



June 2010

EMIRATES ENVIRONMENTAL GROUP

# EEG NEWSLETTER

Together for a Better Environment©



EEG collects record amount of cans from the May Can Collection Drive. More on Page 3



EEG Continue to 'Plant for the Planet' under the 2nd phase of MyTreeInDubai.com and the Million Tree Campaign



3rd Cycle of Arabia CSR Awards Launched!

الجائزة العربية للمسؤولية الاجتماعية للمؤسسات



ARABIA CORPORATE SOCIAL RESPONSIBILITY AWARDS

Entries Close 26th August 2010  
Visit [www.arabiacsnetwork.com](http://www.arabiacsnetwork.com) for more information

Under the Patronage of HH Sheikh Nahyan bin Mubarak Al Nahyan  
Minister of Higher Education & Scientific Research

UAE University in collaboration with Khalifa International Date Palm Award,  
Friends of Palm Society, and International Date Palm Network  
Organize



معرض الامارات الدولي الرابع للخيار التمر  
Fourth International Date Palm Exhibition

20 - 24 October 2010  
Supported by: Emirates Environmental Group

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EEG's 5th Community Lecture in 2010

29th June, 7.30pm  
Emarat Atrium, Dubai

Topic:  
**Sustainable Urban Development**



جائزة الإمارات للتقارير  
للإدارة والبيئة

The 5th cycle of the Emirates Award has been announced with a deadline for entries on the 31st August 2010. Entries can cover 5 topics: Science (Energy), Arts (Writing Drama), Performance Arts (Music), Plastic Arts (Photography), Studies & Researches (Environmental Studies).  
For more information, visit [www.emiratesaward.ae](http://www.emiratesaward.ae)

**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 Fatallahi, Merissca Lye



EEG's Chairperson and UN Global Compact Board Member

## People Power...

Welcome to the June issue of EEG's monthly newsletter. As the time has come to update you on what EEG has been involved with locally and internationally I feel it is of great importance to emphasise this month the power of people. By this I mean the power we have as individuals and the power we can accumulate as like-minded groups to create change for the greater good.

I was recently reminded of what we can achieve when we set our minds to something when attending the much awaited WANA Forum last month in Jordan. With delegates and representatives from all across the West Asia and North Africa region the forum was an eclectic mix of leaders, politicians, socialists, economists and of course environmentalists. All delegates who had taken the time to come to the forum represented a 'wanting' for change and it became clear over the 3 day forum, everywhere I looked were 'good' people. The collection of all these change makers in one room was a special occasion and signified that there are people out there, hidden among their local communities who are ready and willing to make a stand for the planet.

By the end of the forum and judging from the topics discussed, I was so confident that there is hope for a brighter future, and there is a global movement around the world to protect human wellbeing and the environment. Having also recently returned from Bahrain, where I attended a sustainable development, peace and justice meeting, I left with the same enthusiasm and hope.

EEG believes everyone can make a change to their daily lives that will contribute to creating a better place. In May the Arabia CSR Awards were officially launched in a bid to reward and acknowledge the very best examples of socially and environmentally responsible companies. The Awards also encourage companies to instigate changes if not already practiced. CSR is one area where people hold the power to make a huge difference.

Moving from corporate possibilities to the individual efforts of the community, EEG's Can Collection Drive that took place on the 8<sup>th</sup> May is living proof that people can step up to make that all important change. With hundreds of participants EEG collected a record

breaking amount of aluminium cans, but this was down to the efforts of individuals whether they are from an academic institution, corporation or individual family member, someone somewhere instigated the collection of cans needed for our campaign from each contributing participant. It is these people that are the true gems of the community sharing and spreading the message to change our ways.

I am also proud to announce that EEG has facilitated the planting of many more trees last month. Under the My Tree in Dubai campaign, a second round of planting was organised that saw 100 new samplings offered to the grounds in Mushrif park, Dubai thanks to participants collecting paper for recycling. Furthermore, under the Million Tree Campaign 10 trees were also planted at Jumeriah Model School thanks to Union Properties. It is actions such as these that collectively contribute to solving global issues whilst creating a better local environment.

EEG's community lecture series is now in full swing. With an interesting presentation from a local filmmaker last month, we gained an insight into the challenges in making a nature and wildlife documentary. The film also emphasised how all levels of life on earth were interlinked. Our upcoming programme promises to be as exciting as the previous few and represent shining examples of people with a dedicated passion for what they do.

