



EEG

مجموعة عمل الإمارات للبيئة
EMIRATES ENVIRONMENTAL GROUP

ANNUAL REPORT

2020

Together for a better Environment®



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FOREWORD

Habiba Al Mar'ashi
Chairperson



The year 2020 took the international community by surprise, and caused major disruptions to life patterns globally, with the outbreak of a pandemic, erupting natural disasters and the world going under lockdown. As the UAE approaches the completion of 50 years since its formation, His Highness Sheikh Khalifa bin Zayed Al Nahyan, President of the UAE, declared the theme of the year 2020 to be "Towards the next 50" in the UAE, with an aim to develop a futuristic plan to shape the next five decades for the country. The strong leadership of the UAE is reflected here, as the theme provides a vision for the upcoming decades and also aptly signified the strategies that needed to be adopted to achieve a sustainable recovery from the COVID-19 pandemic.

The pandemic was a wake-up call as it revealed the long suppressed consequences of human exploitation of the ecosystem. This disaster served as an ultimatum to the global village, that effective action must be taken starting now. The most prominent discussion in 2020 was the question of achieving sustainable recovery from the pandemic, through multi-stakeholder partnerships and collaborations towards fulfilling the Sustainable Development Goals.

Here at the Emirates Environmental Group, our primary aim is to guide the UAE community effectively as it soars to new heights. EEG assists key stakeholders in achieving their environmental goals by promoting numerous waste management programmes and recycling schemes, both as a means of protecting the environment and to advocate environmental awareness within the community. Since its inception in 1991, EEG has been a pioneer of environmental activism, education, engagement and outreach in the UAE. Over the last 30 years, EEG has played an instrumental role in shaping public opinion and perception on environmental issues, by educating multiple generations of students and transforming the biogeographic landscape of the UAE.

Over the next phase of the journey, we aim to uplift those standards and cherish sociological structures in the UAE so as to achieve a sustainable society and nation for all. The year 2020 was a testament to EEG's legacy, as we shifted a large portion of our engagement and work into the virtual sphere. The virtual nature of our engagements and programmes worked in our favour, as it enabled EEG to reach out to a wider audience across the globe, and likewise, allowed people from various parts of the world to join in EEG's green journey.

I would like to take this opportunity to convey my sincere gratitude to our members, partners, volunteers and all our supporting entities, without whose support, we would not have been able to achieve such milestones amidst the hurdles of the pandemic. I dedicate EEG's successes in 2020 to all of you.

This Annual report is a testimony of our commitment, diligence and collective achievements, but more importantly, it is an acknowledgement of your commitment and dedication towards EEG's vision. I hope this report motivates you to learn and continue supporting us in our ventures towards sustainability. I also thank the exceptional leadership of the UAE for being ever-so resilient and determined in shaping a better tomorrow for the nation, and for providing EEG with a supportive environment to expand, excel and innovate as we 'Work Together for a Better Environment'. Let us carry the lessons learned forward in our pursuit for a sustainable development, work ceaselessly towards a sustainable recovery, and never lose faith in the power of collective action.



EDUCATIONAL PROGRAMMES

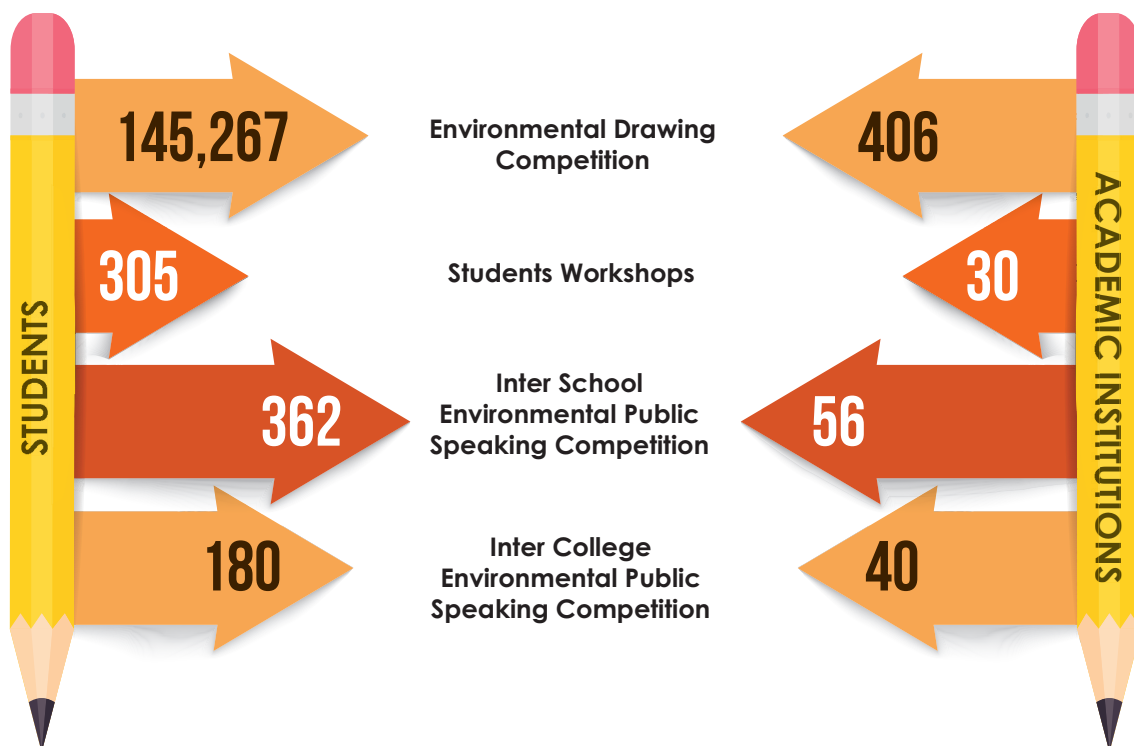


Environmental educational programmes are key to fostering a culture of environmental protection among the youth, the torchbearers of generations to come. Like charity begins at home, habits develop at schools, the world of heightened creativity and enthusiasm for children. Emirates Environmental Group (EEG) has thus designed a chain of activity-oriented environmental educational programmes to unlock the hidden talents and potentials of student community in the country.

Learning about the environment transcends educational institutions when students are exposed to research, investigate how and why things happen, and make their own decisions about complex environmental issues which would make them better future citizens, workers and decision makers. The educational environmental programmes of EEG are in line with United Nations Sustainable Development Goal No. 4 to ensure inclusive and equitable education to promote lifelong learning opportunities for all. Knowing nature, its complexities, and how careless activities of human beings can be detrimental in the long run are part of this lifelong learning process. EEG's educational programmes, including competitions, are open to all nationalities and backgrounds.

EEG believes if the minds of students are ignited, the efforts for a sustainable and greener planet would never go to waste. We are sure students are the agents of change, and if they decide to think about the planet, they would take more action to protect their environment and even reach out to community experts, groups, and volunteers to address environmental issues impacting their neighbourhood, thus bringing a sea of change in the world.

Participation



ENVIRONMENTAL DRAWING COMPETITION



From time immemorial, drawing has been the most effective way of artistic expression and can leave a lasting impression on children and adults alike. EEG's Environmental Drawing Competition is one of the most awaited educational environmental programmes of the year, as it elicits fresh ideas from young minds and enables them to contribute towards the global efforts to tackle environmental issues. This competition allows us to comprehend how the leaders of tomorrow perceive the future of the world in a creative and critical sense. EEG is fascinated by the inquisitive nature of children and therefore, offers them platforms outside classrooms to support them in exchanging their views with the outside world. Competitions not just make them innovative but also open doors to recognition and exposure. The theme-based contest was open to students, including students of determination, aged 6-14 years under 3 categories. The 14th Environmental Drawing Competition 2020 contributed to the promotion of following SDGs:



Duration
January to April



Sponsors
Al Hathboor Group
Save Our World
Almarai
Delmonte
Nestle'



Judges
Ms. Nahida Beshara
Mrs. Habiba Al Mar'ashi



Entries Received
2,030



Schools Participated
406



Students Participated
145,267

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

Topic: "Your Dream World"

The Prize Winner	Shivani Adduri	Leaders Private School
1 st Runner Up	Hala Mujahid Haj Hussein	Al Hikmah School, Al Nuaimia
2 nd Runner Up	Camilo Joshua	Leaders Private School

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

Topic: "Your vision for UAE 2030"

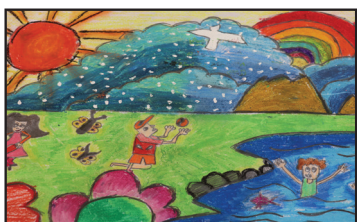
The Prize Winner	Trisha Sayani	GEMS Our Own English High School
1 st Runner Up	Shreeys Mukeshchandra Patil	Merryland International School
2 nd Runner Up	Grace Dennis	GEMS Modern Academy

Category 3 : (12 – 14 years) - Regular School Category

Topic: "Our World 30 Years from Now"

The Prize Winner	Mitha Abdallah	Emirates American School
1 st Runner Up	Vishnu Subbian	Merryland International School
2 nd Runner Up	Archit Shepunde	Emirates Future International Academy

To recognise the efforts and reward the students with the most insightful artwork, EEG conducted its first-ever virtual awarding ceremony on the **8th June 2020**, which was clubbed with the awards ceremony for the Emirates Recycling Awards.



Category 1 : (6 – 8 years) – Students of Determination Category

Topic: “Your Dream World”

The Prize Winner	Srishti Sarkar	Al Noor Training Center for Persons with Disabilities
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Category 2 : (9 – 11 years) – Students of Determination Category

Topic: “Your Vision for UAE 2030”

The Prize Winner	Hamdan Issa	Al Noor Training Center for Persons with Disabilities
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Category 3 : (12 – 14 years) – Students of Determination Category

Topic: “Our World 30 Years from Now”

The Prize Winner	Marwa Hassan Haajouni	Awladona Centre for People with Disabilities
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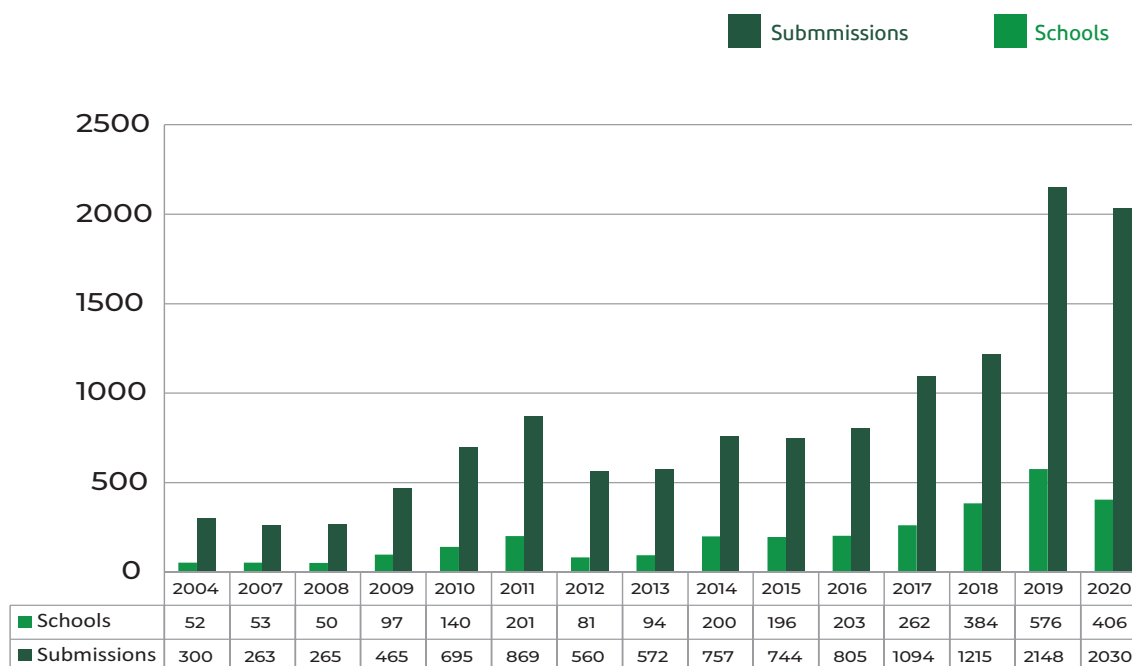


It was truly refreshing to see the passionate eco-warriors take up this challenge and participate in EDC 2020, especially given that they were freshly coping with the sudden changes brought about by the COVID-19 lockdown.

The 14th edition of the Environmental Drawing Competition was a grand success, in spite of the unprecedented circumstances within which it was carried out, the programme was a clear testament of the sheer determination and resilience of the future leaders of tomorrow.



Number of Drawings Received & Years
2004 - 2020



STUDENTS WORKSHOPS



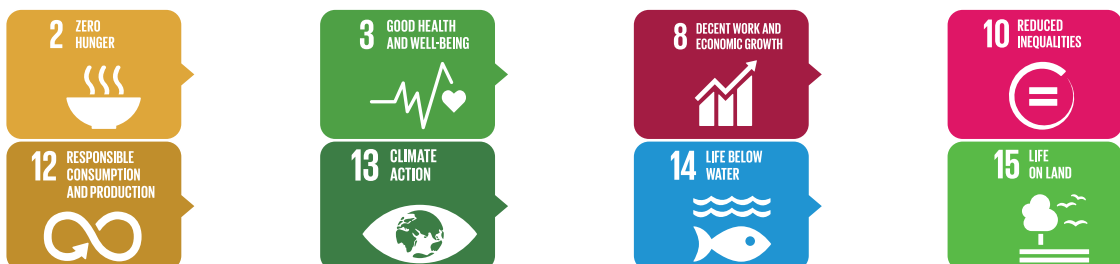
One of EEG's core policies is to educate and involve the youth - the leaders of tomorrow, in its efforts towards building a sustainable future. With the deadline for Agenda 2030 nearing, it is the need of the hour to start preparing the youth to embrace the UN SDGs and empower them to become leaders in their own respective ways.

In 2020, the world was faced with unprecedented challenges due to the COVID-19 pandemic and it became obvious that our irresponsible actions brought about drastic consequences. With the global community taking a leap towards sustainable action, EEG decided to go ahead and hold the 20th cycle of the Annual Students Workshops virtually under the theme **"Sustainability: A Global Puzzle."**

The theme paints a metaphorical picture of how human beings and other entities of the ecosystem coexist and function synchronously to help retain the balance of the Earth. Sustainability as a concept is what ties these units together, as it impacts every realm of life on the planet. The COVID-19 pandemic witnessed a microscopic virus take over all of humanity, thus transforming our concept and perception of a Global Normal. The workshops aimed at enlightening young students about the COVID-19 pandemic and how it affected various spheres of life across the globe. Through the fun, interactive games, and activities in the workshops, students were able to comprehend the depth and intensity of current environmental challenges and learned to develop innovative solutions to address them.

EEG conducted its workshops virtually in 2020, enabling a larger group of students to attend and benefit from the hands-on lessons provided during the sessions. All the educators who attended the workshops also received a complementary Teachers' Manual specially designed by EEG, which outlines all of the activities that were conducted on the day to allow them to recreate the experience for a larger group of students at their respective institutions.

The workshops consisted of a wide range of activities ranging from riddles, quizzes, debates, emergency reactions, art and crafts, to critical thinking exercises. The culmination of these activities facilitated the promotion of the following Sustainable Development Goals:



Duration
20th - 22nd October



Strategic Educational Partner
Emirates National Oil Company (ENOC)



Platform
Zoom



No. of Schools
30



No. of Students
305



INTER SCHOOL ENVIRONMENTAL PUBLIC SPEAKING COMPETITION

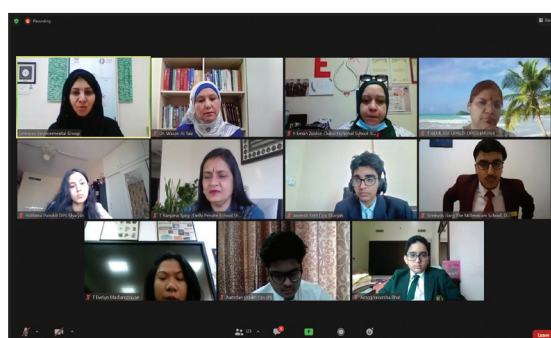
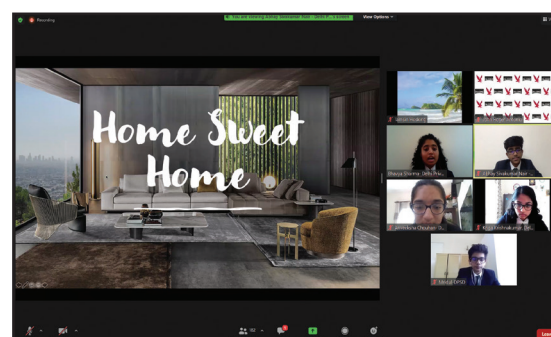


Communication is perhaps one of the most sought after soft skills in today's time and age, and schools have increasingly begun to incorporate this vital skill into their curricula. Effective communication helps in the delivery of powerful messages, bridging of gaps between different members of the society and serves as a medium for engagement and deliberation of ideas. Bearing this in mind, Emirates Environmental Group provides the diligent students of the UAE with an opportunity to research and present their take on relevant environmental issues, and hence, take the first step towards becoming pioneers of environmental conservation.

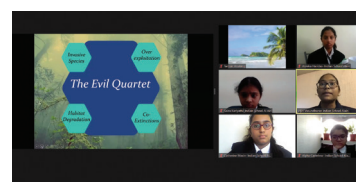
EEG's Interschool Environmental Public Speaking Competition (ISEPSC) is one of the most reputable competitions for high school students in the UAE, as it provides students with a unique opportunity to illustrate their innovative solutions and take a stand on current environmental challenges. The year posed an ultimatum to humanity to rethink and reevaluate their choices before it becomes too late. Owing to the restrictions imposed due to the COVID-19 pandemic, EEG conducted the 20th cycle of the all-inclusive, bilingual (ISEPSC) virtually, uniting a diverse group of over **362** students from **56** schools over a digital platform.

