

Together for a
better **Environment**®



EEG

مجموعة عمل الإمارات للبيئة
EMIRATES ENVIRONMENTAL GROUP



ANNUAL REPORT 2018

TABLE OF CONTENTS

<div style="background-color: #76a532; color: white; padding: 10px; text-align: center; font-size: 2em; font-weight: bold;">04</div> <p>FOREWORD</p>	<p>Message From Chairperson</p>	<div style="background-color: #76a532; color: white; padding: 10px; text-align: center; font-size: 2em; font-weight: bold;">05</div> <p>EDUCATIONAL PROGRAMMES</p>	<ul style="list-style-type: none"> - Environmental Drawing Competition - Inter School Environmental Public Speaking Competition - Students' Workshops - Inter College Environmental Public Speaking Competition - Campus Outreach - Internship Programme
<div style="background-color: #e67e22; color: white; padding: 10px; text-align: center; font-size: 2em; font-weight: bold;">15</div> <p>WASTE MANAGEMENT & RECYCLING PROGRAMMES</p>	<ul style="list-style-type: none"> - Collection & Recycling Campaigns - Aluminium Cans, Paper, Toner, Plastic, Glass & Mobile Collection Campaigns - Annual Awarding Ceremony - Special Recycling Campaigns 	<div style="background-color: #e67e22; color: white; padding: 10px; text-align: center; font-size: 2em; font-weight: bold;">24</div> <p>CORPORATE AWARENESS & OUTREACH PROGRAMMES</p>	<ul style="list-style-type: none"> - Corporate Gala Dinner - Panel Discussions - Corporate Outreach - Partnerships & Collaborations
<div style="background-color: #1e6d4d; color: white; padding: 10px; text-align: center; font-size: 2em; font-weight: bold;">36</div> <p>COMMUNITY ACTION & AWARENESS PROGRAMMES</p>	<ul style="list-style-type: none"> - Clean Up UAE Campaign - Your Can for a Tree Project - Neighbourhood Recycling Project - One Root, One Communi-Tree Project - Special Projects 	<div style="background-color: #8e9e8e; color: white; padding: 10px; text-align: center; font-size: 2em; font-weight: bold;">41</div> <p>NEWS & EVENTS</p>	<ul style="list-style-type: none"> - Local, Regional & International Engagements - Exhibitions - Awards & Acknowledgements
		<div style="background-color: #c4c44d; color: white; padding: 10px; text-align: center; font-size: 2em; font-weight: bold;">49</div>	<ul style="list-style-type: none"> - Publication - Accreditations - Memberships

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Statement of continued commitment to the UN Global Compact (UNGC) and the Ten Principles

Emirates Environmental Group (EEG) holds pride in the fact that we were one of the earliest adopters and advocates of the principles of the United Nations Global Compact (UNGC/Global Compact) in the Gulf Region. As a two term Board Member of Global Compact, my primary focus was to establish and set up a strong network in the Gulf Cooperation Council (GCC) region. In 2008, this idea came into fruition with the launch of the Global Compact Gulf States Local Network, one of only two regional networks in the global level; and in 2014 it gave way to the UAE Local Network.

Sustainability is our vision, mission, strength, and it is deeply embedded at the core of everything we do. We strive to not only educate, raise awareness and pioneer science communication programmes in environmental sciences but also actively engage the population of the UAE across every sector in grass root initiatives. We have incorporated the UN Global Goals for sustainable development to successfully link and tackle issues pertaining to human rights, transparency, labour rights, land degradation and restoration, corporate environmental responsibility, waste management, innovation in sustainability, afforestation, food and water security and more. We continue to uphold and spread the message of the UN Global Compact Ten Principles among the public and private sector organisations within our vast Pan-Arab, cross-sector, network. We are also actively engaged with our sister organisations, The Arabia CSR Network and Emirates Green Building Council to promote corporate responsibility and sustainability across the Region.

This is our third Communication on Engagement. It follows our activities in 2018 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.

Habiba Al Mar'ashi
Chairperson, EEG

UN Global Compact Ten Principles



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

Habiba Al Mar'ashi
Chairperson,
Emirates Environmental Group



The UAE's President, **His Highness Sheikh Khalifa bin Zayed Al Nahyan** declared 2018 as the "**Year of Zayed**", celebrating the centennial of the founding father, the late **Sheikh Zayed Bin Sultan Al Nahyan**. With his exemplary efforts at laying the foundations of sustainable development in the country, he urged for building the capacity of the youth through education, awareness and empowerment. Sheikh Zayed said, "Education is like a lantern which lights your way in a dark alley." Indeed, our visionary leader was right; it is through education and awareness that a culture of responsibility, ethics and accountability can be inculcated.

EEG's waste management programme is considered among the most effective vehicles of achieving environmental sustainability in the UAE and it has mobilised all members of society to actively propagate sustainable practices and the importance of reducing, reusing and recycling. In 2018 alone, a total of **1,998** entities took part in the six recycling programmes and in doing so **1,228** tonnes of cumulative wastes were collected, **4,565** metric tonnes of CO₂ emissions were mitigated, **7,040** m³ of landfill area spared, and **24,867** trees saved.

EEG's educational programmes are amongst the most popular across the MENA region. The workshops, competitions and outreach programmes provide the youth with the opportunity to learn and adopt environmentally responsible behaviours. As an advocate of Education for Sustainable Development (ESD), EEG aims to equip the younger generation with the tools and know how pertaining to changing trends, future challenges and the imperative for sustainable living.

EEG's banner slogan 'Together for a better environment' reflects the spirit of collaboration and inclusivity that it has championed since its inception. In 2018, EEG created several valued added partnerships with global civil society bodies, government bodies, academic institutions and corporate entities in pursuance of the mutual objective of environmental preservation. Being a strong believer and implementer of the Sustainable Development Goal (Goal 17), EEG has aligned with environmental networks at the local, regional and international levels. As an accredited organisation of the UN Environment (UNEP), EEG joined global leaders, policy makers and environmental enthusiasts under the movement of #BeatPlasticPollution, by embedding it into its recycling programmes for the year.

All of the above would not have been possible but for our members, partners, volunteers and supporting entities. I would like to thank all of them for their continued participation and engagement in our programmes. The Annual Report is a testament of our perseverance, collective efforts and hard work; and a recognition of your commitment and contribution to EEG's achievements. I hope the report motivates you to continue your journey with us along the path towards environmental sustainability. Finally and most importantly, I thank the exemplary leadership of our country for their vision and mandates for sustainable development and for creating an enabling environment which allows us to grow, excel and innovate in our quest for sustainability.

The UAE government has announced 2019 as the "Year of Tolerance", which aims to establish the UAE as a global capital for tolerance. The Year of Tolerance aims to focus on five main pillars, which will work towards establishing a bridge of communication between people of different cultures in a respectful environment, since the UAE is home to over 200 nationalities. As we dive into 2019, let us augment our efforts to achieve new milestones and deepen the impact of cross-sectoral partnerships for sustainable development.

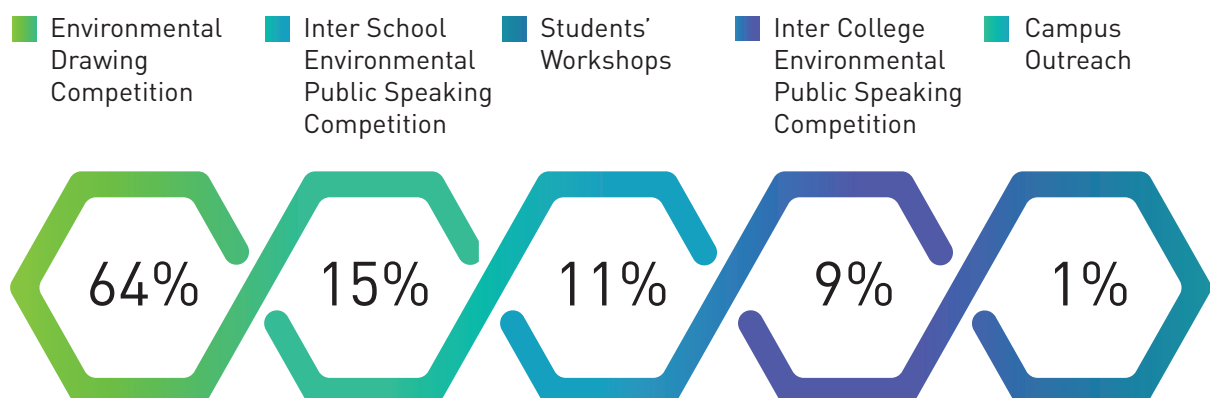
EDUCATIONAL PROGRAMMES

Education is an essential and critical tool that helps achieve sustainability, while focusing on training young minds and introducing them to the importance of sustainable living.

EEG strives to continually enhance the learning process of young individuals by providing them with various opportunities throughout the year that allow them to understand, address and commit towards creating a more sustainable future.

By engaging students in the country and the region, we are empowering them to be more environmentally conscious, while instilling the values of sustainability that they will carry with them throughout their lives. This, in turn, will help shape the future of a better environment.

STUDENT PARTICIPATION PER PROGRAMME



Over 596 Academic Institutions
6 Arab Countries
Over 71,000 Students

Environmental Drawing Competition



Environmental Drawing
Competition

Incorporating art into an activity by design makes the task more stimulating. This is what students undergo when they create stories, pictures, or other non-verbal expressions of the content they are learning. Expression through art allows the individual to present a part of themselves in the work they create. Whether it is their distinct interpretation of the topic or the medium they use to create their masterpiece, art allows a student to present thoughts and concerns in a unique manner without having to say a word.

EEG's Environmental Drawing Competition continues to cultivate creativity among the younger generations while also spreading awareness on the current sustainability issues facing our environment. In 2018, the competition saw an overwhelming increase in participation with the highest number of drawings received and highest number of participating schools recorded. On the 8th of May and for the first time, EEG organised a special and stand-alone awarding ceremony to unveil and celebrate the winners of its 2018 Environmental Drawing Competition hosted by the Ismaili Centre, Dubai. The Ceremony awarded the talented young artists and exhibited the **36** winning entries with strong environmental messages, creating a bright and colourful scene. The winning drawings will be included in the 2019 calendar.

Category 1 : 6 – 8 years – Regular School Category Topic- “My Sustainable Classroom”

Duration
January to April 2018

Sponsored by
The Sustainable City

Supported by
Abela & Co
Al Hathboor Trading
Cool and Cool
Dubai International Arts Center
Ismaili Center
McDonalds UAE

Winner	Kiara Martins	Delhi Private School Dubai
1 st Runner Up	Abhishta Shenodh Payinkara	The Kindergarten Starters
2 nd Runner Up	Athulya Anish	Gulf Indian High School

Category 1 : 6 – 8 years – Determined School Category Topic- “My Sustainable Classroom”

Winner	Rama Mostafa Elmaa	Al Wafa School for Capacity Development, Sharjah
1 st Runner Up	Fawaz Saleh Al Hajaji	Senses Residential and Day Care for Special Needs, Dubai
2 nd Runner Up	Faisal Mohammed Al Hmaid	Senses Residential and Day Care for Special Needs, Dubai

Category 2 : 9 – 11 years – Regular School Category Topic- “Ocean Pollution: Leave No Plastic”

1,215 entries received
21.5% increase from 2017

384 schools participated
from across the country
46.6% increase from 2017

Over 65,000 students
participated
including 45 EEG student
members

Winner	Rishit Goswami	GEMS Modern Academy
1 st Runner Up	Mohamed Amine Rhaddioui	Al Hikmah Private School (Boys)
2 nd Runner Up	Aksha Anil John Vig	Sharjah Indian School (Girls)





Category 2 : 9 – 11 years – Determined School Category
Topic- “Ocean Pollution: Leave No Plastic”

Winner	Khalifa Al Mazroui	Emirates Autism Center, Abu Dhabi
1 st Runner Up	Joshua Santimano	Rashid Centre for The Determined Ones, Dubai
2 nd Runner Up	Aisha Khaled Al Shamsi	Al Amal School For the Deaf, Sharjah

Category 3 : 12 – 16 years – Regular School Category
Topic- “Year of Zayed”

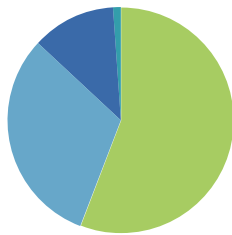
Winner	Mrunal Dattatrey Deokar	Emirates Future International Academy
1 st Runner Up	Muskan Saini	GEMS Modern Academy
2 nd Runner Up	Sravya Nagalakunta	The Indian High School, Dubai

Category 3 : 12 – 16 years – Determined School Category
Topic- “Year of Zayed”

Winner	Elvin Mathews	Rashid Centre for the Determined Ones, Dubai
1 st Runner Up	Yasmin Firas	Al Noor Training Centre for Persons with Disabilities, Dubai
2 nd Runner Up	Aisha Riyaz Ahmed	Al Noor Training Centre for Persons with Disabilities, Dubai

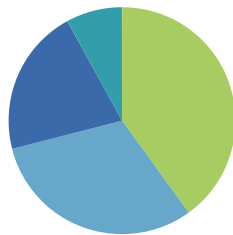
Feedback from Participating Schools

Planning & Organisation



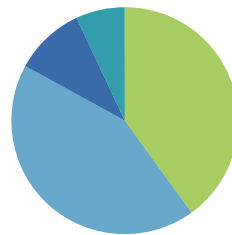
Fair 1% Very Good 31%
 Good 12% Excellent 56%

Time of the Competition



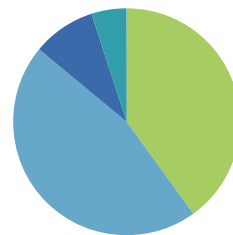
Fair 8% Very Good 31%
 Good 21% Excellent 40%

Choice of Topics



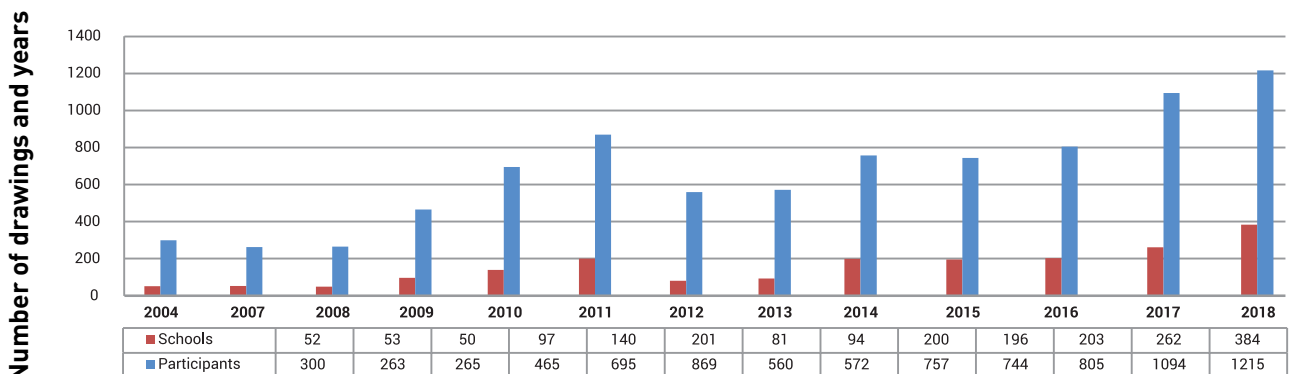
Fair 7% Very Good 43%
 Good 10% Excellent 40%

Medium of the Competition



Fair 5% Very Good 46%
 Good 9% Excellent 40%

Participation Figures since Inception



Inter School Environmental Public Speaking Competition



INTER SCHOOL
ENVIRONMENTAL PUBLIC SPEAKING COMPETITION

Confidence is key when it comes to effectively getting your message across. Powerful oratory skills can prove to be a great asset for students in their future careers and we at EEG, help them hone these to perfection. EEG provides these passionate and bright students with a platform to share their knowledge, ideas and creative solutions on the environmental topics and issues under discussion.