To strengthen our outreach programmes even further, EEG encourages students, schools and universities to get involved with our activities and organise a visit to the office. Last month EEG welcomed students from the Erasmus University of Rotterdam who were given a presentation and discussed the topic of sustainability with EEG staff. Spreading the EEG vision and mission and highlighting the challenges faced within the region is of particular importance to gain support and add momentum to the global movement of caring for the planet.

Talking of caring for the planet, the UAE harbours some of its very own environmental heroes. Coming up this June, EEG will be holding its Waste Management Award ceremony which really is a special event. It offers a chance to commend and acknowledge the work and support from all corners of society for our recycling collection campaigns.

Quite simply, recycling waste is an action we can all undertake easily, and it has immense positive effects on the planet, thus acknowledging and encouraging this action is a priority to EEG. The Awards ceremony will fall near to World Environment Day, in which our festivities will be extended to celebrate the environment around us.

In summary, the past events EEG has been involved in the month of May, and the upcoming events, all involve people. One way or another, these people whether they are leaders, followers, participants or students will provide an action that will better the environment. From community lectures, to award ceremonies, to planting trees, these activities all require a commitment, action or decision from people; therefore it is no understatement to say that people really do hold the power to create the change needed for a better future.

*Habiba Al Marashi*

## EEG's Can Collection Drive



The 'never give up, *can-do*' attitude of EEG and its devoted volunteers shone through once again last month during the much awaited Can Collection Drive on the 8<sup>th</sup> May 2010. The Drive took place simultaneously in 12 sites across the 7 Emirates and witnessed hundreds of participants from schools, colleges, government institutions and corporate houses unite for a single cause - making the UAE a cleaner and more sustainable country to live in.

On what began a cool clear morning, EEG staff and volunteers were up at the crack of dawn to prepare for the days' events. Dispersing across the UAE, they were ready to start receiving cans.

The atmosphere at each of the sites was electric as participants were excited to be part of such a colossal country wide event. As the sun beamed down, creating an uncomfortable heat, participants were not deterred and continued to throng to their designated sites in time slots from 8:30 AM to 13:00 PM with their collections. Furthermore, in return for their cans, cool refreshments were waiting, which were gratefully received.

Throughout the day collections ranged from 2 kgs from individuals or families to 2000 kgs from hotels and catering houses, but no one felt vanquished due to the underlying knowledge that no matter how great or small their deliveries, they were still helping the planet by recycling a valuable resource. However, there was still a sense of healthy competition at each site as those with the highest collections are awarded by EEG during its Prize Distribution Ceremony which also supports and celebrates World Environment Day.

In total the collection from the 8<sup>th</sup> of May Can Collection Drive brought in an amazing 7,671 kilograms, carrying EEG's total collection for this year to a whopping 22,000 kilograms of Aluminium Cans, surpassing the target by 2,000 kilograms!

The huge success of the Can Collection Drive would not have been possible without the kind sponsorship of Emal, PepsiCo and Al Safi Club for Friends of the Environment. EEG also thanks the media for supporting our message, namely Khaleej Times, Gulf News and 7Days.

EEG is also grateful for the logistical support from Abu Dhabi Zenath, McDonalds, Dubai Municipality, Fujairah Municipality, Radisson Blu, Lucky Recycling Co., Sharjah City for Humanitarian Services, Sai Group, Abela, Al Ain English Speaking School, American International School - Abu Dhabi, Preston University Ajman and Al Futtaim Carillion.

## EEG's 3rd Community Lecture

On the evening of the 11<sup>th</sup> May 2010, EEG hosted its 3<sup>rd</sup> community lecture for 2010 at the Tamani Hotel, Dubai. The lecture was titled 'RAK-Tree of Life' which portrayed the conceptual idea that all facets of life are interrelated and intertwined in one way or another. The key note speaker was Mr. Yusuf Thakur, founder of Visual Effects & Production, a Dubai based Film Company. His love for nature and film making are evident through his fantastic productions that make the audience get up and take notice of the issue being discussed.

Mr. Thakur began by showcasing his latest film 'RAK-Tree of life' which reminded the audience that there once was a world where people did not live beyond their means and did not pose a threat to nature. In particular the film features the 5 indigenous tree species which have been an integral part of the heritage and culture of the UAE. It documents the interrelation between these trees as part of the food web, supporting and sustaining a fascinating variety of wildlife, and the people that inhabit the lands where the trees grow.