The first-ever virtual round of ISEPSC was judged by a panel of eminent environmental experts who represented various organisations, corporations and academic institutions. As a UN-accredited organisation, EEG takes pride in its efforts to promote the SDGs, and through its 20th cycle of the ISEPSC, it was able to endorse the following Sustainable Development Goals:

	Duration 9 th & 10 th November		Strategic Educational Partner Emirates National Oil Company (ENOC)		Judges Dr. Wasan Altaiee Dr. Faiza Naser Mr. Ibrahim Mohammad Eng. Ahmed Al Rebati	
	Platform Zoom Meetings		No. of Teams 56		No. of Students 362	



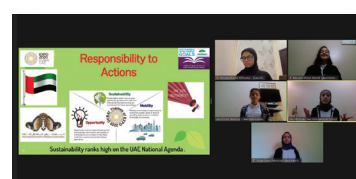
Day 1: Biodiversity Restoration – Who's Responsibility?	
Winner	Leaders Private School - Sharjah
1 st Runner up	Gems Our Own Indian School - Dubai
2 nd Runner up	Indian School - Al Ain



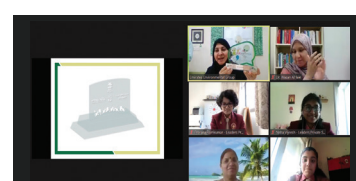
Sustainable Tourism is a Responsible Tourism	
Winner	Our Own English High School - Dubai
1 st Runner up	Dunes International School - Abu Dhabi
2 nd Runner up	Sunrise English Private School - Abu Dhabi



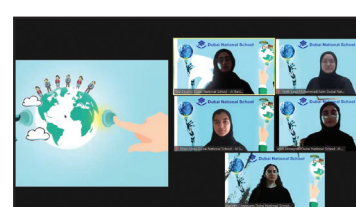
Day 2: The 6 th Mass Extinction – Is it Upon Us?	
Winner	Dubai National School - AlBarsha
1 st Runner up	Indian School - Al Ain
2 nd Runner up	The Millennium School - Dubai



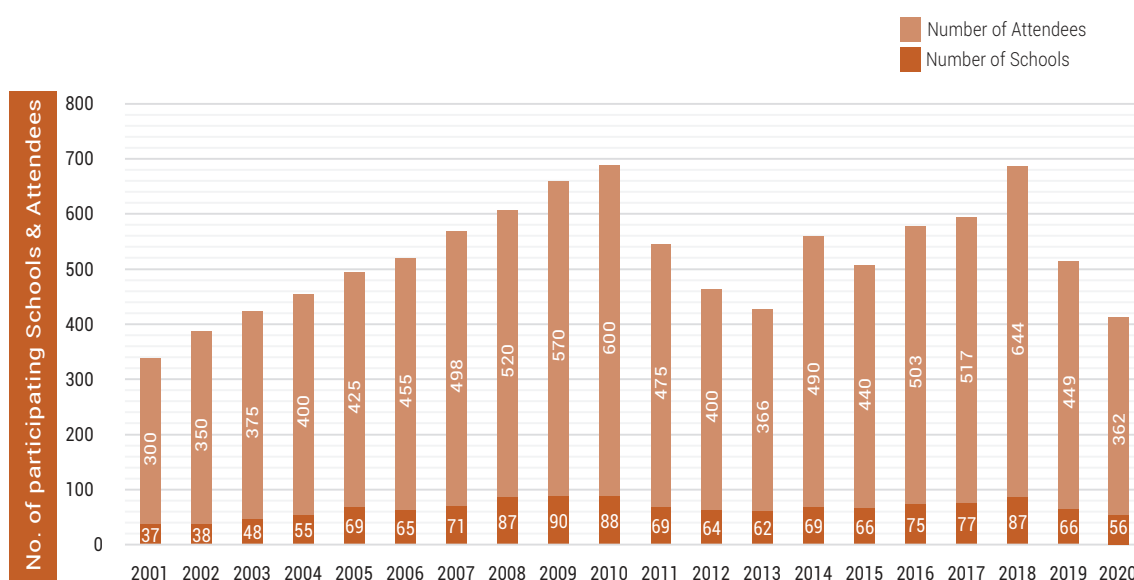
Resource Efficiency and Climate Change - Actions Required	
Winner	Delhi Private School - Sharjah
1 st Runner up	Gems Modern Academy - Dubai
2 nd Runner up	Gems Our Own Indian School - Dubai



Overall Winners	
Winner	Dubai National School - Al Barsha
1 st Runner-up	Indian School - Al Ain
2 nd Runners-up (Tie)	1. Our Own English High School - Sharjah 2. The Millennium School - Dubai



Participation for the ISEPSC since inception



INTER COLLEGE ENVIRONMENTAL PUBLIC SPEAKING COMPETITION

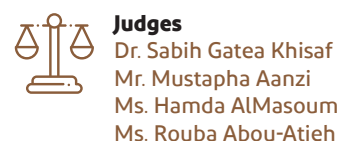


College life is all about personal development; these years play an instrumental role in shaping the skill sets of the youth and equipping them with desirable expertise in their chosen field of study. Sustainability has penetrated all spheres of life, making the study of the environment an inevitable part of university curricula. EEG's Inter College Environmental Public Speaking Competition (ICEPSC) provides undergraduate students with a perfect blend of these features, as it enables them to research and furnish innovative solutions to contemporary environmental challenges.

The 20th Annual (ICEPSC) was conducted in a hybrid manner - the Universities and Colleges in the UAE attended the 2 day competition in person whereas all participating teams from the rest of the Arab world attended it virtually. The first-ever, virtual cycle of the ICEPSC allowed EEG to accommodate 180 undergraduate students from 5 Middle East Countries despite the challenges posed by the COVID-19 pandemic.

The 2020 edition of the ICEPSC laid special emphasis on the recovery of the environment during the COVID-19 era, as the participants provided versatile solutions to build back better for a resilient and sustainable future. The competition was judged by a group of esteemed panelists from different regional entities and corporations. The programme was a huge success, as the students stepped out of the competition with a broader understanding of issues and a fresh outlook on tackling these challenges.

The competition witnessed a large group of astute students presenting their perspectives and solutions on issues such as biodiversity degradation, sustainable tourism, mass extinction, and resource efficiency and in doing so, gained insight on the following UN SDGs:



Topics for Day 1

Topics	Winners
Sustainable Tourism is a Responsible Tourism	American University of Sharjah
The 6 th Mass Extinction – Is it Upon Us?	Zayed University

Topics for Day 2

Topics	Winners
Resource Efficiency and Climate Change - Actions Required	Heriot-Watt University Dubai
Biodiversity Restoration – Who's Responsibility?	RAK Medical and Health Sciences University

Overall Winners

Overall Winner	Heriot-Watt University Dubai
Overall 1 st Runner Up	Westford University College
Overall 2 nd Runner Up	RAK Medical And Health Sciences University



No. of Teams
40



No. of Students
180



CAMPUS OUTREACH



Besides the year-round campaigns, competitions and workshops, EEG, as an advocate of the environment, collaborates with various educational entities in the UAE to provide valuable insights into ongoing environmental affairs and discusses practical solutions to tackle imminent threats. Every year, EEG strives to reach out to a larger number of students and young change-makers to equip them with sustainable mindsets and cultivate eco-friendly attitudes.

EEG Visits Three Special Needs Schools

In the last quarter of 2018, EEG embarked on a project to celebrate the vision of the late Sheikh Zayed, the Founding Father of the Nation, wherein it created an off-shoot of a billboard titled '100 Years, One Legacy' made of more than 1,200 paintings of students from across the UAE. The billboard carried the message "I am not just a billboard", and won the hearts of residents and visitors to the country. A month after the project, it was removed and transformed into 200 unique bags, highlighting the recyclability of billboards. The bags were sold to generate funds to support rehabilitation programmes for special needs centres in Dubai. On **11th and 12th February**, EEG concluded the project with visits to three special needs schools - Dubai Autism Centre, Al Noor Training Centre and Senses Residential and Day Care – to hand over the funds generated from the sale of bags. This multi-faceted project opened doors for a new way to the advertising and marketing industry in the UAE.



EEG Collaborates with Mohammed Bin Rashid University of Medicine and Health Sciences

EEG was invited to collaborate with Mohammed Bin Rashid University of Medicine and Health Sciences to raise awareness on environmental issues. In this regard, EEG attended a weekly meeting of MBRU on **17th February** during which the Chairperson presented EEG's wide range of environmental programmes and activities which suits all segments of the society. MBRU and EEG also discussed potential collaboration in the future between the two institutions.

EEG and University of Sharjah Sign a Memorandum of Understanding

With an aim to build effective partnerships with academic institutions and foster research, EEG Chairperson met the Chancellor of the University of Sharjah (UoS) on **20th February** and **13th October**. The discussion focused on further strengthening ties and offering more opportunities for students to intern at EEG and acquire knowledge in the field of sustainability and environment protection. In the long

run, EEG is certain that this partnership will flourish, enabling UoS students to become future advocates of environmentalism and sustainability.



EEG on the Advisory Board of Rochester Institute of Technology

EEG joined the Advisory Board of Department of Graduate Programmes & Research of the Rochester Institute of Technology (RIT) Dubai, to help guide the department in introducing more sustainability and energy related projects to the students.

EEG Chairperson also attended the virtual Graduation Ceremony for the Students of Rochester Institute of Technology (RIT), Dubai, on **7th June**, during which selected graduate students from the Data Analytics and City Sciences programmes presented their capstone projects.

On **21st December**, EEG Chairperson, attended the virtual meeting for the advisory board of RIT Dubai. EEG, as part of the advisory board, will attend RIT Dubai's new campus inauguration on **18th January, 2021**.

EEG Attends Arab Women Leaders in Agriculture's Graduation Ceremony

In celebration of International Women's Day, Habi-ba Al Mar'ashi, Chairperson of EEG, attended a graduation ceremony for the first cohort of fellows of the Arab Women Leaders in Agriculture (AWLA) programme hosted by International Centre for Biosaline Agriculture (ICBA) on **8th March**.

This programme was designed to empower women researchers to spearhead positive changes in agriculture and food security while addressing the challenges they face in their careers.

The programme contributed to the achievement of the United Nations Sustainable Development Goals on Gender Equality (SDG 5), Climate Action (SDG 13), Life on Land (SDG 15), and Partnerships for the Goals (SDG 17).



EEG Addresses University of Dubai

EEG Chairperson was invited as a speaker by the University of Dubai - Centre for Business Research & Consultancy, to share her acumen in the series of webinars hosted to explore the implications of the COVID-19 pandemic on the environment.

EEG Chairperson gave a detailed presentation on the 'Impact of COVID-19 on Recycling', in which she highlighted how the pandemic has impacted the collection of recyclable items using EEG's campaigns as an example.

The Chairman of Emirates Green Building Council also gave an insightful presentation on 'Impact of COVID-19 on Energy Efficiency Market'.

The expertise of both speakers created a strong platform to discuss the challenges and opportunities for sustainable recovery.



Addressing the Millennium School

EEG Chairperson was invited as a keynote speaker on **29th October** for the conference on Sustainability and Climate Change, organised by The Millennium School, during which she elucidated the importance of promoting afforestation and recycling to accelerate our transition to sustainability.

Addressing a group of diligent students, she emphasized that these practices help reduce our carbon footprint, and hence invited the student community to take the right step towards sustainability.

She also attended as a Chief Guest at the celebration of the 49th UAE National Day on **29th November**.

Sharing the pride of unity and peace that are the legacy of Sheikh Zayed, she encouraged everyone to use the power of education and commit themselves to advance UAE's progress.

Russel Group University Dubai Campus

On **15th December**, EEG Chairperson congratulated the University of Birmingham for the opening of its new, flagship Russel Group University campus in Dubai Academic City starting September 2021.

She spoke about the new sustainability opportunities that this campus will bring to the youth in the UAE through a pre-recorded message and conveyed her anticipation to work with the brilliant students and faculty in promoting the sustainable development goals in the region.

Celebrating 10 Years with EEG

Earlier in 2020, EEG welcomed 7 young eco-warriors who have been student members with the organisation for 10 years, to its Office!

This group of young environmental activists included Noor Khalid Bin Hamad, Maryam Khalid Bin Hamad, Rayan Khalid Bin Hamad, Ruben Simon Roy, Yousef Abdul Jalil AL- Saad, Saif Abdul Jalil AL-Saad and Anam Ehtesham, who all began their journey with EEG at the start of 2010, and have been consistently involved in its recycling campaigns, educational programmes and action initiatives, with sheer determination and unwavering passion to contribute to the conservation of the planet.

These young champions are an epitome of dedication and commitment, as they set a perfect example for the upcoming generation and the larger community to follow.

EEG is proud to be a mentor to these perseverant leaders, and hopes to continue supporting these heroes as they lead powerful change and bring groundbreaking sustainable action to the UAE.

Internships

As an accredited member of the UNEP, EEG has for long been an advocate of the UN Sustainable Development Goals.

In line with UN SDG 4, which aims to provide Quality Education, and UN SDG 8, which caters to creating decent jobs and opportunities for the youth, EEG has always welcomed young, capable interns, each of whom has learned tremendously during their time with the organisation.

A strong believer in the role that practical experience plays in shaping the proficiency and capabilities of the youth, EEG tries to accommodate a diverse group of students, and helps equip them with crucial skills as they pace towards building a career.

In 2020, EEG provided internships for 7 students, each of whom took back with them a unique perspective about the activities of the organisation.

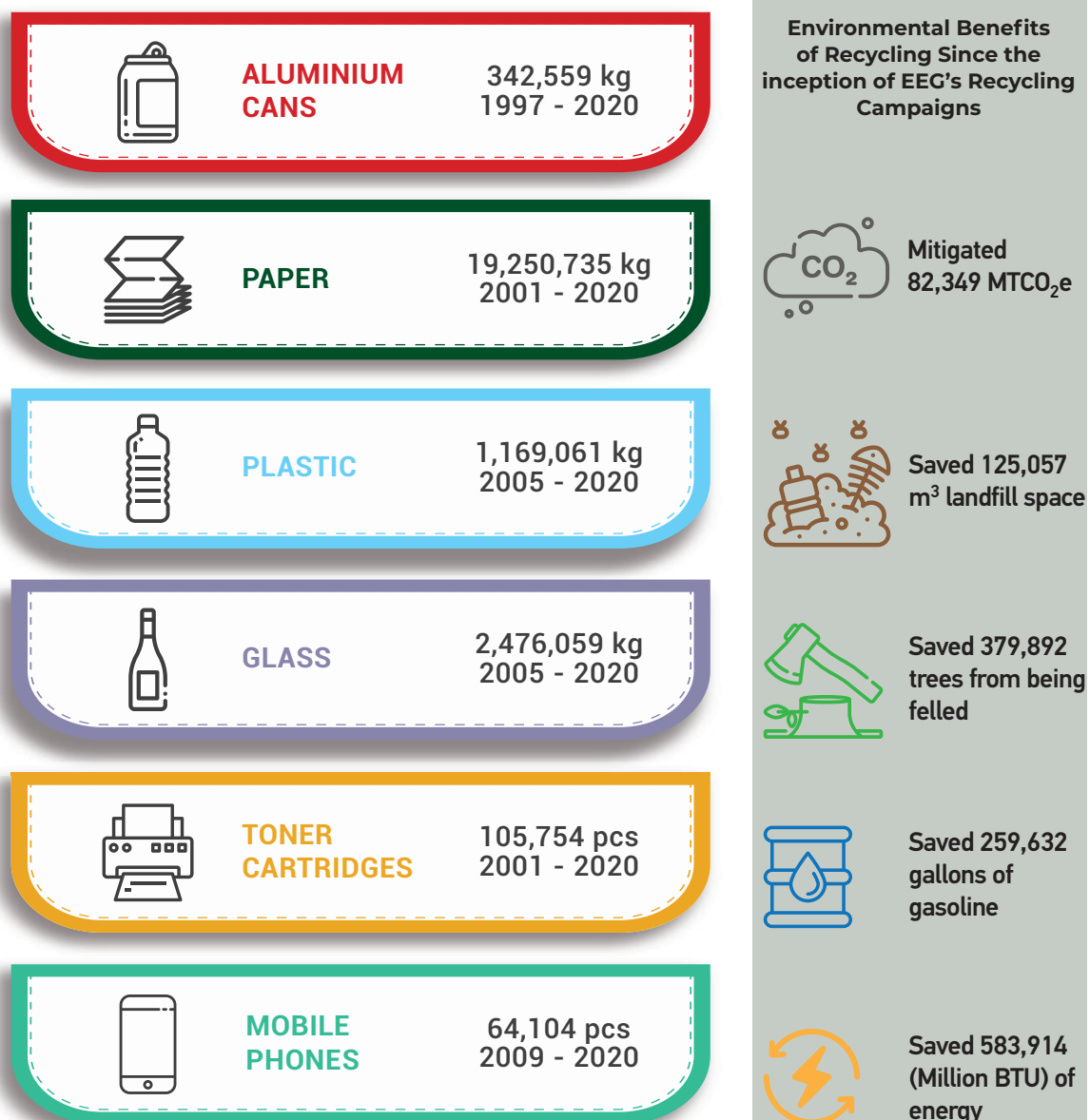
They also worked hard and contributed to EEG's overall goals of environmental awareness & preservation.

WASTE MANAGEMENT PROGRAMMES



EEG's unique Waste Management Programmes have been longstanding proponents of environmental awareness and sustainability in the UAE. Over the years, EEG's recycling campaigns, which consist of six materials, have encouraged a diverse group of students, corporates, families, and individuals to partake in healthy recycling practices and thus make a difference. EEG has also integrated its tree-planting initiatives with its Recycling Programmes, providing its participants with an incentive to plant a tree in their name.

In 2020, the world faced some unprecedented challenges posed by the COVID 19 pandemic, and it became more evident that now is the time to build back better for nature and our society as a whole. The pandemic posed some strain on the process and motivation to collect the target waste and because of the lockdown restrictions and decreased mobility, the waste collection quantities were lower compared to 2019. Nevertheless, EEG signed off the year and is embarking into the new year with the hope of upholding its green spirit for the years to come.

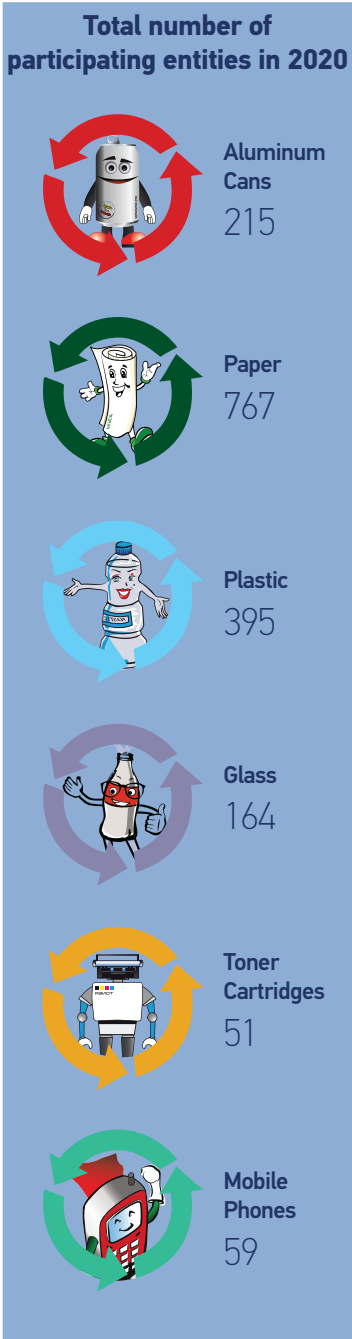


COLLECTION AND RECYCLING CAMPAIGNS



EEG is well-known for its versatile range of initiatives, each of which exerts a positive impact by minimising waste and mitigating pollution in the UAE. EEG's campaigns serve as a platform for different members of the UAE society to achieve the conservation of resources and the protection of the environment. Through the collection of Paper, Plastic, Glass, Aluminium Cans, Toners and Mobile Phones, EEG aims to instill responsible recycling practices and help build a greener and cleaner UAE.

Being an accredited organisation to UNEP, EEG continues to endorse the UN SDGs by incorporating them into year-round campaigns. EEG's Waste Management Programme promotes several UN SDGs, but with a special focus on Goal 12, which aims at promoting 'Responsible Consumption and Production' and Goal 13 which calls for 'Climate Action'. These recycling campaigns thereby enable EEG and its members to attain economic growth whilst combating environmental degradation, increasing resource efficiency and promoting sustainable lifestyles.



Summary of EEG` s Recycling Campaigns in 2020

Item	Schools	Corporations	Families	Total
Aluminium Cans	535 kg	10,533 kg	606 kg	11,674 kg
Paper	184,773 kg	536,997 kg	173,159 kg	894,929 kg
Plastic	6,492 kg	40,593 kg	13,361 kg	60,446 kg
Glass	6,234 kg	28,215 kg	4,435 kg	38,884 kg
Toner Cartridges	36 pcs	2,444 pcs	347 pcs	2,827 pcs
Mobile Phones	369 pcs	2,515 pcs	2,021 pcs	4,905 pcs

Comparison of EEG's Recycling Campaigns 2019 - 2020

Item	Total Collection for 2019	Total Collection for 2020	
Aluminium Cans	15,627 kg	11,674 kg	▼
Paper	1,235,112 kg	894,929 kg	▼
Plastic	96,420 kg	60,446 kg	▼
Glass	96,035 kg	38,884 kg	▼
Toner Cartridges	5,254 pcs	2,827 pcs	▼
Mobile Phones	7,713 pcs	4,905 pcs	▼

CAN COLLECTION CAMPAIGN

EEG's Can Collection Campaign is spread throughout the year and consists of two initiatives: The Can Collection Day, and the Can Collection Drive. The combined objective of this campaign is to deviate thousands of Aluminium Cans from landfills while promoting recycling habits among the different sectors of the society in the UAE.