The 18th Annual Inter School Environmental Public Speaking Competition aimed to transform students into eager and enthusiastic environmental advocates, by guiding them towards environmental research, improved team work and developing their public speaking and leadership skills.

Held at the Dubai Knowledge Park, the 2018 Cycle was successful in bringing on board more than **600** participating students of diverse nationalities from the best government and private schools. The schools were from all the seven Emirates in order to maximise the potential for sharing knowledge and ideas.

The students were judged on a set of criteria by a bilingual jury of environmental experts which included representatives from ENOC, Abela & Co, Dubai Creative Clusters Authority and The Sustainable City. Other esteemed attendees included EEG's devoted corporate members, consul generals, strategic educational partners and high level government representatives.

EEG carried out the Competition as a carbon neutral event as part of its continuous efforts to minimise the carbon footprint of its operations. It proudly made a sustainable contribution towards voluntary climate protection by offsetting **12.55** metric tonnes of CO₂, as part of My Climate's - carbon offset project.

Date
23rd & 24th April 2018

Strategic Educational Partners
Emirates National Oil Company (ENOC)
The Sustainable City

Supported by
Dubai International Academic City (DIAC)

Judges
Saeed Mohammed Ali Al Amiri
Emirates National Oil Company (ENOC)
Enaam Ghazi Abusharkh
The Sustainable City
Nancy Nouamieh
Abela & Co
Fatima Ali Alblooshi
Dubai Creative Clusters Authority (DCCA)

87 teams participated
644 students attended



The Dubai National School, Al Barsha (Girls Campus) won the overall winner title. As this was the 3rd time they have achieved this honour, they became the rightful owners of the prestigious rolling trophy.

Impact of Wars on the Environment – Sub-Senior Category	
Winner	The Philippine School Dubai
1 st Runner Up	Dubai National School - Al Barsha (Girls)
2 nd Runner Up	Liwa International School - Al Ain



Agriculture: A feasible future for the region? – Sub-Senior Category	
Winner	Sharjah English School
1 st Runner Up	Indian School - Al Ain
2 nd Runner Up	JSS International School, Dubai

Impact of Fashion and Make Up Industry on the Environment – Senior Category	
Winner	Dubai National School (Girls), Al Barsha
1 st Runner Up	Our Own high School, Dubai
2 nd Runner Up	The Philippine School, Dubai



Sustainable Built Environment: Are we achieving it? – Senior Category	
Winner	Our Own English High School, Sharjah
1 st Runner Up	Dubai National School, Al Barsha (Boys)
2 nd Runner Up	Gems Our Own Indian School - Dubai

Overall Winners	
Overall Winners	Dubai National School (Girls), Al Barsha - Impact of Fashion and Make Up Industry on the Environment
Overall 1 st Runner-up	Sharjah English School - Agriculture: A Feasible Future for the Region?
Overall 2 nd Runner-up	The Philippine School Dubai - Impact of Wars on the Environment

Feedback from Participants

Planning and Organisation of the Event



With regards to the topics chosen:

Participants were asked about their opinion on the topics that were chosen. The majority of attendees rated it **'Excellent'** and **'Very Good'**

Students' Workshops



Every Year, EEG hosts a series of workshops for the student community in order to allow young minds to be involved in their learning progression through first-hand participation. These workshops are based on an environmental theme which opens up an array of opportunities for the students to learn from in the form of discussions, brainstorming sessions, debates and practical activities.

EEG hosted the 18th series of its annual workshops in the month of November from the 5th-7th 2018 hosted by Rashid School for Boys. The successful three-day event saw the participation of 287 students and teachers from a wide network of 67 schools across the UAE, with the participants between the age brackets of 10-18 years. The theme set for the workshops was 'Elements Define Us #EDU' which aligned itself with the four major elements that are present on our planet: Water, Fire, Land and Air. The theme chosen allowed the students to reflect on the issues that pertain within the elements that are crucial for everyday life. It allowed them to contemplate further on the concept of finite resources and its impact on future generations.

Activities such as 'What's on My Tray' allowed students to understand the concept of food miles and how their food choices impact the environment. 'Build Your Eco-Hero' was another activity thoroughly enjoyed by all the participants, which involved them creating a superhero who could tackle an energy challenge being faced by different geographical locations around the world.

Each activity for the workshop was specifically designed and related to the elements within the theme. As a result of their strategic involvement, the students were able to identify key issues and provide solutions that they considered the best options for the situation. EEG invited their corporate partners, ENOC, the Sustainable City, BIC and Dgrade to provide insights and allow experts to discuss the topics further to expose students and teachers in attendance of the various initiatives taken by them to achieve environmental preservation. The programme was well received and everyone in attendance thoroughly enjoyed the different activities plotted for them and overall, the feedback received was excellent.

Theme
Elements Define Us
#EDU

Strategic Educational Partners
Emirates National Oil Company
(ENOC)
The Sustainable City

Sponsor
BIC

Students Response			
Did you like the content of the workshop this year?			
Response	Academic Level		
	Junior	Sub-Senior	Senior
Yes	95%	100%	98.2%
No	1.25%	-	1.8%
No response	3.75%	-	-
Total Respondents	100%	100%	100%



Will you be conducting these activities in your school?			
Response	Academic Level		
	Juniors	Sub-Senior	Senior
Yes	100%	100%	88.9%
No	0%	-	11.1%
No response	0%	-	-
Total Respondents	100%	100%	100%

Inter College Environmental Public Speaking Competition



INTER COLLEGE
ENVIRONMENTAL PUBLIC SPEAKING COMPETITION

Emirates Environmental Group annually provides undergraduate students in the Arab World with an opportunity to showcase their knowledge and public-speaking skills to express their opinions and propose tangible solutions towards pressing issues related to sustainability that our communities are facing today. Sustainable Development Goal 4 focuses on the importance of quality education as the core aspect of centralising sustainable living. The Inter College Environmental Public Speaking Competition finds itself within the realm of SDG 4 since it helps create sustainably conscious and aware citizens. The Competition also establishes effective partnerships with public and private entities thereby, supporting SDG 17 which focuses on establishing effective partnerships to propose workable solutions.

EEG held its **18th Annual Inter College Environmental Public Speaking Competition** on the **27th - 28th of November** at the Dubai Knowledge Park. The Competition was initiated in 2001 and is considered as one of the most popular environmental educational programmes in the MENA region. The engaging and thought provoking event was conducted bilingually in order to give the participating teams equal opportunities to compete. The representation of students from diverse cultural and educational backgrounds coming together to compete on a regional platform is a noteworthy achievement for EEG. In 2012, EEG entered into a partnership with the Environment Society of Oman to conduct a National Competition annually in the Sultanate of Oman. As a result, every year, there are a number of teams that participate in the Competition and in 2018 we welcomed **7** teams.

Theme

Be the Voice of the Environment
#EEGTALKS

Date and Venue

27th - 28th November
Dubai Knowledge Park

Strategic Educational Partners
Emirates National Oil Company (ENOC)
The Sustainable City

Venue Provider
Dubai International Academic City

Catering Provider
Abela & Co.

Judges
Ibrahim Mohamed Amin
Etihad ESCO

Dareen Mehdi
Botanic Garden, Diwan of Royal Court, Oman

Eng. Rashed Karkain

Dubai Municipality
Dr. Shima Samir
EEG

The topics provided on the first day were: **Sustainable Built Environment: Are We Achieving It?** and **The Impact of Fashion and Makeup Industry on the Environment**. The topics selected for the second day were: **The future of Agriculture in the Middle East** and **The Impact of War on the Environment**. The competition provided the students with an opportunity to explore the topic from different angles, enhance their research and presenting skills and the importance of teamwork.

300
Students

51
Teams

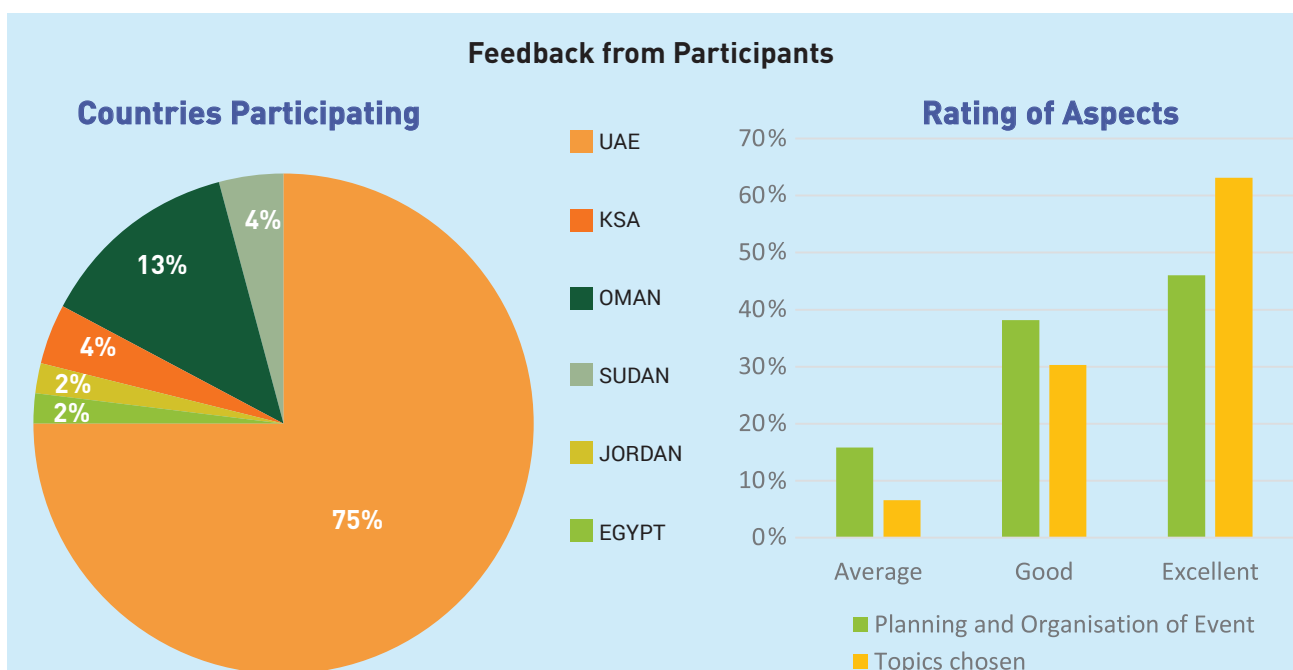
6
Arab Countries



A distinguished panel of bilingual judges was convened from EEG's wide network to judge the Competition. The panel included sustainability experts from both the public and private realm that further enhanced the learning process for the students. The platform provided young students the perfect opportunity to boost their confidence in a competitive yet highly enjoyable event.

The winners of the 18 th Inter College Environmental Public Speaking competition were:	
Topics for Day 1	Winners
1. Sustainable Built Environment: Are we Achieving it?	University of Bolton RAK Academic Centre UAE - Civil Engineering American University of Sharjah - Chemistry Programme
2. The Impact of Fashion and Make Up Industry on the Environment	
Topics for Day 2	Winners
3. The Future of Agriculture in the Middle East	Emirates Aviation University - Dubai Ahfad University for Women - Medicine - Sudan
4. The Impact of War on the Environment	

Overall Winners	
Overall Winners	University of Bolton RAK Academic Centre UAE - Civil Engineering
Overall 1 st Runner-up	Emirates Aviation University - Dubai
Overall 2 nd Runner-up	A'Sharqiyah University - Oman



Campus Outreach

EEG strives to maximise its efforts to effectively raise the awareness amongst the younger generation on the importance of environmental preservation. Throughout the year, EEG in its capacity as an environmental advocate, engages with various academic institutions to provide insight into impending dangers of environmental degradation and discusses practical solutions. EEG works diligently towards educating young minds and supports them by providing platforms to engage them in the field of environmental sustainability and protection.



Campus Engagement for the Year 2018

January	1	Girls Scouts of America	The young and driven members of the Girls Scouts of America visited the EEG office on the 13th of January to collaborate in organising recycling initiatives in schools across Dubai. EEG's waste management team welcomed the students and provided them with an introductory session on the organisations' recycling programmes. The students were also briefed on the ongoing campaigns and were encouraged to participate in the initiatives and use their platform to motivate young members of their community.
February	3	Institute of Management Technology Career Fair	On the 15th of February , EEG was invited to a career fair hosted by the Institute of Management Technology in Dubai as an industry expert. The meaningful event served as an excellent platform to provide insight on EEG's activities and initiatives as a pioneer organisation in environmental protection. The students were provided with information on the internship programme offered by EEG and encouraged to participate in various programmes that it organises throughout the year which are instrumental in creating environmental awareness amongst the youth.
April	4		
July	1	Higher Colleges of Technology – Sharjah Women's College Innovation Exposition	The Emirates Environmental Group was invited to Higher Colleges of Technology - Sharjah Women's College on the 19th of February at their " Innovation Exposition ". The impactful event provided students with an opportunity to showcase their technological developments in sustainability and green practices. The EEG team was very active at the event and encouraged visiting students to participate in its waste management and educational campaigns and programmes. As part of EEG's mission to spread awareness on creative solutions to environmental issues, the impressive work of the HCT students was showcased on EEG's social media platforms.
October	1		
Total - 10			



Jumeirah Private School (JPS) Spring Fair

Emirates Environmental Group joined GEMS Jumeirah Private School at their annual Spring Fair on the **23rd of February** to support a group of young active students called “Eco-Warriors” on their eco-friendly initiative. It was a meaningful event that showcased the possession of interest and understanding by the younger generation of their social responsibility in preserving the environment. The EEG team further raised awareness on its recycling programmes and helped the students set a recycling center for Aluminium Cans. Following the successful event, the EEG team visited the school on the **20th of March** to award the “Eco-Warriors” with certificates of appreciation for their hard work.



Interactive Career Session

On the **10th of April**, the EEG team was invited to attend the Annual Career Fair at the Canadian University of Dubai as an expert in the field of environmental protection. The EEG stand received over **100** students who expressed their interest in working with EEG in different capacities. EEG highlighted the benefits of working with the organisation and provided further information on its impactful initiatives and campaigns which are conducted throughout the year.



EEG celebrates Environmental Day with American University of Sharjah

Emirates Environmental Group participated in the Environmental Day celebrations at the American University of Sharjah on the **19th of April** with an aim of creating awareness on environmental preservation and importance of waste management. The event was attended by school students, university students and AUS faculty. The EEG stall welcomed numerous visitors who were provided with information on the importance of recycling materials especially Aluminium Cans. EEG further educated the students on their role of responsibility towards environmental preservation as individual members of the society.



Higher Colleges of Technology – Al Ain Women’s College

The Higher Colleges of Technology – Al Ain Women’s College invited the EEG team to participate in their annual Earth Day event on the **24th of April**. The special event provided EEG with an opportunity to educate the students on the strong campaigns conducted throughout the year, as well as meaningful internship and volunteering opportunities to participate in. Over **40** enthusiastic students were received at the stall who expressed their interest in the organisations’ role as an expert in environmental protection. The academic institution awarded EEG with a crystal trophy as a token of appreciation for participating in the event.









Campus Outreach with Emirates Global Aluminium (EGA)

EEG’s recycling centres serve as the collection points for all main recyclable waste produced in schools: Paper, Plastic and Aluminium Cans. EEG is delighted to work in partnership with EGA in implementing the programme across the UAE, enabling young students to be directly involved in segregating waste at source and diverting it from the landfill, thus reducing the local carbon footprint. A total of **3** recycling centres were established through the fruitful collaboration. On the **19th of April** the first recycling centre was inaugurated at the Dubai National School Al Barsha in Dubai. The second centre was inaugurated in Al Samha Secondary School for Girls in Abu Dhabi on the **9th of July**. On the **21st of October** the third recycling centre was placed at Ibn Seena School in Abu Dhabi. EGA and EEG also planted trees at the school to create more green spaces locally.

