



**EEG**

مجموعة عمل الإمارات للبيئة  
EMIRATES ENVIRONMENTAL GROUP

## ANNUAL REPORT 2016



**YEARS OF SUSTAINABILITY**





## FOREWORD

Habiba Al Mar'ashi  
Chairperson  
Emirates Environmental Group

# Together for a better environment©

*"On land and in the sea, our forefathers lived and survived in this environment. They were able to do so because they recognised by instinct and because of their sensitivity to issues relating to their land the need to conserve it."*

*-His Highness the Late Sheikh Zayed bin Sultan Al Nahyan,  
Founder and Father of the United Arab Emirates*

## Statement of continued commitment to the UN Global Compact and the Ten Principles

Emirates Environmental Group was one of the first UNGC advocates in the Arabian Gulf. Our association with Global Compact started in 2006 when I became a Board Member of Global Compact, a role I executed for two successive terms. As a board member it was my responsibility and aim to help Global Compact get a firm foothold in the GCC Region. With this in mind we launched the Global Compact GCC Local Network in 2008 and hosted the local network until the end of year 2014, when it gave way to the UAE Local Network.

Our commitment to sustainable development is deeply entrenched in every message we spread and every activity we undertake. We actively support the UN Global Goals for Sustainable Development and work closely with various UN bodies to promote sustainability among our various constituencies. It is our immense pleasure and pride to be a long standing participant in the UN Global Compact. We continue to support and advocate for the Global Compact Ten Principles among the public and private sector organisations within our network. Our work is focused primarily on environmental sustainability and social responsibility. We have teamed up with our sister organisation Arabia CSR Network to promote corporate responsibility and sustainability across the Arab Region. We are committed to the principles of social sustainability such as human rights, ethics, accountability and transparency.

This is our second Communication on Engagement. It follows our activities in 2016 as captured in our Annual Report. With this report we reaffirm our commitment to the Global Compact and the Ten Principles. We would welcome any comments or feedback from the readers of this report.

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The past year has been one of celebration and change. We witnessed the commitment and professionalism of those who worked tirelessly to protect people and the environment. We saw nations from across the globe working towards achieving the set targets for the Sustainable Development Goals and on the national level we as a nation are making greater strides in developing new technological advancements and setting ambitious targets in the run up towards Expo2020 and meeting the set targets of Agenda 2030.

These new agendas put forth a universal, integrated and transformative vision for a better world. World leaders have started working towards the (5P's) of shared Prosperity, Peace and Partnerships for the People and Planet, and have recognised the fundamental importance of protecting this planet in order to meet the global ambitions. As the voice of the environment for the UAE, EEG has been a key player in bringing the community together and providing simple yet effective tools for realising these goals.

The year saw EEG forge out new associations, roll out new projects and make deeper commitments to our stakeholders and proactive engagements. The year 2016 marked the 25<sup>th</sup> Anniversary year for EEG, and we started the year with an aim to take newer strides and climb greater mountains which meant engaging meaningfully with the community - our stakeholders and giving them new and unique platforms to foster a culture of sharing information, knowledge and taking action towards environmental preservation.

For two and a half decades, EEG has uncovered and highlighted the science on how the community is central to a healthy, functioning environment with a sustainable future. We have offered many solutions to the challenges we face, from mitigating and adapting to climate change through our waste management programmes to spreading the awareness about transforming unsustainable consumption and production practices.

EEG continued to work closely with governments at all levels, intergovernmental organizations, civil society and the private sector to drive the process of change and has managed to build strong and lasting partnerships along the way. Such regional, national and local collaborations are essential as we strive to reach the 17 Sustainable Development Goals and bring the Paris Agreement to life. Action is needed from everyone, everywhere; and we need to look beyond national boundaries and short-term interests and act in camaraderie for the long-term. This Annual Report presents examples of the partnerships and global outlooks that will be critical to our future success.

We have a great opportunity to take a long-term view on how we protect and improve our resources. Through our waste management and action programmes we are incorporating ideas and effective methodologies to ensure the safeguarding and conservation of resources. This of course is being done through the active involvement of the local communities who are starting to align their activities and operations in a smarter way to ensure the achievement of environmental outcomes through innovative methods. The collective efforts of the community in contributing to our waste management programmes in 2016 have resulted in the mitigation of **7,723** metric tonnes of CO<sub>2</sub> emissions and saved **62,834** m<sup>3</sup> of landfill space, saved **115,023** million BTU of energy including saving **35,218** trees from being felled.

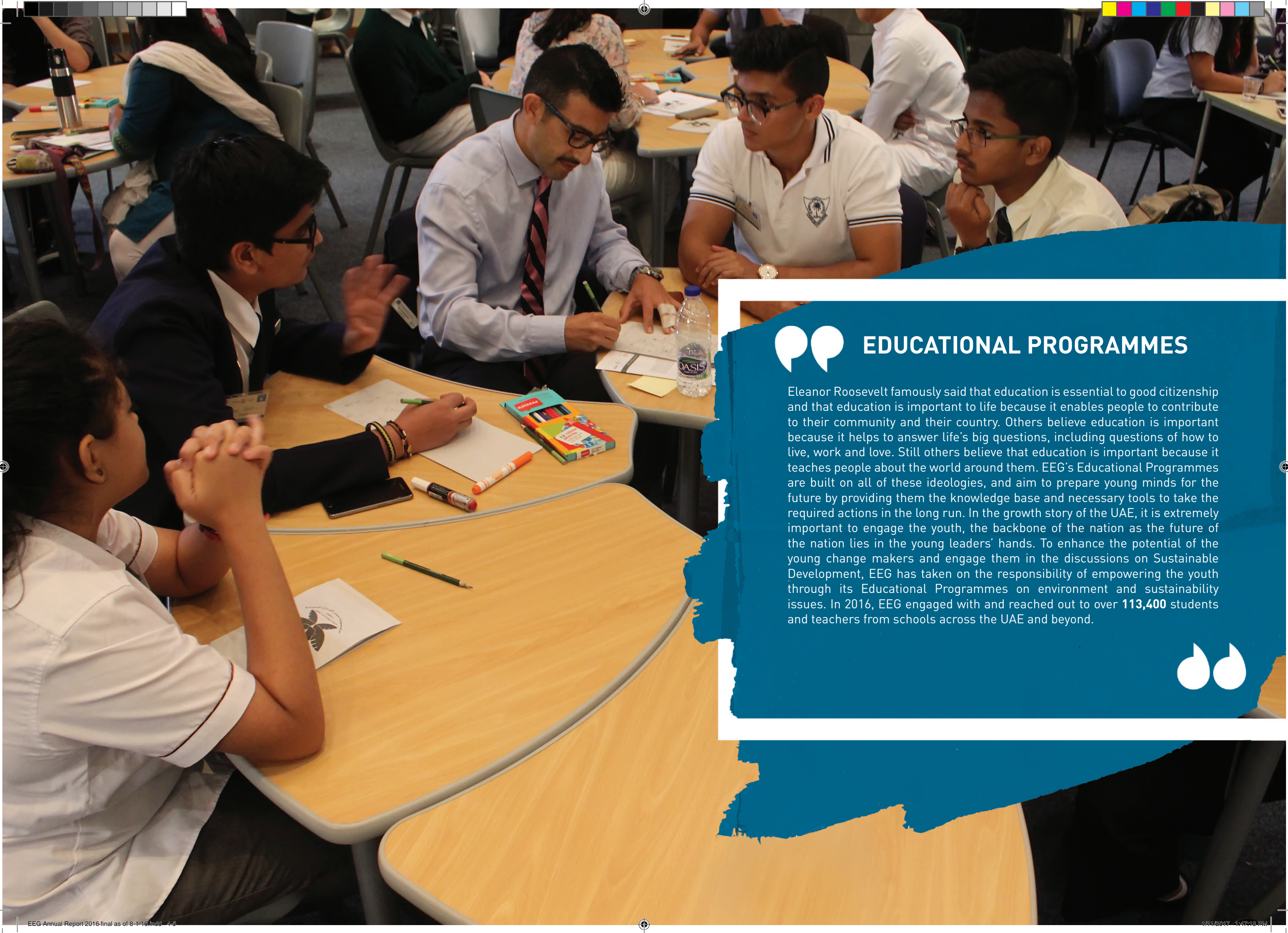
In 2016, EEG organised more than **94** events and campaigns which received active participation of over **504,538** participants from all over the country, the GCC and MENA region. The unique 'Clean Up UAE Campaign' broke the previous records with the participation of **125,536** people across UAE and the collection of **110** tonnes of waste. The Aluminum Cans Collection campaign also met the **27,000** kg mark which was set as the target for the year 2016. The Inter College Environmental Public Competition saw participation from Lebanon, Palestine, Tunisia and Sudan for the first time, including teams from Morocco and Jordan along with all GCC countries. These are the results of persistent efforts and teamwork.

I would like to take this opportunity to thank our wide network of members on behalf of the EEG family. We know that this growth and these achievements would not have been possible without the whole-hearted support that we receive from the people in this country and the wider region. The continued involvement of our members including volunteers and partners is the reason that we are able to dream big and work towards realising those dreams.

I would also like to thank the leadership of the country for giving us such a conducive and secure environment that motivates us to grow, innovate and excel. This Annual Report 2016 is a testament of our collective achievements and hard work. You all have contributed in one way or another to the achievements listed in this report and I hope you enjoy reading it. I welcome your comments and feedback. We need your active participation so let's work together for a better environment and attain greater heights in 2017!

Thank you!





## EDUCATIONAL PROGRAMMES

Eleanor Roosevelt famously said that education is essential to good citizenship and that education is important to life because it enables people to contribute to their community and their country. Others believe education is important because it helps to answer life's big questions, including questions of how to live, work and love. Still others believe that education is important because it teaches people about the world around them. EEG's Educational Programmes are built on all of these ideologies, and aim to prepare young minds for the future by providing them the knowledge base and necessary tools to take the required actions in the long run. In the growth story of the UAE, it is extremely important to engage the youth, the backbone of the nation as the future of the nation lies in the young leaders' hands. To enhance the potential of the young change makers and engage them in the discussions on Sustainable Development, EEG has taken on the responsibility of empowering the youth through its Educational Programmes on environment and sustainability issues. In 2016, EEG engaged with and reached out to over **113,400** students and teachers from schools across the UAE and beyond.







Environmental Drawing  
Competition



805  
entries  
received



203  
Schools  
across the  
country



50,000  
active  
participants  
including  
44  
Student  
Members



Participation  
language-wise

30%  
Arabic  
70%  
English

## Environmental Drawing Competition

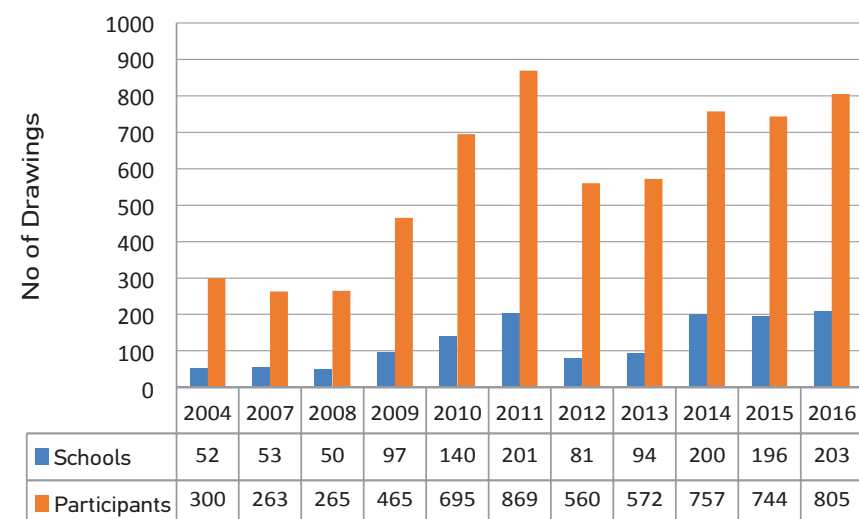
A true personification of individualism and creativity, art is considered the ultimate form of self-expression. It has a universal appeal and charm to it, making it relatable to one and all. However, art created by young children has a particular uniqueness to it as they are able to express serious ideas with innocence and naivety. It is for this very reason that EEG conducts its Environmental Drawing Competition every year – to foster young minds to think freely and creatively about issues of sustainability.

### About the Event

EEG launched its Annual Environmental Drawing Competition in 2004 for students between the age group of 6 to 11 in Dubai. Over the years, the event flourished with the participation of students from all seven Emirates.

The main objective of the competition is to increase environmental awareness amongst children and the recognition of a shared responsibility towards our planet. The continued success of the campaign is proof enough that EEG's goal to increase the environmental awareness and action amongst children is being positively met. The competition saw a steady growth in 2016 in the number of students and schools who wholeheartedly participated. In addition, it saw a new category for gifted children with special needs. EEG hopes that those who participated in the competition will take on the lessons learned and act on them. The winning participants are nominated after the submissions undergo a stringent selection process by a professional jury panel. These winning entries are to be featured in the 2017 EEG table calendar.

Participation Figures since Inception



### Category 1: (6 – 8 years) – Regular School Category

Topic: "Sharing our Planet"

| The Prize Winner | VP Aishwaryaa            | Gems Our Own English High School, Dubai |
|------------------|--------------------------|---|
| First Runner Up  | Shamsa Khalifa           | Neima Primary School, Abu Dhabi         |
| Second Runner Up | Josh Regan Boniel Sumiog | St. Mary's Catholic High School, Dubai  |

|         |                          |   |
|---------|--------------------------|---|
| Merit 1 | Monther Hatem Al Makkawi | Al Hikma Private School, Al Jarf, Ajman |
| Merit 2 | Bhuvina V                | Delhi Private School, Dubai             |
| Merit 3 | Wriai Scileend Mapula    | Emirates English Speaking School, Dubai |

### Category 2: (9 – 11 years) – Regular School Category

Topic: "Responsible Consumption"

| The Prize Winner | Brent Adrial Dsouza               | The Kindergarten Starters, Dubai   |
|------------------|-----------------------------------|------------------------------------|
| First Runner Up  | Phoenix Xavier Magdaraog Enriquez | Pristine Private School, Abu Dhabi |
| Second Runner Up | Wadima Al Hanbusi                 | Lubna Bent Hubab School, Fujairah  |

|         |                       |                                    |
|---------|-----------------------|------------------------------------|
| Merit 1 | Shivali Maulik Munshi | St Joseph's School, Dubai          |
| Merit 2 | Annamania Llegendus   | Nibras International School, Dubai |
| Merit 3 | Kholoud Khamis Ateeq  | Al Wasl School, Dubai              |

### Children with disability category

Topic: "Sharing our Planet"

| The Prize Winner | Joshua Santimano Sausa | Rashid Center for Disabled, Dubai               |
|------------------|------------------------|---|
| First Runner Up  | Pranav Menon           | Rashid Center for Disabled, Dubai               |
| Second Runner Up | Aamna Obaid Hameed     | Sharjah City for Humanitarian Services, Sharjah |

### Children with disability category

Topic: "Responsible Consumption"

| The Prize Winner | Muntaha Sultan Muhammad | Al Noor Training Centre, Dubai                  |
|------------------|-------------------------|---|
| First Runner Up  | Abdul Rahman Feroz      | Sharjah City for Humanitarian Services, Sharjah |
| Second Runner Up | Bader Abdelrahim        | Rashid Center for Disabled, Dubai               |

|         |                             |   |
|---------|-----------------------------|---|
| Merit 1 | Hajir Khalifa               | Sharjah City for Humanitarian Services, Sharjah |
| Merit 2 | Asmaa Saeed Obaid Al Zabiee | Sharjah City for Humanitarian Services, Sharjah |
| Merit 3 | I W E M Dinal N Ekanayake   | Al Noor Training Centre, Dubai                  |

Supported by:

» Dubai International Art Centre  
» Al Hathboor General Trading

Dates:

January - April 2016

The young winners were honoured at EEG's 19<sup>th</sup> Annual Awarding Ceremony held on June 2<sup>nd</sup> at the Ajman Museum.







**75**  
Schools  
participated



**500**  
Students  
attended  
**14%**  
increase  
Compared  
to 2015

Emirate-wise distribution for the  
2016 ISEPSC:

Dubai **56 %**

Abu Dhabi **23 %**

Al Ain **1 %**

Sharjah **10 %**

RAK **3 %**

Fujairah **3 %**

Ajman **4 %**

## Inter School Environmental Public Speaking Competition

It is said that in order to be a true pioneer for change, one must be a powerful orator with the ability to influence and inspire. Say something with conviction and it becomes public opinion. Thus, EEG offers students with a creative platform to express their concerns and views on environmental degradation, while providing solutions for its preservation too.

### About the Event

The 16<sup>th</sup> Inter School Environmental Public Speaking Competition (ISEPSC) encourages students to be thinkers as they are required to build and present cases on various contemporary issues and questions related to the environment. Students are able to showcase their knowledge and public speaking skills as they tackle sensitive environmental issues with great poise. It is also a wonderful networking opportunity among government and private schools across the nation. The competition is bilingual in nature to provide Arabic and English speaking schools equal opportunities to compete.