Main Sponsor

Emirates Global Aluminium

Supporting Institutions

a. Government Bodies

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

b. Private Sector

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

c. Educational Institutions

- American International School of Abu Dhabi

d. Media Partners

- Al Murad Group
- Gulf News

Participation & Collection 2019 – 2020

	2019		2020	
Category	Participants	Collection (Kg)	Participants	Collection (Kg)
Schools	50	1,172	32	535
Families	83	802	48	606
Companies	169	13,653	135	10,533
Total	302	15,627	215	11,674

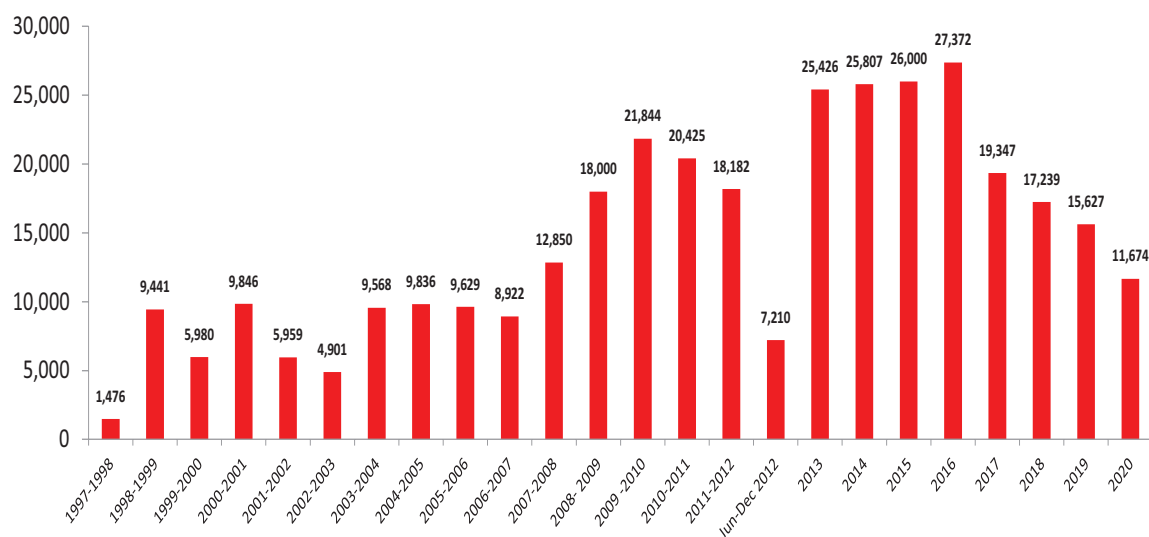
Can Collection Day

EEG organised its 24th cycle of the Can Collection Day on **27th February**, under the motto, **“Don't throw it away. Recycle it for Another Day”**. The event united over **180** entities from across the UAE, whose combined efforts reeled in more than **5,000** kg of Aluminium Cans for recycling which formed 25% of the set target of **20,000** kg.

Can Collection Drive

The annual Can Collection Drive of EEG was successfully organised on **7th November**. With all the pandemic-related safety measures in place, EEG was able to run the drive successfully at three sites - Al Mamzar Park, Al Barsha Pond Park and Zabeel Park in Dubai, while participants from other Emirates deposited their collection directly at EEG's office or was collected from them by EEG's team. The drive brought together over **120** entities from across the UAE, who collectively deposited a total of **3,500** kg of Aluminium Cans for recycling.

Aluminum Cans Collection 1997 – 2020 in kg



PAPER COLLECTION CAMPAIGN

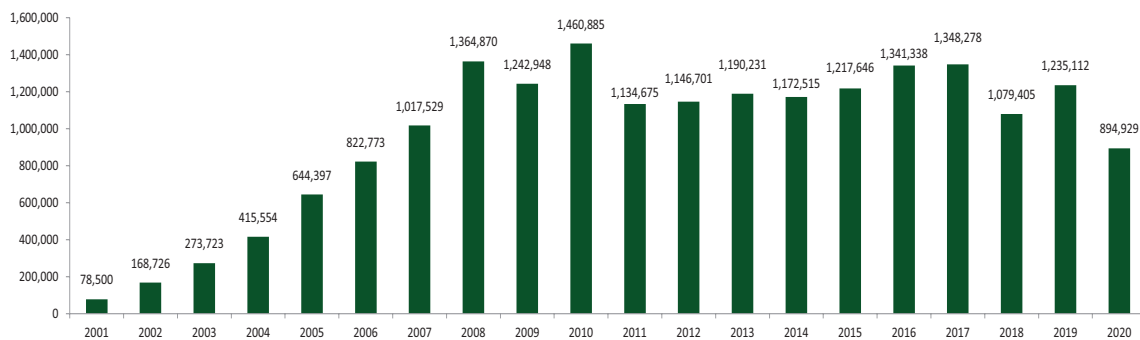
The benefits of recycling paper are multifold: it helps in conserving natural resources, recedes deforestation, saves energy, clears up landfill space for other non-recyclable waste and finally, reduces greenhouse gas emissions that cause global warming and climate change.

Campaign Period
January - December
Type of Wastage Targeted
All Kind of papers (Newspaper, Cardboard, Books etc.)

Participation & Collection 2019 – 2020

	2019		2020	
Category	Participants	Collection (Kg)	Participants	Collection (Kg)
Schools	107	386,914	91	184,773
Families	516	226,111	366	173,159
Companies	366	622,087	310	536,997
Total	989	1,235,112	767	894,929

Paper Collection 2001 - 2020 in kg



PLASTIC COLLECTION CAMPAIGN

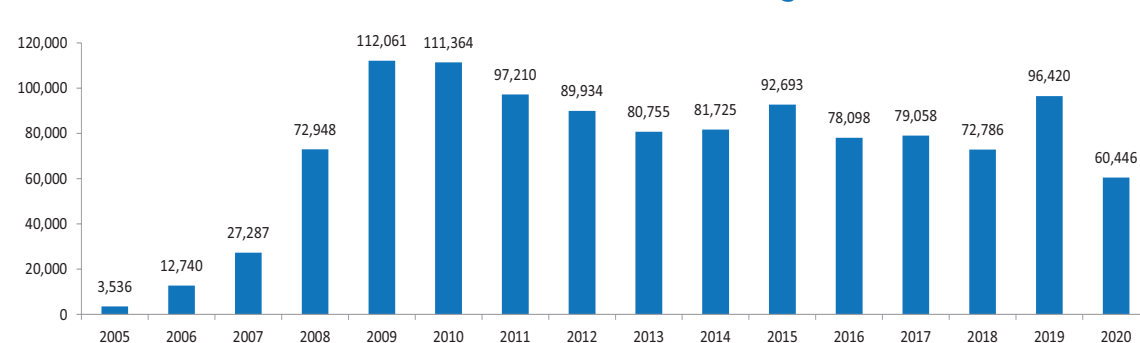
Plastic continues to be one of the most hazardous wastes to dispose, owing to its non-biodegradable nature. Due to this, plastics end up in landfills and water bodies, causing harm to the ecosystems in these habitats. EEG's plastic recycling campaign thus help abate pollution and conserve energy.

Campaign Period
January - December
Type of Wastage Targeted
Type 1 & 2 Plastic bottles (Water, Juice, Milk, Shampoo and Medicine Bottles etc...)

Participation & Collection 2019 – 2020

	2019		2020	
Category	Participants	Collection (Kg)	Participants	Collection (Kg)
Schools	59	12,713	45	6,492
Families	247	11,286	208	13,361
Companies	167	72,421	142	40,593
Total	473	96,420	395	60,446

Plastic Collection 2005 - 2020 in kg

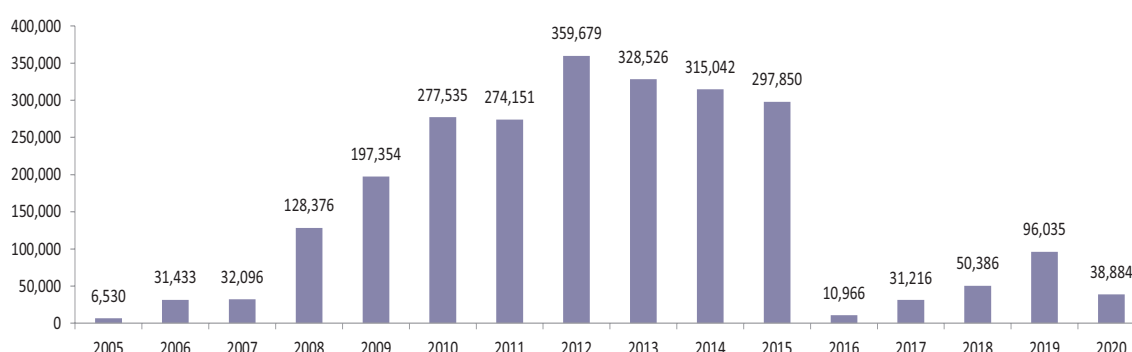


GLASS COLLECTION CAMPAIGN

Recycled glass helps reduce air pollution by 20% and water pollution by 50%. Through its glass recycling campaigns, EEG aims to clear up landfill space and conserve energy.

Participation & Collection 2019 – 2020				
Campaign Period January - December Type of Wastage Targeted Bottles of Drinks, Ketchup/Mayo- naisse, Medicine & Perfumes etc.	2019		2020	
	Participants	Collection (Kg)	Participants	Collection (Kg)
Schools	8	3,084	11	6,234
Families	103	3,937	92	4,435
Companies	58	89,014	61	28,215
Total	169	96,035	164	38,884

Glass Collection 2005 - 2020 in Kg

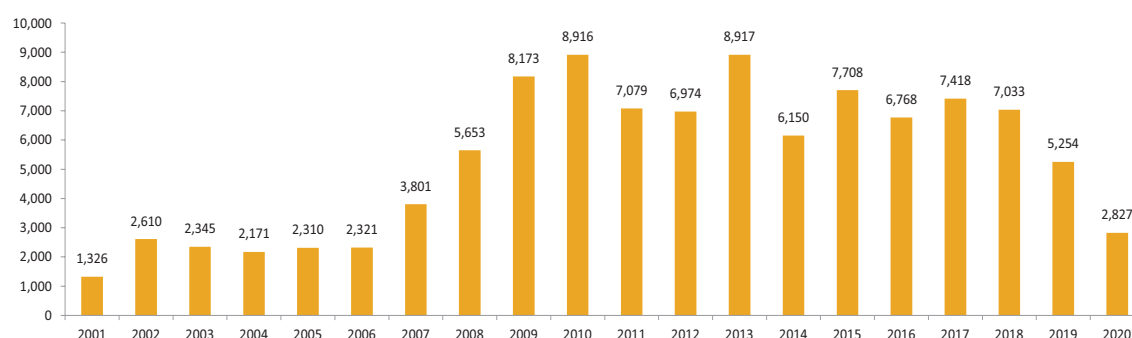


TONER COLLECTION CAMPAIGN

Recycling toners is extremely beneficial as it helps in the creation of new products. In addition, recycling toners also helps save energy, natural resources, water and reduces greenhouse gas emissions generated by manufacturing new products from scratch.

Participation & Collection 2019 – 2020				
Campaign Period January - December Type of Wastage Targeted Toner and Ink Cartridges	2019		2020	
	Participants	Collection (Pcs)	Participants	Collection (Pcs)
Schools	9	306	3	36
Families	30	990	20	347
Companies	45	3,958	28	2,444
Total	84	5,254	51	2,827

Toner Collection 2001 - 2020 in Pcs

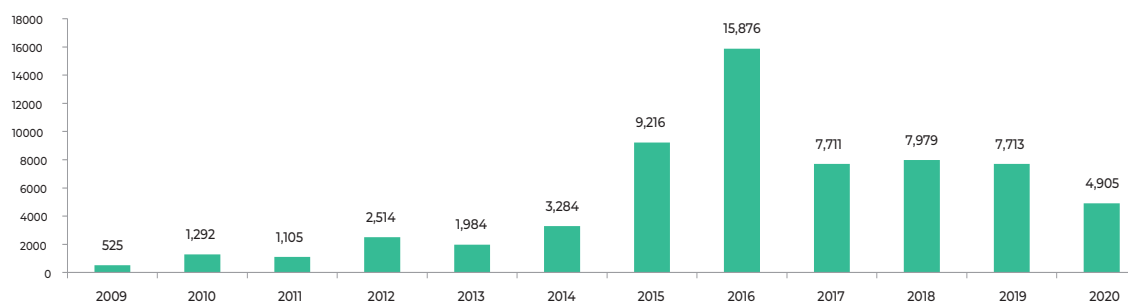


MOBILE COLLECTION CAMPAIGN

Cell phones and other electronic devices contain hazardous materials such as lead, mercury, cadmium, arsenic and brominated flame retardants. If tossed in landfills, these materials can contaminate air, soil, and groundwater. Therefore, EEG works hard to collect as many mobile phones as possible and sends them to the local recycling facilities whereby they recover the reusable metals and other valuable resources as raw materials for new products.

Participation & Collection 2019 – 2020				
Campaign Period	2019		2020	
	Participants	Collection (Pcs)	Participants	Collection (Pcs)
Type of Waste Targeted				
Mobile Phones, Tablets and accessories.				
Schools	10	1,243	5	369
Families	64	3,059	41	2,021
Companies	26	3,411	13	2,515
Total	100	7,713	59	4,905

Mobile Collection 2009 - 2020 in Pcs



SPECIAL RECYCLING PROJECTS

Earth Hour and Paper Walk

Earth Hour is an annual event when people all over the world turn off lights for an hour. Since 2008, EEG has been an active participant of the international movement to raise awareness about environmental issues. Given the exceptional situation during the COVID-19 outbreak, EEG joined the world to observe Earth Hour digitally in 2020. Usually, EEG celebrates the Earth Hour by conducting a special project known as **"Paper Walk"** in parts of the UAE. However, owing to the pandemic restrictions, this activity took the form of a simple paper collection. A total of **56** participating entities successfully handed over **6,746** kg of paper.



Participants
56



Paper
6,746 kg

Scrap Metal Recycling Project

For the very first time, EEG launched a one month Scrap Metal Recycling Project, which aimed at further promoting environmental sustainability. This project ran from **20th September** till **20th October 2020**.

Green December

The last programme initiated by EEG in 2020 was **"Green December"**. Under this campaign, student members of EEG collect a minimum quantity of specific recyclable materials. The programme witnessed **32** enthusiastic students partake in a noble cause, thus showcasing their will to become responsible citizens of the society. Through the programme, EEG was able to collect **8,395** Kg of Paper, **501** Kg of Plastic, **57** Kg of Aluminium Cans, **320** Kg of Glass, **200** mobile phones, and **53** toners. Through this, EEG was able to mitigate **34** Metric Tonnes of CO₂, conserve **231** BTU of energy, save **50** m³ of landfill, prevented **307** trees from being cut, and avoided the combustion of **716** gallons of gasoline.



EMIRATES RECYCLING AWARDS



A large part of the credit for EEG's success stories goes to the members, who have time and again proven that collective community engagement makes all the difference. EEG believes that awarding the efforts of these ardent members motivates them to strive harder for excellence. On the occasion of World Environment Day (WED), EEG takes the opportunity to recognise and reward the efforts of these members, who have actively participated in and contributed significantly towards the recycling campaigns. Thanks to their contribution, EEG is able to achieve its annual environmental goals and targets.

On **8th June**, EEG celebrated the green heroes of recycling and sustainability in the UAE during the first-ever, virtual awards ceremony held under the patronage of H.E. Eng. Sheikh Salem Bin Sultan Bin Saqr Al Qassimi, Member of the Executive Council of the Government of Ras Al-Khaimah and Chairman of the Department of Civil Aviation and Honorary Member of EEG. The awarding ceremony welcomed a myriad of environmental leaders from different sectors. From VIPs and CEOs to Educational Faculty and Students to Media and Government Officials, the event brought together likeminded individuals with a unified, shared responsibility in protecting the environment.

The theme for WED 2020 was "Time for Nature," which served as a reminder and call for action to the entire global community. It is our responsibility to take notice of the damage that we have created and rebuild a resilient future. The theme for 2020 invited us to reflect on how we can change for the better and pioneer sustainable development.

EEG's various recycling campaigns registers nearly 2,000 schools and up to 500 company participants annually. This feat calls for a celebration of the eco-champions who voluntarily join EEG's waste management programmes and work hard to produce incredible results. The 2020 accomplishments mark 24 years of excellence for the Emirates Recycling Awards.

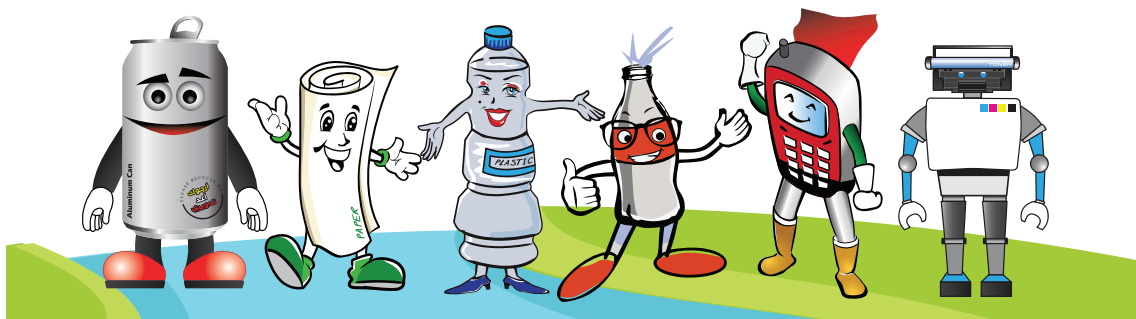
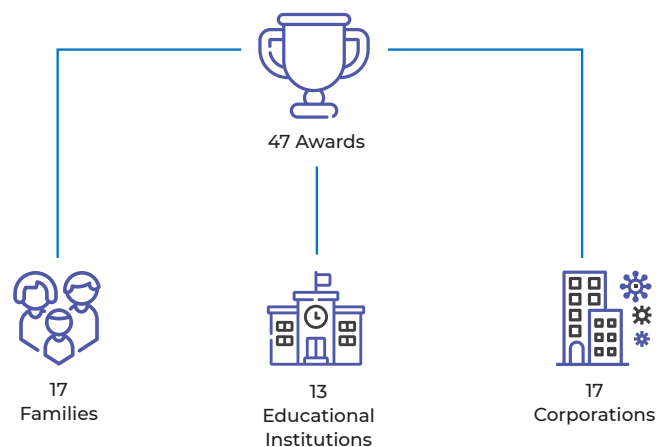
The year 2020 served as a testimony to the resilience and adaptability of humankind, as EEG witnessed a great deal of enthusiasm and participation from the attendees to the virtual ceremony. The winners, who were recognised during the ceremony, set an example for the community to follow - one of passion, hard work, and commitment. The extent of positive feedback generated reflected EEG's success in achieving its yearly targets. EEG aims to create awareness by promoting the concept of recycling to become a habit in people's daily lives.

Silver Sponsors

- McDonalds UAE
- Epson

In kind Supporters

- Nikai
- Almarai
- Nestle Waters
- Delmonte
- Loreal
- ITL Cosmos



Winners of 2019 Recycling Campaigns			
Campaign	Company	Academic Institution	Individual / Family
Paper	UAE Exchange Al Saaja 65,610 Kg	The School of Research Science 37,810 Kg	Nia Tony 11,106 Kg
Plastic	Emirates Flight Catering 16,958 Kg	Our Own High School, Al Warqaa 1,798 kg	Namaa Ismail Al Zarooni 854 Kg
Aluminium Cans	Emirates Flight Catering 5,230 Kg	New York University Saadiyat Island Abu Dhabi 280 kg	Joseph Manoj Chittilappilly 101 Kg
Glass	Emirates Flight Catering 23,000 kg	New York University Saadiyat Island Abu Dhabi 1,400 Kg	Akanksha Singh 420 Kg
Mobile Phones	Dubai Public Prosecution 2,026 pcs	Our Own High School, Al Warqaa 521 pcs	Shivani Adduri 726 pcs
Toner Cartridges	Sharjah Electricity & Water Authority 2,588 pcs	-	Muhammed Vakil 399 pcs



CORPORATE OUTREACH & AWARENESS PROGRAMMES



The concept of sustainability defined as “meeting the needs of the present without compromising the ability of future generations to meet theirs” needs coordinated efforts and collaborations to meet the desired results. Recently, corporates and MNEs across the globe are turning towards implementing various Corporate Social Responsibility (CSR) initiatives, as part of which they invest more money and time in supporting sustainability efforts and environmental education.

