



May 2010

EMIRATES ENVIRONMENTAL GROUP

EEG NEWSLETTER

Together for a Better Environment®



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8TH MAY 2010

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EEG concludes the 10th Cycle of Interschool competition

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3rd Community Lecture
11th May 2010
Tree of Life
Speaker: Yousuf Thakur
Time: 7:30 p.m. Venue: Tamani Marina Hotel

4th Community Lecture
25th May 2010
Sustainability Management
Speaker: Ms. Huda Al Shaka
Time: 7:30 p.m. Venue: Emarat Atrium



250 trees planted through EEG program (My Tree in Dubai)

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A call to participate in an (Art from Waste) Exhibition. To be held on 3rd June 2010. Interested schools, please contact the EEG office

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BRING YOUR RECYCLABLES: Every SATURDAY, 8:30AM to 3:00PM.
Villa No. J.M.R. 68, Jumeirah 1, Between Dubai Zoo and Beach Centre. For more info, call EEG at 04 344 8622.

Editorial Team:
Ruth Bibby, Moayad Yacoub, Khaled Nazzal, Naomi Yorks, Priyanka Menon, Srikanth Venkataraman, Ruqaiya Fatallah



EEG's Chairperson and UN Global Compact Board Member

Success will come from sustainability...

Welcome to EEG's May edition of the Newsletter, it seems it was only yesterday that we were busy preparing for the April edition, but here we are going strong after what has been another exceptionally busy and active month.

Of particular relevance and importance to EEG last month was 'Earth Day', which began in America during the 70's. Over the years the concept has grown into an annual global event achieving political alignment and stressing the need for mobilising global efforts towards a sustainable future. The 22nd of April saw many celebratory activities and awareness campaigns throughout the UAE. For EEG, our Inter-School Environmental Public Speaking Competition coincided with Earth Day giving the students an extra surge of passion whilst speaking about their chosen environmental topic.

This year, the participant's efforts for the Competition blew me away; every single entry was wrought with fervour and each presentation was carefully executed with facts, knowledge and opinions. I truly believe that the upcoming generations have grasped environmental and sustainable concepts and requirements, which will launch them into a future with the environment at the heart of their decisions. This is what the planet has been crying out for over the past few decades, and I have every confidence that some great environmental leaders and role models will soon emerge.

Within the same week as Earth Day EEG was also proud to have facilitated the planting of 250 Ghaf trees in Mushrif Park, Dubai. This was to mark the end of our latest campaign MyTreeinDubai.com. The event filled me with great satisfaction and joy as EEG was able to offer families, individuals and companies a chance to literally 'plant their roots' in Dubai, which for many was an incredibly meaningful event. Alongside 3 more tree planting events this month under the 'Million Tree Campaign' EEG, with the support of many, have successfully 'greened' the UAE a little bit more and will continue to do so with the aim of creating a better place.

EEG also managed to uphold its longstanding tradition of commu-

nity lectures this month, with an insightful presentation on how to turn trash into treasure. The ever growing problem of waste persists and for many countries landfill space is running out. The keynote speaker for the evening highlighted some useful benefits to be gained from existing landfills that can help curb green house gas emissions.

Also featuring heavily this month within the local news and other events in the UAE is the topic of 'sustainability'. With exhibitions, summits, networking events and award ceremonies all focusing on sustainable practices, it is becoming more and more exemplary to incorporate sustainability into the core of business objectives. With profound economic, social, and environmental benefits, sustainability and CSR practices are definitely on the increase and appear to be providing businesses a jump start out of the economic depression.

However, it is important to remember the intricate links with the planet that all our actions and business connections have; sustainability should be a long term plan not just a get-out plan from today's economic situation. It was a major concern for environmental groups worldwide that the economic crisis would restrict funds available for investment into new technologies and environmentally friendly products, but in reality investment into this area is where the big all-round benefits prevail.

In the UAE I am confident that this is the general understanding. As we approach forward, we must learn from our previous mistakes. Exhibitions, such as City Build which EEG participated in, gathered and convened experts in the construction field but focused on sustainability and best practices. Furthermore the Dubai International Award for Best Practices, which was also launched this month, is a great incentive for business to adopt sustainable frameworks and policies.

Talking about sustainability, EEG's waste management programmes are thriving. As the number of participants and amounts of recycled materials continue to grow, our work with the community at the grass roots is definitely creating a wave of change into a sustainable living style. The action of recycling is easily overlooked by many, but in reality recycling helps to improve the local environment, helps tackle global issues, saves resources, reduces carbon dioxide emissions and reduces pollution. Paper is now recognised by many as a valuable commodity that is the easiest of all materials to recycle. It puzzles me that our paper collection campaign is the only one that is diminishing. I can only hope that this is due to the overall reduction in paper use, or that companies and individuals are taking it upon themselves to recycle the resource themselves. If this is true then EEG's message about a sustainable lifestyle and a low carbon world is spreading.

With all this in mind, and many more events that either supported Earth Day or sustainability, April has been yet another crucial month for the planet in terms of awareness and moving forwards into a sustainable, greener future. EEG has had a busy time supporting many of these events, as summarised in the coming pages, but is humbled by the tremendous dedication from the residents of the UAE for their efforts to create a better place.

Habiba Al Marashi

EEG's Inter-School Public Speaking Competition

The Inter School Environmental Public Speaking competition was organized on the 21st and 22nd of April at Dubai Knowledge Village and focused on four key environmental issues carefully picked by EEG. The bilingual competition was judged by a panel of highly qualified judges consisting of Engineer Hassan Moh'd Makki, Prof. Mohammed Al-Sarawi, Dr. Mohammed Mustafa Eltayeb and Dr. Walid Elshorbagy who had their work cut out for the 2 day event.