The film also showed us glimpses of previous generations who used wood to build homes and boats and strongly exercised rainwater harvesting techniques.

Yusuf Thakur has brought forth his production in an important era when the UAE is known to be the second highest producer of waste in the world. With resources fast depleting and the environment getting crushed under over consumption, the future looks bleak. However, films such as "RAK-Tree of Life" can be considered as eye openers for each and every one of us.

EEG's third Community Lecture in 2010 attracted an extremely large audience; people were curious to know more about the film based on such an unusual concept - the Tree of Life.



## EEG Plant for the Planet

As per popular demand, EEG launched the second phase of its My Tree in Dubai campaign on the 20<sup>th</sup> of May with great pomp and show with a special visit by Mr. Ahmed Abdul Kareem, Director of Horticulture and Public Parks Department, Dubai Municipality. EEG conceptualized this campaign with the support of Wunderman Dubai and launched it originally on the 7<sup>th</sup> of February. The first phase on the 24<sup>th</sup> of April witnessed the planting of 250 trees and the second, a total of 100 trees at Mushrif Park. This campaign connects EEG's Million Tree Campaign and it's Paper Collection programs. It is also a unique opportunity for people to give back to Mother Earth. The participants of the second phase of the campaign ranged from individuals, families, private establishments, corporate companies, government institutions and the media. The success of an environmental program such as the My Tree in Dubai was partly dependent on the ever popular social networking site, Facebook. EEG used Facebook as an outreach tool to pull people out of their homes and be a part of this unique environmental campaign. Participants were able to register themselves as well as record and see the progress of their paper collections online through Facebook.

As part of EEG's Million Tree Campaign, on the 21<sup>st</sup> of March EEG planted 10 indigenous trees at Jumeira Model School in Dubai, which was sponsored by Union Properties. The girls of Jumeira Model School excitedly planted trees and were joined by EEG's executive committee member Dr. Radhiya Al Hashimi. Faculty members from the school engaged the students in informative discussions during the tree planting activity about the benefits of planting trees and caring for the environment.

On a separate occasion Zahra Al Marashi planted 8 date palm trees in her garden and dedicated them towards the "Million Tree Campaign". It is a pleasure to announce that under the Million Tree campaign, EEG has planted or facilitated the planting of more than 1,615,110 indigenous trees in the UAE to date. EEG pledges to continue this project as an ongoing commitment to UNEP "Plant for the Planet, Billion Tree Campaign".



Children at Jumeira Model School planting trees

## EEG Participate in WANA Forum



From the 16<sup>th</sup> - 18<sup>th</sup> May 2010, EEG Chairperson Mrs. Habiba Al Marashi actively took part in the West Asia - North Africa (WANA) Forum held in Amman, Jordan. The Forum convened an eclectic mix of people from academia, economists, socialists and environmentalists and was a unique congregation of 'good' people who were all there because they cared and wanted to make a positive difference. Mrs. Al Marashi reported back to EEG that the atmosphere was electric and everywhere you looked marked humbling human compassion as genuine 'change-makers' filled the meeting hall.

HRH Prince El Hassan bin Talal attended the Forum and spoke at the opening and closing sessions as well as playing an active role throughout the duration of the Forum. In his closing statement Prince El Hassan reaffirmed that WANA countries must work side by side to preserve the dignity of the peoples of this region and achieve real and true empowerment that meets international standards.

The forum provided a platform for working together as citizens of 'One World' as we will all benefit from collective action that resolves conflicts, promotes good governance, raises living standards, and instigates protection for the environment. All these challenges can not be tackled alone as the problems do not stop or cease at territorial boundaries. All the matters discussed have shared concerns and shared solutions.

This year the forum convened under a multifaceted framework for transcending national carrying capacity through regional thinking. The 2010 forum updated members on progress since April 2009, considered priority themes identified by Forum participants and reviewed and agreed upon future courses of action for the WANA Forum. With a 3 day, jam-packed agenda, sessions were split up into themes and participants split up into functional working groups, which included but were not limited to: 'Priorities of the WANA Forum', 'Green Industry and Infrastructure',

'Environmental Education for Sustainable Development', 'Social Cohesion in the WANA Region', 'Our common Future: Water, Environment and Energy Community' and 'Environment and Green economy'. Mrs. Habiba Al Marashi was invited to sit on the plenary discussion panel and delivered a presentation detailing the importance of Education for Sustainable Development (ESD). Briefly, Mrs. Al Marashi touched on why we need ESD, how EEG is contributing to providing ESD within the region and how this relates to the bigger picture in combating global challenges. She then joined the working group 'education for sustainable development' (ESD), and contributed by providing examples of EEG's educational programmes. EEG can provide a vital source of support and contribute hugely in linking existing initiatives of extra-curricular education to establishing a WANA ESD network that is open to and accessible by people. Mrs. Al Marashi was also invited back to sit on the closing panel.