EEG has always maintained strong ties with its corporate partners and engages with them regularly to support their sustainability initiatives and jointly conduct events or campaigns that align with their sustainability goals. Being in the forefront of reaching out to different sectors to promote awareness about environmental conservation, EEG considers this as an integral component of sustainable development, as it helps change the way to tackle issues related to climate change amongst others.

EEG reaches out to cross-sections of the corporate world and offers them a wide range of programmes that boost their corporate social responsibility activities and help them become environmentally and socially responsible.

Panel discussions, gala dinner, afforestation programmes, presentations, official visits, memorandums of understanding are some of the EEG ways that incorporate the three primary pillars of corporate sustainability: social, environmental, and economic (often known as people, planet, and prosperity). In doing so, EEG is able to achieve and propagate a truly balanced sustainable development in the UAE.

In 2020, EEG was successfully able to conduct a wide range of activities to engage with its corporate associations despite the challenges posed by the COVID-19 pandemic. It was even able to reach out to a larger network of corporates across the globe, thanks to the virtual global village that came into being.



ANNUAL CORPORATE GALA DINNER



EEG's Annual Gala Dinner is an occasion to host its members, partners and sponsors as a way of acknowledging the commitment and support of every entity that is a part of EEG's efforts to ensure a greener and sustainable future for UAE. In 2020, EEG set the theme of the Gala Dinner as 'Beyond 30 Years: Going to the Next 30' in line with the declaration of His Highnesses Sheikh Mohammed bin Rashid Al Maktoum, Vice-President, Prime Minister of UAE and Ruler of Dubai, and Sheikh Mohamed bin Zayed Al Nahyan, Crown Prince of Abu Dhabi and Deputy Supreme Commander of UAE Armed Forces, to mark 2020 as the Year of preparations for the Next 50 Years. One other special reason for having chosen this theme was to celebrate the 30th anniversary of EEG, and celebrate all of the milestones that it had achieved in its remarkable journey,

The 23rd Annual Corporate Gala Dinner was held under the patronage of HE Eng. Sheikh Salem bin Sultan bin Saqr Al Qassimi, Chairman of the Ras Al Khaimah Civil Aviation Department, Member of the Executive Council of Ras Al Khaimah Government and Honorary member of EEG, and in the presence of the Guest of Honour and Keynote Speaker, H.E. Eng. Mariam bint Mohammed Saeed Hareb Al Mehairi, Minister of State for Food Security, at Sheraton Jumeirah Beach Resort on **4th March**.

Her Excellency said during the keynote speech "It's amazing to know 30 years have passed with such achievements, and I salute EEG and Habiba Al Mar'ashi for their wonderful job. I look forward to their next 30 years with optimism."

More than 200 entities and VIP guests, comprising ambassadors, consul generals, high profile government officials, EEG members, partners and sponsors attended to reaffirm their commitment to safeguard the fragile environment of the UAE

As many as 48 organisations, from both public and private sector, were honoured for their outstanding collaboration with EEG for the year 2019, which had Wasl Properties, McDonald's UAE, Chalhoub Group as Special, Gold and Silver sponsors respectively; and Arabia CSR Network as the sustainability partner.

Special Sponsor



Gold Sponsor



Silver Sponsor



CHALHOUB GROUP

Sustainability Partners



الشبكة العربية للمسؤولية الاجتماعية
Arabia CSR Network

FARNEK
TOTAL FACILITIES MANAGEMENT



ATTENDEES

200 Guests



CARBON NEUTRAL EVENT

Offset 2.60 tonnes of CO₂ Emissions in collaboration with Farnek





PANEL DISCUSSIONS



Since its inception in 1992, EEG has been engaging with various stakeholders through its series of Panel Discussions, formerly known as the Community Lectures. EEG's panel discussions cover a wide range of environmental and sustainability issues. These discussions provide valuable insights and formulate effective solutions to deal with challenges at hand. In 2020, EEG conducted **4** panel discussions, with a total participation of over **700** people, bringing the total count of panel discussions conducted till date to 195 since its inception. The panel discussions were supported by the Arabia CSR Network, the Emirates Green Business Council (EGBC), the Clean Energy Business Council (CEBC) and the Swiss Business Council

1. Sustainable Fashion: A Moment or a Movement?

EEG hosted the 1st panel discussion of 2020 on a much debated contemporary topic "Sustainable Fashion: A Moment or a Movement?" on **20th February**, hosted by Modul University Dubai.

The discussion highlighted that the fashion industry is one of the biggest industries globally, worth US\$ 2.4 trillion according to McKinsey Global Fashion Index. It is also the 3rd highest polluting industry in the world, producing 20% of global wastewater according to UN Economic Commission for Europe; therefore, developing sustainable solutions in the fashion industry needs immediate attention such as fair trade, ethical clothing, recycling plastic and PET bottles to make polyester, using large platforms such as pageants to promote awareness about the environmental threats posed by the fashion industry, creating effective waste management programmes to monitor the disposal of garments and encourage corporates to undertake CSR initiatives in this regard.

The discussion highlighted topics that needed attention from brands, the textile industry and relevant entities involved in spreading the message of recycling. It was stressed that sustainability in the fashion industry requires balancing the growth in demand by consumers and the supply of resources.

Panelists:

- **Dr. Rashed Karkain:** Head of Sewage Treatment Section at Dubai Municipality, Founder of Rashed Karkain Research & Training Institute
- **Mrs. Emma Barber:** Director of DGrade
- **Ms. Anjali Lukose:** CSR, Sustainability & Business Excellence Manager at Apparel Group
- **Dr. Alica Grilec:** Assistant Professor and College of Fashion and Design.
- **Angelia Ong:** Miss Earth 2015.



2. Feeding a Thirsty World: Food & Water Security

EEG organised its 2nd panel discussion virtually on **28th May**, titled 'Feeding a thirsty world: Food & Water Security' to facilitate strong interactions on food and water security. The objectives of this panel were to explore the risks of water and food scarcity in the UAE and the Region and to understand the ways through which organisations are working to effectively contribute to the UN SDGs and to share best practices that promote water conservation and agricultural sustainability; such as agri aquaculture farming and up-to-date food security techniques. Through its very first virtual panel discussion, EEG enabled conversations that aligned with the UAE Water Security Strategy 2036 and to the UN SDG no. 2, 6, 10, 12, 13 & 17.

The discussion threw some light on the dangers and impacts of world hunger and malnutrition in its many forms and offered several solutions to combat them. The UAE Food Security Office affirmed its commitment to achieve the National Food Security Strategy 2051 using technological advancements, revised labeling systems on food packaging and engaging the community in competitions. They highlighted their strategy in enabling all citizens and residents to have access to sufficient, safe and nutritious food for and active and healthy life at affordable prices at all times. The speakers also provided insight on steps to achieve water stewardship.

Panelists:

- **Dr. Ismahane Elouafi:** Director General of the International Centre for Biosaline Agriculture
- **Ms. Fatema Al Mulla:** Senior Research Analyst for Food Security Office of the UAE
- **Mr. Adrian Sym:** Chief Executive, Alliance for Water Stewardship
- **Ms. Bethlehem Yerdaw:** Regional Corporate Affairs and Sustainability Manager for Nestle Waters EMENA.



3. Tackling the Climate Emergency with Climate Finance

The 3rd Panel Discussion was held virtually on **28th July** under the theme of “Tackling the Climate Emergency with Climate Finance.” The session aimed to inform the participants about the financial opportunities available to combat climate change as well as key investment areas for green development.

It featured a group of expert panelists who emphasised on the urgent need of increasing government and private spending on crucial sectors such as health, education, infrastructure and climate change. It also opened dialogue about financial opportunities in the UAE that can be diverted towards combating climate change.

Responding to climate change does present challenges for the oil producing and water stressed countries of the MENA Region as well as present opportunities to create new paths towards more inclusive and effective development.

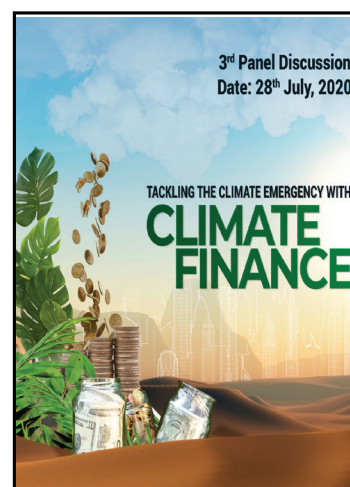
The panel put across intriguing ideas for the GCC states to develop a PAN-Arab model for clean energy technology and climate change mitigation as part of their foreign aid.

The MOCCAIE talked about establishing stations across the UAE to assess changes in the concentrations of pollutants during January to June 2020 which observed an average reduction of 45% in NO₂ concentration level.

The need to create mechanisms to accurately measure pollution levels, encourage corporates and investors to expand their scope of by putting in place Carbon Strategy & Portfolio Management and setting attainable goals to achieve by 2030.

Panelists:

- **Dr. Nasser Saidi:** Chairman of CEBC and President of Nasser Saidi & Associates
- **Ms. TJ Lightwala:** Managing Director Lead for Experience Services - MENA Accenture
- **Ms. Fatima Alhammadi:** Acting Head of Air Quality Management Section - MOCCAIE



4. UAE, A Biodiversity Haven

The 4th and final panel discussion for the year 2020 was conducted virtually on **20th September** under the theme, “UAE: A Biodiversity Haven”. This very stimulating session aimed at addressing the underlying causes of biodiversity loss and also injects biodiversity values across all sectors.

The session highlighted the importance of biodiversity in the cycle of life, and the efforts made by the UAE to preserve its biological diversity and therefore allowed the engagement of stakeholders.

The session dived into various methods to conserve ecosystems on a global, regional and local level and how to benefit and learn from international policies and adapt them to serve national strategies.

The speakers demonstrated facts about the wealth of terrestrial, avian and marine ecosystems found within the UAE and therefore eliminated the existing bias that the desert ecosystem lacks diversity. They focused on the challenges faced by the entities in implementing conservation practices and offered solutions to overcome that.

They raised relevant points such as encouraging environmental education in schools, strengthening practices in veterinary and wildlife management, incorporating necessary policies within the organisational principles, and implementing efficient governance and planning systems.

The discussions commended the UAE government’s efforts in preserving biodiversity and duly serving its role as an up and coming sustainable hub in contemporary times.

Panelists:

- **Mr. Greg Simkins:** Conservation Manager at Dubai Desert Conservation Reserve
- **Mr. Brett Girven:** Principal of the Arbor School Dubai
- **Ms. Amna Alotaiba:** Director of the Environment, Health and Safety Department at Al Ain Zoo
- **Ms. Hessa Alqahtani:** Conservations Programme Unit Head at Al Ain Zoo



CORPORATE OUTREACH



EEG believes that sustainable development can only be achieved if all stakeholders - government, corporates, academia, and the civil society - come together and align their goals with environmental targets. EEG values its partnership and collaboration with its corporate members, who have provided a gateway for the organisation to uphold and propagate its policies and programmes to the corporate sector.

EEG has always been eager to support any and all initiatives or programmes that align with sustainability and help pioneer environmental movement in the UAE.

Clean Up with Landmark Group

In **February 2020**, the Landmark Group partnered with EEG to help spread awareness about waste management and recycling practices amongst its employees, as part of their Corporate Social Responsibility initiative.

EEG organised a cleanup drive at the Al Qudra lakes and registered a total participation of **100** staff members of the Landmark Group, who very meticulously helped collect a total of **900 kg** of waste out of which the recyclable waste collected was taken to the EEG office for proper recycling.

The campaign was a grand success and served as a call for action amongst the corporate sector, delivering a powerful message that stable and sustainable development can only be attained when entities work in cohesion with the environment.



Water Stewardship Leaders' Forum

To accelerate water stewardship for sustainable development, EEG Chairperson was invited as a speaker in the Water Stewardship Leaders' Forum organised by Nestle MENA on **27th October**. The objective of the forum was to provide a global perspective on water challenges, define water stewardship, deliberate on viable plans of action for the MENA Region, and provide perspective on the Caring for Water (C4W) framework. The presentation gave a thorough overview of the challenges and opportunities for collaborative action for water security and sustainable development in the region. EEG Chairperson also joined a panel discussion to engage with other participants on key issues related to the implementation of SDG 6.



Online Market Forum

On **7th October**, EEG Chairperson participated in a virtual market forum organised by Epson Europe B.V. Middle East Office, a corporate member of EEG. The forum was based on the theme 'Sustainability in the Middle East', it provided insights based on interactions with the research specialist B2B international, targeting over 4,000 people and 26 countries including the UAE and KSA. The forum discussed the importance of sustainability and eco-value for business growth and success in the Middle East Region. In the context of sustainability in the Middle East, EEG Chairperson also shared her input on the viability of sustainable practices and touched upon the need to value a project or investment beyond its financial aspects and focus more on socio-environmental ones as well.

Tristar Virtual Stakeholder Workshop

On **8th December**, EEG was invited to participate in the Tristar Sustainability Stakeholders Workshop. The objective of the workshop was to collect stakeholder feedback on Tristar's sustainability practices and achievements, which allowed Tristar to improve its materiality process.

The workshop included insightful presentations outlining Tristar's commendable work on Sustainability and their ESG good practices.

PARTNERSHIPS & COLLABORATIONS



EEG believes that a large part of any organisation's success depends on the partnerships that it builds with the community and stakeholders. Effective partnerships and collaborations are one of EEG's core missions and objectives. It has over the years, joined forces with various national, regional and international entities working in the field of environment and sustainable development, to spread awareness and develop tangible solutions.

Fulfilling the UN SDG No. 17, which is to achieve Partnership for the Goals. EEG continues to partner with other agencies in its scope of work as a sustainability advocate, to help unite the community under the goal of building a better tomorrow.



Ajman Tourism collaborates with EEG

The Director-General of the Ajman Department of Tourism Development hosted a meeting for EEG team led by the Chairperson, at his office on **19th February** to discuss the potential of collaborating in recycling and capacity building programmes.

Twelve key areas of interest were identified in the meeting to foster a long-term partnership and achieve tangible results in reducing carbon emission, energy conservation and boosting recycling.

EEG agreed to collect recyclable materials from Ajman Tourism Office on a weekly basis, host annual tree planting campaign with the Tourism Department, provide the staff with volunteering opportunities and join hands with the department for the "Clean Up UAE" campaign in liaison with Ajman Municipality.



Gulf Cultural Club

Emirates Environmental Group's Chairperson was invited to give a presentation on **22nd May** in an online session of Gulf Cultural Club broadcasted across the GCC region. A powerful and inspiring presentation was given on how to act on global strategies by pushing for greater awareness, development and the implementation of strategies by governments, and encouraging the private sector to make the right investments.

As a member of GISD Alliance, the Chairperson explained the vision of aligning business with the SDGs by helping them to identify opportunities for long term and sustainable investments. This new focus of converging profitability and sustainability in the business mindset is a means of scaling and speeding up the world towards resilience.

Swedish Business Council

For the seventh year in a row, in support of the Embassy of Sweden, the Swedish Business Council celebrated their National Day 2020 on, **6th June**. EEG Chairperson joined the Swedish Business Council, longtime partners of EEG, in celebrating their National Day through a virtual ceremony. The event welcomed guests from the local Swedish community, business partners, and friends and families of the council from around the world to celebrate the joyous occasion.

Partnering with HITECH Community Mask

In the fight against the corona pandemic, EEG partnered with HITECH Community Mask, which produces face masks made of more than 60% recycled textiles.

These high-quality masks are developed in Switzerland under the recommendations of the Swiss National COVID-19 Task Force and World Health Organisation.

The company generously provided these masks as a giveaway gift for EEG Gala Dinner guests. This sustainable solution allowed users to protect themselves from the novel coronavirus, while also reducing their ecological footprint. EEG's partnership with HITECH also entailed members to use a special code and avail a 15% discount on the orders placed.

Emirates Green Building Council (EGBC)

1. EEG Chairperson Moderates Emirates GBC Breakfast & Networking Event

Habiba Al Mar'ashi, Chairperson of EEG, and Co-Founder, Board Member and Treasurer of the Emirates Green Building Council, moderated a panel discussion on the topic of "The Circular Economy in the Built Environment" at the Emirates GBC Breakfast & Networking Event hosted by Shaw Contract on **2nd March**. She emphasised on the growing pressure being exerted on natural resources due to growing population and increased consumption patterns.

The panelists of the discussion shared their views on how circular economy principles are being incorporated into the construction sector, and how these can be implemented effectively across the UAE.

2. UAE Green Buildings Market Brief 2020

On **24th September**, EEG Chairperson facilitated a webinar for the launch of the 2020 UAE Green Buildings Market Brief. This brief shed light on the different green building policies in the UAE and current status of green buildings in the country. She emphasised on EGBC's aim to promote sustainable best practices by strengthening and promoting green building practices and initiatives across the UAE and the MENA Region. Key findings of the report were also highlighted, such as the UAE has nearly 64 million square metres built-up area as per its local green building regulations, she further added that the "UAE is one of the frontrunners when it comes to the environment and sustainability. The session also featured a presentation on the opportunities and trends for the UAE construction and building sector, followed by an enlightening discussion with the attendees.

3. EGBC Congress and Awards

EEG Chairperson participated in the 9th Annual Congress that was organised on **17th & 18th November**. The theme of the congress was 'Building a Sustainable Future in Uncertain Times' under the patronage of the Ministry of Climate Change and Environment. She moderated the 1st panel discussion titled **"From crisis to recovery: market overview for the green building sector"**.

The event discussed the impacts of COVID-19 on the construction and building sector, and how existing opportunities could be utilised to build a sustainable and resilient future for the UAE. The other areas of discussion included circular economy in the built environment, healthy buildings, innovations and solutions within the green building industry, resilient cities, carbon neutrality in the high rise, turning climate commitments into action on projects and indoor environment quality. Following the event, EEG Chairperson was also featured in the Business Breakfast Show on Dubai Eye 103.8 FM, as she shared some highlights from the EGBC Congress and Awards on air.

4. Towards the Next 50 Years: A Sustainable Development Plan

On **30th November**, Mrs. Habiba Al Mar'ashi joined the virtual Tabreed webinar that featured the UAE's prominent sustainability leaders to address the importance of embedding sustainability in the agenda of next 50 years. She spoke at the webinar and shared her views on global sustainability trends and emphasised on using the available Deep Retrofit technology to reduce on-site energy use.

She also shared the key activities of EGBC such as, MENA Green Building Awards and Annual Congress that brings the public and private sectors in joint efforts towards sustainability. She also suggested creating a blueprint of the UAE's success to lead momentum on the UN Sustainable Development Goals and the Paris Climate Agreement. The discussions drew attention to the importance of incorporating STEM (Science, Technology, Engineering and Mathematics) in the educational curriculum.

Clean Energy Business Council (CEBC)

As a longstanding partner of the Clean Energy Business Council, the Emirates Environmental Group partnered with the former on numerous occasions, as the two embarked on their shared objective of promoting awareness on energy efficiency and the renewable sector. In 2020, through a versatile range of webinars that discussed the implications of the challenges posed by COVID-19 on the energy sector, EEG and CEBC came together to successfully instigate meaningful dialogue between stakeholders on relevant matters and enabled them to derive solutions to address these challenges.

1. EEG attended a webinar on **12th May**, wherein the expert speakers discussed the estimated trends in Energy Efficient Market due to the COVID-19 pandemic. The Head of Energy Efficiency at the International Energy Agency (IEA) talked about the expected drop in energy efficiency markets in 2020 due to low CO₂ emissions amid COVID-19 and the urgency needed from governments to look for long term recovery without slowing down the clean energy transition.