The event began with opening speeches by Mr. Ibrahim Jameel, Director of Operations, Dubai International Academic City and Dubai Knowledge Village and Mrs. Habiba Al Marashi, Chairperson, Emirates Environmental Group. There was also a short performance by the students of Al Salam Private School, who wanted to show that the true treasures in the world are trees. The first session of the day saw 13 schools battle it out with powerful and illuminating presentations on the topic of intelligent use of water: conservation or management? After a short break, the next 13 schools presented their research on the same topic. The teams had worked hard to design colorful posters, which they displayed when their speaker was talking. The afternoon session saw 12 schools present their research on the topic, Are We Generating a Lot of Waste? The judges seemed impressed by the sheer hard work put in by all the teams. Shortly after, the last 11 schools of the day took the stage. Some of the speakers seemed very young but floored the

judges and audience with their oratory skills nevertheless. The results of the first day saw Islamia English School, Abu Dhabi and Al Salam Private School bag the first places in Intelligent Use of Water: Conservation or Management and Are We Generation a Lot of Waste, respectively.

The second day witnessed the participation of over 20 schools present their research on Global Challenges, Local Actions and The Environmental Role the Media can play in the Gulf. The winners of the day were The Indian High School and Our Own High School, respectively. The overall winners were Al Salam Private School, who have the distinction of winning the competition three times. According to the rule, this assures them the right to keep the rolling trophy. The two days of the Inter School Public Speaking Competition were marked by some powerful speeches and presentations. The research conducted by the students was in depth, insightful and very impressive. Every year, EEG raises the bar of this event and each and every time, students live up to it and even exceed it. They provide practical and plausible solutions that can be used by each and every one of us in our daily lives. EEG was partnered by Al Safi Club for Friends of the Environment and was also supported by Dubai International Academic City and Tamani Hotel Marina to conduct this event.



The overall winners from Al Salam Private School.

My Tree in Dubai

On the early morning of 24th April, when Dubai woke up to a lazy Saturday, EEG staff were busy preparing for a campaign that would be considered as a milestone in the environmental history of the UAE. The My Tree in Dubai campaign, organized by EEG at Mushrif Park, saw the culmination of scores of volunteers who wanted to plant a tree exclusively in their name in the city. The campaign attracted over 350 participants out of which 250 participants won the race to get the opportunity to plant the trees in their names in Musherif Park. Over 30 tons of paper was collected for this campaign, significantly adding to EEG's existing paper collection campaign.

EEG reached Mushrif Park at 6:30 AM and was greeted by the scenic park and all its flora and fauna. After living amidst concrete buildings for so long, being witness to butterflies, bees and greenery was a welcome change indeed. Participants began trickling in as early as 8:00 AM. But by 9:00 AM, the entire site was flooded with families, individuals and employees representing their companies - all excited about planting their 'own' tree. The registration counter was buzzing with participants who could not hide their excitement at seeing a placard with their name printed on it. Workers of Dubai Municipality were also present at the site for digging holes for the ease of planting. Mrs. Habiba Al Marashi ushered the crowd towards the planting site. The atmosphere of the site was electrifying as many of the participants had never planted a tree before - let alone one that had a placard with their name on it! The weather, too, was cool and posed no problem to the participants, volunteers or staff. The site was also visited by the media who were eager to click the enthusiasm seen on people's faces. Excitement was evident when one little child came up to the EEG staff and said, "Everyone I know has a pet, but I'm the first person who has a pet tree!" The planting continued through the morning, however after 11 AM there were still a few placards and saplings left. Mrs. Al Marashi decided to plant them so that everyone who had participated could be accommodated. EEG staff, along with Dubai Municipality, began planting at 11:30 AM. However, by that time the weather had taken a serious turn! The staff, drivers and helpers struggled in the scorching sun to plant all the trees for the benefit of their participants. The 43 degree temperature and bright sun exhausted them, but by 1:30 PM, they managed to plant the remaining saplings! The determined and never-say-die attitude of the EEG Chairperson and her team ensured that even participants who did not visit the site had their own tree with their placard standing strong. EEG offer a special thanks to 7 Days for their support and also thank Wunderman for their design assistance. We are also ever grateful to Dubai Municipality, and Mall of the Emirates for their help in making the campaign a success.



Million Tree Campaign



Emirates Environmental Group in collaboration with Ibis Al Barsha Hotel, Novotel Hotel and World Trade Centre celebrated Earth Day by planting 40 trees in Apple International School and Al Baraa'h Kindergarten, under the aegis of UNEP's Billion Tree Campaign.

The two tree planting events were organized on the 22nd April, to celebrate Earth Day. One was held at the Apple International School, where students and staff were joined by EEG executive committee member Dr. Radiyah Al Hashimi, children from Al Noor Training Centre, as well as other official guests and 25 indigenous trees were planted. The second event took place at Al Baraa'h Kindergarten with Novotel Hotel and World Trade Centre representatives, later on Dr. Al Hashimi also joined this event. Here, 15 indigenous trees were planted at Al Baraa'h kindergarten. Also in the month of April the Marriot Hotel at Dubai Investment Park organised its own tree planting event with support from EEG, and pledged all 100 trees planted to EEG's Million Tree Campaign. Students from the nearby Greenfield Community School, Nibras International School and Al Worood Academy Private School gave a tremendous effort to plant all 100 trees alongside the hotel. The students were then invited inside for refreshments, a presentation and environmental quiz that was organised by EEG. Students' listened attentively to the presentation which touched on the bigger picture to tree planting and why they have helped not only the community but the whole planet. On behalf of all the Marriott Hotels in Dubai some fantastic prizes were up for grabs for the quiz winners. This month all three tree planting events have contributed tremendously to the local environment and also to EEG's running total of trees planted in the UAE. We are happy to announce that the total number of trees planted under the Million Tree Campaign is now 1,614,992.

From Trash to Treasure—EEG's 2nd Community Lecture

EEG's second community lecture for 2010 proved to be an evening of intellectual stimulation and friendly discussions as the keynote speaker for the event engaged everyone throughout the evening. The event was held in the Movenpick Hotel, Bur Dubai, during the evening of the 20th of April and was free for all to attend with the aim of increasing awareness amongst the community on a highly relevant topic related to the environment. Mrs. Habiba Al Marashi, Chairperson of EEG opened the lecture by offering a warm welcoming note to all the familiar and new faces that had attended. She mentioned some of EEG's highlights from the past month, and then commented on the topic that many of us know little about, but we all contribute to it: waste! The evening was then handed over to Prof. Mohammad A. Al-Sarawi, currently a professor at the Department of Earth and Environmental Sciences at Kuwait University. Relating to Mrs. Al Marashi's opening note about the growing problem of waste, Al-Sarawi provided a captivating lecture highlighting the issues we face regarding landfills and their management.