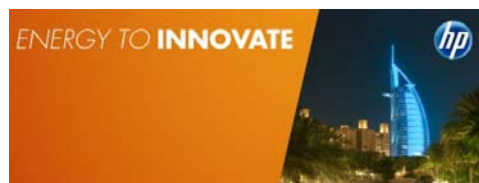
HRH Prince El Hassan attends WANA Forum 2010

## EEG Participates in HP Executive Energy Conference

On the 17<sup>th</sup> to 19<sup>th</sup> May 2010, EEG attended and participated in the HP 10<sup>th</sup> Executive Energy Conference held in Dubai. The event was held under the theme 'Energy to Innovate' as now more than ever before, organisations are faced with the challenge to emerge strong from the recession and set up new parameters for the future. The conference discussed the efficient management of existing networks, the implementation of safety, security and compliance guidelines as well as a sustainable and approved environmental policy.

With a tight schedule of speakers the programme began early at 8.30 am. After the various welcoming speeches, Dr Gabrielle Walker an international expert on climate change discussed how energy and power corporations can best prepare and respond to the implications of climate change and how to influence and work with the government policy decision makers. Next, a specialised panel titled 'Environmental Sustainability' began which included the aforementioned key note

speaker as well as EEG's Executive Committee member Dr. Radiya Al Hashimi. Other Panel members included Neil Gibbs, from Marchmont Hill Consulting and Juergen Arnold, from HP. The discussion detailed how renewable energies and technologies are being used together to shape the future of the energy industry. After these plenary discussions the following days were split into two parallel sessions under the titles 'utilities' and 'oil and gas'. The event was a great platform to showcase the efficiencies that can be achieved through combined strength, providing solutions for a better future.



## EEG attends Menasa Forum



EEG attended the 'Menasa Forum' which took place in Dubai on the 23-24th May 2010 at Dubai International Financial Centre (DIFC).

With the financial crisis hitting everyone hard, no one escaped the plummeting stock markets and credit crunch economy. However, some weathered the storm better than others and emerging markets are proving to be the front runners.

The idea behind the forum was to facilitate the mixing of experts, financial leaders and investors to analyse prospects and developments, plus trends in finance, banking and energy markets in the region to prevent an economic crisis from reoccurring in the future. The forum focused on foresight and strategy for future growth, and convened over 250 executives from the region and internationally.

Through a series of high powered keynote interviews the forum put emerging markets under 'pressure' focusing on the regional footprint of the Middle East, North Africa and South Asia. Prominent regional investors also spoke about the challenges created for regional development models resulting from the downturn and the challenges for Islamic finance. The closing dialogue illustrated how MENASA can aid partnerships for sustainable growth.

EEG attended to hear what the experts had to say about the future economies of the region, as we strongly believe that a 'Green Economy' is paramount to allow for sustainable growth and suitable investments in sectors such as clean and renewable energy. EEG feels it is vitally important that we all learn from our mistakes and review why the economic crisis occurred. A sustainable future for one and all is possible, but the financial sector must embrace sustainable concepts.

## EEG participate in Sustainable development Meeting

Under the patronage of His Highness Sheikh Abdullah bin Hamad Al Khalifa, Chairman of the General Authority for the Protection of Marine Resources, Environment and Wildlife, Bahrain Women's Society for Human Development organised the 5th Arab Forum on the 26<sup>th</sup> and 27<sup>th</sup> May 2010. The Forum topic was on the Arab Human Development Report and the challenges of human security in the Arab world. The forum was also in support of World Environment Day celebrations. It reviewed the general concepts of sustainable development and prioritized important environmental problems currently facing the region, and then moved on to demonstrate the role of NGOs' and how they connect the community, decision makers and the private sector together.