Conscious of its own consumption, through this competition EEG made a sustainable contribution to voluntary climate protection by offsetting 5.01 tonnes of CO<sub>2</sub> in high quality MyClimate carbon offset project. This event is held annually to celebrate and recognise 'Earth Day' that falls on April 22<sup>nd</sup>.

| Climate Change: Impact on Water Security - Sub-senior Category                  |  |
|---|--|
| Winner  | Our Own English High School (Girls), Sharjah   |
| 1 <sup>st</sup> runner up   | Philippine Global School, Abu Dhabi            |
| 2 <sup>nd</sup> runner up   | Al Salam Private School, Dubai                 |
| Alternative Energy Resources: A Viable Option? - Sub-senior Category            |  |
| Winner  | Star International School, Dubai               |
| 1 <sup>st</sup> runner up   | Ryan Private School, Abu Dhabi                 |
| 2 <sup>nd</sup> runner up   | Towheed Iranian School, Dubai                  |
| Sustainable Development Goals: A New Course for Humanity - Senior Category      |  |
| Winner  | Dubai National School, Al Barsha (Boys), Dubai |
| 1 <sup>st</sup> runner up   | Sunrise English Private School, Abu Dhabi      |
| 2 <sup>nd</sup> runner up   | GEMS Our Own Indian School, Dubai              |
| Technological Advancement in Education: An End to Creativity? - Senior Category |  |
| Winner  | Dubai National School Al Barsha (Girls), Dubai |
| 1 <sup>st</sup> runner up   | Delhi Private School, Dubai                    |
| 2 <sup>nd</sup> runner up   | Dubai International School, Garhoud, Dubai     |
| Overall Winners   |  |
| Overall Winners:  | Dubai National School Al Barsha (Girls), Dubai |
| Overall 1 <sup>st</sup> Runner-up:  | Star International School, Dubai               |
| Overall 2 <sup>nd</sup> Runner-up:  | Our Own English High School (Girls), Sharjah   |



Date:  
**April 25<sup>th</sup> - 26<sup>th</sup>**

Main Sponsor:  
Emirates National Oil Company  
(ENOC)

Co-Sponsor:  
Diamond Developers

Supported by:  
» Dubai Knowledge Park  
» Farnek



With an aim to improve every year, EEG requests judges, students and teachers to provide their valuable feedback.

### Judges Feedback:

"I was extremely impressed that almost no presenter was reading off a notecard and made a huge effort to prepare their presentations from memory and have eye contact with their audience" - *Alya Al Hamad, Head of Educational Department, Diamond Developers.*

### Teachers Feedback:

"The concept of the competition is worthwhile and has great potential for raising awareness. There were some very creative and confident presentations" - *Ms Anu Thomas, Our Own English High School (Girls), Sharjah*

"The event was very well planned once again and brought out the best of the students" - *Ms Nafisa Jabban, Dubai National School, Al Barsha (Girls), Dubai*

### Students Feedback:

"The event was extremely enjoyable and we got to learn a lot" - *Abdullah Omari, Star International School, Dubai*

"This was a very good learning experience and I wish to continue participating in EEG's events in the future" - *Haile T Jose, Sunrise English Private School, Abu Dhabi*





**485**  
Students



**87**  
Teachers



**94**  
schools and  
Universities  
across UAE

## Sponsors

**Strategic Educational  
Partner**  
Emirates National Oil Company  
(ENOC)

**Supported by**  
- Rashid School for Boys  
- Time Grand Plaza Hotel

## Students' Workshops 2016

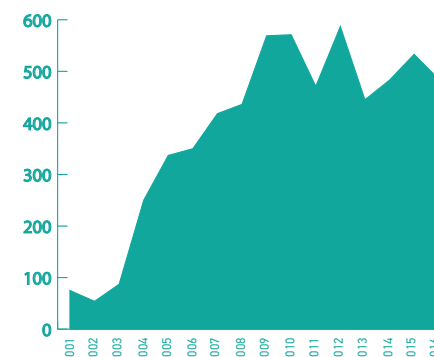
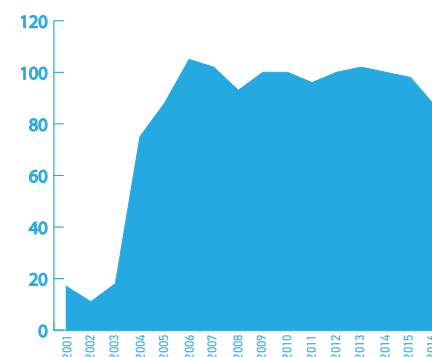
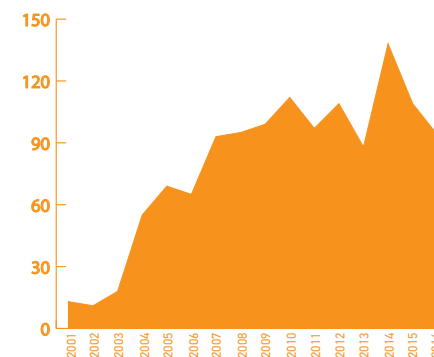
### About the Event

Education is central to development and to the improvement of the lives of young people globally, and as such has been identified as a priority area in internationally agreed development goals, including the Sustainable Development Goals and the World Programmes like Action for Youth. A common thread of thought is that today's youth will be tomorrow's pioneers in effecting change and steering the world in the right direction, in this case the Green direction. This can only be executed if today's youth are given the right tools with which they can pave their paths. At EEG, we consider it our responsibility to give these aspiring leaders the tools as an educational background that teaches principles, and also give practical lessons which they can take with them everywhere they go. This one of a kind event is amongst the most important educational programmes in the country and is of paramount importance with regards to increase the knowledge and skills of the student community on current sustainability issues.

EEG conducted the workshops keeping its commitment towards the concept of Education for Sustainable Development (ESD) in mind. The workshops provided an ideal platform to increase the students' knowledge about the SDG's which were announced in September 2015 and encouraged the students to find innovative solutions in reaching these target goals in a creative, effective and fun way. The workshops witnessed the presence of expert speakers from the corporate and educational sector who presented the students and the teachers with key knowledge on various concepts so as to expose them to the challenges faced by the country, region and the world today and stimulated them to the idea of working together for sustainable living. The experts also shared some innovative solutions adopted by the organisations to meet the target SDG's.

### Summary of Participation Data

- Teachers
- Academic Institutions
- Students



### Date and Venue:

**November 7<sup>th</sup> – 9<sup>th</sup>**  
Rashid School for Boys

**November 10<sup>th</sup>**  
Time Grand Plaza Hotel

### Theme:

**“Sustainable Innovation  
– Road to Sustainable  
Development Goals”**

### Categories:

**Junior Category**  
(10-12 years) Day 1

**Sub-Senior Category**  
(13-15 years) Day 2

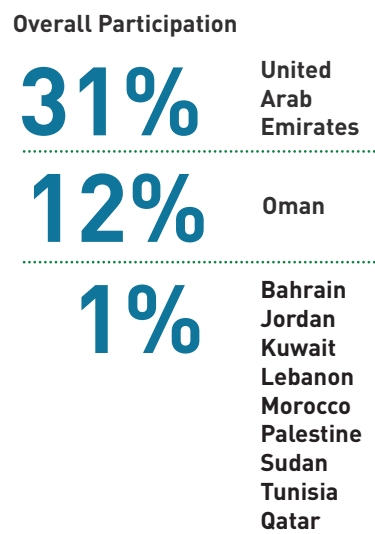
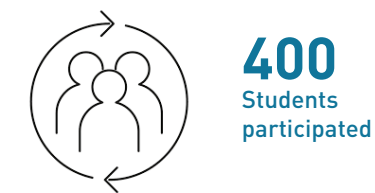
**Senior Category**  
(16-18 years) Day 3

**Undergraduate Level**  
(19 – 22) Day 4

### Speakers:

1. **Mr. Glyn Kilsby**  
Headmaster, Rashid School for Boys
2. **Mrs. Habiba Al Mar'ashi**  
Chairperson, Emirates Environmental Group
3. **Mr. Karim El Jisr**  
Director, Diamond Innovation Centre, Diamond Developers – The Sustainable City
4. **Mr. Saravanan Dhalavoi**  
Group Sustainability Adviser, ENOC
5. **Ms. Nafeesa Ahmed**  
Director - Nutrition & Lifestyle Management, Zulekha Hospital
6. **Dr. Mansi Desai**  
Senior Environmental Officer, Emirates Environmental Group





## Inter College Environmental Public Speaking Competition

The ICEPSC in its true essence is an exclusive “youth platform” which aims to encourage creative and thought provoking ideas through presenting topics that challenge our day to day lives. In today’s world of rising demand for environmental stewardship and sustainability advocates, the ICEPSC provides undergraduate students from local and regional backgrounds with an appropriate platform to effectively share their views and solutions in tackling urgent environmental issues.

### About the Event

The 16<sup>th</sup> Annual Inter College Environmental Public Speaking Competition was held at the Dubai Women’s College under the patronage of His Excellency Dr. Ahmad Belhoul Al Falasi, Minister of State for Higher Education. Similar to the previous year, the competition served as EEG’s contribution to the UAE Innovation Week. The two-day event saw the coming together of diverse nationalities who presented in both Arabic and English, hence allowing the exchange of different perspectives. Through this competition the students develop a stronger understanding of the need to preserve natural resources and adapt sustainable practices for a better environment and a secure future. Moreover, undergraduates get to build on their public speaking, networking and research skills.

| Climate Change: Impact on Water Security!                 |  |
|---|--|
| Winner  | University of Bolton, Department of Civil Engineering - UAE  |
| 1 <sup>st</sup> Runner Up                                 | Khalifa University of Science, Technology & Research, UAE & Modern College of Business and Science - Dept. of Health and Safety, Sultanate of Oman (Tie)               |
| 2 <sup>nd</sup> Runner Up                                 | Business Technology Department, The City University College of Ajman, UAE  |
| Alternative Energy Resources: A Viable Option?            |  |
| Winner  | Modern College of Business & Science – Sultanate of Oman   |
| 1 <sup>st</sup> Runner Up                                 | Hashemite University, Faculty of Natural Resources and Environment, Jordan   |
| 2 <sup>nd</sup> Runner Up                                 | Higher College of Technology, Sultanate of Oman  |
| Sustainable Development Goals: A New Course for Humanity! |  |
| Winner  | University of Nizwa – Sultanate of Oman  |
| 1 <sup>st</sup> Runner Up                                 | Oman Nursing Institute, Sultanate of Oman  |
| 2 <sup>nd</sup> Runner Up                                 | The Emirates Academy of Hospitality Management, Dubai, UAE, Accounting Department, The City University College of Ajman, UAE & Al Ahfad University, Sudan (Triple Tie) |
| E-Waste: Where’s the Green?                               |  |
| Winner  | Fujairah Women’s College - UAE   |
| 1 <sup>st</sup> Runner Up                                 | Carnegie Mellon University, Qatar  |
| 2 <sup>nd</sup> Runner Up                                 | RAK College of Medical Sciences, UAE & Rustaq College of Applied Science, Sultanate of Oman (Tie)  |
| Overall Winners   |  |
| Overall Winner  | University of Bolton – Department of Civil Engineering - UAE   |
| Overall 1 <sup>st</sup> Runner Up                         | Fujairah Women’s College - UAE   |
| Overall 2 <sup>nd</sup> Runner Up                         | Carnegie Mellon University, Qatar & University of Nizwa, Sultanate of Oman (TIE)   |



Dates:  
23<sup>rd</sup> – 24<sup>th</sup> November  
Dubai Women’s College

Sponsors  
» Emirates National Oil Company (ENOC)  
» The Sustainable City

“What sustainability comes down to is balance. It’s about having to make hard choices every single day. To do things that are right for business, right for the planet, and ultimately right for you.” **Matt Acarino**

### Testimonials

#### Teachers Feedback:

“The event is excellent as it fosters environment of awareness among Arab youth” – **Dr. Louna Farhat, Royal University for Women – College of Law, Bahrain**

“The purpose of the event is great: sensitization about environmental issues and an opportunity for the youth to show their public speaking skills” – **Dr. Abderrahim, Al Akhawayn University, Morocco**

#### Students Feedback:

“Very good platform to know about the trends in sustainability. It acts as a good networking platform as well” – **Mona Hassan, RAK College of Medical Science, RAK, UAE**







## Campus Outreach

**For effective awareness, it is imperative that students are constantly reminded of the impending dangers of climate change and global warming. For this reason, EEG organises its campus outreach programmes wherein it visits schools and universities, participates in academic events and exhibitions as well as gives presentations and speeches on important environmental issues. We must admit, though, that we learn as much from these young students as they do from us!**

**70**  
People  
Reach out  
**FEB**

**120**  
People  
Reach out  
**MAR**

**200**  
People  
Reach out  
**APR**

**55**  
People  
Reach out  
**MAY**

**650**  
People  
Reach out  
**JUN**

**25**  
People  
Reach out  
**AUG**

**250**  
People  
Reach out  
**OCT**

**150**  
People  
Reach out  
**NOV**

### Presentation at the Michigan State University in Dubai

On February 2<sup>nd</sup>, as part of its 4<sup>th</sup> Dubai International Conference in Higher Education, the Michigan State University in Dubai invited EEG to deliver a presentation as an organisational expert on sustainability and environmental challenges in the region. The Conference, titled 'Educating for Tomorrow's World', brought together experts, academics, students and researchers. The purpose of the forum was to understand the role of education in addressing environmental challenges.

The Conference focused on the following main themes:

- Feeding Tomorrow's World: Achieving sustainable agriculture
- Meeting Healthcare Challenges: Combating changing patterns of disease
- Creating a Smart World: Employing technology for societal advancement
- Meeting Tomorrow's Energy Needs: Addressing new supply and demand issues

### Paper Recycling Factory Visit

On March 17<sup>th</sup>, EEG was pleased to take Grade 7 students from Rashid School for Boys, an active EEG member, to Paperchase International at JAFZA for a thorough insight into paper recycling. 47 students, 5 teachers and 2 EEG staff members visited the facility, where they were welcomed by the CEO, who took the time out to explain the various processes that were carried out to recycle paper. He focused on the importance of segregating different kinds of paper and displayed the processes of paper compressing, shredding and bailing. The students and teachers were in awe of the facility and were further encouraged to actively recycle.

### Interactive Career Session at the Canadian University in Dubai

On March 20<sup>th</sup>, EEG was invited by the Canadian University in Dubai as an industrial expert to participate in their 3<sup>rd</sup> Annual Green Speakers Series, which is part of the School of Environment & Health Sciences senior career course and internship programme. As part of the presentation, EEG focused on the advancement of its environmental work in the country and region, its activities during the year, awareness methods to encourage greater cooperation towards caring for the environment, as well as potential careers at EEG. EEG is proud to have an active MOU in place with the Canadian University in Dubai, along with a robust internship programme that provides interning opportunities for 4-6 students at EEG every year.

### Interactive Dialogue Session at Rashid School for Boys

On March 24<sup>th</sup>, EEG conducted an interactive session on the importance of recycling for 35 students at the Rashid School for Boys. The session focused on the benefits of recycling everyday items such as paper, plastic and aluminium cans. EEG kick-started the event with a fun activity called, "What's My Origin?" wherein students had to brainstorm the origins of a number of EEG's recycling campaign products including paper and plastic. The students then brainstormed together to list out the materials as well as natural resources that are utilised to derive these products. This activity was very interesting to the students as they realised where their everyday items come from and how much wastage can be avoided if they are just recycled efficiently. Following the activity, EEG presented on the need to recycle these products, this proved to be very effective as both students and teachers engaged actively in the discussion.

## Environmental Conservation through Art

EEG, along with the General Department of Children Centres under the auspices of the Supreme Council for Family Affairs, Sharjah, organised a creative workshop for young students on March 29<sup>th</sup>. Following the theme, "Environmental Conservation through Art," the workshop aimed at raising awareness about resource consumption as well as encouraging conservation amongst students. As part of the event, EEG organised a drawing competition with the following topics: 'Sharing Our Planet' and 'Responsible Consumption.' A total of 200 entries were submitted, out of which the top drawings were chosen by EEG and teachers from the Art Centre, were then included in EEG's Annual Environmental Drawing Competition.

## EEG discusses Environmental Conservation with Sajaya

On April 16<sup>th</sup>, EEG, in collaboration with Sajaya Young Ladies of Sharjah, organised a creative workshop to raise awareness on resource consumption. EEG began the event with its popular 'What's My Origin?' activity where the students were asked to discuss where common recycling campaign products such as paper, plastic and aluminium cans came from. This was followed by a second activity titled, 'Zero Waste Zone' that promoted finding new ways to reduce wastage in different areas of the school. The students created an inventory of all the waste items that are generated in classrooms, canteens, administrative offices, playgrounds and labs. Next, they were asked to choose one item from the inventory and brainstorm how it would look different if it were environmentally-friendly. A total of 40 students were in attendance, all of whom engaged effectively in the discussions and led to a successful event.

## Mini Environmental Public Speaking Competition

On May 15<sup>th</sup>, EEG along with its Strategic Educational Partner, ENOC, organised a unique mini Environmental Public Speaking Competition at its premises for students from selected schools across the country. The topic of the day was "Life Beyond Oil: Dilemma for the Oil Industry." Five teams presented their research to a bilingual judging panel which comprised of experts from ENOC and EEG. The two winning teams of the competition were chosen to present at ENOC's Energy Award celebration event on May 25<sup>th</sup>.

## #FirstGeneration Discussion with Swedish Embassy

EEG co-hosted a discussion lunch in collaboration with the Swedish Embassy on May 31<sup>st</sup>, at the EEG office. Selected winning schools from EEG's Inter School Environmental Public Speaking Competition 2016, were invited to discuss the #FirstGeneration initiative. The objective of this gathering was to encourage the student community to come up with ideas on how to spread the message about Agenda 2030 on social media. The UN has set the Global Goals- 17 common goals- to create a sustainable future; to this effect the Swedish Government launched the #FirstGeneration campaign to spread knowledge about the global goals, with the support of many international organisations such as UNESCO, UNDP, UN foundation and the Stockholm Environment Institute.

## Young achievers are encouraged

On June 2<sup>nd</sup>, EEG Chairperson, attended the Annual Awarding Ceremony at the Our Own High School – Al Warqa'a as a guest of honour. The ceremony is an annual event that recognises the remarkable achievements of the students from the school. In her address, the chairperson shared words of encouragement with students and guests and urged the students to challenge themselves academically and to embrace their originality and leadership. OOHs- Al Warqa'a is an active academic member of EEG and participates in its various initiatives and campaigns. Addressing the young environmentalists the chairperson encouraged the young eco-champions to keep up such efforts and educate their peers to join the green movement with a special focus on reduction in consumption habits and food wastages.