He went on to discuss how we can utilise landfills to provide us with much more than a hole in the ground for our trash. Simplifying the technical aspect of landfills, Al-Sarawi explained how they can be used for electricity generation through the collection of methane gas from within the landfill, which also reduces odour problems often associated with a landfills presence; literally turning trash into treasure. The evening ended with Mrs Al Marashi thanking Prof. Mohammad A. Al-Sarawi for coming to participate in EEG's Community Lecture series and awarded him a crystal of appreciation. Attendees from all paths of life left with inquisitive minds and a little bit more educated about what happens to their waste after the trash bin and how landfills can be a source of power rather than a pollution hotspot.



EEG participate in City Build Construction Summit & Exhibition

The City Build construction summit was held on the 18-19th April in the Abu Dhabi National Exhibition Centre. The 2 day summit was supported by a simultaneous exhibition from the 18-21st April, and EEG was invited to participate in both events.

The two day summit brought together a diverse mix of people and industries with the aim of discovering new business opportunities, highlighting how to keep the quality of construction unrivalled and how to overcome the economic downturn. The summit was organised into different panel events with expert speakers to provide a platform for discussions and idea sharing for those who attended. Panel discussions included "learning from international best practice in construction", "meeting the challenges of delivering iconic projects in a recession", "building a sustainable future: Masdar city case study" and "Delivering better schools for a better future" to name but a few.

EEG Chairperson, Habiba Al Marashi was part of a specialist panel to facilitate the discussions under the topic "reducing energy consumption through good building design to meet clients' new sustainability agendas". The panel focused on discussing key environmental targets for sustainable developments and green buildings, they compared active and passive approaches to improving the energy efficiency of buildings, and discussed sustainable design principals that will maximise the lifecycle of buildings. The summit event was well attended by contractors, public and private clients, designers, consultants and solution providers and was the ultimate platform for the construction industry to raise awareness, share concerns and agree the way forward into a brighter and more sustainable future. At the simultaneous exhibition EEG showcased its exhibition stand, continuously promoting and highlighting its many environmental programmes and activities whilst encouraging participation for upcoming events. With many interested visitors, we hope that awareness for the environment is snowballing and we remain optimistic that the future is bright.



EEG attends Clean Energy Meeting

On the 1st April 2010 EEG attended a preliminary meeting at the Gulf Research Centre in Dubai to discuss the way forward for a Clean Energy Network. This new initiative is a joint venture between the European Commission (EC) and the GCC States to focus on Clean Energy.

The Gulf Research Centre has successfully won a 3 year contract with the EC to act as the service provider to implement the network.

The idea is still in the early stages, and thus the meeting in April was a gathering for all interested parties to give feedback about the network idea and make suggestions whilst it is in the 'creation' stage.

Overall the meeting was positive and support for the network was unanimous.

The aim of the network is to increase the knowledge and information among the EC and GCC entities on their respective policies in the area of clean energy. A web page will be launched to act as the main tool for the network, which will contain papers, research, links and pool knowledge from many differ-



ent regions.

The planned structure of the network is to have 5 working groups each with a different focus. The 5 working groups will come under the themes of: 1) renewable energy sources, 2) energy demand, management and efficiency, 3) natural gas and clean technologies, 4) market integration and optimal management, 5) carbon capture and storage.

Working group meetings will be held regularly, and an annual conference will be planned for later on in the year.

There were many questions and comments from the floor; one in particular asked if environmental issues would be covered in all 5 working groups. The chair of the meeting answered assertively and assured that environmental issues should be discussed at all meetings because it is relevant to all ideas and technologies that will be considered. EEG hopes to continue its participation within the network as it develops.

Women as Change Makers

On Tuesday the 27th April from 13.00 until 15.00, many Coca Cola leaders and their stakeholders met at the Address Hotel, Dubai Mall. The event was a detailed panel discussion focusing on the role of leading woman in development organised by Coca Cola, North and West Africa. EEG's Chairperson Habiba Al Marashi was invited to sit on the panel, which was moderated by Michael Goltzman, Director, Public Affairs and Communications, North and West Africa. Other great female role models were also on the panel including HE Sheikha Lubna Al Qassimi, Minister for Foreign Trade in UAE and Henrietta Fore, Chairman and CEO of Holsman International. The event, organised by Coca Cola, was arranged to inspire the young women of today to push themselves into leadership roles. It focused on the inequality often seen as a result of gender and the challenges that young women face today. Each panellist briefly de-

scribed the major decisions and turning points in their careers that led them to their leadership roles.

The challenges for young women were highlighted and discussed; it was mentioned how academically women outperform men, and there are far greater numbers of woman registering for higher education courses, however in the UAE woman still have more difficulty finding employment. Another challenge relevant to the UAE for young Emirati women is the fierce competition with expatriates from all over the world. The advice from the panel was positive and encouraged young women to push for equal rights, voice their opinions, strengthen women's networks, and also to break the link between exploitation of the earth and economic growth, and focus on a sustainable future because in the long term that is what will prevail to be the winning combination.

Princess Haya Awards for Special Education



The second round of the Princess Haya Awards for Special Education took place on the 12th April, 2010 under the Patronage of HRH Princess Haya Bint Al Hussein, wife of HH Sheikh Mohammad Bin Rashid Al Maktoum, Vice-President of UAE and Ruler of Dubai. Minister of Social Affairs, Dr Mariam Al Roumi attended the function on behalf of Princess Haya bint Al Hussein, senior government officials, heads of departments and other dignitaries were also present on the occasion.

The award ceremony aims to highlight the role of the special needs sector and its responsibility to educate and rehabilitate children

with special needs. The awards encourage people who are working within the special needs sector to excel and set higher standards of service in all fields of special education. With categories ranging from 'outstanding special educator' to 'outstanding fundraising campaign' the ceremony acknowledged all sectors of care from special needs educators, therapists, management, caregivers and parents. EEG attended the event and was happy to support the nomination of its Executive Committee member Ms. Sara Baker for her outstanding contribution and volunteering efforts to the Dubai Autism Centre.