Mrs. Habiba Al Marashi, EEG Chairperson, attended the forum, and was also invited to join a panel of experts which included, but was not limited to, Mr. Odeh Al-Jayyousi, Regional Director of IUCN. The Panel was given time to discuss matters under the heading of 'The role of government institutions, private sector and NGOs' in the promotion of sustainable development'. The discussions highlighted the best practices of NGO's and how they can promote environmental security. Woman and human security was also discussed, contributing to the bigger picture of creating a democratic society and enhancing human development. The role EEG Plays in involving community members in activities and environmental programs was explained, with the aim of increasing awareness on the current issues previously mentioned to the forum.

After providing the audience with practical tips on how to incorporate CSR into their core business practices, the presentation concluded with an overview of the Arabia CSR Network's main activities.

## The 7th CSR Summit

The 7th CSR Summit opened in Dubai on the 30th May. It is designed to inform and educate the local CSR community about the CSR challenges and issues presenting themselves in these times of economic difficulties. Mrs. Habiba Al Marashi was invited as a key note regional speaker, and presented "The business case for Sustainability" at the conference. She outlined the links between the most pressing environmental threats and their resulting effects on global and regional business. Increasingly, government and business leaders realise that issues such as water scarcity and environmental degradation have a direct and negative impact on businesses. While in its mildest form, environmental degradation can lead to increased costs in the exploitation of natural resources; in its most se-

vere form environmental upheaval can lead to conflict, thereby deterring investors and consumers to remain in the region. CSR and Sustainability in the Arab world was summarised, noting that for many companies CSR is still of marginal interest as an add-on PR or marketing exercise. This will have to change dramatically in the near future if companies want to retain their comparative advantage. Mrs. Al Marashi highlighted three global companies that have made sustainability part of their core business practices, resulting in vastly increased yearly revenues. After providing the audience with practical tips on how to incorporate CSR into their core business practices, the presentation concluded with an overview of the Arabia CSR Network's main activities.

## Campus News

### Erasmus University Students Visit EEG

Sustainability: the new buzz word of the Corporate World. This new trend setter brings together a range of economic, social and environmental implications and makes the task of engaging the public a tough one! This was the subject of discussion at the recent presentation held at the EEG office to facilitate students of the Erasmus University of Rotterdam, The Netherlands. The visit was part of a series of field trips for the students of the Master's program of Global Business and Stakeholder Management. The presentation outlined the various environmental conservation projects and environmental educational projects carried out by EEG and the social and economic implications of organizing and engaging the public in such projects especially in the Gulf re-



gion. Mrs. Al Marashi, emphasised the fact that 'Education and awareness creation (which are two main objectives of EEG) coupled with being extremely focused and a lot of hard work is what helps to spread the message across and build sustainable societies'. The presentation was followed by a very interactive Q and A session on the level of engagement in sustainable projects by the corporate sector, how best to get them involved and the level of transparency displayed. The students in attendance were so impressed by the presentation that several of them expressed their interest in joining EEG upon completion of their masters degree.

## Networking News

### EEG Meets and Greets

EEG always strives to create new networks and partnerships, and each month we meet many different people from all walks of life. In the month of May EEG met up with HE Major General Mohammed Al Mari, Director General of Residency and Foreign Affairs, and his team. The idea behind the meeting was to share information about EEG, the Arabia CSR Network and discuss areas of cooperation for the future.



Also in May EEG met up with representatives from Alta Planning and Design, Jeff Olson and Matt Berkow. Alta Planning and Design is involved with the Masdar City project and are also working on projects that will make Dubai more sustain-

able. We hope that a valuable connection has been made and welcomed the opportunity to discuss ideas for a more sustainable future.

Furthermore, Mrs. Al Marashi met with Ms. Feryal Tawakul from Dubai Customs Executive Director Community Affairs & Gov Partnership Division to discuss mutual collaboration. She attended, together with Dr. Radhiya Al Hashimi, EEG Executive Committee Member, the Dubai Chamber's Spring Networking Reception on the 13<sup>th</sup> May at the Al Meydan Hotel. These meetings and connections are invaluable to EEG as we hope to form partnerships for the future and gather support for our environmental mission.



## Corporate News

## Arabia CSR Awards Launched

The Arabia CSR Network is now welcoming entries for the 3rd Cycle of the Arabia CSR Awards 2010 which was launched on 13<sup>th</sup> May 2010. Considered as one of the most significant award schemes for CSR best practices in the region, the Arabia CSR Awards has witnessed tremendous response from all sectors of corporate organizations across the entire Arab World. The first two cycles of the Awards saw more than 130 entries from the GCC, Levant and Northern Africa.