2. On **20th May**, EEG participated in a technologically enlightening webinar hosted by the Clean Energy Business Council, alongside the Future Mobility Club (FMC). The session shed light on the advancements and infrastructure of EV across the Arab world. They offered insights into the EV market in the region and the technological advancements it has seen over the years. In discussing Electric Vehicle infrastructure in the MENA region, the speakers tackled issues relating to the COVID-19 pandemic affecting the EV market such as the oil price crash, supply chain disruptions, and EV sales and orders being put on hold due to financial losses experienced by companies and individuals.



3. On **4th June**, EEG attended an informative CEBC webinar that detailed the effects of the COVID-19 pandemic and lockdown measures on ESCO and M&V activities in the Middle East. The webinar demonstrated the International Performance Measurement and Verification Protocol (IPM-VP) which is an internationally used framework to measure energy savings which also currently stands as the most widely recognised measurement standard in the ESCO industry worldwide. The speakers presented case studies from hotels and malls based in the UAE and their energy savings during lockdown measures.
4. EEG attended on **24th June**, a webinar hosted by the Clean Energy Business Council (CEBC), which focused on the digitalisation of the power sector to discuss opportunities in the MENA Region. The expert panelists explored topics on recent innovations and various technologies developed throughout the energy value chain, market trends in the energy sector, grid specific technologies and the benefits of grid digital transition, case studies of successfully-implemented digital projects, and different challenges facing digitalisation and the opportunities ahead for the Region.



5. On **15th July**, EEG Chairperson, was invited as a speaker in a webinar and signing ceremony of CEBC's Women in Clean Energy (WICE) and Canada's Women in Renewable Energy (WiRE). She provided a research-based presentation on the **'Role of Local & International Community in Achieving Gender Diversity in the Energy Sector'**, shedding light on the current situation of gender diversity and global employment in the renewable energy sector. She said that in order to achieve gender equity in the energy sector and establish smart business strategies, we need to focus on the (3Es): Equal opportunity, Equal pay and Equal leadership. This requires strong concerted commitment from governments, industries and other energy stakeholders.
6. On **2nd September**, EEG attended a webinar organised by CEBC and UNDP Regional Hub in Amman, through its regional project "SDG-Climate Facility: Climate Action for Human Security", which elucidated the role of climate finance in facilitating transformative climate action to meet the SDGs in the Arab Region. The discussion dealt with Renewable Energy systems that entail benefits from SDG 7 and 13, and the 2030 Agenda for Sustainable Development. The discussion recommended the Union of Arab Banks transition to Green banking, to work together to build a framework for the Arab financial sector to support sustainable development projects. The discussion stressed on the need for a clear Pan-Arab commitment to embrace strong forward thinking policies of the renewable energy business.
7. EEG Chairperson attended the CEBC Members Virtual Networking event on **4th November**. Bridging the gap of social distancing, the event proved to be a great platform for the exchange of ideas and suggestions among the members. The event focused on the achievements of CEBC over the past few months and highlighted its activities in progress. The attendees also used this platform to interact with one another and exchange their insights.

Partnering with ACSRN

Following through their deep-rooted partnership, EEG collaborated with Arabia CSR as the Environmental Partner for the 13th edition of the ACSRN's Flagship Awards, known as the "Arabia CSR Awards". It was launched in a press conference held on **20th January**.

The launch marked the official commencement of a new cycle of the awards, shared its features with the media, potential participants and other stakeholders, and provided the winners of previous cycles with a space to share their experiences and insights on their awards journey.

On **20th April**, EEG collaborated with ACSRN to conduct the ACSR Awards Clinic, an event that supported the companies who had registered for the awards by providing them with training on how to add value to their applications. The Awards Clinic provided an outline of the methods, categories, criteria for judgment, and hints to companies to enable them to submit a successful application. The 13th cycle of the ACSRN Awards Ceremony, regarded as the 'Green Oscars of

the Middle East', was conducted on **6th October**, of which EEG was a proud Environmental Partner.

The event was held under the patronage of H.E Eng. Sheikh Salem Bin Sultan Bin Saqr Al-Qasimi, Chairman of the Ras Al Khaimah Civil Aviation Department and member of the Executive Council of the Government of Ras Al Khaimah, and sponsored by McDonald's UAE and Tristar Group. It was one of the first public physical events that EEG partook in post the COVID-19 outbreak in the UAE. The specialty of this event is that it received the carbon neutral label courtesy of FARNEK. The awards is verified by one of the world's most reputed providers of business assurance, DNV.GL.

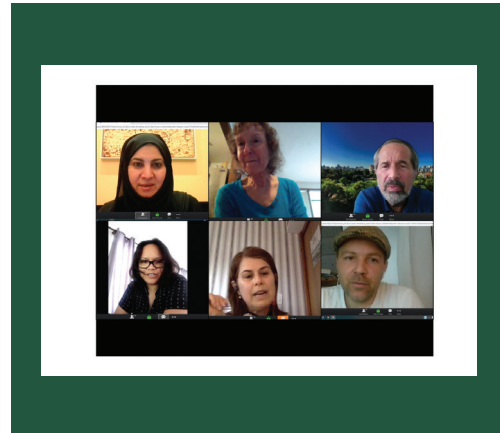


Engaging Effectively with GUD

GUD is a worldwide non-profit organisation founded in 2001, consisting of a rapidly growing network of more than 600 dynamic and well-known urban leaders and experts in 60 countries.

They conduct education, research, and action to promote policy ideas that help generate more prosperous, sustainable, and inclusive urban development throughout the world.

In 2020, EEG Chairperson, Mrs. Habiba Al Mar'ashi, a board member of GUD, joined hands with the organisation to conduct and coordinate a wide range of enlightening meetings and webinars, each of which provided an in-depth analysis of integrating sustainability into urban development.



1. On **19th June**, EEG Chairperson joined the virtual board meeting that discussed issues of housing and urban development post COVID-19. The discussion focused on 3D Housing and Sustainable Development for energy and financial efficiency. The meeting also discussed the innovative work of the World Health Organisation's new global project on Urban Governance for Health and Well-being, CLIC project on cultural heritage and circular economy, Sustainable Innovation Community and Global Participatory Budgeting Hub.
2. The Global Urban Development (GUD) organised on **1st July**, the first meeting of a new working group virtually, which was coordinated by the EEG Chairperson and a member of the faculty of Global Policy & Development at Singularity University.

The members shared their great ideas and potential actions on generating globally scalable projects around residential and mixed-use development using 3-D printing and other advanced construction technologies; the extensive use of recycled concrete and other sustainable building materials; equitable and sustainable community design, planning, and development; methods of public and private financing; job creation, business linkages, and income growth; homeownership and cooperative housing; and other closely related economic, social, and environmental challenges and opportunities.

A follow-up meeting was held on **29th July** to determine the clear vision and strategy for promoting climate resilient affordable housing and sustainable community development.

3. On **28th July**, GUD in partnership with EEG, organised the 1st virtual Urban Thinkers Campuses (UTC). The meeting of the members deliberated on the Sustainable Innovation Zones and COVID-19 Resilient Recovery Strategies.

The EEG Chairperson gave a presentation and shared her suggestions on new GUD Housing Working Group and potential plans for the UAE and the Gulf Region. She stressed on the key issues of COVID-19 and global poverty, how to mitigate the impacts and build back better, and the construction industry and its impact on economy.

4. GUD held a webinar attended by EEG, called “Inside ZISPOA” on **12th August**. The insightful presentations were delivered by GUD Board members, who are key leaders of ZISPOA (Porto Alegre Sustainable Innovation Zone). It discussed the 6 key pillars of ZISPOA – Innovation and Technology, Entrepreneurship and Startups, Sustainability and Resource Efficiency, Creativity and Collaboration, Participative Management Community, and Friendly Environment to Business. The GUD group is engaged in some exciting projects for sustainable housing and sustainable innovation. A follow-up 2-hour webinar with extensive discussion was devoted entirely to describe and analyse the 5-year history of ZISPOA among the members. Further on **26th August**, the group gathered virtually to discuss potential projects in developed as well as developing countries with strategic and innovative approaches.
5. On **17th December**, EEG Chairperson attended GUD’s annual meeting virtually, which focused on three key areas of discussion: to review GUD’s progress in 2020, especially on two major initiatives Sustainable Innovation Zones and Sustainable Innovation Communities; and Dubai International Housing Conference, 3D printed affordable housing with recycled construction waste, and to engage in strategic planning for 2021 and re-elect Board Members.

Engagement and Collaboration UNEP

As an accredited NGO to the United Nations Environment Programme (UNEP), EEG consistently strives to uphold and promote the pillars of sustainable development in the UAE, which are namely social, economic, and environmental development.

Ever since its inception, EEG has been a leading environmental advocate through its objectives that cater to raising public awareness on environmental affairs; integrating the public & private sector, and the civil society in sustainable development; and developing action plans and programmes that enable the population to take progressive steps towards building a more sustainable world.

In this regard, EEG has a similar working ethos as it collaborates with various strata of society by disseminating information, while providing a platform to ‘make a difference’ and advocating environmental justice. EEG has also pushed the UNEP mandate on the ground in the Middle East and beyond through its multitude of activities and programmes.

The year 2020 has been a strange one as the world came to a standstill. However, as a collective unit, NGOs, Member States and stakeholders from across the globe have been actively working with UNEP towards the environmental agenda. Below are some of EEG’s milestones and statistics in working with UNEP for the year 2020.

Meetings and webinars

From **January – December 2020**, EEG attended **28 meetings and webinars** related to several important UNEP mandates, some of these included the Committee of Permanent Representatives, the themes of which are:

- **Can I Recycle This? A global mapping and assessment of standards, labels and claims on plastic packaging.**
- **Cities and Covid-19: Food Access for Vulnerable Communities**
- **UN Decade on Ecosystem Restoration 2021 – 2030**
- **Sustainable Public Procurement**
- **Sustainable Living**
- **Water-Energy-Food (WEF) Nexus**
- **Using Product Lifetime Extension to Advance Circular Economy**
- **Marine litter and Microplastics**

As a means of following up with the agenda discussed in these meetings, EEG also participated in some Adhoc Open-ended Expert Group (AHEG) meetings.

In addition, EEG was a regular attendee at numerous UNEP meetings, the core details of which contain subjects related to:

1. **Super Year for Nature, Bureau of UNEA 5**
2. **Act #ForNature Forum**
3. **UNEP’s new series on “Sustainable Living 1.5: Empowering people to live better and lighter”**
4. **Civil Society Deliberations on UNGA Decision**
5. **UNEA decision 73/333**
6. **Civil Society Discussion on UNEP**
7. **Capacity Building Events**
8. **Future of the Global Environment Outlook (GEO)**

Further, EEG also provided the UNEP with its recommendations on one of the most high-level documents of the United Nations Environmental Assembly, the Ministerial Declaration – based on the theme, “Strengthening actions for nature to achieve Sustainable Development Goals”. EEG attended important sessions on the launch of flagship projects such as the Emissions Gap Report 2020.

Along with these high-level meetings, EEG also provided its recommendations to a number of policy documents/resolutions.

EEG was able to provide general as well as Arab-centric perspectives through various UNEP surveys designed to analyse the future form, function, governance of Global Environment Outlook, emerging issues of environmental concern, and Product Lifetime Extension.

In **September 2020**, in the light of the strategy reveal and engagement kickstarter of the UN Decade on Ecosystem Restoration, EEG found an opportunity to raise awareness and empower the student population of the UAE to participate in the Decade’s activities.

With the support of UNEP’s Secretariat, EEG offered its student members a platform to customise the brand-new Decade logo by ‘Making It their Own’ and personalising it with a more Arab flavour. EEG looks forward to achieving this with UNEP at the helm as the environmental hub of the world.

MEDIA



EEG strongly believes that media and other communication outlets play a crucial role in providing a voice for the community and serve as a platform for the exchange of news, ideas, thoughts, and other key updates. Media also helps expand outreach and mobilise support to tackle a wide range of environmental issues. EEG Chairperson has been interviewed by popular media outlets such as Majaz FM, 88.4 City FM, Dubai Eye 1038, Al Dhafra TV, Fujairah TV, Al Rabia FM, Dubai TV, among many others, as part of EEG's campaign promotions for the Can Collection Drive, Clean Up UAE, For Our Emirates We Plant and others. In addition, EEG has been a special guest at various segments hosted by several media outlets.

Interview with Rakhee Gandhi

Rakhee Gandhi, a UAE-based anchor and show host of One on One with Raggs, reached out to EEG Chairperson, Mrs. Habiba Al Mar'ashi, requesting her to share her inputs on matters such as creating a sustainable city and women in leadership. The interview podcast was recorded on **8th March**, and released on all of One on One with Raggs' social media pages, as a special feature for International Women's Day.

Rakhee indulged in a meaningful conversation with Mrs. Habiba, an exemplary woman leader, who left the listeners with a profound message – "You have great potential within you. Get out of your comfort zone, trod into areas you never did before, and you will be amazed at what you can achieve."



International Youth Day: Voices of Future Generations

Mrs. Habiba Al Mar'ashi, Chairperson of EEG, wrote a Blog Article for Voices of Future Generations, a writing initiative under the patronage of UNESCO. In the article, which invites the youth to join in spirit and celebrate International Youth Day, She shed some light on the 2020 theme for IYD, which was "Youth Engagement for Global Action".

The article encourages the youth to reflect upon how they can use their dream to help make the world a better place, and advises them to plan their future in a manner that integrates community action and upliftment.

The Matrix Green Pill Podcast

On **25th November**, the Matrix PR Dubai invited EEG Chairperson as a guest in its new podcast series titled 'The Matrix Green Pill'. The podcast featured her narrative of EEG's journey since its inception in 1991, and the progress that the organisation has made in raising awareness, building actions on climate change, environmental protection, and responsible waste management in the UAE and beyond.

The Matrix PR Dubai congratulated EEG for its achievements and accreditations. EEG's innovative educational and corporate programmes were also discussed; as part of which the Chairperson talked about the active and passionate participation that it receives from the community.



Alpin Middle East

On **6th September**, EEG Chairperson, was featured in an article published by the Alpin Middle East, under their initiative 'Alpin Women'. The article titled 'Women in Sustainability: 6 Expert Insights' consulted prominent women leaders in sustainability, and asked them to provide their perspectives on what sustainability means to them, and how women can play an essential role in furthering the stride for sustainable development.

The Chairperson very industriously defined sustainability as a way of life where all the entities on this planet are at a state of equilibrium, while humanity makes progressive strides.

She then provided solutions to facilitate greater women involvement in sustainability and other STEM fields, whereby domestic and international actors must work towards reformulating policies and breaking down socio-cultural barriers, and thus, welcome women with open arms into the field of sustainability.

JUDGING COMMITMENTS

Having been a prominent environmental advocate in the region for three decades, it is no surprise that various organisations approach EEG to be present as judges for numerous awards and competitions. In 2020, EEG resided as a jury member in the following awards:



Sharjah Excellence Award

Launched by the Sharjah Chamber of Commerce and Industry to promote business and investment in the region, the Sharjah Excellence Award looks towards honouring and recognising the outstanding performance and contributions of companies that have made a positive and significant impact in the Emirate of Sharjah.

Moreover, the Award, a non-profit business excellence award, is committed to helping organisations in Sharjah in terms of higher performance improvement, more enhanced quality services and more relevant Corporate Social Responsibility initiatives. In addition, it encourages the adoption of environment-friendly practices and strengthens the economic role of corporates in the sustainable development of Sharjah and the UAE.

The 4th edition of the Sharjah Excellence Awards at the Sharjah Expo Centre took place on **12th February**, it saw over a **100** organisations and entrepreneurs competing from:



United Arab Emirates



Kingdom of Saudi Arabia



Kingdom of Bahrain



Sultanate of Oman



State of Kuwait



EEG Chairperson participated in the 2020 edition of the awards and was a jury member at the same. She was honoured at the ceremony held under the patronage of H.E. Sheikh Sultan bin Mohammed bin Sultan Al Qassimi, Crown Prince and Deputy Ruler of Sharjah, for her efforts in driving powerful change in the environmental sector and sustainability overall. The ceremony witnessed the presence of a number of top government officials, ambassadors and consul generals, business people and media.

L'Oréal Brandstorm Competition

Brandstorm, L'Oréal, is an annual international business competition that brings together over 40,000 ambitious students every year from all over the world, who collectively produce 10,000+ groundbreaking ideas, innovations, and business models. In 2020, the competition theme was set to solve a real-life business challenge: "Build a plastic-less future in the beauty industry."

The aim of this annual Competition is to offer the students an experience and an opportunity to innovate within the beauty industry. This project is a part of the L'Oréal international human resources communication and recruitment strategy. It aims to enhance students' entrepreneurial and creativity skills and perception of the L'Oréal business.

The competition was focused on reducing the environmental footprint of the products formulas, protecting biodiversity through a sustainable and responsible sourcing policy for raw materials and optimising packaging, which are all levers used by L'Oréal to support sustainable innovation.

On **17th March**, EEG Chairperson served as a mentor to the regional winners of the competition in the UAE and helped the team perfect their pitch ideas.

Her expert feedback enabled the teams to polish their pitch and revise their energy, marketing, SWOT, revenue model, among other logistical details, thus, be prepared to compete on a global level.

EEG Chairperson once again set a remarkable example of leadership and guidance, as she helped the young, diligent team to drive positive change in the future of sustainability.



COMMUNITY ACTION & AWARENESS PROGRAMME

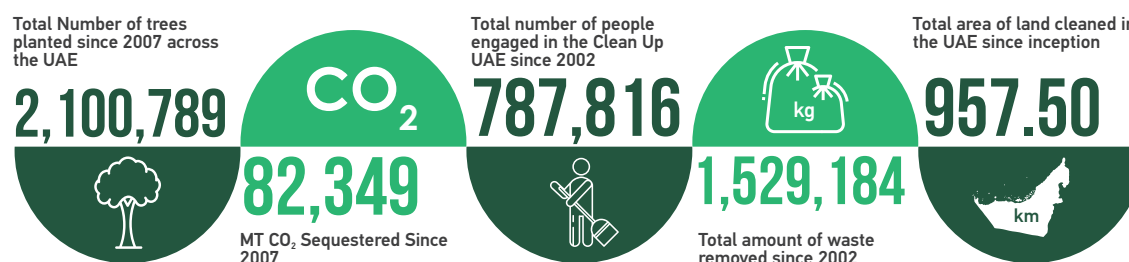


As stewards of the environment, EEG collaborates with the community to help turn its vision of a sustainable future into a reality, by providing the local community with ample opportunities to participate in its year-round campaigns and programmes. With this goal in mind, EEG aims to inculcate eco-friendly attitudes among various stakeholders and strives to inspire and educate the people in the UAE and act as a facilitator as the community embraces sustainable values.

EEG's Community Action and Awareness Programmes have been developed with the intent of promoting awareness and community engagement on various environmental issues. These programmes help broaden the local capacity to improve environmental quality, foster a sense of connection to the natural world and pave the path for tangible solutions. EEG recognises the diversity of the community and believes that this diversity can be leveraged into creating a widespread environmental movement that will inspire all members of the society to support and undertake sustainable action.

Each year, hundreds of participants engage in the various events organised under this programme, as they work to achieve positive environmental outcomes. EEG's Clean Up Campaign and Tree Plantation programme witnessed in 2020, a phenomenal participation from all across the seven Emirates. These programmes are truly unique because they have been designed to allow various environmental objectives to work in tandem, by incentivising environmental actions for all.

EEG's Community Action and Awareness programme serves as a platform for waste management and sustainable education to work hand in hand, whereby participants are encouraged to undertake practical experiences related to environmental conservation and thus develop a cautious and prudent approach towards sustainability.



CLEAN UP UAE CAMPAIGN



The 19th cycle of the annual “Clean Up UAE Campaign” was inaugurated under the patronage of the UAE Ministry of Climate Change and Environment (MOCCA) in Dubai and Abu Dhabi on **12.12.2020**. Organised in association with Dubai Municipality and Saih Al Salam Protected Area Management, the event witnessed the participation of many entities, public & private as well as many families, and H.E. Sultan Alwan, Acting Undersecretary of the Ministry of Climate Change and Environment.