The Princess Haya Award for Special Education was launched in November 2009 and is the first initiative of its kind in the region.

EEG attend Networking Event



On the evening of the 27th April EEG was invited to attend a high level networking event organised by Emirates Green Building Council at the Fairmont Hotel, Dubai. The event brought together an eclectic mix of business and industries, government officials and many other interested parties. With a selection of canapés and refreshments, and attendees sharing a common vision or interest, networking became effortless. The highlight of the evening was a presentation from the guest speaker, Mr. Jagath Gunawardena, Manager of Projects and Building Development for the Dubai Chamber of Commerce and Industry. Mr. Gunawardena spoke about how the building for Dubai Chamber became the 1st existing commercial building in the region and one of only four buildings outside the US and Canada to be awarded LEED

(Leadership in Energy and Environmental Design) certification. He spoke about the steps and challenges faced to implement changes in the building and highlighted innovative ideas that Dubai Chamber has adopted. For example the building saves 0.85 million litres of water per year just from collecting the condensed water from the air conditioning system and using it for the fountain. The building also uses treated sewage water for the toilet systems, and all lights and the AC are turned off after office hours. The chamber's dynamic 18-storied building was the first in the region to demonstrate that even existing older buildings can be significantly improved for the benefit of the environment, building users, operators and the broader community. Green buildings are, on average, 30% cheaper to run than conventional buildings and use up to 26% less energy, proving that making a few small changes offers long term economic, social and environmental benefits.



Spirit of Sustainability, Seeds for Success

Mr Sarfraz H Dairkee gave an interesting and detailed presentation titled 'Spirit of Sustainability, Seeds for success' this month at Chalhoub Group, on behalf of EEG and Emirates Green Building Council. The presentation focused on a step by step guide to increasing the sustainability of buildings, offices and employees. The first step that Mr. Dairkee discussed was getting management approval, for a sustainability reform and a 'green team'. This included the encouragement of co-workers and colleagues to organise a meeting to develop a plan of action. He recommended that energy saving and waste reduction tips were a great starting point. Step 2 of the grand plan, was to plant the seeds of success and instil environmental awareness across the office. Suggestions included monitoring the AC thermostat, and unplugging unused equipment in meeting rooms and at the end of the day. Step 3 begins to get more interactive with the planning of employee awareness day and inviting experts to speak about energy efficiency. Step 4 encourages the celebrations for earth day, and participation in other local events; these can act as team building days which enhance the environment as well as office communications. Mr. Dairkee mentioned that by this stage, managers should be on board and corporate commitment should be well set leading promptly into step 5, which should sustain the momentum of sustainability by recording changes and monitoring improvements. Step 6 involves spreading the benefits further a field and recognising success stories. Lastly step 7 was to celebrate the success by earning a recognised sustainability rating, and share the news with the media and business partners.

ENGINiuty Competition 2010

The annual technology festival organised by BITS-Pilani, took place on the 14th and 15th of April. The competition named 'ENGINiuty' brought to light the innovation, creativity and talent inherent in students from some of UAE's best universities and schools. In line with the sweeping wave of awareness about environmentally friendly practices and technologies, the theme for this year's event was 'The Co-existence of Technology and the Environment'. In order to emphasise the message for a safe and sustainable future, EEG was delighted to come on board to support the event. Mrs. Habiba Al Marashi, chairperson for EEG attended and graced the opening ceremony. There were many categories for students to enter, including a techno art competition, electronic circuit design competition, robotics competition and an online quiz competition, plus many more, the only terms were that entries must create works promoting the co-existence of technology and the environment. A series of lectures and workshops were also organised which addressed this issue. Prof. Chris Phillips from the Imperial College, London, conducted a hugely popular guest lecture where he demystified the science behind invisibility! Overall the competition was fierce and the intelligent and creative minds of the young students were allowed to be expressed in this diverse and imaginative competition.

EEG attend School Environment Day

Safiyya Bint Abdulmutaleb School, in the Emirate of Umm Al Quwain, organised an 'Environmental Awareness' day on the 14th April 2010, under the theme 'My Environment, My Sustainable Life'. EEG attended to exhibit a stand for the students, which raised awareness for the environment and recycling. EEG staff were also on hand to answer any environmental questions that the students had, and talked about ways to make a difference.

At the opening ceremony, the school principal, Ms. Sheikha Ghanim, gave a speech which thanked all those involved for their efforts and she also gave a special thanks to EEG for presenting a recycling centre to the school. She went on to mention how the 15 trees planted under EEG's Million Tree Campaign in the school grounds last month, have contributed to their overall environmental efforts, and will act as a constant reminder for environmental protection. Mrs. Maryam Al Yamani, a member and representative of EEG then thanked the school for their continuous environmental efforts; she mentioned how important it was to have pro-active schools like Safiyya School, supporting the activities and campaigns run by EEG. The school's principal presented a shield of appreciation to the EEG representative and thanked her for the continued support. Students were then encouraged to enjoy the day's activities that had been set up throughout the school grounds. EEG received many interested and inquisitive students to their exhibition stand and reminded them about the Can Collection Drive, in which Safiyya School will be a designated collection point in the Emirate of Umm Al Quwain.



Earth Day Activities



The primary wing of Delhi Private School (DPS) in Sharjah was extremely busy on the 22nd April with celebrations for Earth Day. Various activities were held throughout the day aimed at enhancing the awareness in the young minds of the students about Earth and its preservation. Students in grade 5 voiced their thoughts on Earth Day by writing pledges to take care of mother earth and all students were asked to bring in newspapers and soft drink Cans for recycling. In 3 days DPS collected 485kg of papers, with which they handed into EEG as part of the MyTreeinDubai.com campaign. Students carefully crafted a replica of the famous Burj Khalifa, aptly named 'Burj DPS', out of the cans brought in. A special assembly was held and also an 'art marathon' where all students expressed their artistic flare in pictures related to the environment. Teachers were heartened to see the students participate with such gusto and zeal, and EEG commends DPS for their great effort to increase awareness and promote environmental education.