WASTE MANAGEMENT PROGRAMMES

EEG's robust Waste Management Programme consists of six recycling materials and is considered one of the most effective pillars of environmental preservation as it positively contributes to sustainability in the UAE. EEG continues to put in hard work and dedication and with the active participation of members of the society the goals are achieved and surpassed, which mirrors the level of awareness and perception that our society has reached. EEG in 2018, exceeded targets in two of its recycling campaigns, reducing the accumulation of waste across the country and bringing people together for the common cause of enhancing their surroundings. EEG engages the community in meaningful acts and raises awareness on the effects of environmental proaction which provides for a clean and healthy environment to live in and reducing their environmental impact.

 Paper 17,120,694 kg 2001 - 2018	 Aluminium Cans 315,258 kg 1997 - 2018	 Mobile Phones 51,486 pcs 2009 - 2018	 Plastic 1,012,195 kg 2005 - 2018	 Glass 2,341,140 kg 2005-2018	 Toner 97,673 pcs 2001 - 2018
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Environmental Benefits of Recycling

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

mitigate **73,394** MT CO₂e

save **110,663** m³ landfill space

save **333,322** trees from being felled

Save **212,872** gallons of Gasoline

Save **520,445** (Million BTU) of energy

Collection & Recycling Campaigns

Over the years, EEG has developed impactful campaigns and initiatives that have resulted in reducing the amount of waste and pollution around the UAE while simultaneously involving different sectors of the society to actively participate in reducing their carbon footprint. Through the provision of collection services which include the collection of Paper, Plastic, Aluminium Cans, Glass, Toners and Mobile phones, EEG also raises awareness on responsible recycling practices in the country and helps make the UAE a cleaner and better place to live in.

As an accredited organisation to UN Environment, EEG embraces the United Nations Sustainable Development Goals by effectively implementing them in the various programmes. The waste management programme embraces the UN SDG No. 12 in particular, which focuses on sustainable consumption and production. Its implementation helps to achieve overall development plans, reduce future economic, environmental and social costs, strengthen economic competitiveness and reduce poverty.

Summary of EEG's Recycling Campaigns in 2018

Total number of participating entities since the inception of each campaign



Aluminium Cans
4,775



Paper
11,922



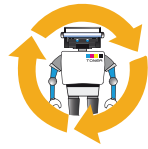
Plastic
5,011



Glass
1,778



Mobile Phones
615



Toners
1,617



	Educational Institutions	Corporations	Families	Total
Aluminium Cans	1,329 kg	14,798 kg	1,112 kg	17,239 kg
Paper	314,658 kg	549,333 kg	215,414 kg	1,079,405 kg
Plastic	13,185 kg	50,882 kg	8,719 kg	72,786 kg
Glass	1,103 kg	47,424 kg	1,859 kg	50,386 kg
Mobile Phones	858 pcs	5,557 pcs	1,564 pcs	7,979 pcs
Toners	718 pcs	4, 574 pcs	1,741 pcs	7,033 pcs

Comparison of EEG's Recycling Campaigns from 2017 to 2018

	Total Collection for 2017	Total Collection for 2018
Aluminium Cans	19,347 kg	17,239 kg
Paper	1,348,278 kg	1,079,405 kg
Plastic	79,058 kg	72,786 kg
Glass	31,216 kg	50,386 kg
Mobile Phones	7,711 pcs	7,979 pcs
Toners	7,418 pcs	7,033 pcs

EEG's Can Collection Campaign comprises of three initiatives: Can Collection Day, Can Collection Drive and "Your Can for a Tree". Since the inception of the campaign in 1997, a total of **315,258 kg** of Aluminium Cans have been collected which has resulted in the mitigation of **4,732 MTCO₂e**, saving of **7,653 m³** of landfill space and the conservation of **71,748 million BTU** of energy.

Campaign Period
January – December

Main Sponsor
Al Masood Oil and Gas

Media Partners
Gulf News

Type of Waste Targeted
Aluminium Cans

Category	2017		2018	
	Participants	Collection (Kg)	Participants	Collection (Kg)
Educational Institutions	53	1,907	49	1,329
Families	98	1,945	71	1,112
Companies	131	15,495	119	14,798
Total	282	19,347	239	17,239

Can Collection Day & Drive : 22nd February & 27th October
Location: Selected locations across the 7 Emirates

EEG organised its annual Can Collection Day and Can Collection Drive on **22nd February** and **27th October** respectively. Both these were nationwide events with active sites across the country. The campaigns successfully brought in a combined total of **239** entities from all sectors of the society including academic institutions, corporation, government bodies, individuals and families. The participants of the campaign, brought in a total of **4,000kg** of Aluminium Cans on the Day and **4,355kg** during the Drive. This resulted in a collection of a total of 8,355 kg of Aluminium Cans, and the mitigation of 125.4MTCO₂e, saving of 1,901 million BTU of energy and saving of 202.7m³ of landfill space.

Your Can For a Tree (YCFT) : Dates: 18th April – 18th June

EEG rolled out its annual "Your Can For a Tree" campaign on **1st April 2018**. In 2018, a total of **22** entities participated with a deposit of **2,971kg** of Aluminium Cans for recycling. This resulted in the mitigation of **44.6MT** of CO₂e, saving of **676 Million BTU** of energy and saving of **72m³** of landfill space. The Participants who achieved the target goal were eligible to plant **12 trees** under the banner of **"For Our Emirates We Plant"**.

EEG rolled out the **Quick Race** as a subsidiary project, to celebrate Earth Day, for its student members. The Quick Race duration was 2 weeks starting from **8th April** and ending on **22nd April**. The students who deposited **15kg** of Aluminium Cans during this period were given a certificate of appreciation.

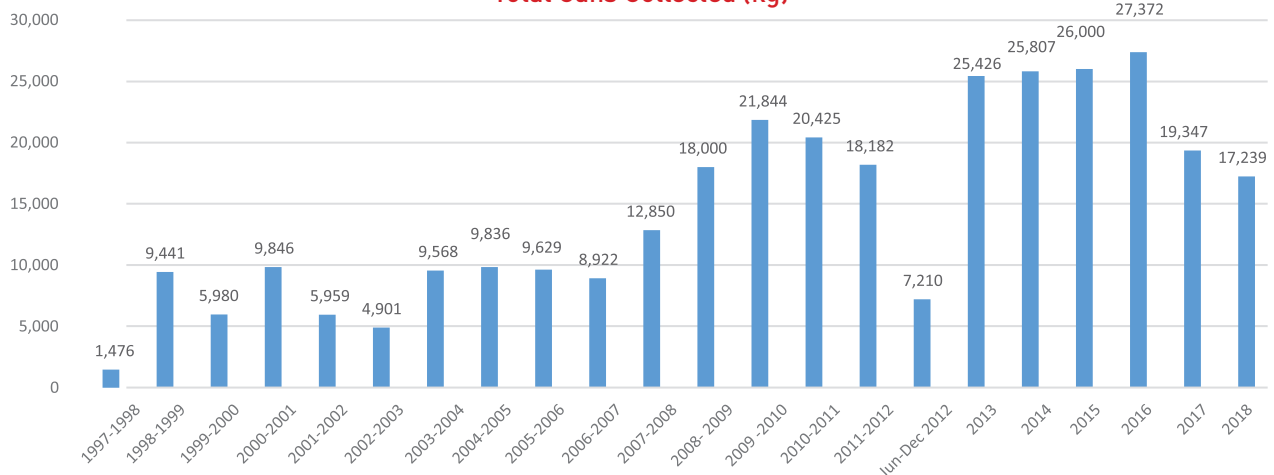
VENUE SUPPORT

- Dubai Municipality - Parks and Horticulture Department
- Department of Tourism Development – Ajman
- American International School – Abu Dhabi
- Sharjah Electricity and Water Authority – Sharjah
- RAK Ceramics – Ras Al Khaimah

LOGISTICAL SUPPORT

- Abela & Co
- Blue (member of Al Serkal Group) – Dubai
- AF Construction
- United Metal Ind. Co Llc
- Tristar Company

Total Cans Collected (kg)



The Paper Collection Campaign was initiated in 2001; in a step to help reduce global deforestation that occurs due to the demand for paper and paper products for various purposes. Since its inception, EEG has managed to successfully collect and recycle **17,120,694 kg** of paper. In 2018, EEG collected and recycled **1,079,405 kg of Paper**. This mitigated of **4,177 MT CO₂e** from the atmosphere, saved **24,230.50** Million BTU of energy, saved **3,408** m³ of landfill space and saved **18,350** trees from being felled.

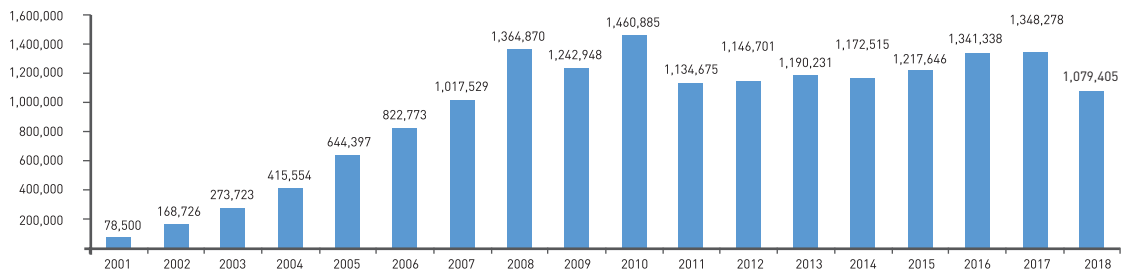
Paper Collection Campaign 2017 – 2018

Campaign Period
January – December

Type of Waste Targeted
All paper materials
(Newspaper, cardboard, books etc...)

Category	2017		2018	
	Participants	Collection (Kg)	Participants	Collection (Kg)
Educational Institutions	116	286,608	133	314,658
Families	597	223,734	531	215,414
Companies	345	837,936	326	549,333
Total	1,058	1,348,278	990	1,079,405

Paper Collection 2001-2018 in kg



Proper disposal of toners and cartridges is necessary to avoid leakage of any harmful toxins into the air and ground water supply. The Toner Collection campaign was launched in 2001; to provide individuals and corporations a safe and harmless way of recycling their unwanted products. Since 2001, EEG has managed to collect over **97,673** pieces of toners for recycling. In 2018, EEG collected **7,033** pieces of toners which resulted in the saving of **2,399** gallons of gasoline.

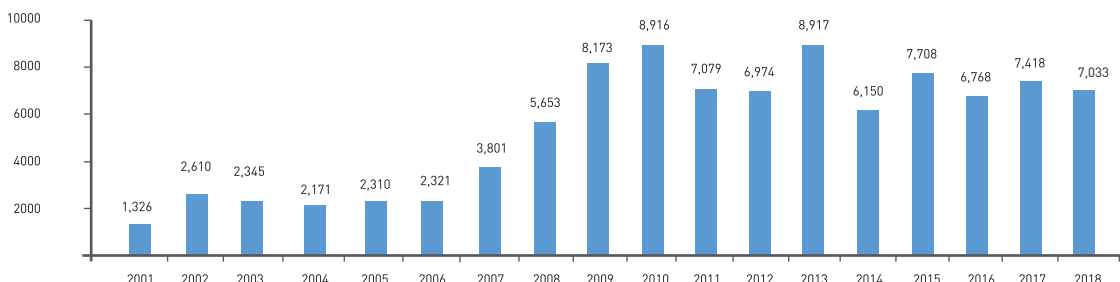
Toner Collection Campaign 2017 – 2018

Campaign Period
January – December

Type of Waste Targeted
Toner and Ink Cartridges

Category	2017		2018	
	Participants	Collection (Pcs)	Participants	Collection (Pcs)
Educational Institutions	12	723	13	718
Families	56	2,085	35	1,741
Companies	50	4,601	44	4,574
Total	118	7,418	92	7,033

Toner Collection 2001 – 2018 in number of pieces



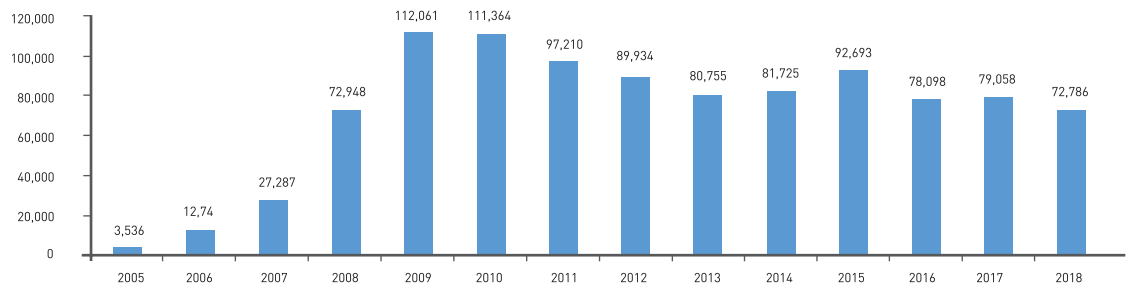
Plastic Collection Campaign

Plastic is one of the most difficult materials to recycle as once dumped in a landfill, it does not begin the degradation process until **400-700** years later. Plastic degrades and releases smaller toxic materials and gases which are harmful for the biota as a whole. Since 2005, EEG has managed to collect **1,012,195 kg** of plastic. In 2018, EEG collected and recycled **72,786** kg of plastic. Through this collection **120 MT CO₂e** has been mitigated, a total of **4,234 Million BTU** of energy was saved and **3,091 m³** of landfill space has been saved.

Plastic Collection Campaign 2017-2018

Campaign Period January – December	2017		2018		
	Participants	Collection (Kg)	Participants	Collection (Kg)	
Type of Waste Targeted Type 1&2 Plastic Bottles (milk, juice, water etc.)	Educational Institutions	55	10,904	63	13,185
	Families	220	8,868	228	8,719
	Companies	175	59,286	188	50,882
	Total	450	79,058	479	72,786

Plastic Collection 2005-2018 in kg

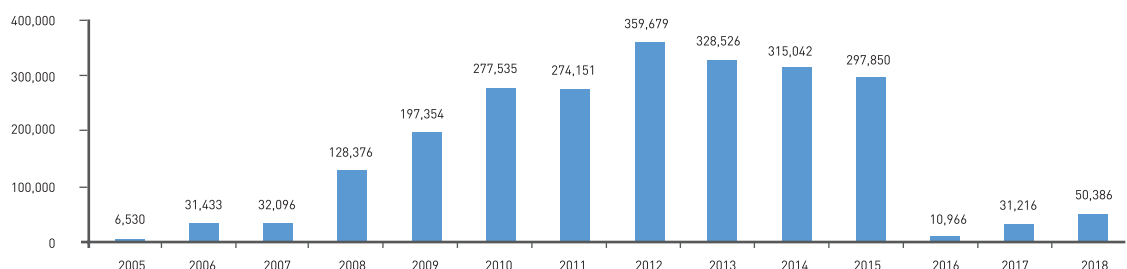


Glass can be recycled in about 30 days and serves as a model material to be eligible for recycling since it can be effectively recycled forever without causing any significant impact on its characteristics. A total of **2,341,140 Kg** of glass has been recycled since 2005. In 2018, EEG collected and recycled **50,386 Kg** of Glass resulting in the mitigation of greenhouse gases (GHG) to the equivalent of **16** metric tons of **CO₂e**. A total of **118 Million BTU** of energy has been saved as well as **128 m³** of landfill space.

