP

Strategic Educational Partners

Emirates National Oil Company (ENOC)

Collaborations

MOU with National Rehabilitation Centre Abu Dhabi
MOU with Canadian University of Dubai
MOU with the General Directorate of Residency and Foreign Affairs Dubai
MOU with Foreign Exchange and Remittance Group (FERG)
MOU with Dubai Travel and Tour Agents Group (DTTAG)
MOU with Dubai Water & Electricity Authority (DEWA)
MOU with Zajel Courier Services
MOU with Pakistan Association Dubai
MOU with Ajman Tourism
MOU with Dubai Tourism
MOU with Umm Al Quwain Department of Economic Development
MOU with the Sharjah Electricity and Water Authority
MOU with Dubai Land Department
MOU with Mohammed Bin Rashid Al Maktoum Knowledge Foundation
MOU with College of Fashion and Design

Associates Members



CORPORATE MEMBERS

- ABB INDUSTRIES LLC
- Abela & Co. LLC
- ACWA Power Global Services Ltd.
- Adeeb Electrical and Electronics Services LLC
- AESG Project Development Consultant
- AG Engineering
- AG Melco Elevator Co. L.L.C.
- Al Ain Zoo
- Al Etihad Energy Services Co.
- ANHB General Trading LLC
- Apparel Group
- Armani Hotel Dubai
- Arup Gulf Limited(Dubai Branch)
- Asda'a Advertising FZ-LLC
- Atlas Copco Services Middle East
- Avis UAE Rent a Car Co. LLC
- Bureau of Middle East Recycling Inc
- Canadian Business Council
- China State Construction Engineering Corporation LLC
- Citibank N.A.
- Clifford Chance LLP
- Crystal Gallery LLC
- Daniel Wellington DMCC
- DBB Contracting LLC
- DGRADE LTD.
- DNV GL AS Dubai Branch
- Dolphin Energy Limited
- Dubai Cable Company (Private) Limited
- Dubai Duty Free
- Dubai Quality Group
- Dyson Overseas Distribution Ltd.
- Emirates Fast Food Company LLC
- Emirates Flight Catering Co. LLC
- Emirates National Oil Company Limited (ENOC) LLC
- Emirates NBD
- ENGIE COFELY ENERGY SERVICES LLC.
- Enova Facilities Management Services LLC
- EPSON EUROPE B.V. MIDDLE EAST OFFICE
- EXPO DUBAI 2020 LLC
- Fairway Catering Services LLC
- Farnek Services LLC
- Ferrero Trading Lux S.A. - Dubai Branch
- Fixerman (AMT International LLC)
- German Emirati Joint Council for Industry & Commerce (AHK)
- Grand Millennium Dubai
- Hotpack Packaging Industries LLC
- Imperial Brands PLC, Middle East, Turkey & India Cluster
- Labotel LLC
- Lucky Recycling Limited
- Microsoft FZ LLC
- Monviso Trading LLC
- "National Geographic Abu Dhabi
- National Geographic Channels Middle East FZ"
- Nestle Middle East FZE
- NMC Health PLC
- Sharif Metals International DMCC
- Tabreed (National Central Cooling Company)
- The Body Shop
- Tiger Profiles and Insulation LLC
- Total Abu Al Bukhoosh
- Total Marketing Middle East FZE
- Tristar Transport LLC
- Two Seasons Hotel & Apartments FZ-LLC
- UAE Exchange Centre LLC
- United Engineering Construction Co. LLC(UNEC)
- Verger Delporte UAE Ltd
- Wasl Properties
- WS Atkins & Partners Overseas

ACADEMIC MEMBERS

- Ajman Private School
- Al Bidyah for Basic Education, Fujairah
- Al Mizhar Primary School for Boys
- Al Qeyam High School
- Ambassador School
- American School of Dubai
- American University of Sharjah
- Amlad School LLC
- Bida Al Mutawa School, Abu Dhabi
- Bilva Indian School, Dubai
- Bright Riders School
- British International School, Ajman
- Cambridge International School
- Collegiate American School
- Credence High School
- Delhi Private School Dubai, Jebel Ali
- Delhi Private School, Sharjah
- Dovecote Green Primary School, LLC
- Dubai International Academy
- Dubai National School, Al Barsha
- Dubai National School, Al Twar
- Dunes International School
- Ethen Girls School for Basic Education - RAK
- Falcon British Nursery
- Gems Modern Academy
- Gems New Millenium School, Al Khail
- Global Indian International School
- Habitat School, UAQ
- Higher Colleges of Technology - Sharjah Womens' College
- Mayoor Private School, Abu Dhabi
- Middlesex University in Dubai
- Modul University Dubai
- New Delhi Private School LLC
- Our Own High School, Al Warqaa Dubai
- Safa British School
- The Alpha School, LLC
- The Apple International School
- The Arbor School
- The College of Fashion & Design
- The Kindergarten Starters
- The Oxford School Dubai
- The Winchester School, Jebel Ali
- Umm Al Quwain Boys School



EEG

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