Emirati student collects plastic bottles in Guinness quest

A 19-year old Emirati student has attempted to get Zayed University into the Guinness Book of World Records. On Thursday 22nd April Zayed students were led by the Student Council President, Mariam Al Hallami in an attempt to gather the most plastic bottles ever recorded. The students collected 394kg of plastic bottles, exceeding the previous record of 298kg; however Guinness World Records is yet to confirm the new record. From 8.30-4.30pm the students were busy sorting out over 70 giant size trash bags with approximately 35,000 plastic bottles that will be recycled by Tadweer. Mariam Al Hallami said "this is my last year as a Student Council President and I wanted to leave a legacy behind me while benefiting the society". Nine witnesses from several community institutions including Emirates Environmental Group which was represented by Dr. Abdul Mun'em Al Billa were present to supervise the process to ensure integrity and clean recording. EEG also wanted to show support for the student's efforts to arrange such a huge amount of plastic for recycling, increasing awareness and showing dedication to environmental concerns such as waste.

Students urged to act on environmental problems

Environmental issues were the centre of attention at the American University of Sharjah this month as the Department of Biology and Chemistry organised a day where environmental organisations and guest speakers came to encourage students to take action for the environment. The day was conducted under the theme 'Our Environment, Our Life' and brought together 10 companies and organisations including EEG. Five guest speakers addressed environmental problems including ecological footprints, waste, and air pollution plus discussions for sensible solutions. EEG raised awareness of its waste management campaigns and spoke to students about the vast benefits of recycling and sustainable living. Presenters also addressed several local and regional environmental problems. Environment and Sustainability Manager of Masdar City, Richard Perry said that the UAE has one of the highest ecological footprints in the world. The purpose of the event was to raise public awareness and to encourage students to join environmental sciences degree programmes at the University, which could lead students into a stable and successful environmental career.

Dubai Quality Awards

His Highness Shaikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the UAE and Ruler of Dubai, honoured the Dubai Quality Award (DQA) winners on Wednesday April the 7th, who have made commendable contributions to raising the bar of creativity and business excellence during 2009. The ceremony was organised by the Dubai Department of Economic Development (DED) and included the Dubai Quality Award, Dubai Human Development Award (DHDA) and the Dubai Service Excellence Scheme (DSES). DED Director General Sami Al Qamzi said "Dubai has always maintained a strong and flexible economy based on our wise leadership and boundless ambition. The competitive environment in the Emirate paved the way for creating a culture of excellence as a reference for determining the features of competition and performance of the companies."

All the winners were grateful and appreciative of the award; they said it was heartening to receive an appreciation of such high order, assuring them that they are on the right tracks towards excellence. According to all that attended the secret to winning is ensuring that the company is focussing on sustainable excellence for the long term, based on continuous reviews and improvements, allowing them to do more for their customers, the community and the environment.

EEG commends all winners of the prestigious award, and encourages all companies to seek out the best practices in terms of sustainable development. Here in the UAE as a world centre for business, we have the opportunity to set a benchmark in the corporate world for a sustainable and greener future.



Dubai International Award for Best Practices



جائزة دبي الدولية
لأفضل الممارسات
DUBAI INTERNATIONAL AWARD
FOR BEST PRACTICES

The Dubai International Award for Best Practices (DIABP) was established under the directive of the late Sheikh Maktoum Bin Rashid Al Maktoum, during the United Nations International Conference that convened in Dubai between 19th - 22nd November, 1995. The Award reflects the continuing policy and commitment of Dubai Government and the United Arab Emirates towards sustainable development of human settlements on the basis of mutual international cooperation. The award is administered jointly with the UN-HABITAT.

The major criterion for a best practice award includes: Impact in improving the living environment of people particularly the poor and disadvantaged; Partnership between at least two actors that meet the criteria in the guidelines; Sustainability demonstrated by lasting changes in legislation, social policies, institutional frameworks or management systems; Leadership and community empowerment; Gender equality and social inclusion; Innovation within local context and transferability and lastly, tangible impact resulting from the transfer of ideas, skills, processes, knowledge, expertise or technology.

The submission process for the 8th cycle of the awards drew to a close on the 30th April. Over the coming months the submissions will be evaluated by the Technical Advisory committee and a selection of up to 100 entries that deserve to be categorised as 'best practices' will be chosen. A short list of a maximum of 48 initiatives will be forwarded to the international jury who will select the award recipients. In October this year, there will be the much awaited awards ceremony to acknowledge the winners, who have strived to make Dubai a better place. Find out more at www.bestpractices.at

Corporate News

The UAE and Norway—Partners in Sustainable Technology Solutions

On the 14th April 2010, the Norwegian embassy and Innovation Norway, in conjunction with the Dubai Chamber of Commerce, hosted a high level seminar on Sustainable Technology Solutions. EEG was invited to attend the seminar and was represented by Dr. Radhiya al Hashimi, member of the EEG executive committee. After the opening plenary, which featured remarks from HRH Crown Prince Haakon of Norway, HE Abdul Rahman Saif Al Ghurair, the chairman of the Dubai Chamber of Commerce and Industry and HE Mr. Trond Giske, Minister of Trade and Industry of Norway, two simultaneous seminars commenced.

The first seminar focused on green shipping and cost effective solutions for maritime transport and the second focused on ICT Solutions for the future in media and mobility. The first seminar focused heavily on the advances made by Norwegian shipping, transport and maritime industries and ways in which UAE organisations can benefit from these. Through innovative practices and new building materials companies have managed to significantly lower their carbon foot-

prints. The seminar went on to discuss how further improvements could be made and how Norwegian and UAE companies can learn from each others best practices.

The second seminar on ICT presented ways in which local, regional and Norwegian companies can tap into the rapidly growing market of telecommunications and ICT services. It was mentioned how telecommunications can help reduce companies carbon footprints and it was reiterated that access to mobile phones would also help. When the worlds poorest gain access to phones, internet, e-banking and other services they are more empowered to brake out of the vicious poverty circle. The seminar offered a unique and valuable networking opportunity. EEG used this occasion to discuss the upcoming Arabia CSR Network workshop on Transparency and Good Governance, as well as the launch of the third cycle of the Arabia CSR Awards in May 2010.