Glass Collection Campaign 2017 – 2018

Campaign Period January – December	2017		2018		
	Participants	Collection (Kg)	Participants	Collection (Kg)	
Type of Waste Targeted Soft drink bottles, condiment bottles, medicines, perfumes, juices and water containers	Educational Institutions	5	645	8	1,103
	Families	79	2,508	75	1,859
	Companies	30	28,063	38	47,424
	Total	114	31,216	121	50,386

Glass Collection 2005-2018 in kg



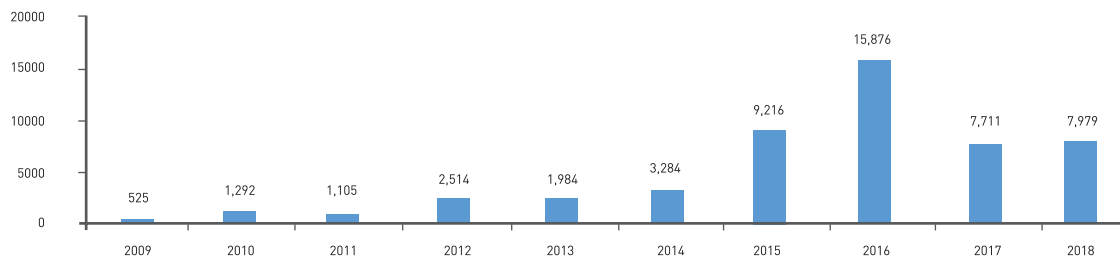
Glass Collection Campaign

The Mobile Phone Collection Campaign was launched in 2009 initially. Due to the exponential increase of mobile phone usage in society, it is imperative to recycle any unwanted Mobile Phone materials that can be recycled. EEG has successfully managed to rally the local community to drop off their mobile phones to be recycled. The total number of mobile phones collected by EEG since 2009 are **51,486** pieces. In 2018, EEG collected and sent for recycling **7,979** pieces of mobile phones, which resulted in the mitigation of Greenhouse Gases equivalent to **1.34 MT CO₂e**, a total of **27,825 gallons** of oil was saved as well as **6,551** trees.

Mobile Phone Collection Campaign 2017 – 2018

Campaign Period January – December	2017		2018		
	Category	Participants	Collection (pcs)	Participants	Collection (pcs)
Type of Waste Targeted Mobile Phones & Accessories	Educational Institutions	11	1,092	9	858
	Families	52	1,543	53	1,564
	Companies	11	5,076	14	5,557
	Total	74	7,711	76	7,979

Mobile Phone Collection 2009-2018 in number of pieces



Aluminium Cans Collected
301 kg

CO2 Emissions Mitigated
4.5 MT

Mobile Phones Collected
966 pcs

Trees Saved
793

Gasoline Saved
3,369 Gallons

Quick Race Challenge!

In honour of the momentous Earth Day, EEG rolled out a special “**Quick Race Challenge**” project wherein the student members were asked to collect a minimum of **5 kg** of Aluminium Cans for recycling over a period of two weeks. A total of **14** student members participated and **301 kgs** of Aluminium Cans were collected. Participants were issued special certificates upon reaching the target and their contribution counted towards the “**Your Can For A Tree**” campaign, bringing them a step closer to planting an indigenous sapling in their name on **18.12.18**

The Green Call

Targeted towards EEG’s student members and mobile phone recycling, the Green Call Project was initiated in 2016. However, due to its popularity, in 2018, the Project was declared open for all entities. It officially began on the **18th of March** and lasted until **18th April**. The main aim of the project is to encourage mobile phone recycling to reduce e-waste. The recycling of various materials from mobile phones is directly linked towards creating a more circular economy which focuses on reusing and recycling materials as many times as possible. The project was a huge success drawing in **63** registrations, effectively doubling the amount of participation since **2017**. The project managed to collect a remarkable amount of **966** mobile phones for recycling, saving **793** trees and **3,369** gallons of Gasoline. **22** participants demonstrated commitment towards achieving the set targets within the one-month period and became eligible to plant a native tree sapling under their name at the ceremony in **December** on **18.12.18**.



Recycle. Reforest. Repeat

The Recycle. Reforest. Repeat (RRR) project aims to effectively educate people on the need to practice sustainable waste management; with a specific focus on rethinking, reducing, reusing and recycling as many products as possible. It highlights the need to more action platforms to take initiative and engage members of the society to contribute to the reduction of pollution.

The project also serves as a means to strengthen and advance EEG's effective partnership with the United Nations Convention for Combating Desertification (UNCCD); which serves as a reminder that land degradation neutrality is achievable through co-operation from all sectors of society. RRR is a one-month project that was conducted from **18th of June to 18th of July in 2018**, and witnessed a participation of **216** entities who collectively deposited over **132,709 kg** of paper during the one-month period leading to a staggering **173%** increase in collections compared to 2017. On the **15th of September**, EEG rewarded the outstanding achievers of the project with a certificate of achievement and the invitation to plant a tree as part of EEG's initiative "**For Our Emirates We Plant**".



Green December

The final project rolled out by EEG for its student members for the year 2018 was Green December. The enthusiastic student members of EEG were asked to specifically collect minimum quantities of certain recyclable products. The highest collector in each category was awarded with a certificate, while other members who achieved the target were given e-certificates. The programme saw an increase in participation in 2018; effectively showing the dedication of our young student members in becoming responsible, sustainable citizens of society.

EEG received a total of **35** registered participants who collected a total of **7,601 kg** of Paper, **66 kg** of Aluminum Cans and **54 pieces** of Mobile Phones as part of this campaign. The programme helped in the mitigation of **30 MT CO₂e**, conserved **186 Million BTU** of energy, saved **26 m³** of landfill space, prevented the felling of **174 trees** and avoided the combustion of **188 gallons** of gasoline.

Annual Awarding Ceremony



Emirates Environmental Group (EEG) values tremendously its loyal members whether they are corporate entities, academic institutions or families and individuals. The Annual Awarding Ceremony is an event where recognition is bestowed upon the star performers of EEG's Waste Management Programme and their efforts toward achieving environmental sustainability are celebrated.

EEG organised its **21st** Annual Awarding Ceremony on **5th of June** in celebration of World Environment Day hosted by Dubai Knowledge Park. The exclusive event is held annually to honour corporate entities, academic institutions, families and individuals that actively partake in the initiatives of EEG and perform exceptionally well to help EEG achieve its corporate objectives.

Sponsors

Gold Sponsor

Dubai Investments

Silver Sponsors

DBB Contracting LLC

Mashreq Bank

McDonalds UAE

National Geographic Abu Dhabi

Support Sponsors

Apparel Group

Avon Perfumes and Beauty

Products Trading

Brother International

Canon M.E.

Cool & Cool

ITL Group

Kidzania Dubai

Nikai

RAK Ice Land Water Park

Tata Global Beverages

Wild Wadi

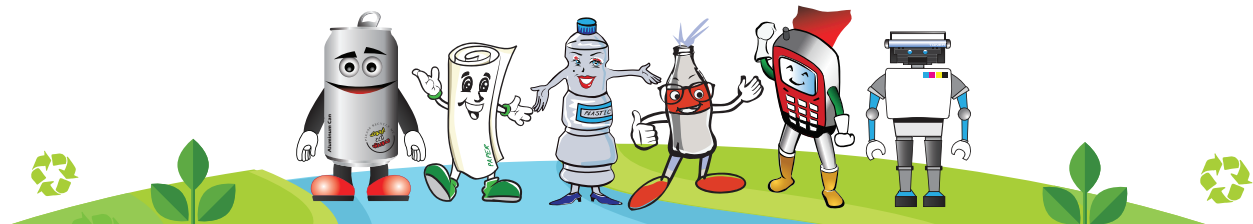
Venue Support

Dubai International Academic City

The event witnessed the attendance of the guest of honour - H.E. Engr. Sheikh Salem Bin Sultan Bin Saqr Al-Qasimi, Honorary Member of EEG and Chairman of the Department of Civil Aviation - Ras Al Khaimah, as well as other VIPs, CEOs of companies, principals of schools, teachers, families and the media. The impactful Awarding Ceremony welcomed on stage the top **3** champions in each of EEG's 6 recycling campaigns under the categories of corporate entities, academic institutions and families. The second half of the event's agenda consisted of the awarding of EEG's committed sponsors and supporters of the Ceremony, who generously provided valuable awards, including dinner and entertainment vouchers, hotel stays and gift hampers for the winners of EEG's 6 recycling campaigns.

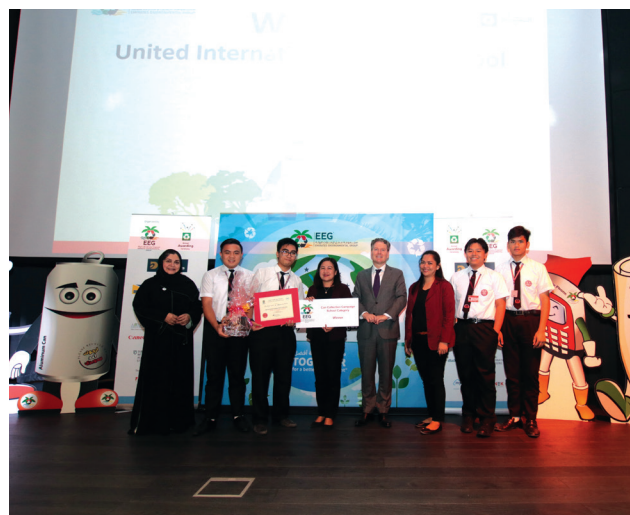
The event also displayed Art from Waste Exhibition, organised by EEG in collaboration with **16** of its active Academic Members, who showcased the talented works of their students made out of recyclable materials, highlighting the significance of the preservation of valuable resources. By honouring these champions EEG aims to motivate them to further continue the fight to protect the planet and encourage others to follow in their footsteps and join the movement!

The successful event was carbon neutral, courtesy of EEG's devoted member, Farnek and My Climate, successfully mitigating **1.48 tonnes** of CO₂ emissions.



Winners of 2018 Recycling Programmes

Category	Corporates	Academic Institutions	Individuals/ Families
Paper	UAE Exchange Ajman (138,640 Kg)	Abu Dhabi Women's College (29,389 Kg)	Master Satvik Vashisht (10,290 Kg)
Plastic	Abela & Co. LLC (10,560 Kg)	Mzeirea School – Hatta (875 Kg)	Ms. Shanina Cuarto (1,184 Kg)
Aluminum Cans	Emirates Flight Catering (3,355 Kg)	United International Private School (699 Kg)	Ms. Neola Castelino (321 Kg)
Glass	Gloria Hotel Dubai (16,534 Kg)	American University of Sharjah (475 Kg)	Master Adithiyan Rajan (253 Kg)
Mobile Phones	Dubai Public Prosecution (4,069 Pcs)	Our Own High School, Al Warqa'a (505 Pcs)	Ms. Mythri Kannan (123 Pcs)
Toner	Sharjah Electricity & Water Authority (2,033 Pcs)	The Millennium School, Dubai (232 Pcs)	Ms. Nityashri Sankaran (347 Pcs)



CORPORATE AWARENESS & OUTREACH PROGRAMMES

EEG realises the importance of creating effective partnerships to harness lasting change and unite for a common goal of environmental sustainability and therefore, engages with a variety of public and private organisations. EEG fully supports and co-operates in any programmes, initiatives and activities that promote sustainability through connecting with stakeholders and expanding its area of influence. In 2018, EEG connected with a plethora of organisations to further its mission in sustainability.

As an organisation with a mission to engage and incorporate different sectors of the society in environmental actions, it is of primary importance to get effective partnerships built across the government, the private sector and the civil society. EEG plays a crucial role in this area by embracing UN SDG 17 through the facilitation of establishing effective partnerships. These partnerships are built on principles and values, a shared vision, and shared goals that place people and the planet at the centre, which are needed at the global, regional, national and local level.

■ 42 Engagements ■ 2 Memorandums of Understanding ■ Over 350 Entities ■ 500 Individuals ■ 20 Presentations



Corporate Gala Dinner



Since its inception in 1991, EEG has collaborated with various government and non-government organisations. Partnerships are the best way to promote the ideals of EEG and spread the message of sustainability.

As EEG grew, various new waste management and educational projects were introduced and established as annual activities which only gained more momentum and visibility as the years passed. The success of these initiatives can be attributed to the tireless efforts of EEG and the various supporting and sponsoring entities.

The Annual Corporate Gala Dinner is organised each year to ensure that these entities are acknowledged for their contributions, their support to EEG and their efforts towards sustainability.

It is gratifying to see so many organisations and individuals from different backgrounds come together under the umbrella of EEG to work continuously for a noble cause.

Sponsors	EEG hosted its 21 st Annual Gala Dinner under the patronage and the personal attendance of H.E. Eng. Sheikh Salem bin Sultan bin Saqr Al-Qasimi, Chairman of Department of Civil Aviation, Ras Al Khaimah to recognise and celebrate the united accomplishments in environmental action under the meaningful year of 2018, declared as the “ Year of Zayed ” by the visionary leadership of the United Arab Emirates. For 27 years, EEG has remained the most resolute campaigner and voice of the environment.
Platinum Sponsors Dubai Electricity & Water Authority (DEWA)	
Special Sponsors Wasl	The event emphasises on the spirit of cooperation and collaboration and it verifies EEG’s commitment and appreciation of its dedicated partners and stakeholders.
Gold Sponsors Etihad ESCO McDonald’s UAE	The beautiful city view open expanse of the Inter-Continental Hotel in the Dubai Festival City, welcomed more than 200 distinguished guests including Honorary and Board Members of EEG and several members of the diplomatic corporations, CEOs of companies as well as senior government representatives.
Silver Sponsors Chalhoub Group DBB Contracting LLC	The evening marked the celebration of EEG’s work, highlighting the milestones it managed to cross in the year 2017. EEG Chairperson, Mrs. Habiba Al Mar’ashi, emphasised upon the importance of cross sector partnerships to address the universal developmental challenges facing the world.
Sustainability Partners Arabia CSR Network My Climate	EEG has always aligned its work with the national vision for sustainable development as well as connect with the international platforms in an effort to connect the ‘local’ with the ‘global.’ The guests were also provided with a glimpse of EEG’s plans for the year of 2018.
Carbon Neutral Event Offset 5.83 tonnes of CO ₂ Emissions in collaboration with myclimate foundation and courtesy of Farnek	The Annual Gala Dinner witnessed the official awarding of 42 uniquely designed and crafted crystals for the occasion to the corporate and government sponsors and supporters of EEG’s programmes for their corporate citizenship, social responsibility and spirit of partnership.
	Overall the event ended on a successful note, reflecting upon past achievements, while contemplating the actions to be taken in the year ahead.



Panel Discussions



Since 1992, Emirates Environmental Group has been conducting a series of panel discussions which bring forth experts from both public and private entities together to discuss issues that are pertinent to the environmental portfolio of the country. The panel discussions allow the attendees to engage in thought-provoking discussions and devise solutions to tackle issues faced by society today. With the close of 2018, EEG has successfully conducted a total of 186 panel discussions reaching a wide range of audiences from diverse backgrounds and covering a plethora of topics related to environmental sustainability.

1. Innovation, Sustainable Development: New Manifesto for Sustainable Development Goals

EEG hosted its 1st panel discussion of 2018 at the Modul University Dubai on the **18th of February**, on the topic of **“Innovation, Sustainable Development: New Manifesto for Sustainable Development Goals”**. The principal aim of the event was to highlight the prominence of science, technology and innovation in meeting the interlinked global challenges of poverty reduction and environmental sustainability. The **50+** attendees comprised of government representatives, key private sector representatives, academia and undergraduate students from universities across the UAE.

The impactful event brought to surface the critical significance of sustainable innovation for the achievement of the UNEP’s Agenda 2030, and raised awareness amongst all stakeholders on the importance of adopting sustainable practices. Highlighting the importance of overcoming impediments related to water and energy supply for the near future, the session emphasised on the need for active collaboration of the public and private sector, as well as the academia in order to achieve a better approach to sustainable development.

The speakers included:

Mr. Taher Diab, Director of Strategy and Planning at the Dubai Supreme Council of Energy

Mr. Youssef Saidi, Chief Operating Officer of Bahri & Mazroei Group

Mr. Ahmad Bukhash, Senior Director at the Dubai Creative Clusters Authority

Associations

UN Environment (UNEP)
Arabia CSR Network
Emirates Green
Building Council (EGBC)
Clean Energy Business
Council (CEBC)

Sponsors

Emirates Global Aluminium
(Panel Discussion 1)

Venue Support

Modul University Dubai

2. Technology of Today, Lifestyle of Tomorrow

EEG hosted its 2nd panel discussion of the year, on the topic of **“Technology of Today, Lifestyle of Tomorrow”** at the Modul University, Dubai on the **18th of April**. The principal aim of the event was to shed light on the current technological breakthroughs in smart homes, smart energy and education and to identify the effects of rapid technological changes on the future of sustainability.