This year the Arabia CSR Awards questionnaire has set out to practice what they preach, and have taken measures to "Green" the third cycle. Whereas previous cycles called for hard copies of submitted materials, participants are now able to complete the entire submission process online and in soft copy. The judging process for the Awards will also take place entirely online, in an effort to minimize the Carbon Footprint of the Arabia CSR

الجائزة  
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ARABIA  
CORPORATE  
SOCIAL  
RESPONSIBILITY  
AWARDS

Awards 2010. In addition, the questionnaire has gone through a thorough review with the questions being grouped into clearly defined sections complete with an introduction.

Be among the leaders in the region to have your CSR initiatives recognised. The Awards are open to organizations from both the public and private sector, regardless of the size of the organization. Both Arab and multi-national organizations are welcome to participate, as long as they have operations in the Middle East and /or North Af-

rica.

Visit the [www.arabiacsrnetwork.com](http://www.arabiacsrnetwork.com) or contact the Arabia CSR Network team on +9714 3348622 for more information on how to enter for the Awards. Entries for the Third Cycle close on 26<sup>th</sup> August 2010, 17.00 UAE time.

## Local News

## Municipality observes World Migratory Bird Day



World Migratory Bird Day is a global initiative devoted to celebrating migratory birds and promotes the awareness for threatened birds on the verge of extinction. For the last 5 years, Dubai Municipality's Environment Department has joined the rest of the world in celebrating World Migratory Bird Day on the 8<sup>th</sup>-9<sup>th</sup> May. This year's theme for the day was "save migratory birds in crisis - every species counts!" which is closely linked to the International Year of Biodiversity. The Municipality organised a seminar and a photo exhibition on migratory birds. In addition to celebrating the day, they also called on activities related to the conservation of all the migratory birds that visit the Emirate of Dubai.

The UAE has already become a member of the RAMSAR Convention and the Ras Al Khor Wildlife Sanctuary has been designated the 1,715th RAMSAR site of the world. Moreover, the government has also ratified the Convention on Biological Diversity to highlight its intention of preserving the biodiversity in the UAE.

## Ministry bans printing on non-degradable bags



In the month of May the Ministry of Environment and Water has issued a ministerial resolution that prohibits printing on non-biodegradable plastic bags due to certain dangers linked to the printing on conventional plastic bags.

The decision is in line with resolution 5/77 of 2009 by the Ministerial Council for services, which approved prohibiting the use of plastic bags and other plastic products that are non-biodegradable. A representative of the Ministry of Environment and Water said that under the new resolution shops will not be allowed to print names, products, advertisements or anything else on non-biodegradable plastic bags. The resolution is in line with the ministry's strategy to enhance and consolidate environmental awareness and security in addition to sustaining the best levels for developing natural resources. Conventional plastics bags do not degrade easily and can remain in the environment for a number of years. Biodegradable bags have their advantages but there is still work to be done to change people's habits relating to the use of plastic bags. In the UAE 1 billion plastic bags are handed out each year, many of these end up in the landfill; its time to start acting responsibly to reduce, reuse and recycle our plastics, especially plastic bags.

## Time to clean up

It has recently been revealed that there is a link between the environment, air pollution and the growing number of asthmatics in the UAE. Dubai Health Authority is aiming to create awareness to combat the problem, but in order to improve air pollution in the UAE we must also take responsibility for our polluting actions.

A representative from the Institute for Air Research in Abu Dhabi said "the only thing to do is create more vegetation and green land. In the cities, there would be less dust and sand if there was more grass and vegetation". Officials have also mentioned that improving the quality of the air and the environment is a long term process and would involve work from the whole community.

EEG strongly believe this is the way forward, trees and vegetation act as a buffer and stand in the way of sandstorms, yet the biggest challenge is creating awareness among the public that changing the way we live not only helps the environment, but also dramatically improves our health and well being. By using public transport and only driving cars when necessary we will reduce the levels of carbon dioxide and harmful pollutants in the air, consequently reducing our exposure to such toxins.