His Excellency Sultan Alwan said: “Protecting the environment and sustaining its natural resources and biodiversity are strategic priorities for MOCCA. In this context, EEG works to ensure a safe and sustainable future for everyone through driving effective environmental actions that integrate legislation with on-the-ground programmes and initiatives. In line with the directives of the wise leadership of the UAE, we are keen to involve all members of the community in environmental protection efforts, therefore we are proud to support Clean Up UAE, and applaud the work of EEG.”

The entire campaign was conducted in a safe manner, adhering to COVID-19 protocol, as part of which EEG distributed various clean-up gear, biodegradable trash bags and accessories to the volunteers. Temperature checks, PPE kits, sanitisers provided by Dabur, and masks and gloves, were made accessible to all participants.



Date
12th December



Total area cleaned
23 sq km



Total Waste Collected
14,231 kg



Total Volunteers Participated
5,354

Government Supporters

- Ministry of Climate Change & Environment
- Management of Saih Al Salam Protected Area
- Dubai Municipality
- Dubai Police
- Dubai Tourism

Main Sponsor

- Shoemart

Co-Sponsors

- McDonald's UAE
- Dabur

Support Sponsors:

- Department of Tourism and Commerce Marketing (Dubai Tourism)
- Dubai Investments

Material Supporters

- Al Ain Water – Water
- Al Jazeera International Catering - Fruits
- Almarai – Milk & Bakery Products
- Byrne Equipment Rental – Portable toilets
- Fujairah Plastic Factories – Biodegradable plastic bags

Media Partners

- Gulf News
- Al Murad Group



FOR OUR EMIRATES WE PLANT



Our trees and forests serve as the lungs of the planet; they play a vital role in maintaining the oxygen levels in the atmosphere and providing stable homes for all the lives on Earth. Unfortunately, rapid industrialisation and urbanisation have caused humans to cut down these trees for their own benefit, causing a rather unsettling imbalance to the ecosystem. According to a UN Department of Economic and Social Affairs (UN DESA) policy brief, the COVID-19 pandemic has brought to the forefront some of the most pressing global challenges that humanity has faced in recent history, especially with regards to environmental degradation.

In fact, a 2020 study conducted by economists revealed that green recovery and reforestation would be the ideal means of recovery from the pandemic and prevent further reoccurrences of diseases like COVID-19 in the future. Recognising the significance that trees hold in the global landscape, EEG conducted its annual 'For Our Emirates We Plant' campaign in 2020 under the patronage of H.E. Engr. Sheikh Salem bin Sultan bin Saqr Al Qasimi, Chairman, Department of Civil Aviation, Ras Al Khaimah, and Honorary member of EEG.

This platform serves as a tangible outcome of the recycling campaigns and it serves as a reminder to various stakeholders that their actions contribute towards creating a meaningful difference. This campaign is quite a unique one because it is born out of an incentive provided to enthusiastic members who have been dedicated towards collecting and depositing wastes for recycling. "For Our Emirates We Plant" also did a great job in wrapping up all of EEG's events for 2020, and left the community in hopes of a splendid 2021.

Supporting Entities

- Almarai
- Byrne Equipment Rental
- Orient Irrigation



Total participants
368



Total Number of trees
planted in 2020
2,000



Amount of CO₂ emissions
mitigated since inception
12,388 MTCO_{2e}



Total Number of trees planted
from 2007 till end of 2020
2,100,789



One Root, One Communi-Tree

Launched in 2010, the One Root, One Communi-Tree campaign is aimed at promoting recycling habits and creating a recycling culture in the UAE by engaging companies, hotels, academic institutions, and families, and encouraging them to meet set targets for different recyclable materials. The project, as usual, comprised two phases: one from **January to May**, and the second from **August to November**. The collective recycling of these wastes resulted in the mitigation of **2,023 MTCO₂** emissions and saved **13,755 BTU** of energy, **3,194 m³** of landfill space, **10,780** trees from being cut and **10,559** gallons of gasoline.



Paper
497,378 kg



Aluminium Cans
2,044 kg



Glass
26,109 kg



Plastic
35,482 kg



Toner Cartridges
2,011 pcs



Mobile Phones
2,831 pcs

Green Call

To celebrate the annual Global Recycling Day, EEG rolled out the 5th cycle of the Green Call campaign on **20th March 2020**, it called upon participants to recycle their old Mobile Phones and tablets. Recognising the grave impacts that improper disposal of e-waste lays on the environment, EEG continues to hold this annual campaign to encourage the community to actively contribute towards building a circular economy, whereby materials are reused and recycled as many times as possible. The 2020 campaign ran for a month, until **20th April**, and received participation from **32** academic institutions, corporates, and families. Collectively, the campaign was able to collect **483** mobile phones and EEG was able to mitigate **0.08** MTCO₂ emissions, save **397** trees from being felled, and save **1,684** gallons of gasoline. The commitment shown by participants led to the planting of **13** native trees on **20.12.20**.

Recycle. Reforest. Repeat

To commemorate the World Day to Combat Desertification, the Emirates Environmental Group (EEG) rolled out the 5th cycle of its popular "Recycle. Reforest. Repeat" Campaign (RRR) on **17th June**, which ran until **20th July 2020**. The campaign was first introduced in 2016, with a special focus on the collection and recycling of waste paper from academic institutions, corporates and families.

The slogan of the World Day to Combat Desertification 2020 - "Food. Feed. Fibre", served as a call for action to address the challenges to food security posed by climate change and desertification. In the year 2020, access to food, nutrition, and water was even scarcer in the vulnerable economies of the world, because of the mammoth-sized challenges brought forth by the COVID-19 pandemic. The project resulted in the collection of **44,943** kg of paper from the **133** registered participants. The contributions helped EEG to mitigate **303** MTCO₂ emissions save **1,759** million BTU of energy, **247** m³ of landfill and **1,332** trees. The RRR project enabled the planting of **57** trees under the "For Our Emirates We Plant" on **20.12.20**.

Planting a Greener Future

Jointly initiated by EEG and McDonald's UAE, 'Planting A Greener Future' is a programme aimed at creating sustainable green spaces across government schools in the UAE. This unique urban afforestation programme conveys the message to students that it is crucial for them to progress hand-in-hand with nature. Scientifically, urban green spaces have been found to improve the physical and mental well-being of students, in addition to carrying environmental benefits. EEG and McDonald's UAE have together embraced several UN Sustainable Development Goals. i.e. Goals 4, 12, 13, 15, 17.

Inaugurated in October 2019, the 3rd phase of this project allowed EEG and McDonald's UAE to plant Samar, Neem, Ghaf, and Sidr trees across the **7** Emirates. In 2020, the 'Planting a Greener Future' had covered **2** schools – Bida'a Al Mutawa School, Abu Dhabi, and Bidiya School for Basic Education, Fujairah. The campaign managed to create lush lawns on 1,000 square feet, and plant 100 native trees. The students participated in a very interactive workshop organised for them by EEG as part of this project.

Together We Plant

Miswak Tree Planting with Dabur

On **15th November**, EEG, in collaboration with its corporate member Dabur, organised the Miswak Tree Planting. It was supported by the management of the Saih Al Salam Protected Area, and a total 20 saplings of Miswak tree were planted on the premises.

This was a unique tree planting activity, due to the high importance of Miswak tree in Arabic culture and tradition. EEG consistently looks forward to such value added initiatives from its members and supporters to roll them out for the benefit of the society and the environment at large.

Julius Baer Tree Planting

On **8th December**, Julius Baer Dubai celebrated its 130th anniversary globally by joining hands with EEG to plant 130 native Ghaf trees in Al Qudra area. This collaboration with EEG was a testament to the bank's commitment to philanthropy and sustainability.

The planting drive will support the increase of the sustainable green and, help the country meet its Sustainable Development Goals, improve its microclimate, and provide a natural habitat for the wildlife to thrive.



NEWS & EVENTS



As a global issue, sustainability is a value that can manifest past our identities, nationalities, cultures, and societies and has a unifying impact on the larger community. Sustainability, as an attitude and a transformative idea of the new age, carries with it the potential to steer the society in a new positive direction as the global community works to harmonise ecology with prosperity. Having fully comprehended this notion, EEG believes in the need to incorporate various stakeholders in its path to propagate sustainability. It has been undertaking endeavours to engage in meaningful dialogues, discussions and action programmes with members of the community. EEG's acclaim as a leading environmental advocate has enabled it to connect with numerous entities worldwide as well.

In 2020, restrictions in mobility due to the COVID-19 pandemic and the consequent digital revolution paving the way for virtual events, worked in EEG's favour, as the organisation was able to engage and interact with a larger group of stakeholders, over diverse and pressing sustainability matters. It afforded EEG tremendous learning opportunities, using fewer resources and in return generating lower carbon footprint. This helped EEG to achieve its goals, as it actively contributed to conversations and strategy formulation for a sustainable recovery from the pandemic and forge ahead.

With regards to matters concerning environmental protection and sustainability, EEG continued to actively pursue engagements at the local, regional and international levels, through the participation in and the organisation of exhibitions, webinars, events and workshops. In its bid to promote global environmental competencies and foster synergies, EEG acts as a focal point on several environmental issues, as it coordinates with its members, key stakeholders and institutional entities. As the world begins to adapt to the 'New Normal', EEG is committed to continue driving environmental action, engage the community and deliver on its objectives, and thus, uphold its phenomenal legacy.



LOCAL ENGAGEMENTS



The World Majlis Conversations

Inspired by the Arabic term 'Majlis', meaning council, the World Majlis is a forum under the Dubai Expo 2020 that aims at instigating global conversation on topics of relevance in today's day and age and to generate new perspectives and incubate meaningful connections between people and new ideas. The World Majlis is a series that brings together thought leaders from various government, professional, academics and cultural backgrounds.

With hundreds of participants and millions of visitors, Expo 2020 is termed as the 'World's Greatest Showcase' of human brilliance and achievement. Expo 2020 is dedicated to addressing these issues and was unveiled in a keynote speech by host, H.E. Reem bint Ibrahim Al Hashemy, Minister of State for International Cooperation, Director-General of Expo 2020 Dubai Bureau and Chair of the UAE National Committee on Sustainable Development Goals, which she also hosted.



The forum was the last World Majlis session hosted before Expo 2020 and was designed to inspire a positive outlook on the future while raising awareness that polluting the planet eventually pollutes its tenants. On **12th January**, EEG Chairperson, along with dignitaries such as H.H. Sheikha Shamma bint Sultan bin Khalifa Al Nahyan, H.E. Razan Khalifa al Mubarak, attended and participated in a session on the topic, "Human and Planetary Health – Blurred Boundaries".

EEG Chairperson brought across important and strong points on unsustainable consumption of the planet's natural resources, to the amount of toxic pollutants we are pouring into Earth's natural system and how can we affect our planet positively, and in turn support our own well-being and future.

Water Stewardship meeting in Abu Dhabi

The Alliance of Water Stewardship (AWS) is a global membership collaboration among businesses, NGOs and the public sector. The members of the AWS contribute to the sustainability of local water-resources by adopting and promoting a universal framework for the sustainable use of water – the International Water Stewardship Standard, or AWS Standard. EEG attended the meeting held on the **15th January** at the Centro Capital Center by Rotana at the invitation of the Swiss Agency for Development

and Cooperation (SDC). The meeting was held in the presence of private and public entities, to highlight the reflections since the past meetings in September 2019 and the AWG Global Water Stewardship Forum in November 2019. The meeting also dived into the AWS updates from the Arabian Peninsula.

The UAE SDG Forum

EEG's Chairperson was a panelist on the UAE SDG Forum held on the **16th January**, in a session titled "The Future of Business: Scaling action of the SDG's Through Business Unusual", as part of the Abu Dhabi Sustainability Week. As an integral part of the Abu Dhabi Sustainability Week, the forum convened high-level government officials and leaders from business and academia, to discuss the creative implementation of the 17 UN SDGs.

At the same event, the General Secretariat of the National Committee for the Sustainable Development Goals in the UAE, in partnership with the Hamdan Bin Mohammed Bin Rashid Al Maktoum International Prize for Photography, announced the launch of a book entitled "Our World through the Lens". Her Excellency, Reem bint Ebrahim Al Hashimy, Minister of State in the Cabinet and Chairperson of the Federal Competitiveness and Statistics Authority, launched the book with the aim of spreading awareness about the 17 UN SDGs and highlighting the challenges facing human societies by capturing special moments through the lenses of photographers from around the world. The National Committee for the Sustainable Development Goals, in partnership with the Arab Youth Center, also launched the "Arab Youth and Sustainability Report", which is the first of its kind at the level of the Arab world, and aims to focus on the role of Arab youth in supporting sustainable development goals by highlighting a number of creative youth initiatives and their positive effects Societally in achieving these goals.

Mohammed Bin Rashid Al Maktoum Global Water Award

EEG Chairperson attended the second cycle of the Mohammed Bin Rashid Al Maktoum Global Water Award, which is organised by "SUQIA" under the "Mohammed Bin Rashid Al Maktoum Global Initiatives" on **29th January**. This award aims to enhance the role of the state in developing solutions to the challenges faced by poor and afflicted societies around the world and to encourage institutions, research centers, innovators and youth from all over the world to find innovative and sustainable solutions to water scarcity by using solar energy to purify and desalinate water.

71st Republic Day of India

On the occasion of the 71st Republic Day of India, H.E. Mr. Vipul the Indian Consul General hosted a dinner reception in Grand Hyatt Hotel on the **29th January**.



EEG Chairperson was amongst the distinguished guests who joined the special gala dinner reception, which saw several hundred guests, including senior government figures, diplomats and business leaders.

EEG attends panel discussion with Dr. Jane Goodall



Dr. Jane Goodall, the world's leading British scientist and conservationist, known for six decades of relentless effort to protect chimpanzees, attended a panel discussion in Abu Dhabi, which was organised by the UK Embassy in the UAE. EEG attended the very enlightening panel discussion held at Radisson Blu, Abu Dhabi on **4th February**, which focused on topics relating to climate change and human impacts on the environment, oceans and biodiversity loss. During the panel, Goodall introduced Roots & Shoots, a global community action programme that helps the youth to become an informed generation of compassionate citizens that the world urgently needs.

Dubai Chamber Roundtable Meetings



1. The Chairperson of EEG attended the Dubai Chamber's 1st Business Groups & Business Councils Roundtable Discussion for 2020 held at Dubai Chamber of Commerce premises on **12th March**. EEG took part in the first of 4 roundtable meetings for the year 2020, as one of the working group members of Dubai Chamber, which elucidated Dubai Chamber's ongoing activities and provided updates on the much-awaited Dubai Expo 2020.
2. On the **19th May**, EEG participated in the 2nd online roundtable discussion which delved into various global, regional, and local economic challenges posed by COVID-19, and outlined Dubai Chamber's policy recommendations and potential opportunities arising from COVID-19.

3. On **28th September**, EEG Chairperson participated in the 3rd online roundtable discussion which provided updates on the challenges faced by the business community and the impact that COVID-19 has left on businesses and people across the world. Various subjects such as the introduction of the retirement visa, EXPO 2020 B2B App details, and activities of the Multi-Nation Task Force, were discussed during this meeting.
4. The 4th roundtable conference attended by EEG on **14th December**, featured Mastercard, who presented its strategies to achieve a multi-speed recovery from the COVID-19 pandemic and provided a macroeconomic outlook on how this relates to the situation in the UAE. A second presentation by the Federation of Israeli Chamber of Commerce highlighted the scope and viability for trade and investment between the UAE and Israel and proposed some strategies to move forward to follow through with the recently established peace agreement between the states.

Webinar on Strategic planning

On **14th April**, EEG participated in a webinar organised by Innoverto, in association with the Danish Business Council, Finnish Business Council and British Business Group. The webinar presented an overview of Strategic Planning & Thinking, Creative Thinking and Innovation, Leadership Skills, Leading High Performance Teams, Motivating workforce with Persuasion & Creativity, Crisis Management, Six Sigma and other managerial aspects, and how they would alter a business' functionality during the COVID-19 pandemic.

Modern Governance & the Future of Remote Work

The Diligent invited EEG to attend a webinar on **13th May**, featuring the Business Representative of Diligent Middle East, the CEO of Hawkamah and Head of Corporate Governance at First Abu Dhabi Bank on the panel.

The panel drew attention to a major shift in business dynamics with increasing preferences for virtual meetings, as it does not require travel and itinerary planning.

The webinar also provided an insight of what the future of work would look like, how companies would operate, hidden risks of virtual technology, enabling secure board communication and best practices for virtual meetings.

Corporate Leadership in Times of Crisis

On **18th May**, EEG attended a webinar on corporate leadership in times of crisis in-line with the 10 principles of UN Global Compact. The webinar was organised by the UN office in the UAE and the discussions were led by UN Resident Coordinator for the UAE and CEO of Chalhoub Group. The key recommendations to businesses included adopting a human centered approach in business, increasing virtual team engagements and showing compassion to employees.

Public Private Connect Virtual Webinar on Business Incentives

On the **17th June**, EEG Chairperson joined the Public Private Connect Virtual Webinar organised by Dubai FDI that shed light on different business incentives provided during COVID-19. This very intriguing webinar received participants from over 180 nationalities, who joined in to discuss the needs of the business community.

The expert speakers accentuated the initiatives and incentives offered by the Federal and Local Government to ensure that the community experiences strong recovery from the crisis.

The Free Zone Edition of Public-Private Connect

On **7th July**, EEG attended the 4th webinar organised by Dubai FDI under its 'Public - Private Connect Programme 2020' series that aims to foster public-private engagement and update the local, regional and global private sector to empower Dubai and the UAE to become a business friendly destination that enables sustainable growth. The webinar discussed the government stimulus and its impacts on Dubai's businesses.



Celebrating the UN with Dena Assaf

EEG received an invitation from Her Excellency Dr. Dena Assaf, United Nations Resident Coordinator for the UAE, to celebrate the 75th Anniversary of the UN and the end of the year 2020. The celebrations were held on **13th December** at La Salle Al Sadiyat Island in Abu Dhabi, where leading stakeholders and eminent guests gathered to watch the sunset by the sea.

The event, conducted by following COVID-19 protocol, also enabled networking and engagement among the attendees, and the vision of community partnership were upheld.

REGIONAL ENGAGEMENTS

A webinar on Energy & Utilities

On **28th April**, EEG attended a webinar organised by The Energy & Utilities publication on the subject, 'Impact of COVID-19 on Renewable Energy Programmes'. The webinar focused on how and why the renewable market should be proactive in dealing with the current market scenario to become more resilient. The webinar initiated discussion on the emerging issues in the energy sector during the pandemic, starting with the fall in oil prices to the bigger challenges that

are expected to follow with the global push for integrating renewables into energy systems.

The rise of ESG Bond Market

EEG attended on **29th April**, a webinar organised by HSBC on "The rise of ESG bond market during the COVID-19 pandemic" led by the Chief of Staff GBM & Head of Sustainable Finance and Head of Sustainable Bonds. Under ESG-linked bonds, investors provide loans to companies that care for the Environment, demonstrate Social responsibility and practice strong corporate Governance. The webinar covered the latest market trends that have been rising as an impact of the pandemic and the growing interest of investors and issuance towards sustainable financing. It also introduced the rise of Green, Social and Sustainable Bonds (GSS Bonds), which is aimed at financing the mitigation of COVID-19's socioeconomic impacts.

The Sterilisation of the GCC to Prevent the Spread of COVID-19 in the Region

On **18th May**, EEG attended the 1st session of the series of webinars organised by Waste & Recycling Middle East and Africa. The webinar titled "Enhanced cleaning, disinfection and safety measures to prevent COVID-19", welcomed the Dubai Municipality, Bee'ah Oman and Bee'ah UAE as guest speakers to present best practices and methods used during the national sterilisation programmes.