This event was attended by over 60 prolific guests from government, private sector, experts in the subject matter and universities across the UAE.

The impactful event brought to surface the growing significance of Artificial Intelligence and the Internet of Things (IOTs) and discussed its influence on the achievement of UNEP’s Agenda 2030.

Highlighting the importance of overcoming impediments related to quality education, smart energy and smart homes, the session concluded with emphasis on the need to adopt sustainable practices and fine tune organisational strategies in the face of continuous evolution.



The panel of experts, moderated by the EEG Chairperson, comprised of:

- Mr. Thomas Altmann**, Vice President of Technology at ACWA Power
- Dr. Oliver Loisel**, Assistant Professor at the Department of International Management at Modul University Dubai
- Mr. Vinay Davda**, Director – Siemens, Controls Products & Systems
- Ms. Poonam Heryani**, Senior Education Consultant and Edupreneur

3. Zero Waste: Food for Thought?

The 3rd panel discussion of the year was hosted on the **27th of June** at the Modul University in Dubai. The title of the discussion was **“Zero Waste: Food for Thought?”**. Welcoming over **70** attendees, the panel discussion reflected on the virtues of the Holy month of Ramadan and addressed the importance of sustainable sourcing, production and consumption of food. For the first time in the UAE, the critical topic was strategically covered in full scope, bringing together a diverse panel of **6** speakers, representing government, waste management, hospitality, supermarket retail, and food catering. The panelists shared their unique best practices and challenges within wide-ranging disciplines in promoting sustainability along the food value chain, from farm to fork.

Mr. Abdul Aziz Al Midfa, Vice Chair of EEG, moderated the discussion wherein significant questions were raised.

The panelists included:

- Mr. Huzefa Moosa Rupawala**, Lulu Group International
- Ms. Nancy Nouaimeh**, AVP-Quality, Safety and Performance Excellence at Abela & Co;
- Eng. Naji Alradhi**, Waste Management and Treatment Expert, Dubai Municipality
- Ms. Fatimah Al Harmoudi** - Senior Public Awareness Officer in Abu Dhabi Waste Management Centre (Tadweer)
- Ms. Noura Abdulla Al Shamsi**, Head of Permits and Applied Nutrition, Food Safety Department of Dubai Municipality
- Mr. Abdul Quddus**, Director of Engineering, ARMANI Hotel



4. Circular Economy: Bringing Waste Full Circle

On the **29th of August**, EEG organised its **4th** and final Panel Discussion of 2018 on the topic of **“Circular Economy: Bringing Waste Full Circle”**.

The panel discussion welcomed **70+** attendees from different sectors of the industry to examine how a circular economy can address resource constraints and regenerate economic opportunities which will in turn help to achieve the Sustainable Development Goals (SDGs). The main objective of a circular economy is to retain as much value as possible of products, parts and materials therefore; maximising opportunities to reuse and recycle as many materials as possible. EEG chairperson Mrs. Habiba Al Mar’ashi moderated the discussion and engaged the panelists to share the best practices implemented by their organisations in order to achieve their goals of waste reduction therefore, inspiring other establishments by providing them a variety of tangible solutions that can be undertaken to achieve sustainability.

The panelists were:

- Ms. Heba Saleh Abdulhameed Akasha**, Engineer Environment & Waste Management, Emirates Global Aluminium
- Ms. Sonya Benjamin**, Senior Environment & Waste Consultant, AESG
- Mr. Matteo Boffa**, General Manager and Co-Founder of ETUIX
- Dr. Sassan Khatib-Shahidi**, German Imaging Technologies Dubai LLC.



Corporate Outreach Programme



EEG's unwavering commitment to engage with the corporate sector in the spirit of collaboration is evident through the list of outreach activities conducted yearly. EEG fully supports any initiative, campaign, activity or programme conducted by any entity which furthers the mission of environmental sustainability in the country. This section provides a glimpse into the corporate outreach efforts in the year 2018. EEG availed of 42 engagement opportunities spread out across the year.

Collaboration with Hamdan Sports Complex

Emirates Environmental Group collaborated with the Hamdan Sports Complex to set up **40** recycling stations at the venue for the Asian Junior and Cadet Fencing Championships which took place from **24th of February** to **4th of March**. The successful collaboration between the two entities raised awareness on the importance of waste segregation and targeted the international visitors at the championship throughout the **9-day** event.

EEG actively engages UAE public sector entities and government departments in its programmes to promote recycling and proper waste management disposal in all key public locations of the country in order to reduce waste production and to ensure effective recycling of materials.

DEWA innovation week

Emirates Environmental Group collaborated with its associate member the Dubai Electricity and Water Authority (DEWA) in their innovative week by providing recycling bins for plastic waste. The aim of the collaboration was to encourage and raise awareness of recycling with a particular focus on plastic bottles within the various departments of DEWA. The innovation Week continued to receive plastic bottles until the **4th of March**, after which the EEG team successfully recycled them.

EEG and National Geographic Abu Dhabi celebrate Earth Day

The EEG team and National Geographic UAE met to discuss a collaboration in celebration of Earth Day 2018. The meetings took place in the Dubai Media City and EEG office on the **23rd and 29th of March** respectively. The meetings witnessed fruitful discussions on the areas in which the two entities can come together to raise awareness on local environmental issues. The EEG chairperson had the opportunity to share the journey of EEG so far and highlight the significant local and regional accomplishments which sets them apart as pioneers in environmental sustainability.

The National Geographic team highlighted the ethos and spirit of their channel and discussed how their global tagline "Further" is strongly connected to the vision and values of EEG. Both entities agreed to unite their efforts to join forces on numerous platforms throughout 2018.

Waste Management Training with Apparel Group

On the **24th of May**, the EEG team visited its devoted corporate member, the Apparel Group at its headquarters in the Jebel Ali Free Zone. In the presence of more than **30** employees, the EEG team gave an effective training session on the importance of recycling materials and introduced EEG's waste management programmes. It also provided in-depth information and encouraged the attendees to take an active part in the sustainable development of their entity and the UAE as a whole.

The informative session was followed by a tour of the Apparel office building which consists of a partially automated warehouse that successfully manages to recycle large quantities of cardboard boxes monthly.



Meeting with Al Najeh Honey

On the **10th of June**, EEG received Mr. Mohammed Al Najeh, founder of Al Najeh Honey and his team to the EEG office for a significant meeting which discussed the potential of a positive collaboration between the two entities. EEG and Al Najeh Honey further discussed plans to join hands for EEG's annual tree planting ceremony on 18.12.18. **In November**, EEG visited the site for the upcoming Hatta Honey Farm – a part of the Al Najeh Honey Group, corporate member of EEG. The EEG team was shown the facilities at the farm including the hives and breeding process, the extraction of honey and royal jelly. It was an interesting and insightful trip that provided more information into the process of honey production. EEG will work in collaboration with the farm to organise trips and educational field visits as part of its educational and awareness programmes to all sectors of society after the inauguration of the farm in early 2019; in line with EEG's mission to spread awareness on the protection and preservation of food systems.



Meeting with the General Directorate of Airport Security

On the **1st of July**, EEG Chairperson visited the Dubai Police General Directorate of Airport Security and was received by H.E Brigadier Ali Atiq Bin Lahej in the presence of numerous department heads. The fruitful meeting discussed ways to enhance cooperation between EEG and Dubai police to further the mission of environmental sustainability. EEG also commended the efforts of the department for their collection of recyclable materials in celebration of the momentous World Environment Day on the **5th of June**. The meeting ended with a positive note whereby the EEG chairperson was presented with a crystal of appreciation and a framed certificate of appreciation was provided to the entity for their efforts and contribution towards recycling.



Collaboration with Dubai Municipality Waste Management Department

Emirates Environmental Group visited the Waste Management Headquarters of the Dubai Municipality on the **2nd of July**. The impactful meeting allowed both entities to discuss and share the initiatives carried out by the respective organisations in their efforts to minimise waste production. The noteworthy meeting discussed means of cooperation and enhancement of the fruitful partnership between the two entities in light of common goals and objectives.

Discussion on Green Sustainable Pharmacies

On the **4th of July**, EEG chairperson welcomed a delegation from the Inspection and Control Department of the Sharjah Medical District to the EEG office. The first of its kind meeting between the two institutions discussed a proposal of collaboration between the two entities to implement a Green Pharmacy project. The discussion highlighted the dangers of discarding medical waste in landfill sites and its damaging effect on the environment. Both institutions expressed the need to activate their roles in order to tackle unsustainable practices within pharmacies.

Meeting with Ajman Municipality

On the **10th of July** EEG received a delegation from Ajman Municipality and Planning Department in order to discuss the mechanisms of cooperation which can be implemented in order to contribute to environmental preservation and rationalise expenditures. EEG provided a detailed presentation on the organisations wide-ranging impactful programmes and activities, followed by a discussion between the two entities on the economic dimension of environmental conservation.

Visiting Abu Dhabi Government Institutions

As part of Emirates Environmental Group's strategy to strengthen cooperation with various government entities throughout the UAE, on the **15th of July** EEG conducted meetings with two government institutions in Abu Dhabi. The **first** meeting was held with Al Ain Municipality, whereby a presentation was provided on EEG's extensive programmes and activities. The representatives from the Municipality welcomed the cooperation in light of common goals and objectives envisioned by both entities.

The **second** meeting was held with the Abu Dhabi Center for Waste Management (Tadweer) at the organisations headquarters in Abu Dhabi. The special meeting brought together a government and non-government entity working within the same field to enrich and strengthen environmental protection. The two entities exchanged views and experiences in the field of waste management and agreed on the necessity of continuing to develop recycling practices in order to preserve the environment.

Building synergies with the Department of Finance in Dubai

On the **18th of July**, the EEG team visited the Dubai Department of Finance at the Ruler's Court to discuss areas of cooperation and promote a fruitful relationship between the two entities. The aim of the Emirates Environmental Group to raise awareness and action for the achievement of sustainable practices in the UAE through a wide range of effective programmes and campaigns strongly aligns with the vision of the Department of Finance, which supports its economic path for effectiveness and efficiency. Hence, the potential of building of a strong and continuous partnership between EEG and the Department was discussed and the need for effective contribution of the UAE to the global efforts towards the achievement of the Sustainable Development Goals.

Meeting with the Abu Dhabi Food Control Authority

A delegation from EEG visited the Abu Dhabi Food Control Authority (ADFCA) on the **5th of August**. A detailed presentation was provided by EEG which highlighted the activities of the group including the numerous programmes and campaigns organised annually for recycling. The discussions focused on mechanisms to activate co-operation in the arena of recycling with particular focus being given to paper. The importance of recycling from an economic, social and environmental aspect was discussed in order to further inspire and engage corporations as well as individuals to participate in recycling waste.



Engagement with Department of Land in Dubai

Strengthening ties of strategic partnership with the Department of Land – Government of Dubai, the Emirates Environmental Group was invited on the **9th of September**, to raise awareness on current environmental issues at the latter's Environmental Forum. The aim of the forum was to highlight and discuss possible solutions to overcome barriers to achieve sustainable development and the measures that can be taken by their employees to become proactive about environmental protection.

On the **30th of October**, a memorandum of understanding (MoU) was signed with the Dubai Land Department (DLD). The MoU was signed by the Deputy Director of the Land Department and the Chairperson of the Emirates Environmental Group. Further to the signing of the MoU, a meeting was held at the DLD on the **26th of November**, where EEG chairperson presented information on the ongoing and remaining events of the calendar year, followed by discussions on how to transform the proposed cooperation between the two entities to achieve substantial outcomes.

EEG also collaborated with the Land Department in the month of September to organise the 'Why Do You Keep It' Campaign. As part of this campaign old books, a total of **1,748 kg** of paper and **46 kg** of Plastics were collected. The collaboration effectively demonstrated the actions taken by both parties since the signing of the MoU aimed at promoting waste reduction activities and initiatives from both entities, to work towards a more sustainable future.



Public Prosecution Workshop

On the **8th of October**, the Emirates Environmental Group organised a workshop at the Dubai Prosecution office titled **“Waste Management – Sustainable Practices”**. The main aim for creating the workshop was to raise environmental awareness and involve all sectors of the society in sustainable practices; as part of the institutions framework to becoming an environmentally conscious organisation. Mrs. Habiba Al Mar'ashi initiated the workshop with a presentation highlighting the economic, social and environmental benefits of recycling waste. She further discussed the various practices and solutions that can be undertaken to ensure proper waste management within the workplace. After the conclusion of the presentation, the attendees were provided with a group task which allowed them to effectively apply the knowledge they had acquired to create solutions for waste management in everyday situations by providing suggestions and best practices. The group task was thoroughly enjoyed by all the participants and brought forward many interesting solutions and suggestions.

What Works Journey to Expo 2020 Dubai

On the **12th of November**, an exhibition hosted by KHDA as part of the journey to Expo 2020 called 'What Works' was brought together to provide an opportunity for its attendees to collaborate, innovate and explore how the Expo will create a better future for the nation, education in Dubai and young students. EEG attended the exhibition to support its corporate member – Expo 2020 and to create awareness in line with EEG's core objective of creating a more sustainably efficient nation.

Mohammed Bin Rashid Al Maktoum Knowledge Foundation MoU signing

The Emirates Environmental Group signed a Memorandum of Understanding (MoU) with the Mohammed bin Rashid Al Maktoum Knowledge Foundation, as part of its "Knowledge Summit", on **December 5, 2018**. The Foundation is sponsored by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai. The memorandum was signed to support and foster strategic cooperation between the two parties to work together for a better environment and to promote joint initiatives in the field of environmental education and sustainability.

100 Years One Legacy



EEG unveiled a brand new project to celebrate the **“Year of Zayed”**. The project was conducted in association with EEG's corporate member Etuix, and supported by Footprint Advertising and Kore Productions. The unique project highlighted the possibilities of a circular economy in the UAE, while simultaneously providing young children a platform for engagement in environmental issues.

Paintings and drawings of EEG's popular Environmental Drawing Competition were effectively utilised for the campaign. The drawings created under the topic of **“Year of Zayed”** were photographed and printed and installed on a billboard which was displayed on Sheikh Zayed Road until the **28th of October** after which it was removed and sent to Switzerland to be converted into 200 high-end luxury bags for men and women. In **December 2018**, the luxury bags created finally made their way back to the UAE. The bags were unveiled for the first time in the UAE to the public at Fairmont the Palm on the 20th December. All the proceeds collected from the sale of the bags will be contributed to various vocational training programmes at partnering schools for special needs. Through this initiative EEG and its collaborating partners were able to honour the legacy of HH Sheikh Zayed bin Sultan Al Nayhan, father of UAE; through the incorporation of education, promoting special needs initiatives, conserving resources and truly establishing the premise of a circular economy.



Sponsors Included: Abela & Co, DBB Contracting, ENOC, Emirates NBD, McDonalds UAE, Swiss Business Council, The Visiting Tailor and UAE Exchange.

Partnerships & Collaborations



Over the years, EEG has forged a network of stakeholders including partners, collaborators and associates to further advance the notion of a better tomorrow. Effective partnerships and collaborations are a vital part of EEG's missions and objectives. EEG has been successful in creating synergies involving local, regional and global entities working in the field of environment and sustainable development. In line with our strategy to achieve Sustainable Development Goal 17, we continue to explore these partnerships as a means of amplifying our positive impact as an environmental advocate.

1. Emirates Green Building Council (EGBC)

EEG Chairperson, who is also Co-Founder, Vice Chair and Treasurer of the Board of Directors at the Emirates Green Building Council (EGBC), joined the board meeting of the Council on the **22nd of March** to discuss its recent successful initiatives and plan for its upcoming events. EGBC has been collaborating with EEG in various initiatives and programmes throughout the year, most notable during the celebration of Green Building Week hosted from **24th - 30th September**, EmiratesGBC, in partnership with Dubai Chamber of Commerce and Industry, also hosted a panel discussion under the theme '**Green Homes**'. The event brought together key industry stakeholders and speakers who discussed and explored the best sustainable practices to create greener, healthier and energy efficient residential communities in the UAE. EEG Chairperson gave an opening speech and also moderated the panel discussion by engaging the speakers in crucial discussions related to green building practices.