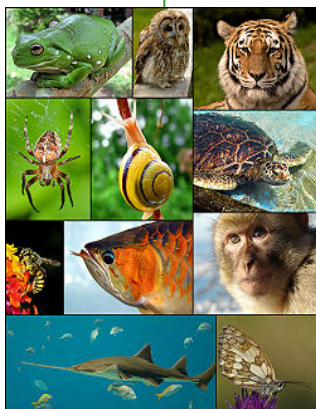
## Inspiring EEG Member

Kehkashan Basu, a bright young enthusiastic student and proud member of EEG has received a Hamdan Award from HH Sheikh Hamdan bin Rashid Al Maktoum on the 26<sup>th</sup> April at the Rashid Auditorium, Dubai World Trade Centre. EEG congratulates Kehkashan for her achievements and wishes her well with future projects. She said "as a member of EEG I can't thank you enough for the opportunities I received as a member to contribute to the environment. This award will inspire me to work even harder".

## World Biodiversity Day

The planet is always changing, but the unprecedented rate of change that is occurring today is due to human activities exacerbating the rate of natural change. Many species can not adapt fast enough to the changing planet and are becoming severely threatened or extinct. Hence, the United Nations proclaimed May 22<sup>nd</sup> the 'International Day for Biological Diversity (IDB)' to increase understanding and awareness of biodiversity issues across the world.

Today, the 22<sup>nd</sup> of May is celebrated all over the world, and this year held a particular importance as 2010 is the International Year of Biodiversity. Everyday biodiversity is being lost at 1000 times the natural rate. This is an unsustainable rate of loss, which if continues will have severe adverse consequences to the welfare of human kind. The IDB not only aims to increase awareness but offers a chance for celebrations for the natural wonders we share the planet with.



Celebrations took place across the world, but on a more local scale The Environment Agency—Abu Dhabi (EAD) arranged a panel discussion on the theme 'The role of biodiversity in environmental sustainability and sustainable development'. The event took place on the 26th May to celebrate IDB and provided a platform to discuss future developments for the protection of biodiversity. Further afield, the IUCN National Committee of Kuwait arranged a one-day symposium titled 'Biodiversity Today and Tomorrow' at the Kuwait Institute for Scientific Research (KISR). Speakers from KISR and local organisations convened to share their thoughts and ideas on managing and conserving the vital natural resources of Kuwait and the region and exhibited the activities of local organisations regarding the conservation of biodiversity. Across the world many more events took place, many of which are listed on the Convention on Biological Diversity's website.

## World day for development and cultural diversity

Further to the adoption of the Universal Declaration on Cultural Diversity by UNESCO on November 2001, the General Assembly, in Resolution 57/249, welcomed the declaration and the main lines of an action plan for its implementation, and proclaimed 21st May the World Day for Cultural Diversity for Dialogue and Development.

The day provides us with an opportunity to deepen our understanding of the values of cultural diversity and to learn to 'live together' better.

UNESCO continues to promote greater awareness of the crucial relationship between culture and development and the important role of information and communication technologies in this relationship.

Created in 2008, the International Festival of Diversity is a worldwide



celebration of the 21st May as "World Day for Cultural Diversity, Dialogue and Development." The task of our time is to bring ourselves to the realization that the unity of the human species lies in its diversity.

To highlight this fundamental character of our individual and collective identity, the practice of culture has no equal. That is why the Festival's events are designed to enable distinctive cultural expressions to gather more closely together, giving voice and visibility to the always captivating wealth of cultural diversity.

Events took place across the world, but at UNESCO's headquarters the days events hosted musical, artistic and intellectual events.

## Preparatory Meeting for Sustainability Conference



Twenty years have passed since the Earth Summit in Rio and we are less than 2 years away from the reunion of stakeholders and world leaders for the Rio+20 Conference, also known as the World Summit on Sustainability in 2012. With such a large summit looming on the horizon the best mechanism to drive results and get big actions is to make sure all sectors and attending parties are prepared for the summit through preparatory meetings and plenary sessions.

On May the 17th 2010, a side event called 'PrepCom1' took place under the heading of 'Equity and sustainability in a green economy'. This also included discussions on poverty eradication, sustainable consumption and production and climate sustainability which are on the Rio+20 Agenda.

The event focused on several questions which instigated debated discussions, some of which were: 'should green economy be the key focus at Rio+20?', 'Why should we pay so much attention to 'environmental governance?' and 'will poverty eradication be made a binding commitment at the summit?' With 6 panellists, two moderators, supporting partners and attendees the discussions were lively and dynamic.

Opinions differed but there was general consensus that as the next 20 years unravel, if we do not commit to remedying the current state of the world immediately the years to follow will see insecurity of water, food, energy and health worldwide. It was highlighted that there was a strong need to reassess our economies and reshape it in a way that is

sustainable and fair with real values that fit the carrying capacity of the planet and social needs.