### Al Edrissi School of Basic Education visits EEG

On August 28<sup>th</sup>, EEG office got a surprise and enthusiastic visit from students of Al Edrissi School for Basic Education, Dubai. EEG team welcomed 20 students and 3 teachers who deposited 105 kg of paper, 17 kg of plastic and 5 kg of glass for recycling. EEG team spoke to them about the benefits of recycling and encouraged them to take part in its various activities. Al Edrissi School of Basic Education has participated regularly in the Clean Up UAE campaign since 2014 and was encouraged to do so again this year. EEG diligently works towards educating the young minds, involving them in taking actions towards environmental protection. EEG welcomes all schools to engage in recycling activities and encourages them to visit the office to witness first-hand the different programmes.

### National Level Inter College Environmental Public Speaking Competition

With a view to increase its outreach EEG made a strategic partnership with the Environment Society of Oman in 2012 to organise a national level competition in Oman. EEG and ESO jointly signed a Memorandum of Understanding that entailed a competition to be held on the national level in the Sultanate of Oman which followed the same format of EEG's ICEPSC. This allowed EEG to widen its scope and reach out to a broader audience and enabled the students to travel across borders and showcase their knowledge and build on their skills. Each year at least four winning teams competing in the ESO competition are sent to the Pan Arab Public Speaking Competition in the UAE. This year ICEPSC – Oman, took place in Muscat on October 16<sup>th</sup> and 17<sup>th</sup>. EEG's vice chair Mr Abdul Aziz Al Midfa attended and judged the two day competition, the winners of which attended EEG's Regional ICEPSC in Dubai on November 23<sup>rd</sup> and 24<sup>th</sup>.

### Abu Dhabi Job Fair

On November 21<sup>st</sup>, EEG's Academic Member, Um Al Arab School for Girls, Abu Dhabi, hosted a career fair for the senior students at their campus. EEG was one of the prominent organisations present on site to encourage students to pursue Environment and Sustainability as a career path. The students were also introduced to EEG and its scope of work as a non-government organisation and understood the importance of protecting and preserving the environment. The EEG stand attracted over 100 students and faculty members inquiring about its activities and how they can be actively involved in the same.

### Triple Helix Sustainability Forum 2016

The British University in Dubai (BUiD) organised a scientific forum titled "Triple Helix Sustainability Forum" on November 21<sup>st</sup>, that brought together representatives from the different strands of the 'triple helix' in a single forum. The main objective of the forum was to focus on the necessity of creativity and positive change in this domain starting with the strategies, policies and regulations which are usually part of mandate of the government and legislative authorities, and maintained through practices covered by the private sector. EEG chairperson was in attendance as an expert respondent and presented on "The Role of EEG as an NGO" and elaborated around challenges facing non-government organisations in trying to work in developing countries where the concept, support and funding are deemed not up to the standards of developed countries. She also suggested adding another helix to the three stranded arm of sustainability, that of civil society.

## Internship at EEG Testimonials from our interns!

The idea of the internship placement is to provide bright students with useful work experience opportunities either during or on the completion of their degree studies, but before they enter the workforce. EEG embraces the Internship concept, as being an excellent educational experience for the student, whilst making a very helpful contribution to our employer's workforce. Over the years EEG has offered various internships with a further employment opportunity to some of the most outstanding interns. Our interns come from all across the world, and are given an opportunity to work within the various departments of EEG. We match up the student's skill sets to our requirements as an organisation and thus ensure a 'best fit'. 2016 saw 10 interns join the team at EEG who worked within the Educational, Waste Management and action and community engagement programmes.

**Devi Prakash**  
Symbiosis Centre  
for Media &  
Communication,  
India

“ At EEG, I learned about the global initiatives like SDGs and the necessity to come up with innovative methods to achieve the 17 goals that come under the SDGs. although I made a lot of mistakes, my mentor made me feel comfortable in all the situations and guided me throughout. I would like to express my greatest gratitude to EEG for giving me the privilege to be a part of this distinguished and esteemed NGO which has helped me develop not only as a student but as a human being. ”

**Razan Al Khamis**  
American University  
of Sharjah, UAE

“ This internship has allowed me to hone my skills, especially those in my field of study, practise public speaking, experience composing articles, carrying out research and perform actual hands on work with experienced, brilliant, and like-minded people. EEG is one of the best organisations for any intern to work with as they consider you as one of the employees rather than an Intern. ”

**Mahdi Ali Zadeh**  
Manipal University,  
UAE

“ Since my graduation days, I was always intrigued by the concept of conservation and environmental stewardship. EEG being a well-established environmental organisation in the region was naturally an ideal option to pursue my internship. I felt an instant connection with everyone on board and enjoyed working in almost every department. Perhaps the best part about the internship is the happiness and satisfaction one gets by making a positive difference in this fragile world of ours. ”

**Mona Ackholm**  
American University  
of Sharjah, UAE

“ EEG staff made sure I was well informed about their work requirements. The work I was given kept me well engaged, and challenging too. The program challenged me to self-reflect, build upon my strengths and address my weaknesses. My ideas and suggestions were taken to heart, and I cannot stress how much I learned during my time. ”





## WASTE MANAGEMENT

Communities, and community organizations, are in a perfect position to make a major impact on the amount of waste that is generated in their societies. These collective voices can persuade government officials to notice the problem, and can influence industry to be more mindful of its responsibilities and can encourage other community members to join the cause. Over the past 25 years EEG has been the torchbearer of that collective voice of influencing change and is still striving to combat the challenges. It is no easy task to educate, motivate and engage people in the act of recycling as a continuous and long term practice, but ever since inception EEG has made considerable progress towards that end. EEG has been synonymous with waste management through its year round campaigns and drives, excellent service delivery and effective management of waste by involving schools, companies and families. Each year we set higher targets for ourselves and work tirelessly with the community to achieve those. In 2016, with 7 collection and recycling campaigns spread across the year, annual awarding ceremony and various special projects. EEG truly bridged the various sectors of the community and engaged in excess of **177,237** individuals.







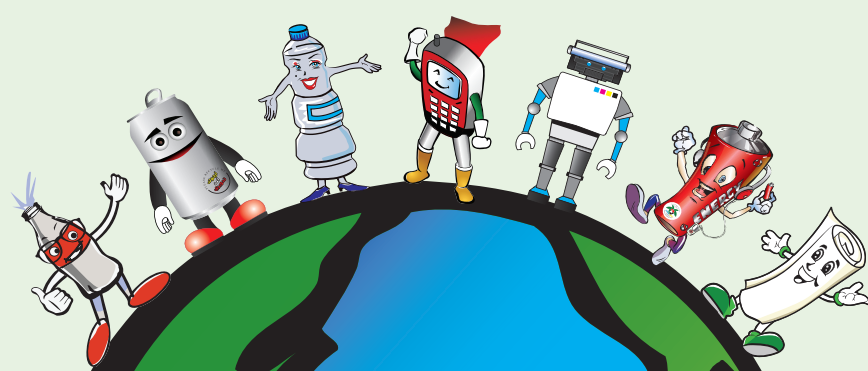
## Recycling Programmes

EEG through its various waste management and recycling activities targets the different sectors of the society, bringing them together to work towards responsible waste management. EEG is committed to enhancing the sustainable development of the community through programmes that help make them cleaner and better places to live in. Understanding the importance of the environment, EEG provides waste collection services which include the collection of paper, plastic, aluminum cans, glass, toner, batteries and mobile phones.

### Snapshot of EEG's Recycling Campaigns in 2016

| Material      | Educational Institutions | Corporations | Families | Total Collection for 2016 |
|---------------|--------------------------|--------------|----------|---------------------------|
| Cans          | 117                      | 142          | 149      | 27,372 kg                 |
| Paper         | 96                       | 307          | 675      | 1,341,338 kg              |
| Toner         | 8                        | 59           | 68       | 6,768 pcs                 |
| Plastic       | 45                       | 165          | 272      | 78,098 kg                 |
| Glass         | 4                        | 10           | 33       | 10,966 kg                 |
| Batteries     | 2                        | 9            | 14       | 1,559 kg                  |
| Mobile Phones | 5                        | 6            | 57       | 15,876 pcs                |

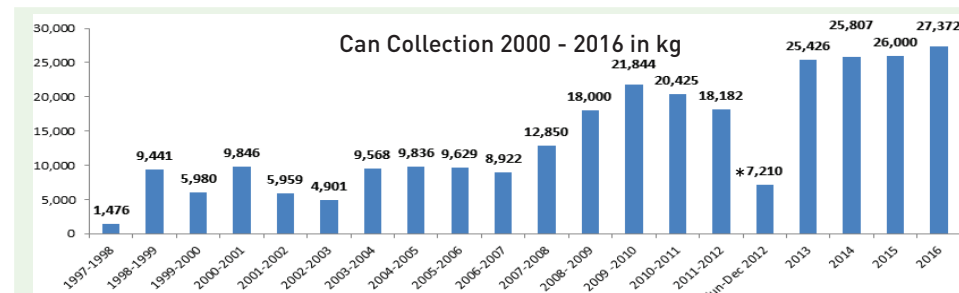
### Combined reductions and savings from all the recyclables since inception



| Parameter (estimates)                      | Total   |
|--|---------|
| GHG Reductions (MTCO <sub>2</sub> E)       | 63,171  |
| Energy Saving (Million BTU)                | 448,598 |
| Volume of Landfill Saved (m <sup>3</sup> ) | 95,452  |
| Tree Saved                                 | 279,170 |
| Gallons of Gasoline Saved                  | 153,226 |

## Can Collection Campaign

EEG's Can Collection Campaign comprises of Can Collection Drive, Can Collection Day and 'Your Can for a Tree'. Since the inception of the campaign in 1997, EEG has been able to collect and send for recycling **278,672 kg** of Aluminium Cans!



\*Year 2012 was the year when EEG was in the phase of changing the period of Can Collection Campaign from June – May to January – December. Hence the collection for June – December 2012 has been done separately.

### Participation & Collection 2015 – 2016

| Category                 | 2015         |                 | 2016         |                 |
|--------------------------|--------------|-----------------|--------------|-----------------|
|                          | Participants | Collection (kg) | Participants | Collection (kg) |
| Educational Institutions | 82           | 6,188           | 117          | 4,479           |
| Companies                | 231          | 6,326           | 142          | 18,949          |
| Families                 | 112          | 13,486          | 149          | 3,944           |
| <b>Total</b>             | -            | 26,000          | -            | 27,372          |

## Can Collection Day

February 25<sup>th</sup>, 2016

**Location:** Selected locations across 7 Emirates  
**Venue Support:** Dubai Municipality-Parks and Horticulture Department, Ajman Municipality, Ras Al Khaimah Waste Management Department, American International School - Abu Dhabi, Al Ain English Speaking School - Al Ain, Radisson Blu Resort - Sharjah

**Logistical Support:** Abela and Co., Al Futtaim Carillion, Blue (member of Al Serkal Group), Lucky Recycling Jebel Ali, United Metals Ind. Co., FEDEX

## Can Collection Drive

October 29<sup>th</sup>, 2016

**Location:** Selected locations across 7 Emirates.  
**Venue Support:** Dubai Municipality-Parks and Horticulture Department, Department of Tourism Development - Ajman, American International School - Abu Dhabi, Al Ain English Speaking School - Al Ain, Radisson Blu Resort - Sharjah, Umm Al Quwain School for Basic Education for Girls

**Logistical Support:** Abela and Co., Al Futtaim Carillion, Blue (member of Al Serkal Group), Lucky Recycling Jebel Ali, United Metals Ind. Co., DHL Express, Tristar Group, Zajel, Interserve International, Khansaheb Civil Engineering

In 2016, EEG was able to collect **27,372 kg** of Aluminium Cans, resulting in the mitigation of greenhouse gases (GHG) to the equivalent of **410.85** metric tons of CO<sub>2</sub>. A total of **664 m<sup>3</sup>** of landfill space has also been saved due to these efforts.

### Sponsors:

Strategic Partner  
**Emirates Fast Food - McDonald's UAE**  
 Main Sponsors  
 » **Rani Refreshments**  
 » **Del Monte**  
 Co-Sponsor  
 » **Emirates Global Aluminium**  
 Media Partners:  
 » **7DAYS UAE and Gulf News**

### Campaign Period:

January – December

### Type of Waste Targeted:

Aluminum beverage cans

### Activities:

1. Can Collection Day - February 25<sup>th</sup>
2. Your Can for a Tree - April – June (Details in Special Projects – Page 32)
3. Can Collection Drive - October 29<sup>th</sup>

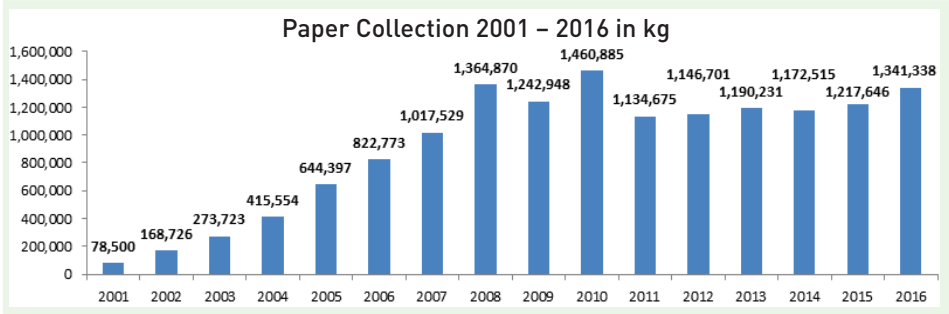
Apart from the action days, EEG also visits academic institutions to give presentations on the importance of Aluminium Can recycling. Usually, EEG staff is accompanied by the EEG mascot, Kan-Kan, who wins hearts everywhere he goes.





## Paper Collection Campaign

Over the years, technology such as computers, laptops and smart phones have infiltrated our lives. Thus, it would be assumed that the utilisation of paper would have drastically reduced too. Sadly, that is not the case. Over the last two decades, the world's consumption of paper has more than doubled. EEG introduced its Paper Recycling Campaign in 2001 and has been able to collect and send for recycling **14,693,011 kg**.



Participation & Collection 2015 – 2016

| Category                 | 2015         |                 | 2016         |                 |
|--------------------------|--------------|-----------------|--------------|-----------------|
|                          | Participants | Collection (kg) | Participants | Collection (kg) |
| Educational Institutions | 102          | 303,510         | 96           | 268,406         |
| Companies                | 592          | 279,990         | 307          | 840,944         |
| Families                 | 341          | 634,146         | 675          | 231,988         |
| Total                    | -            | 1,217,646       | -            | 1,341,338       |

In 2016 EEG collected and sent for recycling a total of **1,341,338 kg** of paper, thereby saving **22,803** fully grown trees from being felled to make virgin paper. The equivalent of **5,191** metric tons of CO<sub>2</sub> was mitigated from the atmosphere. A total of **4,235 m<sup>3</sup>** of landfill space has been saved.

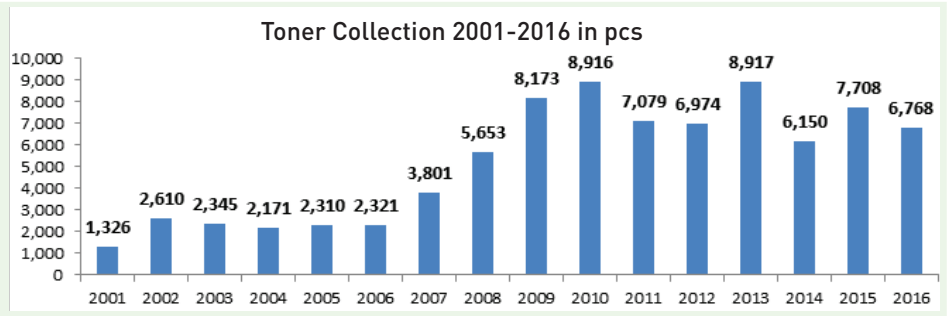
**Campaign Period:**  
January – December

**Type of Waste Targeted:**  
All kinds of paper – newspapers, books, magazines, cardboard etc.

Think About It: 1 ton of recycled paper can save 17 trees and 4000 kilowatts of energy!

## Toner Collection Campaign

When discarded in the landfill, toners and cartridges take thousands of years to break down and are harmful to the environment as they contain industrial products and toxic elements. EEG introduced the Toner Collection Campaign in 2001 and has succeeded in collecting and sending for recycling **83,222 pcs**.



Participation & Collection 2015 – 2016

| Category                 | 2015         |                  | 2016         |                  |
|--------------------------|--------------|------------------|--------------|------------------|
|                          | Participants | Collection (pcs) | Participants | Collection (pcs) |
| Educational Institutions | 16           | 1,709            | 8            | 772              |
| Companies                | 54           | 3,699            | 59           | 4,064            |
| Families                 | 61           | 2,300            | 68           | 1,932            |
| Total                    | -            | 7,708            | -            | 6,768            |

In 2016, EEG managed to collect and send for proper recycling a total of **6,768** toners. Through this collection a total of **2,309** gallons of gasoline has been saved.