2. Swedish Business Council Breakfast Meeting

Swedish Business Council in collaboration with the Arabia CSR Network, EEG's sister company, organised an exclusive discussion with EEG Chairperson on the UAE's national CSR trends and how to localise multinationals CSR activities. The event was held on **15th of February** at the EEG office. Ms. Maya Ternström, SBC Director joined Mrs. Al Mar'ashi in welcoming the attending Swedish companies. A fruitful discussion took place among the attendees where information and expertise was exchanged and mutual understanding was enhanced. EEG, the Swedish Business Council and Swedish Embassy have enjoyed a productive relationship for many years.

3. Clean Energy Business Council (CEBC)

EEG and the Clean Energy Business Council signed a fruitful Memorandum of Understanding in 2014, which continues to thrive as the entities collaborate on numerous platforms.

6th Annual MENA Clean Energy Summit : On the **5th of March** at the Shangri La Hotel Dubai, the **6th Annual MENA Clean Energy Summit** took place. This event brought together representatives across the value chain to promote dialogue on the major trends in energy transition. The impactful event emphasised on the need to drive necessary policy and regulatory frameworks to advance and facilitate renewable energy projects in the MENA region. EEG Chairperson attended the event along with top international, government and non-government organisations for impactful discussions, presentations and networking sessions.



Women in Clean Energy : The Women in Clean Energy MENA (WICE) an initiative set under the umbrella of the Clean Energy Business Council (CEBC) organised an impactful conference named 'Women in Clean Energy' as part of the MENA New Energy 2018 conference. The event took place on the **25th of April** at the Hyatt Regency Hotel in Deira, which focused on the transition to a green economy which will in turn generate economic growth, jobs and the drive to growth of markets for sustainable products and initiate innovation across the energy sector. EEG Chairperson joined the meaningful event and gave a key note address on "The shift to renewables and the role of women to drive growth". She discussed the importance of addressing issues in energy, water and waste in order to advance regional sustainable development agenda and improve the role women play in driving growth and progress.

4. Emirates National Oil Company (ENOC)

Strategic Educational Partner : In 2016, an agreement was signed between Emirates National Oil Company (ENOC) and Emirates Environmental Group (EEG) with an aim to maintain and strengthen ties between the two organisations. The strategic partnership has resulted in ENOC's active involvement and proven commitment towards EEG's educational programmes. In 2018, ENOC was active in supporting EEG's educational programmes by conducting presentations for students at the annual Students' Workshop and joining a panel of judges at the Inter School and the Intercollege Environmental Public Speaking Competitions.

ENOC Public Speaking Competition : On a similar activity EEG and ENOC invited six schools from across the UAE that showcased exemplary performance at the EEG programmes to attend and speak at ENOC's public speaking competition. The teams comprised of **5** students each that competed in a face-off on the topic of 'Digital Disruption in the Oil and Gas Industry'. The winning teams were honoured at ENOC's Energy Awards ceremony held on the **29th** of October.



EEG Chairperson receives award at ENOC Energy Awards : On the **29th of October**, ENOC hosted their annual Energy Awards ceremony. The ceremony was opened by the Sr. Director of Sustainability, Operational & Business Excellence/Chairman of ENOC E&RM Technical Committee – Dr. Waddah Ghanem. The event highlighted ENOC's energy performance for the year and provided insight to their shift in focus to establish them as a next level superior energy performance company both nationally and internationally. ENOC CEO, Mr. Saif Al Falasi presented an award to EEG as a token of appreciation for our efforts in sustainability.

5. The Sustainable City

Strategic Educational Partner : The Sustainable City joined EEG as a Strategic Educational Partner in 2016. Since then the partnership between EEG and the Sustainable City has only solidified through effective collaborations on many different initiatives. In 2018, the Sustainable city conducted presentations at the **18th** Student Annual Workshop and also participated in the **18th** Annual Inter School and Inter College Environmental Public Speaking Competitions.

Visit to the Sustainable City : On the **19th of April**, EEG Chairperson visited the Sustainable City, alongside Her Excellency Mariam Bint Mohammed Saeed Hareb Al Mehairi, Minister of Food Security, Dr. Ismahane Elouafi, Director General of the International Center for Biosaline Agriculture (ICBA) and Ms. Dina Mustafa, Head of

Sustainability Operations at EXPO 2020. The visit signified the importance of joint efforts by the government, private sector and a non-governmental organisations in tackling the critical issue of food security and maximising sustainable food production and agriculture. The meeting further discussed ways in which the exemplary practices of the community in the Sustainable City can be spearheaded throughout the country. The Sustainable City welcomed the visitors for a complete tour of the City and showcased the biodome greenhouses with a total capacity of over **3,000** square metres for urban farming, to diversify and grow a variety of fruits and vegetables.

The Launch of “My Hive” initiative: In celebration of World Bee Day on the 24th of May, EEG corporate members, the Sustainable City and the Apiculture and Nature for the Betterment of Health and Beauty (ANHB) held a joint event to celebrate the launch of “My Hive” initiative. EEG Chairperson was among the invitees of the launch. The unique programme aims to link producers and consumers to promote high- quality honey and bee products and maximise the production of pure honey in the UAE at the highest standard.

6. Environment Society of Oman

In November 2012, EEG committed to a meaningful strategic partnership with the Environment Society of Oman to organise the first ever national level competition in the Sultanate of Oman. EEG and ESO jointly signed a Memorandum of Understanding that entailed a public speaking competition to be held on the national level in the Sultanate of Oman and the winning teams to converge to UAE to participate in the Pan Arab Competition.

The 7th Annual Inter College Environmental Public Speaking Competition: Oman Cycle was held in the capital Muscat on the **22nd-23rd** of October, the impactful event was organised by the Environment Society of Oman in partnership with Emirates Environmental Group. This was the **7th** cycle of the competition which saw the participation from **40** colleges and universities. The enthusiastic and well informed students were provided with an excellent platform to contribute and communicate their ideas to provide their informed recommendations.

EEG chairperson, attended the event and expressed her appreciation towards the young and talented participants for their continued commitment to become actively involved, well informed citizens.

7. Emirates Global Aluminium

In 2018, Emirates Global Aluminium collaborated with Emirates Environmental Group in a sustainable partnership to install recycling centers in schools across Dubai and Abu Dhabi. The activity reflects on the strong partnership between EGA and EEG and provides an excellent example of multi-stakeholder engagement to help local communities promote sustainability in the UAE

Campus Engagements with Emirates Global Aluminium (EGA) : Installing recycling centers serve as the main collection point for all recyclable waste produced in schools namely: Paper, Plastic and Aluminium Cans. EEG is delighted to work in partnership with EGA in implementing the programme across the UAE, enabling young students to be directly involved in segregating waste at source and diverting it from the landfill, thus reducing the local carbon footprint.

A total of **3** recycling centers were established through the fruitful collaboration. On the **19th of April** the first recycling centre was inaugurated at the Dubai National School Al Barsha in Dubai. The second centre was inaugurated in Al Samha Secondary School for Girls in Abu Dhabi on the **9th of July** and on the **21st of October** the third recycling centre was established at Ibn Seena School in Abu Dhabi, EGA and EEG also planted trees at the Ibn Seena school Abu Dhabi to establish more green spaces locally.

8. Sheikh Zayed Housing Programme






On the **25th of April**, Emirates Environmental Group conducted an impactful, thorough presentation which introduced its programmes and achievements to the Sheikh Zayed Housing Programme in Dubai. The meeting resulted in an effective collaboration between the two entities and an opportunity to sign a Memorandum of Understanding. The core mission of EEG is strongly aligned with sustainable built environment and green buildings which are strong pillars of the Sheikh Zayed Housing Programme as it aims to provide environmentally conscious, smart homes in the UAE.

COMMUNITY ACTION & AWARENESS PROGRAMMES

Public awareness, education and training are key towards moving a society to becoming sustainable. Over the years, EEG has provided the local community with numerous opportunities to participate in its various programmes and campaigns. Each year, hundreds of participants come together to achieve tangible solutions towards their sustainability goals by taking part in the various programmes run by EEG throughout the year. In 2018, EEG managed to conduct its Clean Up UAE and Tree Planting campaigns in the 7 Emirates.

Community engagement forms a fundamental part of EEG's efforts to inspire and educate the population of the UAE. It is important to rally the public in local grass-root actions for a global change. Without the commitment, support and perseverance of all the people, we cannot ensure a safer, cleaner and healthier environment for the future generations. This is why EEG's slogan "Together for a Better Environment" perfectly encapsulates the vision of our leaders.

The infographic shows cumulative data that includes EEG's two most popular campaigns: "For Our Emirates We Plant" and "Clean Up UAE"

 Total number of trees planted since inception across the UAE 2,096,702	 Total Green-house gases mitigated since inception 12,364 MT	 Total number of people engaged in Clean Up UAE since inception 754,697	 Total amount of waste removed across the UAE since inception 1,475,653 kg	 Total area of land cleaned in the UAE since inception 880 sq km
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Clean Up UAE Campaign



Total Area Covered
52 Km

Total Participants
22,607

Total Quantity Collected
60,150 kg

Main Sponsor for Abu Dhabi
Abu Dhabi Islamic Bank

Co-Sponsors for Dubai
Dubai Electricity & Water Authority
McDonald's UAE
Etihad ESCO

Government Supporters
Abu Dhabi City Municipality
Dibba Al Fujairah Municipality
Municipality and Planning
Department - Ajman Municipality
Umm Al Quwain Municipality
Dubai Municipality

Material Sponsors
Abela and Co – Water
Al Jazeera International
Catering - Snacks
Almarai – Juices
Fujairah Plastic Factories

Logistics Supporters
Bee'ah
Byrne Equipment
Rental - Mobile Toilets
ICAD – Abu Dhabi

Civil Society Supporters
Emirates Heritage Club
Sharjah City for Humanitarian
Services

Media Support
Gulf News

In 2018, the 17th cycle of the Clean Up UAE Campaign commenced on the 8th of December and concluded on the 18th of December 2018 with a tree planting activity. The Clean Up UAE campaign is an annual event that consists of various clean up campaigns all around the seven Emirates. It is one of EEG's most popular community-based campaigns since its inception in 2002 as it manages to rally thousands of people from different backgrounds to come together for the sole purpose of collecting waste strewn carelessly across the UAE. It is a grass root campaign that encourages and engages its participants with a hands on approach towards achieving a cleaner and healthier environment.

The event brought together people of all ages, nationalities, abilities and backgrounds together for a better environment. The day witnessed active participation, high spirits and relentless enthusiasm as the people celebrated this joyous occasion.

For the second year in a row, the campaign was held under the Patronage of the Ministry of Economy. The campaign was held under the slogan of **"Our Environment, Our Country, Our Responsibility"** which aptly captured the essence of inspiring all sectors of the society to exercise their share of responsibility towards environmental protection. During the 10-day period, EEG garnered the support of government partners, sponsors, corporate members, academic institutions and individuals for the nationwide campaign. To effectively engage the biggest segment of the society, EEG encourages various academic institutions and corporations to conduct their own clean up campaigns during the year, to contribute to creating a greener, healthier and more sustainable environment.

EEG is proud to be able to conduct a campaign of this magnitude and to be able to commemorate the legacy of HH Sheikh Zayed bin Sultan Al Nayhan through by bringing the community together for collaborative efforts towards the sustainable development of the nation. The Clean Up UAE Campaign perfectly aligns itself with the Sustainable Development Goals (SDGs) **11, 13 & 17** which emphasise the creation of sustainable cities and communities and taking action for the climate and for forging effective partnerships to tackle environmental issues. EEG strives to continue its efforts to deliver remarkable results that will help achieve the SDGs.

Sharjah, 8th December 2018

The 1st edition of the Clean Up UAE Campaign was held in Sharjah; organised in collaboration with the Sharjah City for Humanitarian Services and Bee'ah, it was supported by Al Jazeera International Catering. Through the campaign EEG was able to successfully engage and educate the participants on the importance of utilising sustainable alternatives to maximise efforts in reducing waste and encouraging society to take individual action for the benefit of the environment.

Ajman, 9th December 2018

The 2nd edition of the Clean Up UAE activity was held in Ajman. The campaign had the support of Ajman Municipality and a participation of people from all sectors of society who successfully came together to create a cleaner and healthier environment for everyone.



Fujairah, 10th December 2018

The 3rd edition of the Clean Up UAE Campaign was hosted in Dibba, Al Fujairah. This campaign was held with the support from the Dibba Al Fujairah Municipality who actively participated in the clean up as well, thereby strengthening the partnership spirit between both the entities, who came together for the common goal of environmental protection and preservation.



Abu Dhabi, 12th December 2018

The 4th edition of the Clean Up UAE Campaign was held in Abu Dhabi sponsored by Abu Dhabi Islamic Bank (ADIB). The event witnessed a big congregation of people coming together to preserve our beautiful country and participate in a meaningful activity that impacts the whole nation positively.

Dubai, 15th December 2018

The 5th edition of the impactful Clean Up UAE Campaign was held in Dubai at the Dubai Al Ain Road. The event witnessed the participation of the UAE Minister of Economy HE Eng. Sultan Al Mansouri, and the support of Dewa, Dubai Municipality, McDonalds UAE and Abela & Co. There was a big turn up of volunteers for the campaign, people who managed to collect an incredible amount of waste. The campaign managed to bring together different entities that were all united for a common goal towards sustainability.



Umm Al Quwain, 17th December 2018

The 6th edition of the campaign was in Umm Al Quwain, it was supported by the Umm Al Quwain Municipality. The campaign accomplished its goal of reducing waste around the city and educating individuals on the importance of regularly participating in initiatives to keep their city clean.

Ras Al Khaimah, 18th December 2018

The 7th and final edition of the campaign was held in Ras Al Khaimah in conjunction with the tree planting activity. This edition of the campaign marked the end of the wider Clean Up UAE Campaign as a whole and fulfilled EEG's mission to spread awareness about environmental sustainability through contributing effectively to the country's sustainability agenda.

For Our Emirates We Plant



For Our Emirates We Plant is a unique campaign that provides a platform to combine the efforts of year-long activities that are held under the umbrella of recycling projects to raise a more environmentally conscious society; with the end goal of a meaningful tree planting ceremony as a gift to those who have achieved the targets set out for the year. This campaign has several initiatives that are carried out all year long which include 'One Root One Communi-tree', 'Your Can for a Tree', 'Recycle Reforest Repeat', 'Neighbourhood Recycling Programme' and 'Together We Plant'. By the end of December 2018, a total number of 2,096,702 indigenous trees were planted through various campaigns and initiatives hosted by EEG which has resulted in the mitigation of 12,358 MT of CO₂.

The campaign was held under the patronage and presence of **H. E. Engr. Sheikh Salem Bin Sultan Bin Saqr Al-Qasimi**, member of the Government of Ras Al Khaimah Executive Council and Chairman of the Department of Civil Aviation, in the Emirate of Ras Al Khaimah at a beautiful nature reserve in the Skheibar Area, Al Minei on **18th December 2018**. The campaign in 2018 witnessed participation from a total of **50** companies, **24** schools and **163** families in the presence of VIPs, government representatives, private entities and others. A total of **1,100** Sidra trees were planted and on maturity in **5-7** years the tree saplings will help mitigate **22** metric tonnes of CO₂ emissions annually. The trees have special named placards placed in front of them to serve as a reminder and mark of appreciation for the participants efforts to contribute to environmental sustainability.