Dnata Cargo Terminal to go green

دائرة التنمية الاقتصادية
القطرية
DEPARTMENT OF
ECONOMIC DEVELOPMENT



The Department of Economic Development (DED) has led the initiative to transform a critical Dnata Cargo Site - the FreightGate-5 airport cargo terminal - to develop the first carbon neutral warehouse in the Middle East. The initiative is part of the agreement signed between the DED and DHL last year and it is estimated that the project could save 1.9 million tonnes of carbon dioxide annually by 2020. Built less than three years ago the FreightGate-5 has a prominent and important role in the transit of freight, with easy access from the centre of the city. By following the highest standards of resource-use efficiency, the upgrading will lead to significant energy and cost savings. The cost of each specific energy saving measure was ascertained and then underwent standard business case approval to measure the financial viability of the project. It has resulted in a 36-40% reduction in electricity use, which amounts to 450 megawatt hours a year. Sami Al Qamzi, DED Director-general said "Integrating the Emirate's logistical sector with sustainable development best practices is imperative to drive further efficiencies and will generate stronger demand for the logistics sector".

Going green really does fetch big benefits

EcoVentures, a Dubai based emissions reduction firm, has released a report that indicates companies in the region who have implemented strategies to reduce their carbon emissions have gained substantial benefits from their efforts. The report is titled "Improving the Bottom Line: Corporate Carbon Reduction Efforts across the Gulf" and is available in English or Arabic. It summarises the in-depth review of 10 companies in the region and reveals the benefits experienced in a variety of areas. For example, Dubai Chamber reports a saving of AED 7.1 million through energy and water conservation measures at its headquarters over a decade. Similarly, Jumeirah Group, in its first Corporate Responsibility report, published in 2009, reported a 2.4% reduction in electricity consumption and 1.5% in water consumption, all achieved through conservation campaigns, which saved the firm the equivalent of over 14,000,000 AED. Besides substantial cost savings, the interviewed firms reported that customer retention was increasing, mainly from distinguishing themselves from the competition as an ethical and serious player in the market. With the help of the media, the benefits also extend into increased brand awareness and visibility. For instance, Dubai Chamber received significant media coverage since its headquarters building became the first LEED-certified existing building in the Arab world. The report concludes with a primer on how firms can get started in creating carbon reduction strategies.

International News

Seawater Desalination

An article recently published in the *Journal of Water Supply: Research and Technology* discusses the 'best available techniques' (BAT) approach for seawater desalination plants. The article emphasises that energy, water, climate change are inseparable global problems. We need energy to deliver water, we need water to generate energy, and energy contributes towards climate change, which may intensify droughts. The complex linkages between all systems on the planet must be understood, in order to work with them in a sustainable way. The need for sea water desalination will continue to grow rapidly, especially in arid climates that we experience here, however the process discharges concentrated chemicals into the sea; marine protection groups have been actively voicing their concerns across the world. The authors mention the different types of desalination processes and how their environmental effects differ, but methods for desalination are generally site specific. Although an Environmental Impact Assessment document was published in 2008, there is a need for a document describing the best available techniques for this industry to allow the industry to commit to green practices. There is also a strong need for investments to support this industry to allow and encourage research so that the most sustainable and environmentally friendly techniques can develop.

The authors of the article argue that as desalination capacities continue to grow an objective understanding of the real environmental stakes is necessary. This requires us to look into the long term effects and tradeoffs for using desalination plants.

Biodiversity Threats



2010 International Year of Biodiversity

As the World Biodiversity Day (WBD) is fast approaching (22nd May), campaigns to protect biodiversity across the globe are desperately trying to get their message across and raise awareness for the importance of biodiversity.

An estimated 40% of the global economy is based on biological products and processes; many people especially those living in areas of poor agricultural productivity, heavily rely on the genetic diversity of the environment for survival. However, the actions of humankind all across the world threaten nature, ecosystems and species to unprecedented levels. We are fast approaching unknown territory, where

habitats are showing signs of irreversible collapse after being pushed beyond their limits. Today, biodiversity loss is 1000 times more than it was 50 years ago; **WE NEED TO CHANGE OUR LIFESTYLES AND WE NEED TO CHANGE THEM FAST.**

The environmental outlook for the Arab region is no brighter than the rest; 1084 species have been identified as threatened. 24% of fish, 22% of birds and 20% of mammals are threatened with extinction. Ecosystems in West Asia are undergoing massive pressures from exploitation, over fishing and construction, triggered by one of the highest urban population growths worldwide. Urgent proactive and preventative strategies are required, and the international year of biodiversity (IYB) aims to raise political attention to this area. A strategic plan is being drafted, to create more realistic and bold goals that are based on sound science. Arab countries are expected to contribute actively to finalising the plan, with the hope of producing innovative solutions for the future protection of species. We can't afford to waste any more time, with 2010 being the 'International year of biodiversity' and World Biodiversity Day upcoming this month, it is a prime opportunity to celebrate all life on earth and raise awareness for its much needed protection.



NEWS & UPDATES

1. Secretary-General Urges Private Sector and Government to Heed Lessons from Financial Crisis

In remarks delivered at a luncheon event on the occasion of the Global Compact Board meeting (25 March, New York), UN Secretary-General Ban Ki-moon urged the private sector and Governments to heed the lessons of the global financial crisis. The Secretary-General stressed that "there is a strong case that addressing critical issues, such as poverty and climate change, can simultaneously spur growth and tackle long-term challenges". For more information visit: <http://www.unglobalcompact.org/news/19-03-25-2010>

2. Participant Status: New Signatories, COPs and Delistings

In March, 119 companies and 51 non-business stakeholders joined the Global Compact. 41 companies were delisted for failing to communicate on progress. The largest companies (by employee number) to join during the month were: China Southern Power Grid Co., Ltd. (China), Citi (USA), China Railway Construction Corporation Limited (China), United Airlines (USA), Fluor Corporation (USA), Teva Pharmaceutical Industries Ltd (Israel), D.Swarovski & Co. (Austria), Benesse Holdings, Inc. (Japan), Owens Corning (USA), Renaissance Services SAOG (Oman).