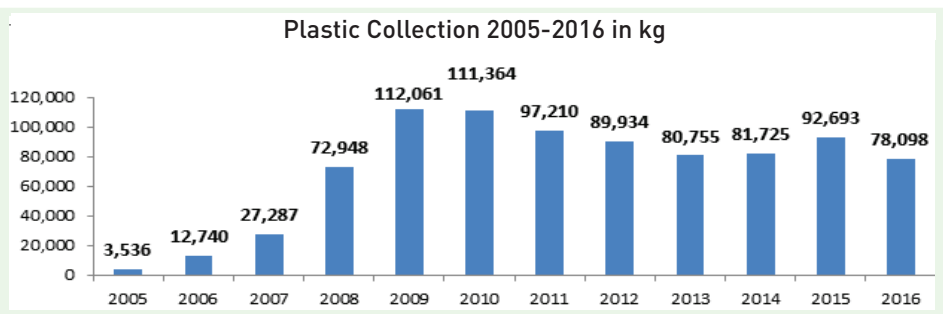
**Campaign Period:**  
January – December

**Type of Waste Targeted:**  
Toner and Ink Cartridges

Think About It: Up to 80% of all print cartridges go directly to landfills!

## Plastic Collection Campaign

It is said that a single piece of plastic takes 300 to 1000 years to decompose. It is also manufactured using a very precious and non-renewable resource – oil. EEG's Plastic Collection Campaign was launched 12 years ago in 2005 and has forged ahead ever since reaching all corners of the Country and collecting a total of **860,315 kg**



Participation & Collection 2015 – 2016

| Category                 | 2015         |                 | 2016         |                 |
|--------------------------|--------------|-----------------|--------------|-----------------|
|                          | Participants | Collection (kg) | Participants | Collection (kg) |
| Educational Institutions | 47           | 12,729          | 45           | 11,691          |
| Companies                | 299          | 65,166          | 165          | 56,317          |
| Families                 | 168          | 14,798          | 272          | 10,090          |
| Total                    | -            | 92,693          | -            | 78,098          |

In 2016, EEG managed to collect **78,098 kg** of Plastic. This has led to the mitigation of greenhouse gases (GHG) to the equivalent of **129** metric tons of CO<sub>2</sub>. A total of **3,317 m<sup>3</sup>** of landfill space has also been saved.

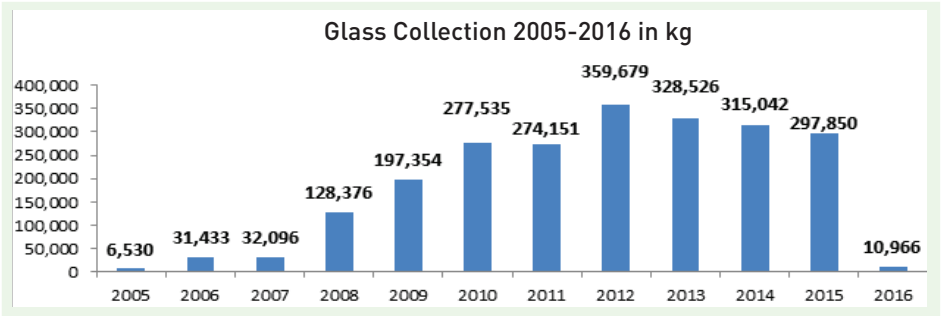
**Campaign Period:**  
January – December

**Type of Waste Targeted:**  
All types of plastic waste of domestic use.

Think About It: Almost every piece of plastic ever produced still exists!

## Glass Collection Campaign

Glass is truly a wonder recyclable material as it can be recycled forever without any impact on its characteristics. It takes about 30 days for glass to be recycled and 1000 years for it to decompose in the landfill. EEG's Glass Collection Campaign was launched in 2005 and has continued to make progress. Due to unforeseen circumstances the glass collection was put on hold from December 2015 until June 2016. This has affected the overall quantity collected for the year 2016.



Participation & Collection 2015 – 2016

| Category                 | 2015         |                 | 2016         |                 |
|--------------------------|--------------|-----------------|--------------|-----------------|
|                          | Participants | Collection (kg) | Participants | Collection (kg) |
| Educational Institutions | 4            | 203             | 4            | 220             |
| Companies                | 92           | 294,716         | 10           | 9,721           |
| Families                 | 66           | 2,931           | 33           | 1,025           |
| Total                    | -            | 297,850         | -            | 10,966          |

In 2016, EEG collected and recycled **10,966 kg** of Glass resulting in the mitigation of greenhouse gases (GHG) to the equivalent of **3.4** metric tons of CO<sub>2</sub>. A total of **28 m<sup>3</sup>** of landfill space has also been saved.

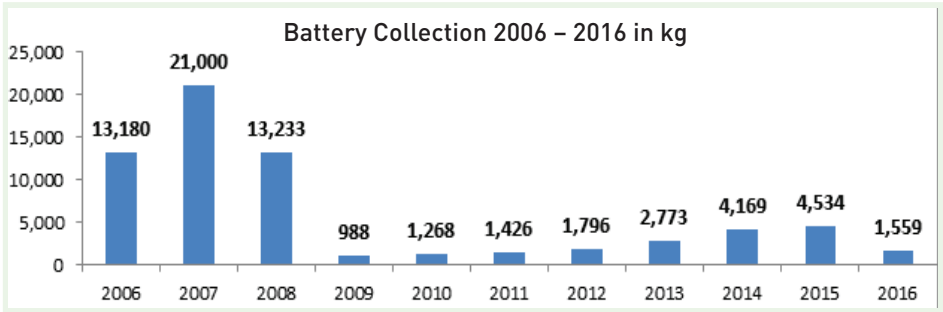
**Campaign Period:**  
January – December

**Type of Waste Targeted:**  
Soft drink, ketchup/mayonnaise bottles, medicine bottles, perfume bottles, juice and water containers

Think About It: Every ton of glass that is recycled saves more than two tons of raw material needed to create new glass, including: 1,300 pounds of sand; 410 pounds of soda ash; and 380 pounds of limestone!

Battery Collection Campaign

Batteries contain heavy metals that can pollute and contaminate soil and groundwater when not disposed of properly. Recycling batteries keeps heavy metals out of landfills and the overall ecosystem. Recycling also save resources because recovered plastic and metals can be used to make new batteries. EEG added the Battery Collection Campaign to its waste management programme in 2006 and has collected **65,926** kg.

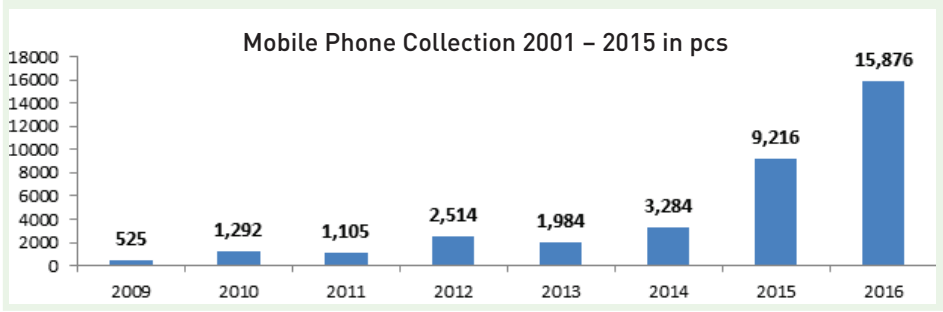


Participation & Collection 2015 – 2016

| Category                 | 2015         |                 | 2016         |                 |
|--------------------------|--------------|-----------------|--------------|-----------------|
|                          | Participants | Collection (kg) | Participants | Collection (kg) |
| Educational Institutions | 2            | 502             | 2            | 39              |
| Companies                | 34           | 1,095           | 9            | 937             |
| Families                 | 44           | 2,937           | 14           | 583             |
| Total                    | -            | 4,534           | -            | 1,559           |

Mobile Phone Collection Campaign

In 2009 EEG launched the Mobile Phone Collection Campaign. As part of the campaign, EEG organises dialogue sessions with schools and corporates to raise awareness on the importance of mobile phone recycling. The total amount of Mobile phones collected for recycling since inception is **35,796** pcs.



Participation & Collection 2015 – 2016

| Category                 | 2015         |                  | 2016         |                  |
|--------------------------|--------------|------------------|--------------|------------------|
|                          | Participants | Collection (pcs) | Participants | Collection (pcs) |
| Educational Institutions | 9            | 2,094            | 5            | 1,272            |
| Companies                | 49           | 5,825            | 6            | 13,343           |
| Families                 | 3            | 1,270            | 57           | 1,261            |
| Total                    | -            | 9,189            | -            | 15,876           |

In 2016, **1,559** kg of batteries were collected and given to the relevant authorities for safe disposal

Campaign Period:  
January – December

Type of Waste Targeted:  
Alkaline batteries used for hand tools, cameras, flashlights, toys and other items such as portable source of power and mobile phone batteries.

Think About It: All the batteries on Earth store just 10 minutes of the world’s electricity needs!

In 2016, EEG collected and sent for recycling **15,876** pcs of mobile phones resulting in the mitigation of greenhouse gases (GHG) to the equivalent of **2.7** metric tons of CO<sub>2</sub> and **55,365** Gallons of oil was saved.

Campaign Period:  
January – December

Type of Waste Targeted:  
Mobile phones and accessories

Think About It: 6 billion phones are used in the world every day!

Special Recycling Projects

1. Green Print

In order to raise awareness and actively engage its student members, EEG launched a special recycling Project called the ‘Project Green Print”, which ran from December 2015 until March 2016, the aim was to inculcate a habit of recycling within the different sectors of UAE society. Under this project participants, which included private companies, hotels, schools and families, were informed to collect certain quantities of paper and aluminium Cans within a two week period for recycling.

EEG engaged with 26 entities who managed to collect a total of 73,653 kg of paper and 4,222 kg of Aluminium Cans. These collections resulted in the mitigation of 348 MTCO<sub>2</sub> emissions and saved 2,614 million BTU of energy and 335 m<sup>3</sup> of landfill space. The participants who fulfilled the requirements were awarded with the opportunity to plant trees at a special tree planting event held at Marriott Al Jaddaf, Dubai.

2. Quick Race Challenge!

Earth day, commemorated annually on April 22<sup>nd</sup>, witnessed various environmental events worldwide. Celebrated first in 1970, it is now coordinated globally by the Earth Day Network and is celebrated in over 193 countries. In honour of Earth Day, EEG rolled out a special project wherein student members were asked to collect a minimum of 5 kg of Aluminum cans for recycling over a period of one week. A total of 297 kg of cans were collected, mitigating more than four MT of CO<sub>2</sub> emissions, 67.59 million BTU in energy saving and 7.32 m<sup>3</sup> of landfill space. Participants were issued special certificates upon reaching the target and their contribution was also counted towards the ‘Your Can for A Tree” campaign.

3. The Green Call

Mobile phones comprise of various materials, such as, plastic, gold, mercury, zinc, lead, cadmium, bromine, etc. If a mobile phone ends up in a landfill; it will release these harmful materials into the soil and water and cause contamination. In order to raise awareness and actively engage its student members and divert these toxic waste from the landfills, EEG hosted a mini-recycling project titled “Green Call” during the period from 16.03.16 to 16.04.16. The project saw the participation of 21 student members who collected and deposited for recycling a total of 295

mobile phones. Recycling these mobile phones helped mitigate 0.05 MT of carbon dioxide emissions and saved 1,029 gallons of gasoline.

4. Recycle. Reforest. Repeat!

As an accredited organization of UNCCD, EEG once again joined hands with the UNCCD in its efforts to promote the message of World Day to Combat Desertification 2016. The theme advocates the importance of inclusive cooperation to restore and rehabilitate degraded land and contribute towards achieving the overall Sustainable Development Goals. EEG launched a special project titled “Recycle. Reforest. Repeat” which ran for one month from 16.06.16 to 16.07.16 and encouraged the various members of the society to take action towards combating desertification. The project saw a participation of 61 members who collected a total of 17,639 kg of Paper. The collection led to the mitigation of more than 68 MT of carbon dioxide emissions, saved 396 million BTU of energy, saved 55.7 m<sup>3</sup> of landfill space and saved 300 trees from being felled.

As a fitting culmination of this project EEG awarded the champions with certificates at a ceremony held at the EEG office on August 16<sup>th</sup> and encouraged them to take continued action towards combating desertification, by engaging in on-going effective recycling practices. The awarding ceremony started with a presentation delivered by EEG staff on Desertification and the need to recycle, following which the eco champions were presented with certificates by the EEG chairperson.

5. Why do you keep it?

The Land Department and Dubai Municipality supported by EEG organised the “Why Do You Keep It?” campaign which ran from May 8<sup>th</sup> to the 12<sup>th</sup>, and required the participants to deposit old books, electronics in good working condition and toys at the EEG office. In addition, they were asked to deposit plastic and paper. An awarding ceremony was held on May 31<sup>st</sup> as a means to encourage and felicitate the participants with certificates and crystals. Mr. Ali Ibrahim, EEG’s Executive committee member represented EEG at the event. A total of 70 bags of toys, 3,411 kg of paper and 109 kg of plastic were collected. Leading to the mitigation of 13 MT of CO<sub>2</sub> emissions, saving 83 million BTU of Energy, more than 15 m<sup>3</sup> of landfill space and 58 trees from being felled.







## Annual Awarding Ceremony

It was William Arthur Ward, the renowned author who rightly said, "Feeling gratitude and not expressing it is like wrapping a present and not giving it." EEG has always believed in the power of gratitude and honouring those who work hard in their environmental endeavours. As part of its culture, EEG realises the importance of recognising those who have participated in its Waste Management programmes and contributed to the success and expansion of these programmes through the year.

### About the Event

Year on year, EEG uses the platform of the Annual Awarding Ceremony to spread the message of environmental responsibility, and brings to light the champions whose commendable efforts have not just made the programmes successful, but have made a big difference in the field of environmental sustainability. EEG marked the World Environment Day by celebrating and showcasing the efforts of various corporates, educational institutions and individual members towards protecting the environment. These participants have made great strides through the year by excelling in our expansive Waste Management portfolio consisting of Paper, Plastic, Glass, Aluminium Cans, Toners, Batteries, Mobile Phones and Beverage Cartons.

The total tally of quantity collected in EEG's eight recycling and collection campaigns for the year 2015 were revealed on June 2<sup>nd</sup> at the Annual Awarding Ceremony that took place at the Ajman Museum. The amount of waste collected in 2015 helped mitigate 5,354 MT of CO<sub>2</sub> emissions, saved 39,342 Million BTU of Energy, saved 9,184 m<sup>3</sup> of landfill space, saved 28,330 trees from being felled and saved 34,769 gallons of oil.

2016 was a special year as EEG also celebrated its silver jubilee – 25 years of environmental action and achievements in the region. With the signing of a strategic MOU with Ajman Tourism and Development Department, EEG was able to organise its Annual Awarding Ceremony at the Sheikh Humaid Auditorium at the prestigious Ajman Museum.

A total of 70 Recycling Awards and 27 Art Awards were conferred on the day. A total of 39 crystals were prepared by EEG to award the corporate winners of EEG's Waste Management Programmes for the year 2015. These also included crystals for the Sponsors and supporters of the event.

 **70**  
Recycling Awards

 **27**  
Art Awards

 **39**  
Crystals Awarded

 **5,354**  
Metric tons of CO<sub>2</sub> Mitigated

## Sponsors

**Gold Sponsor:**  
- Dubai Investments

**Silver Sponsors:**  
- Dutco Balfour Beatty,  
- Tiger Profiles and Insulation

**Product Sponsorship**  
- Brother International  
- ITL Cosmos – Sharp  
- Nikai Group of Companies  
- Swiss International Airlines



Date and Venue:  
**June 2<sup>nd</sup>, Ajman Museum**

Awards were also presented to the:  
Winners and sponsors of the  
Environmental Drawing Competition  
Sponsors and supporters of all 8  
waste management campaigns



### Top performers for the year 2015

| Campaign         | Academic Institution                                   | Company  | Individual                            |
|------------------|--|--|---------------------------------------|
| Paper            | Our Own High School, Al Warqa'a<br><b>39,440 kg</b>    | Petrofac International Limited<br><b>56,220 kg</b> | Nicole Ann George<br><b>10,365 kg</b> |
| Aluminium Cans   | United International Private School<br><b>1,870 kg</b> | Emirates Flight Catering<br><b>3,243 kg</b>        | Amiteash Paul<br><b>1,275 kg</b>      |
| Plastic          | Mzeiraa School<br><b>1,340 kg</b>                      | Khadamat Facilities Management<br><b>14,950 kg</b> | Jayant Ramganesch<br><b>741 kg</b>    |
| Glass            | Al Rabee Kindergarten<br><b>100 kg</b>                 | Fairmont Hotel Dubai<br><b>45,845 Kg</b>           | Maryam Malalla Ahmed<br><b>365 kg</b> |
| Toner            | American University of Sharjah<br><b>949 pcs</b>       | McDonald's UAE<br><b>728 pcs</b>                   | Nityashri Sankaran<br><b>554 pcs</b>  |
| Battery          | Petroleum Institute<br><b>300 kg</b>                   | Khadamat Facilities Management<br><b>1,593 kg</b>  | Geerthana Muthu<br><b>270 kg</b>      |
| Mobile Phones    | Our Own High School, Al Warqa'a<br><b>684 pcs</b>      | Dubai Public Prosecution<br><b>5,588 pcs</b>       | Anneeka Paul<br><b>110 pcs</b>        |
| Beverage Cartons | Dubai Gem Private School<br><b>143 kg</b>              | Grand Hyatt Dubai<br><b>1,280 kg</b>               | Maryam Ehtesham<br><b>115 kg</b>      |







## COMMUNITY ACTION & AWARENESS PROGRAMMES

The community plays an integral part in maintaining and enhancing the local environment. At EEG we are always trying to find new ways to foster active public participation in action programmes as we believe that listening to the knowledge and ideas of community members, and facilitating their role in making changes, can improve the end results. With this aim, EEG integrates its various educational and waste management programmes with the popular tree planting activity through a series of special projects. These projects involve people from all sectors of the society who work collaboratively to showcase their dedication and commitment to a unified cause of making a genuine difference to the environment around us. EEG engaged with **183,901** active members of the community in 2016.