During the webinar, Dubai Municipality focused on the sanitisation of densely populated areas in Dubai, mainly in public transportation and facilities as well as in streets, which see the gathering of people on a regular basis and can serve as hotspots for spreading and contracting the virus. Bee'ah prepared for the potential of the virus reaching the UAE very early which allowed for early response.

Tafahum Virtual Roundtable



EEG Chairperson attended on **17th June**, the Tafahum Virtual Roundtable, Tafahum is a 3-year project that seeks to develop a roadmap for regional security in West Asia and the Arabian Peninsula. It explored the topic "Environmental Issues and COVID-19". She shared her views on the relationship between the pandemic and climate change, and how the trans-regional 'shock' of the COVID-19 pandemic could boost regional cooperation to curb the severe effects of climate change. She pointed out that the Government of UAE has been proactive in terms of the national health security level and explained the concrete efforts that were put in place which could lead to green & sustainable recovery by cutting carbon emissions.

1st Virtual Event of BMR



On **7th July**, EEG attended the Bureau of Middle East Recycling (BMR)'s dynamic platform, where the participants shared knowledge and experiences during the pandemic. BMR, a voice of the Middle East Recycling industry on an international scale for more than a decade, has organised 8 successful recycling conferences in the Middle East. This virtual recycling conference hosted more than 20 booths from across the globe and facilitated engagements with finest recyclers, processors, traders, agents, recycling machine producers, service providers, recycling media & different associations from all over the world.

CAN Arab World



EEG Chairperson attended the inaugural day of the General Assembly of the Climate Action Network (CAN) of the Arab World on **7th November**. This virtual dialogue between the civil society and government representatives was organised under the slogan of "Moving to renewable energies in the Arab world is not an option, but a necessity" by the CAN Arab World - an NGO-network in the field of Climate Action in the MENA Region. In the session, the speakers shared undertakings by CAN in bridging the national and regional efforts in this respect.

UN75 Dialogues-Youth in Action

EEG attended on **10th December**, the 'UN75 Dialogues: Youth in Action' - a series of webinars aiming to address Arab youth's needs, expectations and ambitions, and hence the achievement of the SDGs. The webinar was organised by the office of United Nations in the United Arab Emirates, UNFPA Arab states and MBC AL AMAL.

The webinars discussed topics ranging from the contemporary challenges faced by the youth, UN Youth volunteering, a possible creation of a UN Youth Charter and the benefits of using online platforms like the Arab Youth Centre. In the presence of young

role models such as youth activists, business startup founders, philanthropists, these discussions left the attendees with various takeaways and lessons in empowerment.



INTERNATIONAL ENGAGEMENTS

One Planet Network Webinars

EEG attended two webinars organised by One Planet Network that focused on linkages between sustainable consumption and production (SCP), and climate change. The first webinar, held on **31st March**, covered important subjects such as 'Resource Efficiency and Climate Change - Material Efficiency Strategies for a Low-Carbon Future' and 'Consumer Information Tools and Climate Change: Facilitating low-carbon choices in Tourism, Buildings and Food Systems by the Consumer Information Programme'. The second webinar was held on **16th April** under the topic 'Sustainability reporting: Introducing the Methodology for SDG indicator 12.6.1 (Number of companies publishing sustainability reports)' was organised by esteemed professionals from UNEP, UNCTAD and Global Ai.

Thriving Amidst the Chaos of Pandemics

EEG participated in a virtual session on **13th April** with Prof. Srinii Pillay, a pioneer in the field of transformational neuro-coaching. The webinar organised was by the Invision Partnership, it emphasised on topics such as optimising virtual teams, building resilience in times of uncertainty during the COVID-19 crisis, and prioritising health. The session gave an insightful approach to enhance leadership development and shed light on how to be decisive and willing to make decisions without the availability of perfect information around them.

2020 ECOSOC Forum

On **24th April**, EEG attended a virtual meeting where the ECOSOC made history as UN members came together virtually to negotiate unified messages of restoring global economy; to reflect on the urgency for advance, bold and concerted global action towards immediate socio-economic impacts of COVID-19; and to finance a quick, inclusive and resilient recovery by conducting the "The 5th ECOSOC Forum on Financing for Development". The forum was an opportunity to re-enforce, re-purpose and re-invigorate the multilateral cooperation mechanisms.

Strengthening Science & Technology and Addressing Inequalities

On **6th May**, EEG attended a webinar on 'Strengthening Science & Technology and Addressing Inequalities in the COVID-19 era' organised by UN Department of Economic and Social Affairs. Led by the Assistant Secretary-General for Policy Coordination and Inter-Agency Affairs, the expert speakers accentuated that Science and Technology could be effective only when it can be used to improve global challenges and enhance exchange of information and solutions in times of crises.



High-Level Event on Financing for Development in the Era of COVID-19 & Beyond

EEG, was honoured to attend on **28th May** a live webcast of the high level event convened by the UN Secretary-General, Prime Minister of Canada and Prime Minister of Jamaica. This platform was attended by institutions such as the IMF, World Bank, OECD among others, to address the economic devastation caused by COVID-19 and enable discussions for sustainable financing solutions.

The leaders discussed the challenges and opportunities to act quickly on the 6 major issues that include - expanding liquidity in the global economy and maintaining financial stability; addressing debt vulnerabilities for all developing countries; private sector creditors; enhancing external finance for inclusive growth; gender equality and creating jobs; expand fiscal space and foster domestic resource mobilisation by preventing illicit financial flows; and ensuring a sustainable and inclusive recovery aligning with SDGs.

Investing to Champion the Female Economy

On **2nd June**, EEG joined a webinar organised by the Swedish International Development Cooperation Agency (Sida) and the Financial Alliance for Women, which explored the business case for supporting women customers and employees to promote gender equality and champion the female economy. The webinar discussed tools to develop a gender intelligent strategy to expand the financial inclusion and economic empowerment of women for inclusive economic growth and poverty reduction. The speakers from financial services companies enlightened the participants with deeper qualitative and quantitative insights and offered solutions to bridge the economic disparity for women.

COVID-19's Effects on Plastic Recycling Market

On **4th June**, EEG attended the 2nd virtual forum in a series of webinars implemented by Waste & Recycling MEA that explored the COVID-19 pandemic's effect on plastic recycling industries in India, China and Europe. The expert panelists shared their observations and analysis on long-term impacts that the pandemic poses on the plastic recycling sector. The webinar also discussed plastic waste management in the wake of the pandemic and what best practices for proper recycling of plastics ought to be used in the medical industry.

UN Global Compact Leaders Summit



On **15th June**, EEG was honoured to be a part of the virtual celebration of UN Global Compact 20th anniversary of Leaders Summit. Leaders from businesses, governments, UN and academia came together for conversations on how businesses can support communities around the world to recover better, stronger and together from three global crises – health, inequality and climate. The Summit focused on rebuilding inclusive economies and societies to set a new course for a socially just, low-carbon and climate resilient world. The leaders present in the summit appealed for new business models and lowering subsidies on fossil fuels to achieve sustainable development.

Women for Impact

The EEG Chairperson was invited on **15th June**, to a webinar on 'Giving a Voice to all Women in the International Economic Environment', which was a joint initiative of Elite Business Women in partnership with a London-based entrepreneur and award-winning communicator. The webinar probed into how women around the world are changing the way business is being done - from building bridges between countries to innovating industries and international relationships. With women redefining their ecosystems and pushing boundaries, changes on an individual, societal, economic and international level.

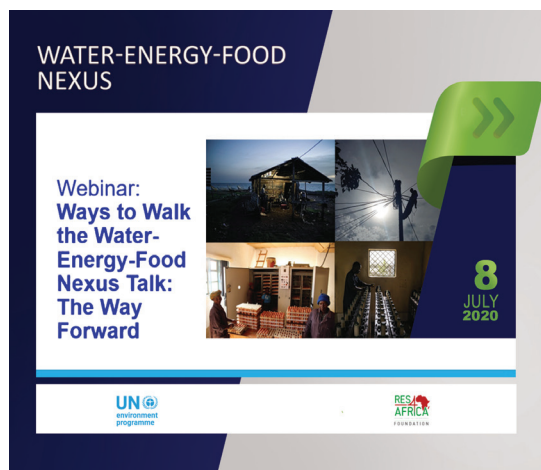
Future of the Environment Post-COVID

On **2nd July**, EEG Chairperson attended a webinar organised by Emirates Society, which is a friendship group dedicated to strengthening the UK-UAE relationship. The session featured Her Highness Sheikha Shamma Bint Sultan Bin Khalifa Al Nahyan - the President and CEO of the Alliances for Global Sustainability;

it also included the Britain's Minister of State for the Pacific, International Environment, Climate and Forest and Animal Welfare; and the Director General of the Zoological Society of London & Britain's former Ambassador to the UAE.

The core theme of the webinar was to recover from the pandemic and revive shattered economies. The speakers shared their expertise on recycling ventures, renewable energy projects, smart city developments, and animal as well as habitat conservation around the globe.

Water-Energy-Food (WEF) Nexus



On **8th July**, EEG attended the concluding event of a webinar series on the WEF Nexus organised by UNEP, Africa Office/Energy Unit, and Global Programme of Action for the Protection of the Marine Environment from Land-based Activities.

The key themes of the webinar were human wellbeing, poverty alleviation, and the Sustainable Development Goals (SDGs). The primary takeaway from the webinar was the importance of involvement of communities, private sectors and institutions, which can be achieved by linking social and environmental aspects with economic business models which incorporate political will and the social fabric.

Online Dialogue on Better Recovery

EEG Chairperson joined the online dialogue organised by UN DESA and the United Nations High-level Advisory Board on Economic and Social Affairs (HLAB) on **22nd July**, which commemorated the launch of a compilation of essays by HLAB members on 'Recover Better: Economic and Social Challenges and Opportunities'. The main discussion during the event was about how green recovery could be used for countries to recover from the recession and challenges posed by the COVID-19 pandemic. As a follow-up, UN DESA organised a series of policy dialogues among board members, contributing authors and prominent thinkers that further informed COVID-19 responses so that countries could build back better and avoid returning to a pre-pandemic pathway, where progress towards important objectives was not rapid enough, or was happening at the cost of significant reversals on others.

Research interview on Gender, Green Skills, and the Green Economy

US-based International Education Consultant, Olivia Casey, reached out to the EEG Chairperson for an interview on **30th July**, where she requested the latter to share her valuable input on girls' education, green skills and the green economy. In the interview, Mrs. Habiba explained the importance of cultivating green skills across all stakeholders in the community and made recommendations on how to go about promoting these essential skills. She also explained the need to attain gender equality in the field of sustainability, and how this difference can truly facilitate positive change, and how green skills are incorporated into the functionality of EEG.

Women Ocean Changemakers

On **13th August**, EEG attended a webinar on 'World Ocean Summit Insight Hour' to virtually meet the Women Ocean Change makers, under the "World Ocean Initiative" sponsored by The Nature Conservancy. The webinar showcased leading female change makers working to develop business solutions to achieve ocean-related sustainability. The webinar brought together the change makers and their mentors to discuss their vision for the blue economy, outline the potential impact of their projects and detail what they expected to gain from the mentorship.

Bamboo Capital Partners



On **9th September**, EEG Chairperson was introduced to Bamboo Capital Partners, an impact investing platform that provides innovative financing solutions to businesses in emerging markets serving the low and middle income populations for lasting impacts. As a member of the GISD, Bamboo Capital Partners and the SDG 500 have a partnership with reputable governments and organisations like the United Nations Capital Development Fund (UNCDF), Alliance for a Green Revolution in Africa (AGRA), United Nations Office for Project Services (UNOPS), CARE, ITC, Smart Africa and the European Union to mobilise public and private sector capital to meet the SDGs in the midst of the pandemic.

UN Decade on Ecosystem Restoration

EEG attended on **15th September**, the Strategy Reveal and Engagement Kickstarter webinar as part of the UN Decade on Ecosystem Restoration, which is to be launched in 2021. Against a backdrop of a global environmental crisis, the UN Decade would be a golden opportunity to revive the natural world that supports us all, which has been affected severely because of human activities.

The webinar introduced the UN Decade, and saw the reveal of new communication tools that would be used to inspire and support all stakeholders to collaborate and develop the appropriate skillsets for catalysing and successfully implementing restoration initiatives across the world.

WCEF: Circular, Affordable Housing



EEG attended the “Circular, Affordable Housing webinar” on **22nd September**, conducted by the World Circular Economy Forum (WCEF) in association with One Planet Build with Care. The webinar showcased several case-studies for disaster reconstruction, which highlighted the lessons learned and illustrated the potential of the UN cluster approach as an effective global framework to target disaster risk reduction.

World Circular Economy Forum

EEG participated in the World Circular Economy virtual forum organised by the Royal Institute of Technology (RIT) on **22nd September**. At the forum, the panelists from RIT and the corporate sector discussed the challenges associated with catalysing global circular economy adoption, with a special focus on understanding how the cultural and political milieus have shaped approaches to transition to circularity.

SDG Business Forum

On **23rd September**, EEG participated in the SDG Business Forum’s 5th anniversary, co-hosted virtually by the UN Global Compact (UNGC), UN Department of Economic and Social Affairs (UNDESA) and International Chamber of Commerce (ICC).

The Forum, which was a part of Uniting Business series, was held on the occasion of the 75th UN General Assembly, the 2020 Biodiversity Summit and the Beijing +25 Conference. The SDG Business Forum aimed at fostering public-private dialogues, encouraging new partnerships and alliances, and exploring innovative business solutions to accelerate sustainable development.

Climate Leadership Networking Conference

EEG participated in the Climate Leadership Networking Conference, organised by the Green European Foundation with the support of the Green Economics Institute, on **26th September** to exchange insights on a variety of topics such as climate finance, climate science & narratives, and the role of Civil Society in climate diplomacy. The conference brought together actors from the civil society, policy makers, academics, campaigners, writers, and scientists, all of whom presented versatile perspectives about these issues and offered solutions to address them collectively.

Meeting with the Heads of States and Governments

On **29th September**, EEG Chairperson attended the meeting of Heads of States and Governments on Financing the 2030 Agenda for Sustainable Development in the Era of COVID19 & Beyond under the eminent presence of H.E Antonio Guterres the UN Secretary-General. This meeting probed into the policy options and work of the six working groups that was formed as a result of the rich and tangible deliberations.

Technological and Science-Based Solutions to the COVID-19 Challenge

EEG Chairperson attended the online panel discussion organised by the UN Department of Economic and Social Affairs (UNDESA) on **29th October**, as a part of Global Policy Dialogues. The global leaders in science and technology discussed the science-based policies and innovations that have developed during the pandemic.

The discussion led by UN DESA and the UN Economic and Social Commission for Western Asia addressed the following topics: highlighting the importance of recycling, defining afforestation, exploring carbon off-setting.

Food Systems Approach to Climate Change

On **12th November**, EEG Chairperson joined a webinar titled ‘Food Systems Approach to Climate Change – The NDCs we want’ organised by the United Nations Environment Programme, the World Wide Fund, the Alliance of Biodiversity International and International Center for Tropical Agriculture and International Panel of Experts on Sustainable Food Systems.

The webinar shed some light on the recommendations shared from the Report that was recently published by WWF, UNEP, EAT and Climate Focus, which explains 16 specific food system-related mitigation and adaptation measures countries can take.

The key discussions included the Glasgow Food and Climate Declaration and recommendations from the report titled ‘Enhancing Nationally Determined Contributions (NDCs)’.

Geneva Beat Plastic Pollution Dialogues

EEG attended the virtual Geneva Beat Plastic Pollution Dialogues on Plastics and Waste on **26th November**. This session was the first dialogue hosted by the Geneva Environment Network to build recommendations towards the High Level Dialogue on Plastic

Governance Dialogue in February 2021. The aim of this dialogue, which was held in collaboration with the Basel, Rotterdam and Stockholm Conventions Secretariat, the Center for International Environmental Law, the Global Governance Centre at the Graduate Institute, Norway and Switzerland, was to create synergies by highlighting the efforts made by intergovernmental organisations and governments, businesses, the scientific community, civil society and individuals for coordinated actions.

The Climate Dialogues 2020

The UAE Ministry of Climate Change and Environment invited EEG Chairperson to attend the events of Climate Dialogues 2020 organised virtually by United Nations Framework Convention on Climate Change (UNFCCC).

1. The first event titled 'Addressing Knowledge Gaps: Biodiversity and Climate Change Adaptation' took place on **26th November** and discussed climate change and its threat on biodiversity and ecosystems.
2. The second event, held on the same day, was under the theme, 'Global Gender Event: Recap on 2020 & the way forward'. This event emphasised on the progress achieved from the implementation of the Lima Work Programme on Gender (LWPG) and its Gender Action Plan (GAP) in 2020.

3rd Global Conference of the Sustainable Food Systems Programme

EEG Chairperson participated in the 3rd Global Conference of the Sustainable Food Systems Programme, which was conducted virtually from **25th November to 3rd December**. The purpose of this conference was to serve as a key breakthrough for the UN Food Systems Summit, which is scheduled to be held in 2021, by providing substantial input and recommendations to the Summit.

The 1st dialogue of the series was hosted by the Special Envoy of the UN Secretary-General and the Co-Leads of the One Planet Network's Sustainable Food Systems Programme. It aimed at gathering the experiences and inputs of ground level initiatives contributing towards sustainable consumption and production.

The UN Secretary General, Antonio Guterres, graced the conference with his presence, and shed some light on the current state of the world's food systems, and how these have been impacted by the pandemic.

The conference also featured a side event on the topic of Multi-Stakeholder governance for Food Systems, which served as a global call for action to the political leaders, corporate members, and the civil society to undertake proactive measures to build resilient food systems.

Advancing equitable livelihoods in food systems: A UN DESA Global Policy Dialogue Confirmation

On **16th December**, she attended the virtual session on advancing equitable livelihoods in food systems organised by UNDESA, which focused on securing nutrition for everyone, generating equitable livelihoods

and mitigating climate change.

The expert speakers from the field of food systems, population trends and rural development addressed the key areas on:

- Impact of COVID-19 on livelihoods especially the developing countries
- Systemic implications of population movement—and disruptions to this movement—on food system livelihoods
- Examples of agricultural and non-agricultural technologies or tools that can be utilised in rural settings to ensure sustainable productivity.

GPML Webinar on Upcoming Digital Platform

EEG attended on **10th December**, a webinar organised under the aegis of the Global Partnership on Marine Litter (GPML) titled – "Towards a GPML Digital Platform".

This webinar provided a high-level overview of the upcoming GPML Digital Platform as well as opportunities to discuss multi-stakeholder functionalities.

The key objectives of the GPML Digital Platform are to integrate data and information from multiple sources; connect stakeholders; identify gaps and priority actions; coordinate and guide action based on the best available knowledge; and facilitate target setting and measuring progress. Following this, an overview on Global Marine Litter Tracking Simulations was provided, which discussed the source and destination of marine plastic waste. Attendees were invited to join the GPML and be a part of the growing community to coordinate actions.

IUCN Engagements

IUCN National Committee Meeting

On **14th May**, EEG Chairperson, along with other members of the IUCN National Committee in the UAE, were invited to discuss the effects of the current COVID-19 crisis on the operations of IUCN and to receive updates and latest news. In the meeting, H.E Razan Khalifa Al Mubarak, the new candidate for IUCN Presidency, presented some key updates in that regard.

In her statement as Nominee, she expressed in detail her vision for IUCN, which was to bring future-oriented, inclusive, and innovative leadership and work across boundaries to define the governance, strategies, and measures of success at the IUCN.

Launch of IUCN Global Nature-based Solutions Standard

EEG attended the High-level launch event organised by IUCN for the official release of the Global Standard for Nature-based Solutions (NbS) on **23rd July**.

The key stakeholders from government and the civil society presented their insights into IUCN's vision for NbS, which was followed by a high-level panel discussion with representatives from across regions and sectors.

The opportunities and actions to be taken in the context of climate and biodiversity crises as well as the green recovery post-COVID, were discussed as key steps towards a just transition to a sustainable future.