Total figures as of 31 March:

- Business participants: 5,911
- Non-business participants: 2,219
- COPs received: 7,419
- De-listed business participants: 1,411

EVENTS

1. UN Global Compact Leaders Summit 2010 (24-25 June, New York)

- *INVITATION ONLY* - The Leaders Summit will convene chief executives with leaders from civil society, government and the UN to elevate the role of responsible business in bringing about the needed transformation to more sustainable and inclusive markets. Held every three years, the Summit is the forum for Global Compact participants to renew their commitment to responsible practices, share progress made and set the direction for the coming years. *For information and to register, please visit the Leaders Summit website or email LS2010@mci-group.com.*

2010 EVENT CALENDER

June

- VIII Annual Local Networks Forum (23 June, New York)
- Meeting of the Global Compact Anti-Corruption Working Group (23 June, New York)
- 2010 Global Compact Leaders Summit (24-25 June, New York)

FEATURED RESOURCES

1. Women's Empowerment Principles - Equality Means Business:

Offers guidance on how to empower women in the workplace, marketplace and community. The Principles emphasize the business case for corporate action to promote gender equality and women's empowerment and are informed by real-life business practices and input gathered from across the globe. Download at www.unglobalcompact.org

2. Human Rights Working Group Good Practice Note Series: How Business Can Encourage Governments to Fulfil their Human Rights Obligations:

Considers actions and lessons learned by companies that have and have not attempted to encourage governments to fulfil their human rights obligations. Key questions for consideration and potential courses of action are identified. Download at www.unglobalcompact.org

ENGAGEMENT OPPORTUNITIES

1. Call for Examples: Sustainable Supply Chain Management

Global Compact participants are invited to submit brief examples describing efforts to incorporate and promote the Ten Principles in their supply chains - to be included in an upcoming publication. Examples can include: managing supply chain sustainability internally, designing management structures, engaging with procurement, setting objectives and incentives, engaging with suppliers, using the contracting process to promote sustainability, auditing suppliers' performance and building capacity, and promoting sustainable management systems. *For further information or to submit an example, please contact your Local Network at eeq@emirates.net.ae*

Local Network for the GCC states attends the Caring for Climate meeting

The second meeting of the signatories for the UNGC Caring for Climate initiative convened on 7-8 April 2010 in Geneva. The meeting was attended by representatives of 150 leading global companies that have pledged to take far reaching measures in the fight against Climate Change. The meeting was attended by Mrs. Al Marashi, who co-chairs the UNGC Working Group on Environment.

The Caring for Climate meeting aimed to take stock of the progress that has been made so far in companies' policies and practices with regards to the environment, as well as laying out the way forward for the Caring for Climate initiative, ahead of the UN Leaders Summit, which will celebrate the Compact's 10 year anniversary.

The Caring for Climate meeting also offered the working group on environment the opportunity to present the initial outcomes of its work. Mrs. Al Marashi provided the attendees with an overview of the group's meetings and discussions so far, and paid special attention to the development of the Environmental Stewardship Tool. This tool, which is being developed in conjunction with Duke University, is based on in depth research among a core group of 25 leading companies, and is intended for use by all UNGC member companies.

In addition to presenting the progress of the working group on Environment, Mrs. Al Marashi also presented the concluding remarks at the general meeting and took part in a press conference, in her capacity as UNGC Board member.

EEG EVENTS

EEG's Can Collection Drive: Due to popular demand EEG is hosting the second Can Collection Drive on the 8th of May 2010. Sites will be located in all 7 Emirates for participants to hand over their collected aluminum cans. To register for the event please contact EEG, and start collecting those cans so we can weigh them and send them for recycling. **'Together we CAN achieve!'**

3rd Community Lecture: EEG's third community lecture for 2010 will be held on May 11th at the Tamani Marina Hotel, Dubai. All are welcome to attend the evening where we have a fascinating lecture titled 'Tree of Life'. Light refreshments will be served, so don't miss out on this informative, educational and fun evening with EEG.

4th Community Lecture: EEG's fourth community lecture for 2010 will be held on May 25th at the Emarat Atrium, Dubai. The lecture will be titled 'Sustainability Management: Case Studies'. Again refreshments will be available, so be sure to come along. More information about EEG's lecture series will be published on our website prior to the events.

OTHER EVENTS

Sustainability in the Construction Industry

On the 12-14th May 2010 there is a course titled 'Sustainability in the construction industry' held in Dubai, hosted by ENSHAA and the American University in Cairo. Participants will learn about CSR principals and sustainable design principals. Contact: ieei@ucegypt.edu

DNV run several courses and training plans

DNV (Det Norske Veritas) are offering a comprehensive training plan for 2010, some of the courses include: OH&S Management System Internal Auditor Training Course, 2-6th May, Dubai, Mastering the essentials of CSR, 5-6th May, Dubai and Introduction to Waste and Variation, 9th May, Dubai. For more information and the full schedule of courses visit www.dnv.ae or email training.me@dnv.com

Green Building Middle East Exhibition

From the 24th-26th May 2010, the Green Building Middle East Summit and Exhibition takes place at the Abu Dhabi National Exhibition Centre. The event forms part of 'The Arabian Construction Week'. It will provide the industry a platform to the most cost effective and sustainable solutions. Find out more at www.greenbuildingsme.com

MAILBAG: We welcome your views and opinions: eeg@emirates.net.ae

Emarat has thanked EEG for our coordinated recycling collection scheme where in the first quarter of 2010 they have passed over to EEG more than 16,098kg of paper; Emarat contacted EEG to find out the equivalent number of trees that had been saved from their efforts, which resulted in 274 trees saved through recycling.

Mr. P Singh wrote into EEG with some useful Eco-Friendly tips that we can all adopt, including: removing unnecessary luggage from the boot of the car to reduce weight and save fuel, using papers which are printed on one size for a note pad, and charge your mobile phone whilst driving.

EEG MEMBERS UPDATE

EEG warmly welcomed 9 new and 19 renewed Individual members, 14 new and 7 renewed Student members, 1 new and 4 renewed Corporate members, 4 renewed CSR members & 1 renewed Academic Inst., in the month of April, 2010.