## Clean Up UAE 2016

### About the Event

Bringing together the community of the UAE for the 15<sup>th</sup> consecutive year, EEG has with the help of all its volunteers proven the dedication, passion and common interest towards the direct safe guarding of the environment in the UAE and by indirectly working towards a better environment globally.

Clean Up UAE Campaign, is the largest environmental movement in the country which includes participants from academic institutions, government organisations, private sector companies, hotels and even the determined individuals. Whilst navigating through hostile sand dunes and rouge camels everybody comes together to achieve a common goal, ie; a healthier, cleaner and safer environment for everybody to enjoy and for those yet to breathe on our beautiful planet.

When the 125,536 strong crowds of white caps dispersed into the desert claspng to their collection bags it really was a sight to behold. Only returning with full bags of waste and to catch a breath they returned to the vast expanse of desert to rectify our years of undoing. This persistent attitude led to the collection of 110 tonnes of waste (20% more than 2015) but is it waste? It is time that we started looking at this waste as a resource.

| Clean Up UAE 2015<br>Growth and Extent of Participation |                       |                          |                                |                              |
|---|-----------------------|--------------------------|--------------------------------|------------------------------|
| Year  | Total Number of Sites | Total Number of Emirates | Amount of Waste collected (kg) | Total Number of Participants |
| 2002  | 6                     | 4                        | -                              | 4,500                        |
| 2003  | 9                     | 5                        | -                              | 6,500                        |
| 2004  | 12                    | 6                        | 54,000                         | 12,000                       |
| 2005  | 18                    | 7                        | 64,000                         | 15,249                       |
| 2006  | 20                    | 7                        | 70,000                         | 16,700                       |
| 2007  | 44                    | 7                        | 115,000                        | 17,500                       |
| 2008  | 44                    | 7                        | 140,000                        | 23,012                       |
| 2009  | 79                    | 7                        | 87,000                         | 18,000                       |
| 2010  | 106                   | 7                        | 100,290                        | 20,362                       |
| 2011  | 110                   | 7                        | 97,469                         | 27,136                       |
| 2012  | 112                   | 7                        | 193,851                        | 42,000                       |
| 2013  | 102                   | 7                        | 100,000                        | 112,000                      |
| 2014  | 104                   | 7                        | 94,000                         | 123,176                      |
| 2015  | 74                    | 7                        | 72,000                         | 123,739                      |
| 2016  | 146                   | 7                        | 110,000                        | 125,536                      |



### With immense gratitude to

| Government sector supporters                                     |
|--|
| Al Ain Municipality with all its branches                        |
| Dibba Al Hisn Municipality                                       |
| Environment and Protected Areas Authority, Government of Sharjah |
| Fujairah Natural Resources Corporation                           |
| Municipality and Planning Department Ajman                       |
| Ras Al Khaimah Public Works and Services Department              |
| Sharjah Municipality   |
| The Industrial City, (ICAD) AUH                                  |
| Umm Al Quwain Department of Economic Development                 |
| Umm Al Quwain Public Works and Services Department               |
| Co-Sponsors  |
| Dubai Electricity & Water Authority (DEWA)                       |
| McDonald's UAE   |
| Civil Societies  |
| Emirates Heritage Club   |
| Sharjah City for Humanitarian Services                           |
| Takatof  |
| Youth Council, Umm Al Quwain                                     |
| Private sector supporters  |
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| Byrne Equipment Rental   |
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| Fujairah Plastic Factories                                       |
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| 7DAYS UAE  |
| Gulf News  |
| WAM  |
| Dubai Eye 103.8  |
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| Civil Defence in every Emirate                                   |
| Dubai Corporation Ambulance Services                             |
| Police Departments in all the Emirates                           |
| Traffic Departments in all the Emirates                          |





من أجل إماراتنا نزرع  
FOR OUR EMIRATES  
WE PLANT



462  
Indigenous  
Trees Planted



168  
Ghaf  
Trees



162  
Neem  
Trees



132  
Sidra  
Trees

## For Our Emirates We Plant

The act of planting trees help bond the community with each other and in tandem with the Earth. When you plant indigenous trees, you are expressing appreciation for your bioregion, seeking to live in harmony with it. For EEG, planting trees and giving back to the environment is a way of showing appreciation to Mother Nature and involving the community in creating a positive impact.

The 'For Our Emirates We Plant' campaign is a unique platform that intertwines EEG's waste management programmes to the tree planting campaign. There are three projects under this campaign, namely, 'Your Can for a Tree', 'Neighbourhood Recycling' and 'One Root One Communi-tree'. The campaign engages the community as a whole, wherein companies, academic institutions and families who participate and achieve the pre-determined targets set for any of the three projects get an opportunity to plant trees under their entity's name in one of the Emirates in the UAE.

For the year 2016, a total of 462 trees were earned by the respective participants. These trees on maturity will help mitigate 2.72 metric tonnes of CO<sub>2</sub> emissions. The tree planting ceremony took place in the Emirate of Umm Al Quwain on December 15<sup>th</sup>.

### 01 Your Can For a Tree

The 'Your Can For A Tree' was launched in 2012 to boost Aluminium Cans recycling in the UAE by creating awareness and encouraging the community, i.e., companies and hotels, academic institutions and families to recycle. Participants who achieve the pre-determined quantities get an opportunity to plant a tree in their name. The project runs from **April to July**, this year it witnessed a participation of 70 entities from across the country. They collected a total of 8,270 kg of Aluminium Cans resulting in the mitigation of 124 MTCO<sub>2</sub> emissions and saving 1,882 million BTU of energy and 201 m<sup>3</sup> of landfill space. As part of this project the participants planted a total of 40 trees.

### 02 Neighbourhood Recycling

The 'Neighbourhood Recycling' 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 the pre-determined targets within the set period of time. This project boosts the collection of recyclables along with building the skills of the students. The project, the project ran from **June to September** and witnessed a participation of 141 student members. They collected a total of 49,534 kg of paper, 743 kg of plastic, 466 kg of aluminium cans, 617 pcs of mobile phones and 679 pcs of toners resulting in the mitigation of 200 MTCO<sub>2</sub> emissions and saving 1,261 million BTU of energy, 199 m<sup>3</sup> of landfill space, 1,349 trees and 2,383 gallons of gasoline. As part of this project the participants planted a total of 125 trees.

### 03 One Root One Communi-tree

The 'One Root One Communi-tree' 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. Participants who achieve the pre-determined quantities during the given period get an opportunity to plant a tree in their name. The project runs from **July to November** and witnessed a participation of 31 companies, 21 schools and 65 families. They collected a total of 238,802 kg of paper, 9,580 kg of plastic, 4,503 kg of aluminium cans, 9,591 pcs of mobile phones and 694 pcs of toners resulting in the mitigation of 1,007 MTCO<sub>2</sub> emissions and saving 6,911 million BTU of energy, 1,267 m<sup>3</sup> of landfill space, 11,912 trees and 33,519 gallons of gasoline. As part of this project the participants planted a total of 291 trees.

| RESULTS<br>BREAK-<br>DOWN | PROJECT<br>01 | PROJECT<br>02 | PROJECT<br>03 |
|---------------------------|---------------|---------------|---------------|
| Participants              | 70            | 141           | 117           |
| Trees                     | 40            | 125           | 291           |
| Papers<br>kg              | -             | 49,534        | 238,802       |
| Mobile<br>pcs             | -             | 617           | 9,591         |
| Plastics<br>kg            | -             | 743           | 9,580         |
| Toners<br>pcs             | -             | 679           | 694           |
| Cans<br>kg                | 8,270         | 466           | 4,503         |



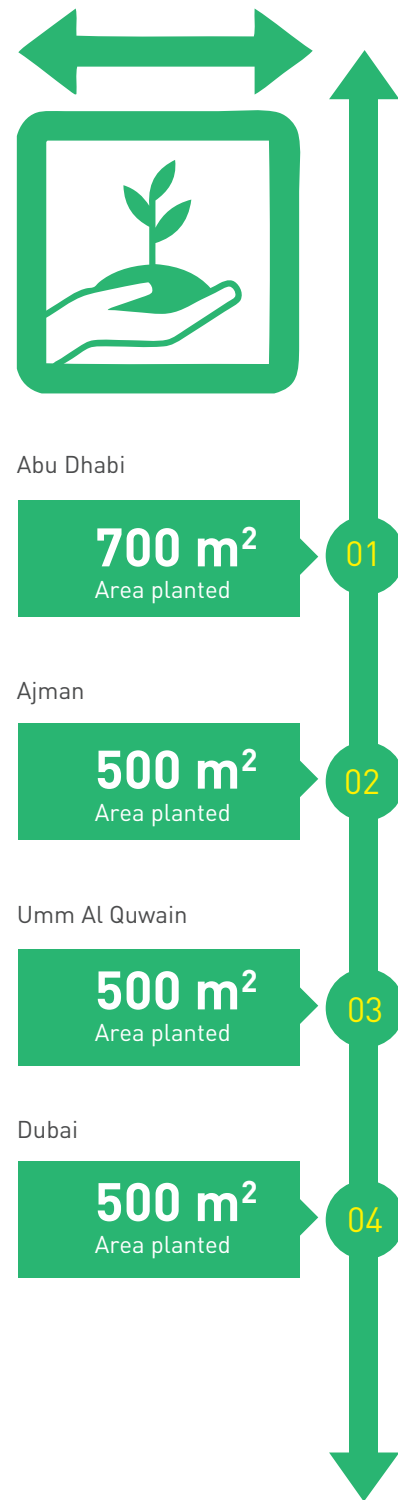
### Community Tree Planting- Marriott Al Jaddaf

With an aim to increase sustainable green spaces within UAE, EEG carried out a tree planting activity under its flagship campaign 'For our Emirates We Plant' on April 16<sup>th</sup>. Under this campaign EEG launched a special recycling initiative 'Project Green Print', wherein participants were asked to collect certain quantities of paper and aluminium Cans for recycling, in order to inculcate a habit to recycle within different sectors of the society. As a result of their efforts and commitment, the participants were awarded with the opportunity to plant trees at Marriott Al Jaddaf Hotel. During the event, eco-friendly residents from all sectors of the society; came together to plant a total of 80 indigenous saplings. This sustainable green space will contribute in providing the appropriate habitat for the wildlife to thrive as well as mitigate 0.35 metric tonnes of CO<sub>2</sub> emissions upon maturity of these trees in 5 to 7 years. Through this project EEG managed to collect a total of 73,653 kg of paper and 4,222 kg of aluminium cans.

### Community Tree Planting – GEMS Modern Academy

On October 9<sup>th</sup>, EEG organised a successful tree planting activity under "For Our Emirates We Plant" campaign to increase sustainable green urban spaces and encourage social responsibility amongst corporations in the UAE. The tree planting was organised in GEMS Modern Academy, (EEG Academic member) Nad Al Sheba, in association with Ball Beverage Packaging AMEA. Through such activities EEG ensures healthy community engagement which creates a positive impact on the environment and individuals alike. This project helps increase the greenery in schools which will in turn provide numerous benefits such as natural shade and the improvement of air quality through natural filtration. A total of 20 trees were planted. EEG aims through such activities, to raise awareness amongst students on the importance of environmental protection and conservation of resources by getting them directly involved in the planting process.





## Planting For a Greener Future

Green spaces are a great benefit to our environment. They filter pollutants and dust from the air, they provide shade and lower temperatures in urban areas, and they even contribute in increasing one's wellbeing. EEG believes that the youth should be involved in creating and preserving such green spaces so they can feel responsible for their surrounding environment!

### About the Event

"Planting for a Greener Future" is a joint initiative that was launched in 2014 between Emirates Environmental Group and McDonald's UAE with the objective of developing gardens and planting native trees in government schools across the United Arab Emirates, and to raise awareness amongst the student community about the importance of the preservation and protection of the environment.

During phase 1 of the initiative, which ran from 2014-2015, a total of 350 indigenous saplings were planted in seven government schools in the seven Emirates and more than 4,800 m² land was laid with lawn grass and the involvement of more than 2,800 students and teachers.

After this success, EEG and McDonald's UAE launched the phase 2 of this initiative in March 2016; And so far 4 government schools in Abu Dhabi, Ajman, Umm al Quwain and Dubai were involved in this activity and in 2017, 3 more schools in Fujairah, Sharjah and Ras al Khaimah will be part of this initiative.

Each plantation site is prepared by replacing sand with sweet soil, installing grass carpets and a fully-fledged irrigation system, with the aim of providing a suitable and sustainable recreational area for children in their schools.

These sustainable green spaces contribute to the health and wellbeing of the students and faculty as well as preserving the natural environment to nurture the wildlife. Such benefits include: improving students health, providing appropriate habitat for the wildlife to thrive, reduce pollution, mitigate CO<sub>2</sub> emissions, etc.

All of the above will help the UAE achieve the Sustainable Development Goals (SDG) to improve our world - especially goal number 15 and 17 related to combatting desertification and collaboration to achieve sustainable development.

|    | School Name                    | Emirates      | Date of the event                |
|----|--------------------------------|---------------|----------------------------------|
| 01 | Al Asemah School For Boys      | Abu Dhabi     | March 23 <sup>rd</sup> , 2016    |
| 02 | Umm Ammar School For Girls     | Ajman         | April 16 <sup>th</sup> , 2016    |
| 03 | Umm Al Quwain School For Girls | Umm Al Quwain | June 6 <sup>th</sup> , 2016      |
| 04 | Al Khulafaa Alrashideen School | Dubai         | November 23 <sup>rd</sup> , 2016 |







## CORPORATE AWARENESS & OUTREACH PROGRAMMES

For every successful environmental campaign, it is essential to have the support of all sectors of the society which includes the government sector, the private sector and the civil society. Each year EEG organises various networking events with the corporate world which is done through meetings, dialogue sessions, conferences and special events. EEG participates and initiates such events in collaboration with various corporate members and national and international partners. EEG also expresses gratitude and appreciation to the government entities, corporations, companies and civil society for their consistent support and motivation in working for the environment by organising a Gala Dinner. The Annual Corporate Gala Dinner is an event that attracts likeminded environment enthusiasts who are concerned with environmental protection and sustainable development. For the year 2016, these activities were captured under the section Corporate Outreach and through these programmes EEG has managed to engage over **30,000** individuals.







## Annual Corporate Gala Dinner

The Annual Corporate Gala Dinner commemorates all the supporters and sponsors that have helped EEG facilitate various campaigns throughout the year – without whom the success of UAE's green movement would not have been possible.



**250**  
attendees



**OFFSET**  
**5.09**  
tonnes of CO<sub>2</sub>  
emissions.



### Speaker

H.E. Eng. Sheikh Salem bin Sultan bin Saqr Al-Qasimi, Chairman of the Department of Civil Aviation, Government of Ras Al Khaimah

## Sponsors

**Special Sponsor:**  
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### Silver Sponsors:

- Chalhoub Group
- Dubai Investments
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- Enviroserve
- McDonald's UAE

### Sustainability Partners:

- Arabia CSR Network
- MyClimate



Years of Sustainability

**STRONG ROOTS LEAD TO  
SUSTAINABLE ROUTES**

### Highlights

It was author and motivational speaker, Zig Ziglar, who said, "Of all the attitudes we can acquire, surely the attitude of gratitude is the most important and by far the most life-changing." It is for this very reason that EEG organises its Annual Gala Dinner – to honour and recognise organisations who have supported the myriad of campaigns EEG organises and in turn support the sustainable development of the country.

2016 was a momentous year as it marked 25 years of EEG's existence. Thus, the 19<sup>th</sup> Annual Gala Dinner was organised with a fitting theme that outlined the true essence of EEG – "Strong Roots Lead to Sustainable Routes." As was aptly stated by our Chairperson, Mrs. Habiba Al Mar'ashi, "We started way back in 1991, and here we are today, having travelled 25 long years, only with your support and encouragement as the main beacon of light motivating us to go on and reach our destination".

Held at the Raffles Hotel on March 2<sup>nd</sup>, this magnificent event was attended by 250 elite guests including VIPs, EEG Corporate members, Associate members and Honorary members. The event was also honoured by the presence of H.E. Eng. Sheikh Salem bin Sultan bin Saqr Al-Qasimi, Chairman of the Department of Civil Aviation, who was also the key note speaker of the evening.

A total of 53 awards were presented to the companies and organisations supporting EEG's endeavours. Along with the glittering awarding ceremony, a highlight of the evening was the screening of a 2-minute short film that showcased EEG's conservation efforts in the region for the last 25 years. The evening was complete with some beautiful tunes by Ms. Taif Ali Obaid on the traditional music instrument the "kanoon".

For the fifth consecutive year, EEG, in association with Farnek and MyClimate, a Swiss climate protection organisation, ensured that the event is a carbon neutral one by offsetting 5.09 tonnes of CO<sub>2</sub> emissions.







## Panel Discussions

EEG has been engaging with the community through its community lecture series, since 1992, which exploit the power of exchange and dialogue; in other words, learning through personal involvement and participation. In 2016 to mark the group's silver Jubilee celebration; EEG devised a unique four part Panel discussion series on the important theme of "Responsible Consumption and Production" to engage the audience in more in-depth and meaningful discussions by bringing together various experts from the field on a common platform.

The theme explains that Responsible Consumption and Production, which is Goal number 12 of the 17 UN Sustainable Development Goals (SDGs), is about promoting resource and energy efficiency, sustainable infrastructure, and providing access to basic services, green and decent jobs and a better quality of life for all. Its implementation helps to achieve overall development plans, reduce future economic, environmental and social costs, strengthen economic competitiveness and reduce poverty.

EEG strives to organise such valuable panel sessions, bringing global issues with the right twist to fit the local and regional requirement. The sessions focused on the preservation of our natural resources and prevent the continued deterioration of the UAE environment by the consumption patterns and unsustainable production practices and the overall objective of supporting the government's strategy in implementing the sustainable development goals on the national level. Each of the panel sessions were very well received with an overall attendance of over 300 people.