Engagements with EU-GCC

Climate Change & Clean Energy

EEG joined the 1st webinar of the series of webinars initiated by the EU-GCC Clean Energy Technology Network on **14th May** under the title of "Climate Change and Clean Energy in the light of COVID-19 and Oil Price Development" to learn about new opportunities for climate change action and the energy transition in the region during the pandemic.

The panelists expressed the need for structural changes in constructions, industries, and other operations. The experts also predicted a few other impacts of lockdowns due to COVID-19 crisis, such as population growth, increase in unemployment and negative impact on green building construction, initiate EV expansion projects and investigate carbon pricing.

Energy Transitions in Europe and the GCC

On **16th June**, EEG attended another webinar hosted by EU-GCC that welcomed a group of experts, representing the government and sustainability sectors in the Middle East and Europe to discuss enabling energy transition in their respective regions. The guest speakers touched upon the importance of a comprehensive policy framework and the role of financial aid, international actors, and public opinion in facilitating smooth energy transition.

Energy Efficiency in Buildings and Smart Technologies

EEG Chairperson attended on **21st July**, the 2nd webinar under the series entitled 'Energy Efficiency: A key driver for clean energy transition' by EU-GCC Clean Energy Technology Network, supported by Clean Energy Business Council (CEBC). The webinar addressed how the GCC countries were embarking on a clean energy transition for sustainable, efficient and cost effective methods to find solutions to the existing challenges of low energy efficiency, fuel subsidies and high CO₂ emissions. The webinar addressed how the GCC countries were embarking on a clean energy transition for sustainable, efficient and cost effective methods to find solutions to the existing challenges of low energy efficiency, fuel subsidies and high CO₂ emissions.

SISD Engagements

1. EEG participated in a webinar organised by Swedish Investors for Sustainable Development (SISD), in association with Swedish International Development Cooperation Agency (Sida) and GISD, on **2nd June** to discuss how the SDGs could be deployed as a framework for investments and to bridge the gap between investment and implementation. The session covered presentations that were linked to SDGs no. 5, 6, 8, 11 & 13. The groups committed

to exploring investment opportunities that promote diversity and gender balance; encouraging investments to provide clean water and sanitation for all; exploring investors' engagement in human rights; and engaging with the Task Force for Climate Related Financial Disclosure (TCFD).

2. On **3rd June**, EEG attended an exclusive virtual conference titled 'Finance and Development Leaders in Joint Action' organised by SISD in partnership with UNDESA and Sida, and in conjunction with the conference for GISD.

The conference served as a virtual call to action, as finance and development leaders join for a more equitable and sustainable world. The sessions were headed on the impact of COVID-19 on Financing for Sustainable Development and the 2030 Agenda.

Engagement with Pearl Initiative

1. On **2nd June**, EEG attended a research-based webinar organised by the Pearl Initiative. The webinar focused on the implications of new socio-economic policies across the Gulf Region in response to the COVID-19 pandemic. The webinar offered an interpretation of the oil market crash due to the pandemic, and recommended that businesses restack risks, revise strategies and review their economic models.

Special emphasis was made on numerous contemporary challenges such as slow economic growth, trade depletion, the sinking of FDI and rising youth unemployment. The speakers concluded by discussing the viability of stimulus packages, Sino Arab trade and the Belt Road Initiative (BRI).

2. EEG joined another webinar organised by the Pearl Initiative on **11th June** to learn more about the factors leading to the success and growth of the non-profit sector across the Gulf Region. Despite efforts to support the sector, there is still room for improvement, particularly in Saudi Arabia, where they have set ambitious targets for the growth of the sector and its contribution to the GDP in the Saudi Vision 2030. This webinar addressed the challenges that the non-profit sector faces in Saudi Arabia towards the fulfillment of Saudi Vision 2030.

HLPF Engagements

Global Acceleration Framework

On **9th July**, EEG attended the official launch of the SDG 6 Global Acceleration Framework organised by the United Nations and UN Water during the formal event in HLPF. This Framework aims at delivering the promise of safe water and sanitation for all by 2030. The webinar elucidated the urgent need to mobilise action towards improving access to water and sanitation. Amid the pandemic, 3 billion people still lack basic handwashing facilities and therefore, stronger commitment towards a promising and sustainable future was set through the launch of the framework.



Third Local and Regional Governments Forum on the 2030 Agenda

On **13th July**, EEG Chairperson participated in the Special High-Level Forum, which was themed “The Decade of Action - Bolstering Change from the Ground-Up” organised by UN entities and partners, including UN DESA, UN-Habitat and Local 2030, UNDP, and the Global Task Force of Local and Regional Governments.

The Forum emphasised on the importance of multi-level governance, sound local finances, de-centralised cooperation, and territorial cohesion for deep-rooted transformation towards sustainability and resilience.

Financing Health Systems to Strengthen Preparedness for Future Shocks

On **13th July**, EEG attended the 2020 HLPF's Voluntary National Review Lab session on 'Financing health systems to strengthen preparedness for future shocks'. The rich discussion featured panelists from WHO, World Bank, Ministry of Health of Ghana, Keio University, United Cities and Local Government (UCLG), and Medtronic, who engaged in a discussion on how the private and public sectors can work more closely to attain Universal Health Coverage (UHC) by 2030.

The session raised awareness of the financing gaps and showcased solutions to financing health systems, building on lessons learned from COVID-19.

Mobilising Support and Building National Partnerships



On **14th July**, EEG joined the Voluntary National Review (VNR) Lab in the HLPF session, “Beyond the VNRs: Mobilising Support and Building National Partnerships”.

The session explored practices on how countries can systematically catalyse national multi-stakeholder partnerships to share knowledge, expertise, technologies, and financial resources that support the implementation of the SDGs through the VNR process.

The Lab also explored how countries can help in creating an environment that may encourage and foster collaboration across stakeholders by sharing the success and challenges of each country.

2020 HLPF Parallel Dialogue on Sustainable Cities

On **16th July**, EEG Chairperson joined the Urban Cluster Dialogue session of the UN's High-Level Political Forum (HLPF), wherein they shared their upbeat suggestions on 'Sustainable Cities and COVID-19: Plans

for Action'. The interactive dialogue, featuring speakers from non-governmental organisations, grassroots, academia, the United Nations, and other professions, focused on the importance of the implementation of the SDGs that were taking place in urban places, in the context of a global recovery.

SDGs Learning & Training Sessions

1. Session 1

EEG participated in the 1st session of the SDG learning and training programme which was jointly hosted by UNDESA and UNITAR on **7th June**.

This session focused on various techniques and methods to be adopted by educational systems worldwide in order to incorporate SDG learning in a post pandemic world.

The special side event explored ways in which partnerships assist developing countries in addressing the COVID-19 aftermath and promote synergies between key sectors, including the scientific and technological community and the private sector.

2. Session 5

EEG attended the 5th session of the programme on the **9th July**, which was based on Global Environmental Commons that examined ways to design solutions to integrate SDGs into policies and practices through education and capacity development.

The diverse group of speakers provided versatile solutions to promote an integrative and systemic approach to give SDGs the highest probability of success in the years to come, to provide life-long learning opportunities with a heavy emphasis on Environmental and Sustainable Literacy, and to strengthen the collective resilience in a river basin by taking into consideration social, environmental and economic aspects.

3. Session 7

The 7th session on **10th July** focused on creating sustainable and just economies with transparency and clarity in national as well as global decision making.

Featuring speakers from different UN bodies and Women Organisations, the session brought into light the lessons learned from the COVID-19 crisis and enabling factors for the SDGs implementation by working on the linkages toward inclusive transformation.

The key areas of discussions were job creation, social justice, net employment gains, and need for integrated approaches and policy coherence.

4. Session 9

The last session of the programme that EEG attended was on **13th July**, titled 'Teaching, Learning and Integrating the SDGs at Universities and Beyond'. The webinar discussed the key challenges in incorporating SDG training in universities, which include motivating students, implementing practical learning for SDGs, dynamic solutions for an ever-evolving status quo, incorporating innovation culture, interdisciplinary curricula, and realistically involving stakeholders for international cooperation.

GISD Engagements

The Global Investors for Sustainable Development (GISD) Alliance convened by UN Secretary-General, Mr. Antonio Guterres in October 2019 completed its 1st year with productive engagements and effective outcomes. The GISD Alliance, a group of 30 CEOs that represents all regions of the globe and a wide range of financial and non-financial companies, is the world's leading investment and business community committed to facilitate investments in sustainable development in partnership with fellow investors, governments and multilateral institutions.

The Alliance formed working groups with specific roles to drive investment for the achievement of the Sustainable Development Goals. EEG Chairperson, a member of the Alliance and one of two representatives from the Arab Region participated in its various conferences and working group meetings throughout the year. These engagements materialised into the development of impactful tools towards sustainable financing and inclusive recovery as below,



Published the Renewed, Recharged



Formed Call to Action for COVID-19 bonds



Defined Sustainable Development Investing

EEG Chairperson participated in the virtual engagements of the Alliance as below, On **24th & 25th February**, GISD Strategy Group Meeting in Johannesburg, South Africa for WG1, 2, and 3 to target a long-term investment plan that fulfills profitability and sustainability.

On **4th June**, a webinar to discuss the role of the GISD Alliance in shaping the response to, and recovering from the COVID-19 pandemic through GISD-EC collaboration, and working group deliverables.

On **10th June**, the virtual meeting of the GISD Alliance was convened by the UN Secretary-General to reinforce the call to action for addressing the unprecedented crisis and push governments to create greener jobs and build sustainable investment, structures and policies.

On **11th June**, the UN Capital Development Fund (UNCDF) hosted a call to present four new deals that aim towards financing projects in developing countries to the GISD Alliance Working Group 2 (WG2), Deliverable Group 2 (D2) members for their consideration.

On **30th June**, further to GISD's Strategy Group deliberation, UNDP hosted a detailed presentation on the new SDG Impact Standards for SDG Bonds and Private Equity Funds to provide guidance on piloting the Standards with GISD's oversight.

On **16th July**, a follow-up meeting to the High-Level Event on Financing for Development in the Era of COVID-19 and Beyond which was organised by the Alliance.

On **23rd July**, joined a discussion group meeting, representatives of Ground Up Project presented the Impact Rescue Facility (IRF).

On **5th August**, joined a meeting held by the working group 3 on global liquidity and financial stability to deliberate on the policy options related to sustainable financing with both a long term and short term approach.

On **5th August**, EEG Chairperson contributed her inputs for 'GISD Call to Action for COVID-19 Bond Issuance' that defines the 5 pillars of UN Development System (UNDS) Response as, Health first, Protecting people, Economic Response and Recovery, Macroeconomic response and Multilateral Collaboration, and Social Cohesion and Community Resilience.

On **25th August**, attended a follow-up meeting conducted by Group 3 with over 60 members from Member states, IFIs, International Institutions and Civil Society Organisations to discuss the Global liquidity and financial stability issues in the face of the COVID-19 pandemic.

On **10th September**, attended the discussion group meeting that featured the presentation of Women's Livelihood Bond (WLB) by the Managing Director and Director of Investments for Singapore-based Impact Investment Exchange (IIX).

On **15th September**, attended a virtual meeting held for Strategy Group, led by the Director of Financing for Sustainable Development Office, UNDESA.

On **8th October**, joined a meeting to discuss the sustainable financing tools, Bamboo Capital Partners presented 'BLOC Smart Africa Fund', an Africa-led initiative working actively in collaboration with the governments and African entrepreneurs to support digitisation of Africa.

On **14th October**, attended the 2nd Annual Meeting of GISD Alliance that was organised with the UN Secretary-General to scale up investment in sustainable development. EEG Chairperson also shared her inputs in a side meeting that followed.

On **20th October**, joined an online session organised by the working group 2 to discuss the Global SDG Investment Platform to act as a clear pipeline for linking SDG-needs to actionable investment opportunities.

On **9th December**, EEG participated in the GISD Deals call, which catered to gender inclusive investments in sub-Saharan Africa and Southeast Asia.

On **15th December**, EEG Chairperson had a brainstorming session with GISD Alliance Co-Chair to discuss key deliverables of the GISD for the year 2021. The discussion touched on several issues;

- Creating a UN recognition framework to recognise companies that excel in sustainability
- Expanding GISDs participation/communication through the UN offices in each country
- An element of pragmatism is required on all GISD documents to be understood by different sectors
- To hold a virtual conference or set of panels to allow GISD members to share topics of relevance in their organisations.

EXHIBITIONS & WORKSHOPS



EEG – at Health & Fitness Fun Festival

EEG was an exhibitor at the annual Health & Fitness Fun Festival, organised by ACTVET under the patronage of Her Highness Sheikha Fatima Bint Mubarak, Chairwoman of the Family Development Foundation and the Head of the General Women's Union, from the **22nd to 26th January**. The Festival brought together health and fitness enthusiasts, medical experts, fitness clubs, organisations, nutritionists and chefs to promote health awareness and fitness. The theme of the Health and Fitness Fun Festival 2020 was environmental safety. At the fest, EEG received the 'Environmental Awareness Partners' certificate and was granted the opportunity of advocating environmental health and sustainable living through a series of workshops.



National Job Standards for CSR Directors in Non-Profit Sector

EEG Chairperson was invited on **20th June**, by the Al Fozan Academy & the Ministry of Human Resources and Social Development of Saudi Arabia to join a workshop organised in association with King Fahd University of Petroleum & Minerals. The discussions focused on building standards and technical capabilities for the leadership development in non-profit institutions, wherein innovations and strategies were identified as key tools for sustainability.

World Future Energy Summit 2020

On **13th January**, the Emirate of Abu Dhabi welcomed state representatives and business leaders from across the globe at the annual World Future Energy Summit 2020. EEG was invited to be a part of the prestigious platform as an exhibitor and interact with visitors over the 4 days of the summit. Bringing together government and business leaders, specialist exhibitors and visitors from 170 countries, the summit showcased pioneering technologies in energy, efficiency, water, solar energy, waste and smart cities. The WFES inspired the advancement and transfer of ideas, technology and investment across borders, thus stimulating sustainable growth.



WETEX 2020 - The First Ever Carbon Neutral 3D Exhibition

EEG attended the 22nd WETEX and the 5th Dubai Solar Show virtually organised by DEWA from **26th - 28th October**. The 3D exhibition was the first of its kind carbon neutral event in the MENA region, providing a unique experience to exhibitors and visitors from around the world. The exhibition aimed to achieve integration between all sectors of the energy industry, and unite the trade and technical sectors to facilitate an exchange of ideas and experiences.



EEG'S 22ND & 23RD BOARD MEETINGS

EEG, its valued Board Members and the Executive Committee Members gathered on **29th January** and **30th June** for the 22nd and 23rd EEG Board Meetings respectively. In the 22nd meeting, the Chairperson provided an overview of the various programmes and campaigns that were conducted in the second half of 2019, indicating the positive growth achieved in the action and waste management programmes. The 23rd board meeting followed up on the events, campaigns, and panel discussions held during the first half of 2020 as EEG shared with its members how it had adopted alternate strategies and moved all its projects and capacity building programmes to virtual platforms to continue delivering to the community to cope with the unprecedented challenges of the COVID-19 pandemic. The attendees assured EEG of their support and active involvement in all of the presented programmes.



Publications

Publications

Annual Report in English and Arabic For 2019
12 issues of the Bilingual Monthly e-newsletter (Edu/Corp)
EEG Profile Leaflet
EEG Table Calendar for 2021
Brochure on Plastic Recycling
Brochure on Aluminum Recycling
Brochure on Paper Recycling

Promotional Material

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

Banners

Banners for the Gala Dinner
Banners for the Environmental Drawing Competition
Banners for the Emirates Recycling Awards
Banners for the 4 Panel Discussions 2020
Banners for the Can Collection Campaign

Flyers & Posters

Flyers for - 4 panel discussion sessions
Flyers for - Can Collection Day & Drive
Flyer for - One Root, One Communi-Tree
Flyer for - Neighbourhood Recycling Project
Flyer for - Your Can for a Tree
Flyer for - Project Green Call
Flyer for - Recycle, Reforest, Repeat
Flyer for - Clean Up UAE campaign
Flyer for - For Our Emirates We Plant
Poster on Paper Recycling
Poster on Plastic Recycling
Poster on Glass Recycling
Poster for the World Day to Combat Desertification

Banners for ISEPSC & ICEPSC 2020
Banners for Recycle. Reforest. Repeat
Banners for the Clean Up UAE Campaign

Accreditations, Memberships and Collaborations

Accreditations

First environmental NGO in the world to be accredited with the ISO 14001 certification since 2001
Accredited NGO with the United Nations Convention for Combating Desertification (UNCCD)
Accredited NGO, Governing Council, UN Environment (UNEP)

Memberships

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

Strategic Educational Partner

Emirates National Oil Company (ENOC)

Collaborations

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

Associate Members



CORPORATE MEMBERS

- ABB INDUSTRIES LLC
- Abela & Co. LLC
- Accenture Middle East BV - Dubai
- Adeeb Electrical and Electronics Services LLC
- AESG Project Development Consultant
- AG Engineering
- AG MELCO Elevator Co. LLC
- AG Power LLC
- Al Ain Zoo
- Al Etihad Energy Services Co.
- ANHB General Trading LLC
- Anima LLC
- Apparel Group
- Arup Gulf Limited(Dubai Branch)
- Asda'a Advertising FZ-LLC
- Atlas Copco Services Middle East
- Avis UAE Rent a Car Co. LLC
- Canadian Business Council
- China State Construction Engineering Corporation LLC
- Clifford Chance LLP
- Dabur International Limited
- Daniel Wellington DMCC
- DBB Contracting LLC
- Dgrade Ltd.
- DNV GL AS Dubai Branch
- Dubai Cable Company (Private) Limited
- Dubai Duty Free
- Dubai Quality Group
- Dyson Overseas Distribution Ltd.
- Emirates Fast Food Company LLC - McDonald's UAE
- Emirates Flight Catering Co. LLC
- Emirates National Oil Company Limited (ENOC) LLC
- Emirates NBD
- Engie Cofely Energy Services LLC.
- Enova Facilities Management Services LLC
- Epson Europe B.V. Middle East Office
- Expo Dubai 2020 LLC
- Fairway Catering Services LLC
- Farnek Services LLC
- Ferrero Trading Lux S.A. - Dubai Branch
- German Emirati Joint Council for Industry & Commerce (AHK)
- Grand Millennium Dubai
- Hotpack Packaging Industries LLC
- Imperial Brands PLC, Middle East, Turkey & India Cluster
- Labotel LLC
- Lucky Recycling Limited
- Microsoft FZ LLC
- Monviso Trading LLC
- Nestle Middle East FZE
- NMC Health PLC
- Sharif Metals International DMCC
- Spacewell Interiors LLC
- Tiger Profiles and Insulation LLC
- Total Abu Al Bukhoosh
- Tristar Transport LLC
- Two Seasons Hotel & Apartments FZ-LLC
- UAE Exchange Centre LLC
- United Engineering Construction Co. LLC(UNEC)
- Verger Delporte UAE Ltd
- Wasl Properties
- WS Atkins & Partners Overseas

ACADEMIC MEMBERS

- Al Bidyah for Basic Education, Fujairah
- Ambassador School
- American School of Dubai
- American University of Sharjah
- Amity School Dubai
- Amled School LLC
- Bida Al Mutawa School, Abu Dhabi
- Bright Riders School
- British International School, Ajman
- Cambridge International School
- Collegiate American School
- Delhi Private School Dubai, Jebel Ali
- Delhi Private School, Sharjah
- Dovecote Green Primary School, LLC
- Dubai English Speaking School
- Dubai International Academy
- Dubai National School, Al Barsha
- Ethen Girls School for Basic Education - RAK
- Falcon British Nursery
- Gems Heritage Indian School, Dubai
- Gems Modern Academy
- Gems New Millenium School, Al Khail
- Gems Royal Dubai School
- Global Indian International School
- Higher Colleges of Technology - Sharjah Womens' College
- Mayoora Private School LLC
- Middlesex University in Dubai
- Modul University Dubai
- Our Own High School, Al Warqaa Dubai
- The Apple International School
- The Arbor School
- The College of Fashion & Design
- The Winchester School, Jebel Ali
- Umm Al Quwain Boys School

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