Student & Individual Members

Mohammed M Zannouneh	New (I)	Muna Ahmed Al Amoodi	Renew (I)	Rishi J .Avala	New (S)
Hima Ann Joseph	New (I)	Till Stoll	Renew (I)	Megha Satish	New (S)
Yassin Nasri	New (I)	Gareth O'Brien	Renew (I)	Chesna Ahuja	New (S)
Andrea Kork	New (I)	Walter Cramerstetter	Renew (I)	Ali Osama AL Rahma	New (S)
Sagar Kumar Vinod Banyani	New (I)	Sachot Sylvie	Renew (I)	Mayed Sultan	New (S)
John Richard	New (I)	Elizabeth Danielle Norris	Renew (I)	Mohammed Al Rahma	New (S)
Latifa Ali Moh. Al saedi	New (I)	Bernie Reilly	Renew (I)	Abdul Mugeeth A.M	New (S)
Mahmoud F Bader	New (I)	Ranganathan Ramachandran	Renew (I)	Maryam Khalfan	New (S)
Ali Mohsin Al Waeli	New (I)	Mary E Lamont	Renew (I)	Arushee Wahi	Renew (s)
Hassan Hassoon	Renew (I)	Ambrdse Vase	Renew (I)	Aaisha Ibrahim	Renew (s)
Pamela Wade	Renew (I)	Rana Awwad	Renew (I)	Christopher Lewis	Renew (s)
Mr Mukund Menda	Renew (I)	Juma Khalfan	New (S)	Lakshmi Ramachandran	Renew (s)
Ulysses Papadopoulos	Renew (I)	Mohad Khalfan	New (S)	Pooja Vinod	Renew (s)
Pramod Chandran A.P	Renew (I)	Abhirami Sasikant	New (S)	Raj Aryan	Renew (s)
Rashid AL Maftoul	Renew (I)	Suraj Shetty	New (S)	Sahil V Aswani	Renew (s)
Mike Atkinson	Renew (I)	Mahra Sultan	New (S)		
Ibrahim Abed Rabu	Renew (I)	Mohammed Omar Khan	New (S)		

Corporate Members

Simmons & Simmons	New	Jebel Al International Hotels	Renew	Desert Group	Renew
Wasl	Renew	Canon Middle East FZ-LLC	Renew		

CSR Members

Gulf Energy Maritime	Renew	Dubai Properties Group	Renew	Wasl	Renew
Dubai International Financial Centre Authority (DIFC)			Renew		

Academic Members

Emirates International School	Renew				
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NOT YET A MEMBER? SIGN UP TODAY!

EEG welcomes new members as part of our family. EEG is a professional working organization that provides volunteering opportunities for the community to engage in programs and activities to raise their environmental awareness and contribute to environmental protection.

To know more about EEG: Call (+971) 4 344 8622 or Fax us at (+971) 4 344 8677/ Log on www.eeg-uae.org ; or e-mail us on eeg@emirates.net.ae

PAPER COLLECTION CAMPAIGN

The collection of April reached 119808 Kg from 556 participants, a decrease of 4% from April 2009. Let us try to double our efforts in recycling paper. Top collectors were:

Schools	Quantity (kg)	Companies	Quantity (kg)	Individual	Quantity (kg)
Sharjah city for Humanitarian services	1840	DU	8070	Geetam Kapur	575
Dubai Women's college	1655	Emarat Al Sajaa	5290	Mercy pazhamalil	332
Abudhabi Indian school	1650	ABB	4010	Sharow Gurman	274

CAN COLLECTION CAMPAIGN

The can collection in April reached 643 Kgs from 38 participants, an increase of 48% from April 2009. That's a great improvement but don't forget to encourage your friends and neighbors to join our campaign and boost the month's collection! The top collectors were:

Schools	(kg)	Companies	(kg)	Individual	(kg)
American school of Dubai	15	Emirates Palace	250	Mohammed Ali Badshah	45
Emirates Academy	8	Hilton Fujairah Resort	100	Janan Al Khaja	29
Dubai GEM Private school	6	Dubai Petroleum Building	50	Janaka Manjula	20

GLASS COLLECTION CAMPAIGN

EEG thanks the 60 participants for collecting 27342 Kg for the month of April, a 57% increase from April 2009. Recycling glass saves water and energy, so keep collecting! The top three collectors were:

Schools	(kg)	Companies	Quantity (kg)	Individual	(kg)
American school of Dubai	380	Fairmont Hotel	9315	Maha	210
Dubai English speaking school	125	Park Hyatt	4825	Mohammed Ali Badshah	120
Emirates Academy	125	Hyatt Regency	3695	Tie of Veronica & Angela	75

PLASTIC COLLECTION CAMPAIGN

The collection of plastic for April reached 13160 Kgs from 204 participants or a 39% increase from April 2009. Let us put more efforts to recycle more plastic to keep them out of landfills. Top collectors for the month were:

Schools	(kg)	Companies	Quantity (kg)	Individual	(kg)
American community school	440	Archirodon	1280	Haseena Beevi Badshah	200
American school of Dubai	425	ABB	1060	Akbar Badshah	145
Emirates Academy	160	British Petroleum SAHAR-JAH	940	Hussain Amin	50

TONER COLLECTION CAMPAIGN

A total of 976 pieces were collected in the month of April from 21 participants, a increase of 19% from April 2009. Let's keep those heavy metals and toxic chemicals out of our landfills. The top collectors for the month were:

Schools	(pieces)	Companies	(pieces)	Individual	(pieces)
		Drake & scull International	410	Maya Nehme	85
		Atkins	105	Karin sandwall	67
		Dutco Balfour Beatty	80	Rahul Muthaiwala	54

The month of April has seen vast increases in our Glass, Plastic, Can and Toner Collection Campaigns compared to the same month in 2009. The paper collection campaign decreased by 4% from April 2009, so lets push for saving those trees and recycle more paper in the coming months. We can all do our bit to make a difference, so why not start today and encourage your friends and family to join in too!

Thank you for your efforts!