### EEG's Ramadan Majlis

To celebrate the holy month of Ramadan and maintain a continuous connection and communication with various segments of the society, EEG in association with Ras Al Khaimah Public Works and Services Department, organised its first Ramadan Majlis at 'the Majlis' of H.E. Engineer Sheikh Salem Bin Sultan Bin Saqr Al Qasimi, Chairman of the Civil Aviation Department in Ras Al Khaimah. The session was held in Arabic and discussions were themed around the important issues of availability of resources, food wastage, food security, waste management and environmental sustainability.

Speakers included:

- » H.E. Engineer Sheikh Salem Bin Sultan Bin Saqr Al Qasimi, Chairman of the Civil Aviation Department in Ras Al Khaimah
- » H.E. Juma Mohammed Kait, Assistant Undersecretary for Foreign Trade at the Ministry of Economy
- » H.E. Eng. Ahmed Mohammed Al Hammadi, Director General of the Public Works Department in Ras Al Khaimah
- » Mr. Abdulaziz Al Midfa, Vice-Chair EEG
- » Eng. Hassan Makki, permanent member of EEG

The session was moderated by renowned Media personality Mr. Rashid Al Kharji.

### Sustainable Consumption and Production of Food

EEG and Arabia CSR Network in association with the United Nations Environment Programme (UNEP-ROWA) organised the second Panel discussion session themed "Sustainable Consumption and Production of Food". This session addressed the issues surrounding this important theme and the efforts made by global, national and local governments and organisations in finding sustainable and tangible solutions to resource production and wastage of food. The question of consumer responsibility in the transformation process towards more sustainable consumption-production-patterns from an environmental and social perspective was also discussed. The issues of mega food wasters, consumer behaviour and taking ownership and being responsible were the highlights of the discussions.

The panel comprised of:

- » Mr. Fareed Bushehri, Senior Sustainable Consumption and Production Officer, (UNEP - ROWA) Office Bahrain
- » Dr. Essam Elhashimi, Head of Food Studies Expert, Dubai Municipality
- » Ms Shamma Mohamed Abdulla Alfalasi, Environmental Educator, Ministry of Climate Change and Environment
- » Mr Karim El-Jisr, Director - Diamond Innovation Centre, Diamond Developers (The Sustainability City)

The session was moderated by the EEG chairperson Mrs. Habiba Al Mar'ashi

### Responsible Consumption and Production of Water

The third panel session organised by EEG and the Arabia CSR Network in association with the United Nations Environment Programme (UNEP) and Emirates Green Building Council (EGBC) was centred around the important theme of "Responsible Consumption and Production of Water".

The session addressed the issues surrounding the increase in water demand and the amount of strain it puts on the already scarce natural resources of the country. Discussions to ensure economic diversification whilst reducing the water intensity of commercial and industrial activities, and improving indoor and outdoor water efficiency of the built environment were central and continue to be an overriding consideration for economic and social wellbeing of the nation. The issues of population growth, economic development and changes in lifestyle that have adversely increased the demand for water in the UAE was central to the discussions.

The panel comprised of:

- » Ms. Fatma Mohammed Alfoora Alshamsi, Assistant Undersecretary for Electricity, Clean Energy and Desalinated water, Ministry of Energy
- » Mr. Naser Lootah, Executive Vice President of Generation Power & Water, Dubai Electricity And Water Authority (DEWA)
- » Dr. Asad Sarwar Qureshi, Senior Scientist - Irrigation and Water Management, International Centre for Biosaline Agriculture (ICBA)
- » Mr. Steve Nash, Projects Director, Metito
- » Mr. Stuart Mee, Sustainability Manager, Interserve

The session was moderated by the Vice Chair of EEG Mr. Abdul Aziz Al Midfa.

### Responsible Consumption and Production of Energy

The fourth and last of the panel discussions for 2016 saw strong discussions on the important theme of "Responsible Consumption and Production of Energy" and was organised by EEG and Arabia CSR Network, in association with UNEP-ROWA and Clean Energy Building Council (CEBC). Energy efficiency is a growing challenge in the United Arab Emirates (UAE), due to population growth, economic activity, and high consumption rates that are unsustainable in the long term. Scarcity of resources, harmful effects to the environment and the escalating cost of electricity are some of the biggest drivers for improving energy efficiency. The biggest challenge now is influencing consumers to act more responsibly towards the environment and help conserve this limited natural resource, whilst finding ways to develop and use alternative energy resources efficiently. Following on from this, the panel discussion session focused on the resource availability, production and consumption of Energy, as well as look at alternative forms of energy and innovative technologies within the UAE.

The panel comprised of:

- » Eng. Faisal Ali Hassan Rashid, Director, Demand Side Management, Supreme Council of Energy
- » Mr. Bilal Hassan, Project Manager, UAE Ministry of Energy
- » Eng. Khaled Bushnaq, CEO, Energy Management Services Emirates LLC
- » Ms Sandrine Le Biavant, Director of Sustainability, Farnek
- » Eng. Waleed M. Elrawy, Solar Water World

The session was moderated by the Vice Chair of EEG Mr. Abdul Aziz Al Midfa.

Organiser:  
Emirates Environmental Group (EEG)

In Association with:  
Arabia CSR Network

United Nations Environment Programme  
(UNEP-ROWA)

Ras Al Khaimah Public Works and Services  
Department

Emirates Green Building Council (EGBC)

Clean Energy Building Council (CEBC)



Panel Discussions 1



Panel Discussions 2



Panel Discussions 3



Panel Discussions 4





## Corporate Outreach

Partnerships usually offer organisations the opportunities to achieve what may otherwise be very difficult to achieve. EEG is thankful to its corporate stakeholders and partners – in the country and the region – who have supported its programmes and activities on a regular basis with a passion to promote sustainability and environmentalism in the world.

### EEG Speaks at Shell Event

On March 8<sup>th</sup>, EEG Chairperson was invited for the 'Pledge for Parity' event organised by Shell in celebration of International Women's Day. Attended by noted women from various sectors, the event attracted more than 200 attendees and discussed ways and means to strengthen the role of women in the country as well as involve the private sector in bridging the apparent gaps.

According to EEG Chairperson, the country needed "programmes in our schools and universities that make our girls more confident in their ability. They need to have more confidence in themselves and to be supported by our male colleagues". She further begged the question, "How can you expect to deliver, feed, prosper and benefit the whole population if only half of it is working? Her concluding remark was "to work with women is not a luxury, it is a must!"

### EEG Presents at Innovation Arabia 9 Congress

Held under the patronage of His Highness Sheikh Hamdan Bin Mohammed Bin Rashid Al Maktoum, Crown Prince of Dubai and President of Hamdan Bin Mohammed Smart University, Innovation Arabia 9 Congress was held from March 7<sup>th</sup> to 9<sup>th</sup> under the theme of 'Accelerating Innovation towards Sustainable Economy'. The event attracted an audience from various professions, coming together to discuss about innovation and best practice in attaining knowledge based economy for the Arab world.

The conference comprised of three tracks, namely Quality and Business Management, Health and Environment, and Smart Learning Excellence and included round-table meetings, workshops, lectures and official and non-official panel discussions on a range of subjects related to the knowledge economy. EEG was invited to present in the Health and Environment category on the "Best Practice Story in the Preservation & Protection of UAE Environment". Inspired by Dubai's vision, the ninth edition of the event followed an ambitious approach aimed at finding new strategies to shape a secure and sustainable future for the coming generations through innovation which is currently gaining great importance as an urgent requirement to promote competitiveness in international landscape.

### Presentation to FEWA on World Environment Day

Federal Electricity and Water Authority (FEWA) on the occasion of World Environment Day celebration on June 5<sup>th</sup>, invited EEG to deliver a dialogue session to educate their staff about Green Office practices. The objective was to share with 30 FEWA employees best practices to reduce their waste, water and energy consumption in an office environment. EEG used the occasion of Ramadan to speak about the sustainable consumption and production of food, which is also one of the 17 Sustainable Development Goals. EEG delivered an interactive session and highlighted some solid facts about the wastage of resources in an office environment within UAE.

### Family Recycling Day at Chalhoub Group

On November 19<sup>th</sup>, Chalhoub Group organised its annual "Family Recycling Day" in association with EEG. The event was aimed at engaging staff members through a fun family gathering campaign to create awareness and understanding about the importance of recycling. The evening saw active participation of over 90 Chalhoub employees including families at the JLT Park. The EEG staff conducted a drawing competition themed 'Recycled City, Cleaner City' for the children on the day. The attendees enjoyed a fun evening where they participated in an environmental quiz. EEG also gave a special demonstration on how waste beverage cartons can be used to make recycled paper. EEG handed out certificates of appreciation to the families that deposited material for recycling.



### MOU with ENOC

On January 24<sup>th</sup>, EEG was honoured to sign a Memorandum of Understanding (MOU) with the Emirates National Oil Company (ENOC), with an aim to maintain and strengthen the ties between the two organisations. This strategic partnership has enabled ENOC's active involvement and proven commitment towards EEG's educational programmes. ENOC has truly dedicated itself to bringing about sustainability in the country through awareness and social development. The MOU was signed between Dr. Waddah Shihab Ghanem, Executive Director, EHSSQ & Corporate Affairs at ENOC and Mrs. Habiba Al Mar'ashi, Chairperson of EEG.



### MOU with Ajman Tourism

On April 13<sup>th</sup>, EEG signed a Memorandum of Understanding (MOU) with Ajman Tourism to work together to encourage environmental conservation and to spread awareness among the staff at the latter. Ajman Tourism and EEG will work together to bring about a sense of environmental consciousness amongst the staff with particular focus on waste management and recycling. The MOU also states that Ajman Tourism will support EEG in its educational and waste management programmes in the future. EEG is confident that this fruitful partnership will forge strong collaborations in environmental campaigns.



### MOU with Dubai Tourism

EEG signed an MOU with the Department of Tourism and Commerce Marketing – Dubai on June 30<sup>th</sup>, with the aim of pushing the agenda of sustainable development in the hospitality sector. The MOU was signed under the Dubai Sustainable Tourism Initiative aimed at decarbonising the Emirate and placing Dubai as the world's leading sustainable tourism destination. EEG looks forward to play a significant role in this initiative by promoting energy conservation and resource management and by providing innovative solutions and assisting the sector in implementing environmentally sustainable practices.



### MOU with Random Global

In its concerted effort to jumpstart the Glass recycling campaign, EEG signed an MOU with Random Global FZCO on July 24<sup>th</sup>, the Glass Recycling Programme suffered a minor setback due to the closure of the previous factory that EEG was dealing with. EEG has always been at the forefront when it comes to creating multi stakeholder platforms and uniting the different strata's of the community for a common cause. The new signed agreement is a pivotal step in EEG's Recycling programme – a unique platform aimed at reducing the environmental impact of Glass. This will also result in the reduction of glass being dumped in landfills if the respective entities undertake the recycling programme efficiently.



### Partnership Agreement with The Sustainable City

Diamond Developers, the company behind The Sustainable City, and Emirates Environmental Group signed a partnership agreement on November 23<sup>rd</sup> with an aim to further develop the strong relationship between the two organisations. Through this signing The Sustainable City has joined EEG as a Strategic Educational Partner and has solidified its commitment towards the strong suit of EEG's Educational Programmes. In line with the partnership, The Sustainable City will support EEG's educational programme for the next three years. The agreement was signed by Mr Karim El Jisr, Director, Diamond Innovation Centre and EEG's Chairperson on the first day of the 16<sup>th</sup> Inter College Environmental Public Speaking Competition, held at Dubai Women's College.



## Partnerships and Collaborations

### 1. Emirates Green Building Council (EGBC)

EEG Chairperson who is also the Co-Founder and Treasurer of the Board of Directors at the EmiratesGBC has been, throughout the year, supporting the strategic development of the Green Key program by taking part in the programmes' National Jury by reviewing audit recommendations and providing critical feedback. EEG has helped improve internal processes and contributed to the programme's growth in the UAE. The Green Key eco-certification awards hospitality properties for their sustainable operations and best practices, with EmiratesGBC serving as national operator in the UAE since 2013. In addition to her current roles within the EmiratesGBC, Mrs. Habiba Al Mar'ashi will take on the extra role that of a Vice Chair beginning of 2017.

#### Appointment to the World Green Building Council

Emirates Green Building Council (EGBC) is an independent forum that aims to preserve the environment by strengthening and promoting sustainable practices related to green buildings in the UAE through the activation of its participation in the development of the global agenda for the environment and sustainable buildings. The strong involvement of the Council was clearly demonstrated through the appointment of EEG's chairperson, as a member of the membership committee of World Green Building Council which is a network of green building councils of more than 100 countries.

#### EEG facilitates EGBC-MEFMA Event on rethinking waste

On April 6<sup>th</sup>, the EGBC, along with MEFMA, organised an event titled, 'From Supper to Site: Rethinking Waste.' EEG Chairperson, facilitated the event, which focused on two main topics - 'Rethinking Supper: Food Waste' and 'Rethinking Site: Construction Waste'. Speaking to the audience, she said "that the EGBC continues to strive to provide a platform for discussion and initiated a contractors' forum to tackle the main challenges faced by the industry. The forum will comprise of key players within the construction sector and will meet periodically to explore potential solutions to major industry issues. Waste management seems to be of great concern amongst stakeholders, so it will certainly play an important part in the discussions within the forum."

#### EGBC Awards Sustainability Champions

Emirates Green Building Council (EGBC), appreciated and honoured the winners of the 4<sup>th</sup> Annual EmiratesGBC Awards at an event held at Al Murooj Rotana on May 18<sup>th</sup>. EEG Chairperson, attended the event wherein the awards were presented in six main categories and in addition to the professional award categories, EGBC announced the winner of the 2016 Dr. Owainati Student Excellence Award, appreciating a student who had conducted exceptional research in relation to green buildings in the Middle East.

#### EGBC launches MENA Green Building Awards

On August 24<sup>th</sup>, EGBC launched the 5<sup>th</sup> Cycle of EmiratesGBC Awards under the Title of MENA Green Building Awards and invited companies that had won in the 4<sup>th</sup> Cycle of the EGBC Awards to demonstrate their clear implementation of sustainable design, construction and operation of buildings and structures. The event was facilitated by EEG Chairperson, who expertly navigated the audience through the complex issues facing the region's green building industry and highlighted why the winning projects provided thought leadership and best practices in the face of such challenges. She explained the format of the session including the awards cycle and the application process and shared with the audience the re-branding of the Awards in 2017 to highlight the regional scope of the competition.

#### EGBC 10<sup>th</sup> Anniversary Celebration

On September 21<sup>st</sup>, EGBC hosted a - by invitation only - 10<sup>th</sup> anniversary celebration luncheon for 150 corporate members. The event offered a chance for EmiratesGBC to reveal and remember the actions, accomplishments, and learning's which have been a focal part of EmiratesGBC's goal of advancing green building principles for protecting the environment and ensuring sustainability in the UAE. EEG Chairperson in her capacity as one of the founders of EGBC, delivered a moving address which highlighted how far the council has come since inception due to the work of the Council's dedicated members.

#### 5<sup>th</sup> Annual EGBC Congress

The EGBC held its 5<sup>th</sup> Annual EGBC Congress on October 25<sup>th</sup> - 26<sup>th</sup> under the theme, 'UAE of the Future: Looking Backward as a Way Forward.' With experts from the region and across the world attending the Congress, it served as a referral point in the global discussions on promoting sustainable built environments. The participation of eminent leaders in the field highlights the emergence of the Congress as a recognised event that fosters dialogue and tangible action on our collective fight against environmental challenges in the built-environment. EEG Chairperson, was involved actively in the strategic direction of the Congress, from formulation of the theme through to attending the actual conference.

### 2. Emirates National Oil Company (ENOC)

#### ENOC Energy Award Ceremony

Building on the strategic MOU signed earlier in the year between EEG and ENOC, the two entities collaborated on various activities throughout the year and in particular on May 25<sup>th</sup>, EEG chairperson attended the ENOC Energy Award ceremony, organised by the Emirates National Oil Company, in order to felicitate outstanding contributions of business units and individuals in the field of energy. They collaborated together to expose the youth to the world of Business and Energy, by inviting two winning teams of the unique EEG Inter School Environmental Public Speaking Competition organised earlier by EEG in the year with ENOC as a main sponsor, to present their views on 'Life beyond oil: Dilemma for oil industry?' The schools that presented during the event included, Our Own English High School (Girls), Sharjah and Dubai National School (Girls), Al Barsha.

#### EMGAS LPG Safety Awareness Session

Emirates Gas LLC (EMGAS) a member of the ENOC Group organised a capacity building awareness programme conducted by EMGAS on Liquefied Petroleum Gas (LPG) Safety for the valued Student Members of EEG on December 20<sup>th</sup> at Holiday Inn Hotel Al Barsha, Dubai. EMGAS is at the forefront in promoting LP Gas safety and awareness programmes as part of the company's Corporate Social Responsibility (CSR) and to promote the highest standards of safety in LPG cylinder handling and usage amongst the domestic consumers of LPG. 40 EEG student members were shown educational videos on the consequences of bad practices when using cylinders. They were given an awareness programme that covered an overall know how on cylinder safety in terms of safety aspects of installing, handling and maintenance of LPG cylinders. EMGAS gifts for three of the lucky attendees were handed out at the end of the awareness session.