Recycling Campaigns

One Root One Communi-tree (OROC) : In 2010, EEG rolled out the project OROC which challenges its participants to collect and deposit minimum targets set out for recyclable materials within a period of two weeks. The first phase of the project ran from **18th of January** until **18th of May** and the second phase rolled out from the **18th of September** until the **18th of November**. The campaign aims to mobilise the community and catalyse the growth of green spaces by allowing academic institutions, government bodies, private sector and families to participate and to be eligible to plant indigenous trees as a token of appreciation for their efforts throughout the year. EEG received a total of **173** participants who collected **125,277 kg** of Paper, **9,898 Kg** of Plastic, **1,050 kg** of Aluminum Cans, **699** pieces of Mobile Phones, **1,633** pieces of Toners and **7,868 Kg** of Glass. The programme helped in the mitigation of **519 MT CO₂e**, conserved **3,645 Million BTU** of energy, saved **861 m³** of landfill space, prevented the felling of **2,704** trees and avoided the combustion of **2,995** gallons of gasoline. **319** trees were planted as a result of OROC, which will lead to the mitigation of **6** metric tonnes of CO₂ annually upon maturity.

Your Can For a Tree (YCFT) : The main aim of YCFT Project is to educate and inform the community on the importance of the recycling of Aluminium Cans which are 100% recyclable; it takes less energy to recycle an Aluminium Can in comparison to creating a new one. Therefore, making it the perfect material to be recycled as many times as possible. YCFT is conducted during the months of **April-June** and consists of a set target of collection for all its participants which include academic institutions, families, government entities as well as the private sector. Upon the completion of the target the participants are subsequently involved in the planting of trees. This year **12** trees were planted by the participants which will on maturity sequester **0.2** metric tonnes of CO₂ annually.

Recycling Campaigns

One Root One Communi-tree	319 trees
Your Can for a Tree	12 trees
Recycle, Reforest, Repeat	207 trees
Neighbourhood Recycling Project	87 trees
Green Call	36 trees
Together We Plant	439
Adoption of trees	339



Recycle. Reforest. Repeat (RRR) : The champions of this project which was rolled out from the **18th of June to 18th of July** were awarded with certificates and sapling of indigenous trees to be planted in their names. The remarkable collection of **132,709 kg** of Paper during the one-month period lead to a staggering **173%** increase in collections compared to 2017. Through the efforts of the **216** entities that participated in the project, the recycling of the collected paper resulted in the mitigation of **510 MT** of carbon dioxide and saved **2,959 million BTU** of energy, **416 m³** of landfill space and **2,243** trees from being felled. Through this project a total of **207** trees were planted on **18.12.18**.

Neighborhood Recycling Project (NRP) : The NRP Project is conducted during the summer months and has been specifically designed to engage EEG student members by allowing them to participate in a project to fulfil their social responsibility as part of the community. In 2018, the **8th** cycle of the project was conducted and student members were encouraged to creatively engage their communities by creating their own recycling initiatives under the guidance of EEG. The successful project welcomed the participation of 130 students who collectively deposited **36,293 kg of Paper, 238 Aluminum Cans, 497 pcs of Toners, 70 Mobile Phones** and **548 kg of Plastic**; a total of **87** trees were planted as a direct result of this programme.

Together We Plant

The Together We Plant project was launched in 2011, and serves as an excellent platform to create awareness and appreciation of trees among the youth. Children are involved in the tree planting process at their respective schools which serves dual benefits by creating more urban green spaces and spreading awareness about the importance of planting native trees. In 2018, EEG collaborated with Emirates Global Aluminium and Sumitomo Rubber Middle East FZE and a total of **100** trees were planted across **3** schools across Abu Dhabi and Dubai.

Emirates Global Aluminium : On **21st October**, EEG in partnership with EGA planted 30 indigenous trees at Ibn Seena School in Abu Dhabi. The trees planted include indigenous Samar, Ghaf, Sidra and well adapted Neem trees. These trees are well known for their medicinal properties, its bountiful shade, production of oxygen, its edible fruits and its cultural significance; the trees will help mitigate **661 Kg of CO₂** annually upon reaching maturity. The initiative aligns itself as part of the **“Year of Zayed”** theme by involving the local youth community in afforestation practices to create a more sustainable environment for the future generation.

Sumitomo Rubber Middle East FZE : On **25th November 2018**, Emirates Environmental Group in collaboration with Sumitomo Rubber Middle East FZE, planted a total of **70** indigenous saplings at The Winchester School, Jebel Ali and Nibras International School, both active Academic Members of the Emirates Environmental Group. These saplings planted will upon maturity in 5-7 years be able to mitigate approximately **0.50 MTCO₂** emissions annually; thus effectively reducing pollution. The tree planting programme was conducted in the presence of EEG’s Chairperson, who was accompanied by the management of Sumitomo Rubber Middle East along with the principal, faculty and the students.

Adopt a Tree : In 2018, EEG provided its corporate members who were unable to participate in other recycling programmes run throughout the year but were keen to plant trees under the respective names of their organisations with a unique opportunity to adopt trees. The main aim of the initiative was to allow the corporate sector to be more actively involved in becoming more sustainable. A total of **339** Sidr saplings were adopted by several corporate members; these saplings on maturity in 5-7 years will be able to mitigate approximately **2 MTCO₂** emissions annually.



NEWS & EVENTS

Since its inception 27 years ago, the Emirates Environmental Group has always prioritised connecting with 'like-minded' individuals and entities at various societal gatherings to discuss EEG's mission and its successes and to provide inspiration towards creating and accelerating solutions for environmental sustainability. In 2018, EEG participated in numerous local, regional and international engagements as well as exhibitions to continue its mission of spreading awareness and collaborating in joint efforts towards sustainability and forging long lasting partnerships.

As a leader of sustainability in the region, EEG utilises its strong voice to advocate for positive environmental dialogue by attending, hosting, speaking and presenting at various conferences, meetings, exhibitions, forums and award ceremonies. These engagements allow EEG to function as an effective influencer in the region in the sustainability sphere. Finally, the efforts and achievements of the hard work is visible through the various awards and certifications that EEG receives nationally and internationally, serving as a testament to the integrity of EEG as a trustworthy, transparent and credible institution.

■ Consecutive years of collaboration during Earth Hour

■ Activities reported on to the 10YFP SCP Clearinghouse since inception

■ Joined UN Environment in #BeatPlastic Pollution Movement

■ Number of webinars participated in : 15

■ ISO 14001 certified since 2001



News & Events

LOCAL ENGAGEMENTS

January - December
18 Engagements

EEG continues to spread its wider message of environmental sustainability through encouraging participation and volunteerism in its active programmes and initiatives that work towards preserving and protecting the environment. Over the course of 2018, EEG participated in numerous local, regional and international events in its capacity as an environmental pioneer.

Green Economy Report

The Dubai Supreme Council of Energy (DSCE), the United Nations Development Programme (UNEP) and Dubai Carbon launched the State of Green Economy Report on the **11th of January** under the theme of **“Youth and Building the Future”**. EEG Chairperson attended the launch of the meaningful report that aims to review the efforts of various organisations in the UAE to transition to a sustainable economy, one that results in improved human well-being and social equity without compromising the environment.

Abu Dhabi Sustainability Week 2018 (ADSW)

On the **15th of January**, EEG attended the grandiose opening ceremony of the Abu Dhabi Sustainable Week held under the slogan of **“The Future is in Our Hands #ButterflyEffect”**. The slogan emphasised on the role of youth in global energy systems transformation into sustainable energy to fight climate change. The main aim of the platform is to promote collaborations that accelerate sustainable solutions needed to support rapid economic growth and stimulate international dialogue and action.



Zayed's Sustainability Legacy

On the **31st of January** a series of panel discussions were conducted by the Emirates Vision Media Network in partnership with Abu Dhabi University. EEG Chairperson joined a discussion on the theme of **“Future of Education in the UAE: Experiences and Visions”** to speak on H.H Sheikh Zayed's legacy from the sustainability perspective in lieu of the “Year of Zayed” emphasising on his key achievements, which have built the foundation for sustainable development. The session celebrated the legacy of **H.H Sheikh Zayed**, who maximised his efforts and resources into building a well-educated and well-equipped generation, which will take the UAE to the global forefront in sustainable development.

UAE National Environment Day 2018

On the **4th of February**, UAE came together to mark the **21st** National Environment Day. A wide range of activities and events took place all across the nation to raise awareness on the importance of conserving our natural environment. The theme this year followed last year's topic of **SDG 12 on “Sustainable Production and Consumption”**, which is significantly linked to the work conducted by EEG. In an attempt to facilitate the trends in production and consumptions patterns towards a more sustainable route, EEG organised effective panel discussions on the topic of SCP and joined the global SCP Clearinghouse to report on its programmes that relate to the mission of SDG 12. These reports were then uploaded onto the clearinghouse portal.



World Government Summit

From the **11th - 13th of February**, the World Government Summit was held in Dubai at the Mina A'Salam, Dubai. The Summit welcomed world leaders and global thinkers under one platform to discuss and identify the highest-priority solutions to address growing global humanitarian issues with a particular focus on climate change. The session provided a broad perspective on how climate change is merging with humanitarian crisis and impacting global peace and prosperity. It further highlighted the emerging solutions to prevent and mitigate the damage of climate-linked disasters.

Pearl Initiative Roundtable on Philanthropy

On the **25th of February**, the Pearl Initiative organised a roundtable on the topic of “Excellence in Philanthropy: Frameworks for Sustainability” at Mina A’Salam, Jumeirah in collaboration with the Bill & Melinda Gates Foundation. EEG Chairperson was one of the panelists in the session on successes and challenges of institutional philanthropy. EEG Chairperson along with the other panelists explored how foundations and businesses can increase the efficiency of giving in the region and shared views on how to overcome barriers to institutional philanthropy.

Symposium of Genomics

EEG participated in a noteworthy symposium organised by The International Center for Biosaline Agriculture (ICBA), in collaboration with the Beijing Genomics Institute and Khalifa University on the **1st of March, 2018**. Under the theme of “**Genomics: Application of Advanced Sciences for Food Security & Health**”, the Symposium welcomed key experts in the field of biology and sustainability for a series of Panel Discussions on the application of genomics for food security and health.

The Global Smart Energy Summit 2018

The first-ever successful Global Smart Energy Summit (GSES) was an event which began on the **6th of March**. The summit successfully brought the region’s government energy leaders, regulators and experts for a three-day dialogue with a wide range of thought provoking discussions and networking opportunities. EEG Chairperson moderated a panel discussion on the first day of the summit on the topic of “**Regional Smart Energy Leadership**:



Accelerating the Global Transition to Smart Energy through policy reform

Addressing the attending corporate champions in sector transformation, including Tesla, NASA and the U.S Department of Energy. EEG Chairperson attended and inquired on the possible improvements in efficiency and cooperation in the current energy system and on their vision of the transformation towards smart energy in the GCC region. The impactful three-day event signified the GCC as the leading region in smart energy and created a new form of dialogue between the key players on the transformation towards smart cities.

International Women’s Day

On the occasion of the International Women’s Day, EEG Chairperson, was invited for two meaningful interviews with Al Roeya TV and Sama Dubai TV. The team from Al Roeya TV was welcomed to the EEG office on the **7th of March** and Sama Dubai TV organised a beautiful set up for the interview at the splendid scenery of the Dubai Creek on the **8th of March**. Both interviews focused on the Chairperson’s journey in environmental action and towards the establishment of the Emirates Environmental Group and the Arabia CSR Network. She reflected on the challenges she faced in the establishment of an independent non-governmental organisation for environmental protection. She also spoke about her remarkable achievements, which she, as an Emirati woman, managed to accomplish both locally and on the global level with guidance and support from the leadership of the country.

DEWA Sustainability Leadership Conference

On the **11th of March**, EEG attended the DEWA Sustainability Leadership conference, as part of the DEWA Sustainability Week held at Mina A’Salam in Dubai. The conference witnessed a welcome note from Managing Director and CEO of DEWA who shared the Authority’s groundbreaking achievements including the construction of **250MW** pumped-storage hydroelectric power station in Hatta in order to diversify energy sources in the Arabian Gulf. Emirates Environmental Group values the platforms and events organised by the visionary leadership of the UAE for effective and efficient transition towards sustainability.

Launch of Phase - 4 of Dubai Solar Park

On the **19th of March**, EEG joined the successful launch of the fourth phase of the Mohammed Bin Rashid Al Maktoum park, consisting of the biggest concentrated solar power (CSP) project in the world. His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE launched the second **700MW** phase, which will provide clean energy for more than **270,000** homes and contribute to the reduction of more than **1.4** million tonnes of **CO₂** emissions per year.



Identity Branding Forum Anniversary

On the **21st of March**, the 10th Anniversary Power Breakfast was organised by the Identity Branding Forum in Dubai. The theme of the event was 'Women – the 21st Century Economic Super Power!' and focused on women and their contribution as economic superpowers and their effect on companies, brands and decision making processes. President and CEO of Arabia CSR Network, Chairperson of EEG, presented two short presentations on the topic of 'It's Super Power Time – Corporate Social Responsibility' highlighting the importance of introducing and maintaining sustainable practices in corporations to not only achieve CSR goals but protect the environment in the wider scope.



Earth Hour

On the **24th of March** at the Al Marasi Promenade, Business Bay, EEG and its members joined the Earth Hour event organised by DEWA and set up a stand to contribute its share to the global movement. EEG conducted interactive activities and organised a special #Paper Walk Campaign to highlight the connections between climate change and recycling. EEG collected **2,310 kg of Paper**, which saved **39 trees** from being felled, **17MW of energy** and **7 m³ of landfill space**. It further saw the mitigation of **9 metric tonnes** of CO₂ emissions. EEG received a crystal and a certificate of appreciation for its contribution to the success of the event.

UAE – Korea Business Forum

On the **27th of March**, EEG attended the significant UAE-Korea Business Forum at the Armani Hotel. The main aim of the forum was to strengthen the economic and political ties between the two countries in preparation for the EXPO 2020. The event saw an attendance of a large number of experts from **42** of South Korea's largest firms. Heading the delegation, **South Korean President Moon Jae-in** gave a special address, focusing on the importance of smart transformation and innovation and expressed his gratitude to the UAE leadership for hospitality and the organisation of the Forum.



World Architecture Conference

The first of its kind two-day event, held on **20th and 21st of April** served as a platform for professional and cultural exchange amongst the world's architects to achieve architectural excellence through exploring effective design techniques and materials. EEG Chairperson was delighted to attend the significant event and deliver the key address to the audience under the theme of "Smart Cities for a Better World", highlighting the interconnectedness of architecture and sustainability. She further conveyed the significance of hosting the first Conference in Dubai, as a meaningful step that supports the visionary leadership in its path towards the world's smartest and happiest city.

Women Who Lead Conference

Al Sahm women, a women's networking organisation based in Morocco hosted its first regional conference in the UAE on the **5th and 6th of October**. The event featured female leaders across all sectors and business industries in the Middle Eastern and North African Region.

Al Sahm provides women with the opportunity to network with each other which allows them to share their best practices, personal experiences and foster relationships to collaborate with other like-minded women in their industry. EEG Chairperson, attended the event as a speaker on the second day of the conference to share her experiences.

Risk and Resilience Conference

Under the patronage of His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum - Crown Prince of Dubai, Dubai Electricity and Water Authority organised the risk and resilience conference on the **16th December** with the theme 'Enlightening Today's Unknown for Tomorrow'. The conference was attended by MD & CEO of DEWA, DEWA's Executive Vice Presidents and Vice Presidents, officials from the government, private sector and EEG chairperson.

REGIONAL ENGAGEMENTS

January - December
2 Engagements

Global HSE 2018

From the 12th-14th of February, the Kuwait Petroleum Corporation in cooperation with major companies in the Middle East and Asia Pacific Region hosted the 6th International Conference and Exhibition on Health, Safety and Environment in the State of Kuwait, under the theme of “**Creating Safe and Sustainable Future through Business Excellence**”. The impactful event provided a platform for stakeholders from around the world to discuss and share knowledge on the best practices that contribute to a creation of proactive and dynamic safety culture in the workplace. EEG chairperson further joined the technical session of the conference on “**Sustainability**” to share the link between environmental conservation and the challenges faced on a global level on the issues of health and safety.