### 3. Ajman Tourism And Development Department

#### EEG engages with young kids at the Liwa Ajman Date Festival

Following the signing of the MOU in April 2016, EEG and Ajman Tourism & Development Department (ATDD) collaborated by hosting EEG's Annual Awarding Ceremony at the Ajman Museum; Building on this strong partnership, ATDD organised the 3<sup>rd</sup> Liwa Ajman Date Festival event from July 27<sup>th</sup> to 29<sup>th</sup>, which was inaugurated by Sheikh Ammar Bin Humaid Bin Rashid Al Nuaimi, Crown Prince of Ajman. The festival highlighted the finest and best date and citrus fruits grown by local farmers at Emirates Hospitality Centre Ajman. In support of the festival, EEG set up an exhibition and demonstration platform at kids' corner. Hundreds of young kids visited the exhibition area. EEG organised a drawing competition for the young kids under the theme of "UAE Culture" which garnered great interest. The top winners were awarded prizes provided by the ATDD. EEG also gave a special demonstration on how waste beverage cartons can be used to make recycled paper. ATDD also extended its support and participated actively in a number of campaigns through out the year ie; Can Collection Drive as well as participating in EEG's flagship programme the Clean Up UAE Campaign.





## NEWS AND EVENTS

Apart from the various key educational, waste management and corporate outreach programmes, EEG ensures to engage with the wider community and spread its values and messages at various platforms such as conferences, events, exhibitions, workshops and seminars. This falls in line with one of EEG's core objectives of liaising with target groups within the community to spread the environmental message and encourage volunteerism in preserving and protecting the environment. By doing so EEG ensures a two way interaction with different stakeholders and acts as a focal point for people from various organisations, groups and nationalities.





## NEWS & EVENTS

Each year EEG engages with different levels of the society to contribute positively to the advancement of sustainable development on a local, national and international Level. In 2016, EEG engaged in 28 local engagements as well as one regional and four international platforms.

### Local Engagements

#### 1. World Wetlands Day Celebration

On February 2<sup>nd</sup>, Dubai Municipality celebrated World Wetlands Day at the Falcon Heritage Centre under the theme, 'Wetlands for Our Future – Sustainable Livelihoods'. A team from EEG attended this event, along with 100 other participants consisting of environmental specialists, NGOs, students and many others who wanted to gain more insight into wetland conservation issues.

It was on the same day in 1971, that the Convention on Wetlands was signed in the Iranian city of Ramsar. Since 1997, the Ramsar Secretariat provides information and material to help raise awareness regarding wetland conservation issues.

#### 2. Launch of the shJSEEN Campaign by SCCI

On February 2<sup>nd</sup>, EEG attended the launch of the shJSEEN Campaign by the Sharjah Chamber of Commerce and Industry (SCCI). This campaign highlights and promotes the role of Sharjah as a hub for business excellence in the MENA region.

The shJSEEN campaign is aimed at bringing about a culture of quality, organisational excellence and innovation in Sharjah. It positions Sharjah as an aspirational place to live, work and invest in through three core pillars - activate, incubate and award. The campaign also includes road show excursions inbound and outbound to promote Sharjah's business, culture and lifestyle opportunities.

#### 3. 3<sup>rd</sup> GCC Sports and Environment Conference

On February 18<sup>th</sup>, EEG attended the 3<sup>rd</sup> GCC Sports and Environment Conference organised by the National Olympic Committee. EEG Chairperson was recognised for her conservation efforts for the last 25 years and was featured as an environmental expert to facilitate a panel on how 'Sports and Environmental Events Can Help Preserve the Environment.'

The panel focused on the close relationship between sports and the environment and how they can affect each other positively if efforts are made in the right direction. During the discussions of the day, a significant proposal was made to appoint 'environmental ambassadors' to spread the successful message of sports for the promotion of environment-oriented sports platform.

#### 4. EEG attends BMR Conference as Key Note Speaker

On February 19<sup>th</sup> and 20<sup>th</sup>, the Bureau of Middle East Recycling (BMR) organised the fifth edition of its international conference, focusing on various aspects of ferrous and non-ferrous metal recycling in the country and region. EEG was invited as an industrial expert and key note speaker at the event.

Major recycling companies from across the board attended this glittering event at the Atlantis and updated the audience on current market trends and innovations in the field. An interesting section of the event was a discussion on the sustainable development of the recycling industry. The Bureau serves as the regional forum and voice of the recycling industry in the Middle East. It exists as an organization of diverse recycling processors and stockists committed to promoting recycling awareness in the region, transforming handy resources into the industrial raw materials whilst preserving the natural resources.

#### 5. Swedish Day Reception

On February 29<sup>th</sup>, EEG Chairperson was invited by the Ambassador of Sweden to the UAE, H. E. Mr. Jan Thesleff, for the Swedish Day reception at his residence. This high profile event was attended by a number of VIPs, including Dr. Maitha Al Shamsi, the Minister of State who was also the guest of honour; government officials and stalwarts across various fields in the UAE.

The main topic of discussion was about improving the business relations between Sweden and the UAE as well as the urgent need to bring about sustainability. The Ambassador welcomed his guests by stating that he was honoured and thrilled to live in a country that had its own Minister of Happiness. EEG enjoys a strong working relationship with the Swedish Embassy and over the years has collaborated on various programmes aimed towards sustainability and environmental education for the youth.

#### 6. Third Edition of Emirates Energy Award Launched

On March 23<sup>rd</sup>, EEG attended the launch of the third Emirates Energy Award (EEA) organised by The Dubai Supreme Council of Energy (DSCE). The theme for 2016 was 'Innovative

Solutions for Clean Energy'. The event was held under the Patronage of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. The award honours the efforts of organisations and individuals in energy management and conservation. Furthermore, it encourages a culture of sustainability, scientific research and knowledge in the energy field through nurturing an environment of creativity, competition, innovation and excellence as part of developing clean energy innovative solutions.

The award was unveiled at a press conference by the Vice Chairman of the Dubai Supreme Council of Energy (DSCE), and President of the EEA who said that "Emirates Energy Award" focuses on certain standards and goals to honour the best practices and experiences in energy efficiency management. This is in line with the directives of our wise leadership that excelled in providing legislations and programmes in clean energy and climate change issues, which is part of the leading international efforts to preserve the planet and embrace innovation and creative solutions with respect to all sectors of society". Possessing a designated role in sustainable development of the country the EEG Chairperson was invited to join as a member of the Technical Committee of EEA for the 2017 cycle to review the shortlisted entries and recommend the selection of winners.

#### 7. Al Khaleej Seminar on Global Climate Change Agenda

On April 17<sup>th</sup>, EEG attended a seminar organised by Al Khaleej newspaper – Research Centre in order to discuss the country's stand on the global climate change agenda. This event was especially important as it was held before the signing of the Paris Climate Agreement at the UN headquarters on April 22<sup>nd</sup>. The outcomes and recommendations of the seminar included: integration and standardisation of efforts to curb the impact of climate change; awareness in society to conserve electricity; adopting sustainable lifestyles in every day practices; encouraging the private sector to invest in projects that help mitigate the impacts of climate change; and following lessons learnt from the experiences of developing countries in the field of climate change and global warming.

#### 8. The First Meeting of National Committee of the Green Economy

As part of the National Committee of the Green Economy, EEG was invited and attended the first coordination meeting on April 18<sup>th</sup>. The meeting was organised to discuss "The national program to promote innovation and research & development" as well as "The national program of economic development". EEG is proud to be part of the initiative that is consistent with the direction of the UAE's leadership towards a sustainable and green economy.

#### 9. EEG attends the Prestigious Business Excellence Awards

On May 3<sup>rd</sup>, EEG was invited to the Business Excellence Awards Ceremony, held under the patronage of HH Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai and organised by the Department of Economic Development. Every year, the event is held to recognise the winners of the Dubai Quality Award, the Dubai Human Development Award and the Dubai Service Excellence Scheme. The Award also aims to conduct and publish research and statistics concerning HR methodologies and best practices.

#### 10. The Annual Conference of the Centre for Gulf Studies

On May 7<sup>th</sup>, EEG attended the 16<sup>th</sup> Annual Conference at the Centre for Gulf Studies. Organised under the theme, 'The relationship between state and society in the Arab world', the Conference was opened by Sheikh Nahyan Bin Mubarak Al Nahyan, Minister for Culture and Knowledge Development in Dar Al Khaleej. Along with the Conference, journalists from the Arab world were honoured with the Taryam and Abdullah Omran Journalism Awards, now in their 13<sup>th</sup> year. The main topics of the Conference included: the relationship between the state and society; the problems of the traditional arguments in the Arab ambiguous reality; the nature and the reality of the relationship between the state and society in the Arab world; and the civil society: between the national requirements and foreign pressure.

#### 11. UAE Local Networks 1<sup>st</sup> Anniversary event

On May 11<sup>th</sup>, EEG - a member of the UN Global Compact - was invited to attend the 1<sup>st</sup> anniversary event of the UNGC UAE Local Network titled 'Putting SDG's into Action for the Region'. In attendance was a diverse group of people from various sectors, coming together to achieve the goals set by the UNGC for the region. In addition, sessions on women empowerment (SDG #5) and Business for Peace (SDG #16) were conducted.

#### 12. Social Enterprise: Breakfast Club

The Emirates Foundation hosted its second business breakfast for social investment forum event titled 'Social Enterprise: Building Ecosystem for Success' on May 16<sup>th</sup>. The event was presented by H.E. Sheikh Sultan Bin Tahnoon Al Nahyan, MD of Emirates Foundation. Panelists included notable figures from several institutions. The event was moderated by the CEO of Emirates Foundation. The aim of the forum was to find effective ways to target the issues surrounding youth unemployment rates and address critical factors challenging the growth of a social enterprise. EEG attended the event along with various dignitaries and industrial experts.

#### 13. Green Leadership Series

In lieu of the UAE's signing of the Paris Agreement at the Climate Conference COP21, the latest edition of Dubai Green Leadership Series (GLS) was organised by Dubai Science Park and Dubai Green Economy Partnership on May 16<sup>th</sup>. The series discussed ways in which the Public and Private sectors' efforts to achieve a low-carbon resilient development in the UAE can unite.

The keynote speech was given by Dr. Thani Al Zeyoudi, Minister of Climate Change and Environment, who reminded the attendees that it is our responsibility to develop our planet in a sustainable manner for the sake of future generations. The discussions revolved around the theme "COP21 Outcomes and Effects on the Public-Private Sectors" they were chaired by the Executive Director of Dubai Science Park, with participation from various institutions. EEG's Chair and Vice Chairperson were both in attendance as experts in the field of environmental awareness and environmental conservation.



## 14. IRENA's 5<sup>th</sup> Anniversary Reception

On May 23<sup>rd</sup>, EEG's Chair and Vice Chair attended the 5<sup>th</sup> anniversary reception at the IRENA Headquarters at Masdar City, Abu Dhabi. The reception coincided with the 11<sup>th</sup> meeting of the IRENA Council and showcased the last five years on a global platform through a sophisticated and composed ambience and reception. IRENA is an inter-governmental organisation, mandated by Governments worldwide to promote the widespread and sustainable use of all forms of renewable energy. The reception was attended by High Profile individuals and IRENA staff, with a total of 300 guests attending the reception. H.E Dr. Thani Al Zayoudi, Minister of Climate Change and Environment gave the opening speech at the event and the Keynote speech was delivered by the Director General of IRENA, Mr. Adnan Z. Amin.

## 15. World Green Economy Summit

Eng. Hassan Makki-Permanent member of EEG- represented EEG at a press conference organised by DEWA to announce The World Green Economy Summit (WGES 2016) on June 2<sup>nd</sup> at the Burj Al Arab Hotel, Dubai. The WGES aims to become the premier international platform for strategic partnerships and innovative solutions, accelerating the transition into a green economy. The keynote speeches were delivered by several notable figures including H.E Dr. Thani Al Zeyoudi, Minister of Climate Change and Environment and H.E Saeed Mohammed Al Tayer, CEO of DEWA. The World Green Economy Summit is an annual initiative by the Dubai Electricity & Water Authority and is held under the patronage of H.H Sheikh Mohammed Bin Rashid Al Maktoum, Vice President, Prime Minister and Ruler of Dubai.

## 16. 11<sup>th</sup> cycle of Dubai International Award for Best Practices announced

On June 1<sup>st</sup>, EEG attended a press conference organised by Dubai Municipality to announce the launch of the 11<sup>th</sup> cycle of the Dubai International Award for Best Practices to improve the living environment. The new cycle was officially launched under the patronage of H.H Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and President of Dubai Municipality. These awards provide an opportunity to gain global recognition for Best Practices to improve the Living Environment.

These awards are given to best practices of organizations that:

- Have a demonstrable and tangible impact on improving people's quality of life;
- Result of effective partnerships between the public, private and civic sectors of society;
- Are socially, culturally, economically and environmentally sustainable.

## 17. Indian Independence Day Celebration

The Indian Business and Professional Council (IBPC) celebrated India's 70<sup>th</sup> Independence Day on August 15<sup>th</sup> with a cultural programme that highlighted the country's rich cultural diversity. EEG attended the gala dinner reception along with several eminent members of the Emirati and Indian communities in Dubai as well as members of the diplomatic corps. The evening was filled with patriotic messages and cultural performances showcasing Indian traditions. The UAE-based musical choir Malhar, comprising a group of working Indian professionals, presented a medley of evocative patriotic songs steeped in Indian classical music accompanied by a Kathak dance performance.

## 18. Renewables Revolution: Waste to Energy Workshop

EEG Chairperson attended a workshop on "Renewable Revolution: Waste to Energy" which was organised by the Clean Energy Business Council on August 30<sup>th</sup>. This workshop looked at harnessing the potential of smart technologies and process innovation in developing efficient, sustainable and forward-looking waste management strategies. Sessions included Defining the Critical Success Factors for a Waste to Energy Project and Transforming Waste into Energy and Resources. Global experts provided insights into key challenges facing the region's waste management and recycling efforts, trends and policies, as well as the latest innovations and regulatory frameworks. Industry leaders also shared case studies and lessons learned from various projects and discussed financial models and funding mechanisms to minimise these challenges.

## 19. EEG joins a healthy cause to help fight obesity

On October 23<sup>rd</sup>, EEG signed an agreement with KIT4TECH Marketing Management to lend its support as an Environmental Partner for the Emirates Kids Marathon event hosted in Dubai on November 18<sup>th</sup>. The Dubai Sports Council and the UAE Athletic Federation under the Hamdan Bin Mohammed Community Sports Initiative organised this event under the slogan 'Resolute & Vigorous. No for Obesity'. The event was held at Dubai's Mamzar Park to mark the International Children's Day. This was the first time a marathon for children was organised which saw a great deal of enthusiasm from the participants and organisers. The idea was to make kids understand the importance of sports and encourage them to stay fit and healthy and fight obesity. A slew of workshops and entertaining activities were also lined up.

## 20. Expo 2020 Workshop - Environment, Conservation and Biodiversity

The Expo 2020 team and Masdar jointly held a series of sustainability foresight workshops labelled as "Environment, Conservation and Biodiversity" held on November 22<sup>nd</sup>. The event was aimed at gaining an overall understanding of major sustainability initiatives across the UAE in order to inform the development of the site and of key venues, validate Expo's sustainability vision and targets with the UAE along with key players in light of the latest developments in the country.

The workshops rounded experts from organisations in the UAE that are directly involved with conservation, biodiversity and environmental management with an emphasis on local ecosystems and native landscape, species conservation, climate change and biodiversity, waste and materials as well as cutting edge research. EEG attended the workshop that focused on UAE's plans and efforts in conservation, in the hope of identifying how these initiatives overlap with Expo2020's plans.

## Regional engagement

### 1. Annual Conference on Eco Building Solutions

On March 13<sup>th</sup>, EEG was invited to attend a panel discussion at the first integrated annual conference on Eco Building Solutions organised by Schaduf in Egypt. Schaduf- an Egyptian firm- is a leading provider of urban green solutions in the Middle East and EEG attended and supported this event. The theme 'Design, Build, Breathe' was held in light of the growing concern surrounding ecological and environmental problems of the built environment. The conference aimed to showcase the latest eco solutions from around the world, creating a dialogue between government officials, architects, real estate developers, technology providers and academics. Large networks of influential speakers were invited to speak at the conference on sustainable urban planning, green build councils and other topics. Some of these included World-renowned architects, The UN-Habitat Regional Office for Arab States and Associate Professors of Sustainable Architecture & Urban Development at Egypt's Housing and Building National Research Centre and The Emirates Green Building Council amongst others. Additionally, two hands-on workshops were held which centred on waste management and green materials, respectively, with the aim of impacting the attendees' understanding of what is possible within the boundless world of sustainable innovation.

## International Engagements

### 1. EEG Partners with the Sustainable Food Systems Programme

The Sustainable Food Systems (SFS) Programme of the 10-Year Framework for Programmes on Sustainable Consumption and Production Patterns (10YFP) is a multi-stakeholder initiative by UNEP that accelerates the shift towards more sustainable food systems. In 2016, EEG was appointed as a Partner in the SFS Programme. The subject of Sustainable Consumption and Production of resources is very close to EEG's line of work and forms the basis of most of our activities. Since the last decade EEG has been advocating the sustainable use of resources and is delighted to formally be a part of this important programme with UNEP. The SFS programme aims to promote sustainability all along the food value chain, through concrete activities including the areas of awareness raising, capacity development, facilitating access to knowledge and information, and strengthening partnerships.

### 2. #FirstGeneration Global Goals Forum

On October 5<sup>th</sup>, educators and inspirational figures from all over the world met at Stockholm for the #FirstGeneration Global Goals Forum organised by the Swedish Ministry for Foreign Affairs. The #FirstGeneration campaign is a communication initiative to generate engagement, strengthen communication and broaden popular support for the UN Global Goals for Sustainable Development. From the Canadian Arctic to the Marshall Islands - EEG's chairperson was amongst top 19 individuals - inspiring people in different ways to make the world a better and sustainable place. EEG was recognised for its role as a key player within the environment sector in the UAE, GCC and MENA region. Hundreds of people gathered to exchange experiences and raise awareness of sustainable development and the Global Goals.