1st Regional Biodiversity Forum

The first Regional Biodiversity Forum in the Gulf was organised by the Environment Agency Abu Dhabi (EAD) in cooperation with the International Union for Conservation of Nature (IUCN) from the 7th-9th of May. Held under the patronage of H.H Sheikh Hamdan Bin Zayed Al Nayhan, the three-day forum exchanged expertise, enforced cooperation and discussed present achievements and initiatives for biodiversity conservation in the UAE and Arab Region. EEG team joined the high level attendees at the forum which included representatives from IUCN, Ministry of Climate Change and Environment, government and non-government bodies and institutions across the MENA region.

INTERNATIONAL ENGAGEMENTS

January - December
10 Engagements

3rd Environmental Assembly Subcommittee Meeting

On the 6th of February, EEG virtually joined the subcommittee meeting chaired by H.E High Commissioner and Permanent Representative of Botswana to discuss the lessons learned from the Third Environmental Assembly (UNEA-3). The meeting highlighted the important lessons and the need to improve planning and organisation in order to enable smaller delegations to fully participate and engage in deliberations and the need to implement better mechanisms and tools for monitoring and evaluation. The member states requested the secretariat to revise the note on lessons learnt in order to maximise effectiveness and scope of the upcoming Assembly.

Following the successful subcommittee meeting, EEG submitted a proposal of the thematic areas to the secretariat which stressed on the need to maximise the incorporation of Goal 12 on Sustainable Consumption and Production (SCP) into the upcoming UNEA-4. As a partner of 10YFP Sustainable Food System Programmes, EEG suggested that the UNEA-4 provides a platform for its Member States and other stakeholders to showcase their campaigns and activities related to the patterns of SCP, which will allow for the promotion of best practices, knowledge sharing and increased visibility of the Assembly. EEG also believes that UNEA-4 must conduct panel discussions and capacity building sessions to propel public and private collaboration in SCP implementation across the world.

Global Food Waste Webinar

Emirates Environmental Group, as a partner of the 10YFP Sustainable Food Programmes attended a Global Food Waste Webinar on the 9th of April. The webinar witnessed presentations from representatives of Colombia, Netherlands and the United States of America who shared their success factors and challenges in the implementation of their food waste mechanisms. The webinar also featured a presentation on the Sustainable Food Systems Programmes core initiative which is aimed at providing technical and policy support to countries in their fight against food loss and waste.

Solar Geoengineering and Carbon Removal Webinar

On the 22nd of May, EEG team attended a briefing session hosted by the Carnegie Climate Geoengineering Governance Initiative (C2G2) and the UN Environment (UNEP). The noteworthy meeting discussed the emerging frontiers in climate change known as Solar Geoengineering and Carbon Removal. The briefing provided an introduction to an innovative approach that witnessed virtual attendance of numerous private entities and non-government organisations around the world.

Subcommittee Meeting of the Committee of Permanent Representatives

In June, November and December 2018, EEG was honoured to attend four Subcommittee Meetings of the Committee of Permanent Representatives via a webinar. A highly interesting session outlined the draft concept note for the theme of the fourth session of the United Nations Environment Assembly (UNEA). The impactful meeting further discussed the resource mobilisation strategy of the UN Environment.

EEG had the opportunity to ask several pertinent questions and was also provided with updates on the planning and preparation of the fourth assembly.

EEG attended these meetings with the main objective of getting information related to the upcoming 4th UN Environmental Assembly on the **11th-15th of March 2019** in Nairobi and to contribute with valid inputs. The event also provided insight to the side-events and activities that are being organised for the March assembly. The meetings further discussed the themes for draft resolutions that are currently being prepared for the annual assembly

Strengthening collaboration with UNEP: #BeatPlasticPollution

Emirates Environmental Group has joined with **United Nations Environment Programme (UNEP)** in its Beat Pollution Movement towards a Pollution Free Planet. This serves as a symbol of the strength of partnerships that EEG has formed with UNEP in order to achieve environmental sustainability.

At the 3rd UN Environmental Assembly (UNEA-3) an online portal was launched where a number of tangible commitments to end the pollution of our air, land, waterways and oceans as well as safe management of chemicals and waste was created. EEG registered its waste management commitment towards a pollution free planet and began to implement the **#BeatPlasticPollution** concept in its campaigns and initiatives. On World Environment Day, EEG incorporated the theme of UNEA-3 named **"Marine Litter and Plastic Pollution"** as one of the three themes set out for the 2018 Environmental Drawing Competition. Over 65,000 students in 384 participating schools embraced the power of their artistic expression under the topic of **"Ocean Pollution: Leave No Plastic"** which aimed to spread awareness on the increasing levels of plastic waste in the ocean which in turn threatens biodiversity as a whole.

At EEG's 18th Annual Students' Workshop activities were implemented in collaboration with UNEP to create awareness among young people on the importance of recycling plastic waste and differentiating between plastics that can and cannot be recycled. The valuable lessons learnt as a result of the **#BeatPlasticPollution** activity will always serve as a reminder to the younger generation of their responsibility to recycle materials which should be carried out throughout their lives.

Eye on Earth Webinar

On the **20th of June**, EEG team virtually attended an **'Eye on Earth'** webinar organised by the World Resources Institute (WRI). The webinar introduced major groups and stakeholders of the UN Environment to the dynamic website platform that provides trusted and timely data for a sustainable future.

The website features hundreds of sets on the state of resources and wellbeing which allows users to visualise and analyse unprecedented challenges facing human society, and as result become more proactive members of society.



World Forum for a Responsible Economy

From the **16th-18th** of October, EEG Chairperson was on an official trip to Lille, France to attend the 12th edition of the World Forum for a Responsible Economy. The impactful forum was held under the theme of 'Super Local' with a variety of international conferences, side-events, trainings and workshops which provided its attendees with an opportunity to effectively immerse themselves with information and effectively partner and collaborate with other like-minded individuals. On the second day of the forum EEG chairperson led a session titled: **'Multinationals, Regions and Cities: how to integrate local development into business development strategies'**. A CSR network meeting was also held on the **17th of October** which focused on identifying gaps in the network and familiarisation of members; in which she also took an active part.

Exhibitions / Forums & Workshops

Throughout its 27 years of establishment, EEG has remained socially and culturally relevant amongst the regional demographic by working together in pursuit of achieving sustainable development of the nation and region. We have been able to achieve this level of relevancy through our active involvement and engagement in local, regional and international events.

ECO Waste

Emirates Environmental Group actively participated in ECO waste as part of Abu Dhabi Sustainability Week held on the **15th of January**. Representatives from over **175** countries attended the Summit, hosted by Masdar. EEG set up a stand to represent the organisation, welcoming numerous visitors from the corporate and academic sector as well as young and driven students who showcased their keen interest in sustainability and environmental conservation. EEG used the significant platform to raise awareness on its programmes and initiatives and also create awareness on the interconnectedness between the sustainable consumption of responses and the environment.

Forum for Sustainability of Sports Facilities

On the **23rd of January**, the UAE Forum for Sustainability of the Sports facilities was held under the theme of “**Sustainability and the Future**”. Held under the patronage of the Minister of Infrastructure Development, the forum witnessed attendance of high ranking government officials and experts in the field of sports and sustainability. EEG set up a stall at the forum which welcomed the Minister of Infrastructure amongst other distinguished guests.



EEG Chairperson joined a panel of speakers to discuss sustainable development and its importance to the sports industry. She addressed the audience on “**Sporting Sustainability in a Changing Environment**” and provided valuable insights and advice on the adoption of sustainable practices to more than 300 government officials present at the Forum. EEG also spread awareness on its programmes and initiatives and encouraged visitors to sign up and participate with the organisation to further the mission of environmental sustainability.

Society of Petroleum International Conference

The Society of Petroleum Engineers (SPE) hosted its International Conference and Exhibition on Health, Safety, Security, Environment and Social Responsibility from the **16th - 17th of April**. As an attendee of the unique conference, EEG Chairperson gave a keynote speech to over **60** attending university students providing details on how SPE can utilise its volunteers to support EEG in environmental action. She further discussed EEG’s impactful campaigns and initiatives that are instrumental in reducing waste and pollution around the UAE.



WETEX 2018

The Emirates Environmental Group was proud to showcase its achievements and accomplishments in the field of environmental action at the Water, Energy, Technology and Environmental Exhibition (WETEX) 2018 from the **23rd - 25th of October** held under the patronage of H.H Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of UAE and ruler of Dubai. The successful three-day event received numerous visitors to the EEG stand representing corporations, academic institutions, government agencies and foreign delegates who expressed interest in EEG’s initiatives and commended their efforts towards protecting the environment.

Awards & Acknowledgements

EEG re-certified with ISO 14001



EEG's ISO 14001 - 2015 periodic audits were carried out by the certification body DNV-GL on the **18th of July 2018**. Under review was EEG's environmental management system and how it has helped to address the various environmental issues pertaining to the operations of the organisation. EEG is always cognisant of the potential environmental impact of its activities. This has resulted in the implementation of green office practices and efforts to manage the environmental impact of organising these campaigns and programmes. EEG's responsible office management incorporates but is not limited to using strictly biodegradable garbage bags in the office and during clean up campaigns, ensuring all of its

events are carbon neutral, using recycled paper and minimising energy and water consumption in the office. EEG can proudly state that it has successfully achieved the re-certification of its ISO 14001 in 2018. It is noteworthy to mention that EEG was the first environmental NGO in the world to be accredited with the ISO 14001 certification in 2001.

EEG Board Meetings

EEG organises two significant board meetings in 2018



Emirates Environmental Group and its valued Board Members and Executive Committee Members gathered on the **29th January 2018** for the **18th EEG Board Meeting**. The attendees were welcomed and the various programmes and campaigns that were conducted in the second half of 2017, depicting the positive growth achieved in EEG's educational and waste management programmes were shared with them. An analysis of the amount of CO₂ reductions as a result of these campaigns was further shared and discussed. Furthermore the board members got a clear perspective of the upcoming events and the budget for the year 2018 and in turn ensured EEG of their active support and involvement in all of the presented programmes.

The **19th EEG Board Meeting** was held on the 16th July at the EEG office and witnessed full house participation. The attendees were given a detailed update on the activities successfully completed in the first half of the year, from January to June 2018. The Chairperson also briefed the board on the ongoing and the upcoming events for the second half of 2018. The audited financial report of 2017 was shared with the board members. The Chairperson stressed on the effectiveness of EEG's campus and corporate outreach engagements, which saw the organisation actively engaging with its different stakeholders since the beginning of the year. The board members expressed satisfaction on the progress made and committed their continued support to EEG.

Publications

Publications

Annual Report in English and Arabic For 2017
12 issues of the Bilingual Monthly e-newsletter (Edu/Corp)
EEG Profile Leaflet
EEG Table Calendar for 2018
Brochure on Plastic Recycling
Brochure on Aluminum Recycling
Brochure on Paper Recycling

Promotional Material

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

Banners

Banners for the Gala Dinner
Banners for the Environmental Drawing Competition
Banners for the Awards Ceremony

Posters & Flyers

Flyers for 4 panel discussion sessions
Flyers, posters and banners for Can Collection Day & Drive
Flyers for One Root, One Communi-Tree
Flyers for Neighbourhood Recycling Project
Flyers for Your Can for a Tree
Flyers for Project Green Call
Flyers and Banners for Recycle, Reforest, Repeat
Posters on Paper Recycling
Posters on Plastic Recycling
Posters on Glass Recycling
Poster for the World Day to Combat Desertification
Flyers and banners for 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, UN Environment (UNEP)

Memberships

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

Strategic Educational Partners

Emirates National Oil Company (ENOC)
The Sustainable City

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 Ajman Tourism
MOU with Dubai Tourism
MOU with Umm Al Quwain Department of Economic Development
MOU with the Sharjah Electricity and Water Authority
MOU with Dubai Land Department
MOU with Mohammed Bin Rashid Al Maktoum Knowledge Foundation

Associates Members



Corporate Members

- » ABB Industries LLC
- » Abela & Co. LLC
- » Adeeb Electrical and Electronics Services LLC
- » AESG Project Development Consultant
- » AG Melco Elevator Co. L.L.C.
- » Al Ain Zoo
- » Al Ghurair Group
- » Al Rawabi Dairy Company LLC
- » ANHB General Trading LLC
- » Apparel Group
- » Armani Hotel Dubai
- » Arup Gulf Limited (Dubai Branch)
- » Asda'a Advertising FZ-LLC
- » Atlas Copco Services Middle East
- » Bayer Middle East FZE
- » Bloomberg LP
- » Bureau of Middle East Recycling
- » Canadian Business Council
- » Canon Middle East FZ-LLC
- » Cast Aluminium Industries
- » China State Construction Engineering Corporation LLC
- » Citibank N.A.
- » Clifford Chance LLP
- » Commercial Bank of Dubai
- » Crystal Gallery LLC
- » DBB Contracting LLC
- » Dgrade LTD.
- » DNV GL AS Dubai Branch
- » Dolphin Energy Limited
- » Dubai Cable Company (Private) Limited
- » Dubai Creative Cluster Authority
- » Dubai Duty Free
- » Dubai Quality Group
- » Emirates Fast Food Company LLC - McDonalds UAE
- » Emirates Flight Catering Co. LLC
- » Emirates National Oil Company Limited (ENOC) LLC
- » Emirates NBD
- » ENGIE (International Power SA Dubai Branch)
- » Enova Facilities Management Services LLC
- » Etiux Ltd
- » Expo Dubai 2020 LLC
- » Fairway Catering Services LLC
- » Farnek Services LLC
- » Ficus Pax International FZE
- » Fixerman (AMT International LLC)
- » German Emirati Joint Council for Industry & Commerce (AHK)
- » Gloria Hotels Dubai
- » Grand Millennium Dubai
- » "International Company for Water and Power Projects, Dubai (Former ACWA Power)"
- » JA Ocean View Hotel
- » Jaguar Land Rover MENA
- » Le Meridien & The Westin Dubai Mina Seyahi Beach & Marina Complex
- » Lenzing Papier GmbH
- » Lucky Recycling Limited
- » Metito Overseas
- » "National Geographic Abu Dhabi National Geographic Channels Middle East FZ"
- » Nestle Middle East FZE
- » Petrofac International Limited
- » Sims Recycling Solutions FZE
- » Tabreed (National Central Cooling Company)
- » The Body Shop
- » Tiger Profiles and Insulation LLC
- » Total Abu Al Bukhoosh
- » Total Marketing Middle East
- » Transguard Group LLC
- » UAE Exchange Centre LLC
- » Verger Delporte UAE Ltd
- » Wasl Properties
- » WS Atkins & Partners Overseas

Academic Members

- » Ajman Academy
- » Ajman Private School
- » Al Manar Model School
- » Al Salam Private School & Nursery
- » Ambassador School
- » American School of Dubai
- » American University of Sharjah
- » Amlad School
- » Arab Unity School
- » Bilva Indian School, Dubai
- » Bright Riders School
- » British International School, Ajman
- » British Orchard Nursery
- » Collegiate American School
- » Delhi Private School Dubai, Jebel Ali
- » Delhi Private School, Sharjah
- » Dovecote Green Primary School, LLC
- » Dubai International Academy
- » Dubai National School, Al Barsha
- » Dubai National School, Al Twar
- » Falcon British Nursery
- » Gems Modern Academy
- » Gems New Millenium School, Al Khail
- » Habitat School, UAQ
- » Higher Colleges of Technology - Sharjah Womens' College
- » International Indian School, Ajman
- » Jumeirah College
- » Lubna Bint Hebab for Basic Education - Girls
- » Mayoor Private School, Abu Dhabi
- » Middlesex University in Dubai
- » Modul University Dubai
- » New Delhi Private School LLC
- » Nibras International School
- » Noora Bint Sultan High School - Girls
- » Our Own High School, Al Warqaa Dubai
- » Sabari Indian School
- » Safa British School
- » Sheikha bint Saeed Model School for Girls - Ajman
- » Shining Star International School, LLC
- » Springdales School Dubai
- » The Alpha School, LLC
- » The Apple International School
- » The Arbor School
- » The Kindergarten Starters
- » The Oxford School Dubai
- » The Petroleum Institute
- » The Winchester School, Jebel Ali
- » Universal American School



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