## Exhibitions

### 1. World Future Energy Summit – Abu Dhabi

EEG was present at the World Future Energy Summit (WFES) from January 18<sup>th</sup> -21<sup>st</sup>. The Summit is held under the patronage of His Highness Sheikh Mohammed Bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of the UAE Armed Forces. The latest technological innovations related to clean energy generation; water security and waste management were presented at the Summit. Over 32,000 individuals were in attendance-including professionals from various sectors- who took part in several activities such as panel discussions and workshops.

### 2. International Water Summit

The International Water Summit (IWS), held as a part of the WFES from January 18<sup>th</sup> to 21<sup>st</sup>, is a platform wherein water challenges and actions promoting water sustainability are discussed. In its 4<sup>th</sup> year, the IWS attracted world leaders, field experts, members of academia and entrepreneurs interested in the water industry. Several new water technologies were on display at the IWS, which included 89 speakers and over 300 attendees. EEG participated in the summit as a part of WFES.

### 3. ECO Waste Exhibition

The Eco Waste Exhibition a part of WFES, highlighted the importance of waste management, energy consumption and water scarcity as complex and interconnected challenges demanding co-innovation. Revolutionary waste handling machines were available for viewing at the exhibition. EEG was present at the exhibition and hosted a stand, showcasing its campaigns and sharing core values about the significance of environmental conservation. Additionally, EEG communicated to the visitors of its stall about how they can actively make a difference. EEG commended Masdar and the organisers at the WFES for reaching out to engage the different stakeholders.

### 4. Earth Hour with EEG

Building on the MOU signed with DEWA and in its endeavor to support and forge sustainable partnerships with like-minded entities, EEG has been participating actively in Earth Hour since its inception in 2008 alongside DEWA. On the occasion on Earth Hour on March 19<sup>th</sup>, EEG mobilised its members and organised an initiative at Bay Avenue Parks. Through this initiative, members were encouraged to actively participate and bring 5 kg of waste paper to recycle at the Earth Hour Walk. Thanks to this initiative, EEG collected 1,110 kg of paper which resulted in saving 10 trees, the equivalent of mitigating 2 metric tons of carbon dioxide emissions. EEG also unveiled a new initiative, called the 'Green Call', encouraging the recycling of mobile phones at this event.

### 5. EEG continues the Earth Hour celebration!

In the spirit of Earth Hour celebrations, EEG hosted an event for one of its board members - Jebel Ali Golf Resort - along with Al Noor Special Needs Centre and EWS-WWF. Held on March 22<sup>nd</sup>, a wide range of activities were set up for hotel guests alongside an exhibition stall where participants could learn more about preservation. To support the mission, the lights were turned off for two hours while the activities took place.



### 6. EEG attends Alu Solutions 2016

EEG was invited to speak at the AluSolutions Conference on May 10<sup>th</sup> & 11<sup>th</sup>. The conference was hosted at ADNEC in Abu Dhabi and acts as a global forum on sustainability in the aluminum industry. The theme of the event was "The Sustainability Story" and saw interesting discussions on various topics relating to the theme and the aluminum industry. AluSolutions demonstrated how the aluminum industry is continuously improving its environmental efficiency when producing aluminum, as well as the benefits of its end-use applications. EEG was invited to give the commencement speech on the 2<sup>nd</sup> day of the event and the Chairperson spoke on "Aluminum Recycling: A Practical Framework for Supply Chain Sustainability". Through her speech, she provided the audience with a snapshot of the current aluminium industry in the Gulf Region, its path towards sustainability and the challenges it may face.



### 7. Exhibiting at AluSolutions

During the AluSolutions Conference which took place between May 10<sup>th</sup> - 11<sup>th</sup>, EEG hosted a stall visited by more than 200 people. Attendees generally responded positively to the various programmes hosted by EEG and complimented its numerous accomplishments. EEG demonstrated the lifecycle of Aluminium products from its production to its recycling. In addition, a special sustainable "Paste your Face Standees" booth was placed at the EEG stand which attracted visitors.

### 8. WETEX Exhibition

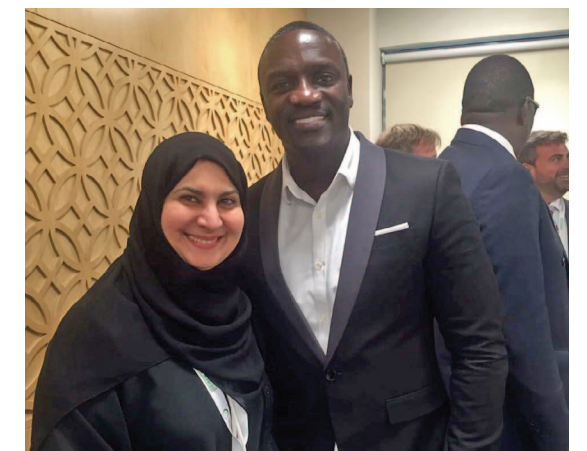
EEG participated in the WETEX Exhibition in October from the 4<sup>th</sup> to 6<sup>th</sup>. It was held under the directives of HH Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, and under the patronage of HH Sheikh Hamdan bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance and President of Dubai Electricity and Water Authority DEWA. The theme was 'At the Forefront of Sustainability' the three day event was hosted for the first time in October and proved to be one of the biggest meeting grounds for investors and decision makers from energy, water and environment sectors. EEG, being an active participant of this exhibition since its inception, hosted a stall at the venue, with over 250 people visiting the stand. The attendees showed a very positive response to the various programmes hosted by EEG and praised the milestones which have been accomplished. Many pledged their support and commitment to the group.

### 9. Green Week

For the third year in a row, WETEX was part of Green Week, which featured a series of community-oriented environment activities. The exhibition attracted diverse social segments as well as organisations. DEWA's initiatives and innovative services were displayed during the event on large video screens detailing its journey of sustainability and efforts to preserve environmental resources.

### 10. Green Economy Summit

The World Green Economy Summit (WGES), an initiative by the Dubai Electricity & Water Authority was held under the theme of "Driving Global Green Economy," in October from the 5<sup>th</sup> - 6<sup>th</sup> at the Dubai International Convention and Exhibition Centre. The event gathered more than 80 prominent speakers from across the globe, in addition to dignitaries and representatives from government institutions, academics, experts and more. EEG was invited to the summit which served as a platform to share information and ideas to help lead the UAE's sustainable journey.





## Awards and Acknowledgements

### 1. Ras Al Khaimah Public Works and Services Department honours EEG

Ras Al Khaimah Public Works and Services Department hosted an "Honouring Ceremony for Partners and Distinguished Employees 2015" on February 29<sup>th</sup>. Under the patronage of His Excellency Sheikh Ahmed Bin Saqr Al Qasemi, Chairman of the RAK Free Trade Zone, the event honoured the work and commitment of those who have extended their support and have led to the success of the department. As a strategic partner of the RAK Public Works and Services Department, EEG was invited and awarded for its contribution to the sustainable development of the UAE. The event was attended by H.E. Sheikh Ahmed Bin Saqr Al Qasemi and the top management of RAK Public Works and Services Department.

### 2. EEG Felicitated at Partners Forum 2016

On March 16<sup>th</sup>, the Department of Economic Development, Government of Dubai, invited EEG as its strategic partner to the Partners Forum held at the Palazzo Versace. The event was attended by Mr. Ali Ibrahim, executive committee member of EEG. The Forum discussed the need for public and private sectors to work together seamlessly to bring about sustainable development in the country. The forum was organised as a part of strengthening strategic relations with partners from the public and private sectors, the department of Economic development and its various agencies. The DED felicitated all its partners including EEG at the end of the event.

### 3. Femina Middle East 2016 Award bestowed on EEG Chairperson

On May 25<sup>th</sup>, Mrs. Habiba Al Mar'ashi, Chairperson of EEG was honoured with the first Femina Middle East 2016 Award for her outstanding contributions to sustainable development within the region. Femina ME Awards aims to recognise real women of this generation, across various fields that have made a difference. A total of 18 achievers were honoured during the glittering event. The winners were chosen based on their achievements and accolades and were judged by notable figures within the country.

### 4. Emaratiyah – the UAE's Inspiring Women Book

A beautiful book called, "Emaratiyah – UAE's Inspiring Women" portraying the stories of 24 local women achievers was released on August 28<sup>th</sup> by the Federal Competitiveness and Statistics Authority (FCSA) under the directive of the mother of the nation and overseen by H.E. Reem Al Hashimi, Minister of State for International Cooperation and Chairwoman of FCSA. The event was organised under the patronage of H.H. Sheikh Hamdan Bin Rashid Al Maktoum, UAE Minister of Finance and Deputy Ruler of Dubai. Mrs. Habiba Al Mar'ashi was featured in the book as a prominent figure for her extensive engagement and tireless contribution over the years with the community and spreading awareness about environmental protection and sustainability.



## Publications

### Publications

Annual Report in English and Arabic For 2016  
12 issues of the Bilingual Monthly e-newsletter (Edu/Corp)  
EEG Profile Leaflet  
EEG Table Calendar for 2017  
Brochure on Plastic Recycling  
Brochure on Aluminum Recycling  
Brochure on Paper Recycling  
Brochure on Glass Recycling

### Promotional Material

Media adverts for Can Collection Campaign (Day and Drive)  
Media adverts 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  
Accredited NGO with the United Nations Convention for Combating Desertification (UNCCD)  
Accredited NGO, Governing Council, United Nations Environment Programme (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  
Founding Member Emirates Green Building Council  
Member, Global Environment Facility (GEF-CSO)  
Member, Sustainable Food Systems (SFS) Programme, 10YFP

## Associate Members



### Posters and Flyers

Flyers for 4 panel discussion sessions  
Flyers for all 4 Educational Programmes  
Flyers, posters and banners for Can Collection Day & Drive  
Flyers and banners for Clean Up UAE campaign  
Flyer for Project Green Call  
Flyer for Recycle, Reforest, Repeat  
Flyer for Quick Race Challenge  
Poster on Aluminum Recycling  
Poster on Glass Recycling  
Desertification poster

### 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 Environment Society of Oman (ESO)  
MOU with Al Hilal Bank  
MOU with Ajman Tourism and Development Department  
MOU with Dubai Tourism  
MOU with Random Global FZCO

### Strategic Partnerships

#### Educational

Emirates National Oil Company (ENOC)  
The Sustainable City

#### Corporate

McDonald's UAE



## Corporate Members

- |  |  |  |
|--|--|--|
| » ABB INDUSTRIES LLC                                   | » Clifford Chance LLP  | » Jebel Ali Golf Resort & Spa              |
| » Abela & Co. LLC                                      | » Commercial Bank of Dubai   | » Le Meridien & The Westin Dubai           |
| » ACWA Power   | » Crown Relocations LLC  | » Mina Seyahi Beach & Marina               |
| » Adeeb Electrical and Electronics Services LLC        | » Crystal Gallery LLC  | » Complex                                  |
| » Ajman Tourism Development Department                 | » DNV GL AS Dubai Branch   | » Lucky Group / Lucky Recycling Ltd.       |
| » Al Ain Zoo   | » Dolphin Energy Limited   | » Movenpick Hotel Ibn Battuta Gate         |
| » Al Ghurair Foods                                     | » Dubai Cable Company (Private) Ltd.                                 | » Nestle Middle East FZE                   |
| » Al Ghurair Group                                     | » Dubai Duty Free  | » Nestle Waters Management & Technology    |
| » Al Habtoor Leighton LLC                              | » Dubai Quality Group  | » Pagero Gulf FZ - LLC                     |
| » Apparel Group  | » Dutco Balfour Beatty LLC   | » Petrofac International Limited           |
| » Asda'a Burson-Marsteller                             | » Emirates Fast Food Company LLC - McDonald's UAE                    | » Ras Al Khaimah Free Trade Zone Authority |
| » Atkins   | » Emirates National Oil Company (ENOC)                               | » Sims Recycling Solutions FZE             |
| » Atlas Copco Services ME                              | » Emirates NBD   | » The Body Shop                            |
| » BASF - FZE   | » Enova Facilities Management Services LLC                           | » Tiger Profiles and Insulation LLC        |
| » Bayer Middle East                                    | » Fairway Catering Services LLC                                      | » Total Abu Al Bukhoosh                    |
| » Bloomberg LP   | » Farnek Services LLC  | » Total Marketing Middle East              |
| » Bureau of Middle East Recycling                      | » Federal Electricity & Water Authority (FEWA)                       | » Transguard Group LLC                     |
| » Canadian Business Council                            | » German Emirati Joint Council for Industry & Commerce (AHK)         | » UAE Exchange Centre LLC                  |
| » Canon Middle East FZ-LLC                             | » Great Links Recycling of Waste Electrical and Electronic Equipment | » Verger Delporte UAE Ltd                  |
| » Cast Aluminium Industries                            | » JA Ocean View Hotel  | » Wild Wadi Waterpark                      |
| » China State Construction Engineering Corporation LLC |  | » Zajel Courier Services                   |
| » Citibank   |  |  |

## Academic Members

- |   |  |  |
|---|--|--|
| » Ajman Academy                         | » Dubai International Academy          | » Safa Community School  |
| » Al Aasimah School, Abu Dhabi Primary  | » Dubai National School, Al Twar       | » Sharjah Indian School  |
| » Al Arqam Private School               | » Gems International School, Al Khail  | » Shining Star International School                                  |
| » Al Khulafaa Al Rashdeen School        | » Gems Millennium School, Sharjah      | » Springdales School Dubai   |
| » Ambassador School                     | » Gems Modern Academy                  | » Suhaila School for Basic Education                                 |
| » American School of Dubai              | » Gems New Millenium School, Al Khail  | » Sunrise English Private School                                     |
| » American University of Sharjah        | » Gulf Model School                    | » The Bloomington Academy Ajman                                      |
| » Bilva Indian School, Dubai            | » International Horizons College       | » The Indian Academy, Dubai  |
| » British International School, Ajman   | » International Indian School, Ajman   | » The Petroleum Institute Abu Dhabi                                  |
| » British Orchard Nursery               | » Jumeirah College                     | » The Winchester School, Jebel Ali                                   |
| » Collegiate American School            | » Middlesex University in Dubai        | » Umm Al Arab School for Primary and Secondary Education - Abu Dhabi |
| » Crescent English High School          | » Nibras International School          | » Umm Al Quwain Girls School for Basic Education                     |
| » Delhi Private School Dubai, Jebel Ali | » Our Own High School, Al Warqaa Dubai | » Umm Ammar School for Basic Education for Girls - Ajman             |
| » Dovecote Green Primary School, LLC    |  |  |
| » DPS Academy, Dubai                    |  |  |



## Corporate Membership Application

☐ New

☐ Renewal

1<sup>st</sup> January 2017 – 31<sup>th</sup> December 2017

Name of Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ Country: \_\_\_\_\_

Courier Address (Street, Building, Floor etc): \_\_\_\_\_

Tel No: \_\_\_\_\_ Fax No: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

### Contact details of CEO

Name: \_\_\_\_\_

Contact No: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

### Designated Contact Person

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Mobile No: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Does the Organization have an Environmental Policy?

☐ Yes

☐ No

**If yes, please attach a copy.**

(Applicable to the companies who have not submitted their policy before)



## Terms and Benefits

### Terms of Corporate Membership

1. Complete the form & remit the membership fee of Dhs 10,000.00
2. Valid until December 31<sup>st</sup>, 2017.
3. Corporate members should appoint a focal point/ points for all the events and programmes.
4. Corporate members may nominate their representatives to attend EEG meetings and participate in activities.
5. Corporate membership does not entail the use of EEG logo.
6. The membership will be considered renewed in the following year if no written notice is given two (2) months before the expiration.
7. Payment is non-refundable.

### Membership Benefits

- A framed certificate of Corporate Membership to be presented to your organisation at any of EEG's panel discussion series
- Company Name in the list of Corporate Members in EEG Annual Report
- Opportunity to present at EEG organised events where relevant
- Feature company CSR and environmental efforts in EEG e-newsletter
- Receive monthly e-newsletter and table calendar, posters, flyers, brochures and the EEG Annual Report
- Avail of the complimentary service of waste collection including paper, cartridges, plastic, cans, glass & mobiles
- Avail of one complimentary awareness session during the year
- Avail of various sponsorship opportunities available
- The opportunity to participate in all EEG projects & programmes
- Receive support for Employee Volunteering Programmes

## The Ten Principles of the UN Global Compact

Corporate sustainability starts with a company's value system and a principled approach to doing business. This means operating in ways that, at a minimum, meet fundamental responsibilities in the areas of human rights, labour, environment and anti-corruption. Responsible businesses enact the same values and principles wherever they have a presence, and know that good practices in one area do not offset harm in another. By incorporating the Global Compact principles into strategies, policies and procedures, and establishing a culture of integrity, companies are not only upholding their basic responsibilities to people and planet, but also setting the stage for long-term success.

The UN Global Compact's Ten Principles are derived from: the Universal Declaration of Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.

### Human Rights

- Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and  
Principle 2: make sure that they are not complicit in human rights abuses.

### Labour

- Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;  
Principle 4: the elimination of all forms of forced and compulsory labour;  
Principle 5: the effective abolition of child labour; and  
Principle 6: the elimination of discrimination in respect of employment and occupation.

### Environment

- Principle 7: Businesses should support a precautionary approach to environmental challenges;  
Principle 8: undertake initiatives to promote greater environmental responsibility; and  
Principle 9: encourage the development and diffusion of environmentally friendly technologies.

### Anti-Corruption

- Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

### About this report

#### Scope and Boundary:

This report provides an overview of the descriptions of the activities, events and initiatives that the Emirates Environmental Group engaged in during the year 2016. This report is not restricted to any specific boundary since EEG engages with several international, regional and local organisations on environmental and sustainability issues.

**Frequency:** This report is published annually.

**Previous report:** Emirates Environmental Group Annual Report 2015

For further information: Please contact EEG at: eeg@emirates.net.ae or +971-4-3448622





## TOGETHER FOR A BETTER ENVIRONMENT©



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