There were some discussions on whether the term 'green economy' should continue to be used or whether 'sustainable development' is a better fitting term; the discussions continued but it was noted that economic changes may be the 'magic bullet' in helping to solve the current global issues. All participants agreed that discussions can not wait until 2012 and the time for momentum is now. As the planning and discussions begin for Rio+20, EEG will be keeping up to date with the latest developments and meetings, and hopefully big actions will result to create a sustainable future for everyone.



Delegates attend a plenary session of PrepCom 1 at UN Headquarters in the temporary ECOSOC chamber (the regular ECOSOC chamber is currently being refurbished).



**NEWS & UPDATES**

**1. Global Investors Call for Disclosure on Anti-Corruption Measures**

A coalition of investors has written to 21 major companies in 14 countries calling on them to improve their disclosure of bribery and corruption risks and avoidance measures (27 April, London). The investors behind this effort manage over US\$1.6 trillion of assets in nine countries and are all signatories to the UN-backed Principles for Responsible Investment. Companies from eight sectors - including defense, construction and capital goods - were contacted to explain whether their anti-corruption management systems adhere to international reporting frameworks developed by the International Corporate Governance Network (ICGN) and UN Global Compact. More at [www.unglobalcompact.com](http://www.unglobalcompact.com)

**2. Participant Status: New Signatories, COPs and Delistings**

In April, 99 companies and 33 non-business stakeholders joined the Global Compact. 38 companies were delisted for failing to communicate on progress. The largest companies (by employee number) to join during the month were: Italcementi Group (Italy), Desarrolladora Homex S.A.B de C.V. (Mexico), Maruha Nichiro Holdings, Inc. (Japan), KSB Aktiengesellschaft (Germany), Bloomberg, L.P. (USA).

Total figures as of 30 April:

- Business participants: 5,936
- Non-business participants: 2,259
- COPs received: 7,977
- Delisted business participants: 1,336

**EVENTS**

**1. Support Sustainable Development: Partnership Opportunities for Business**

This year marks a decade since world leaders committed to the Millennium Development Goals (MDGs), but much remains to be done to reach these critical milestones. Business leaders must intensify their efforts to help combat global poverty, hunger and disease and are encouraged to inspire others to do the same. The upcoming Leaders Summit will offer an excellent platform for companies to demonstrate how they are making a contribution to development and the MDGs. The Global Compact hopes that every company attending the Summit will come prepared to share a new commitment. We expect that a highlight of the event will be the announcement of new partnerships between business and the UN in support of the MDGs.

**2. Anti-Corruption Success Story Pilot Programme: Call for Expressions of Interest**

The Global Compact Working Group on the 10th Principle against Corruption recently established a 'Media Engagement Initiative' Taskforce. The taskforce aims to create positive engagement with the media indus-

try and enhance media coverage of corporate anti-corruption efforts. The Taskforce seeks to establish an Anti-Corruption Success Story program; featuring tangible, real-world stories on what the private sector can do against corruption. In conjunction with PRME, the Taskforce seeks to conduct a pilot in Fall 2010 in order to produce an initial set of Anti-Corruption Success Stories.

To express interest, please email [eeg@emirates.net.ae](mailto:eeg@emirates.net.ae)

**FEATURED RESOURCES**

Global Compact Small and Medium-Sized Enterprises - Towards Global Responsibility: Provides guidance for Small and Medium-Sized Enterprises (SMES) in implementing the Ten Principles of the Global Compact. SMEs in Denmark share their experiences on how they approached the challenge of implementing the principles in practice. The majority of companies concentrated their efforts on improving labor standards and environmental initiatives. Download the document at [www.unglobalcompact.org](http://www.unglobalcompact.org)

**ENGAGEMENT OPPORTUNITIES**

**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. The Global Compact Leaders Summit is the premier UN-business event. An ambitious programme is planned:

- 1,000+ business, investment, civil society, academic and UN leaders
- Government ministers from all regions
- Peer-to-peer roundtable discussion format for all sessions
- Showcasing business commitments to advance sustainable development and global prosperity
- Presenting results of the largest study of 700+ CEOs on the future of corporate responsibility
- Introducing the Blueprint for Corporate Sustainability Leadership within the UN Global Compact
- Launching a wide range of new resources covering all UN Global Compact principle areas
- Profiling an array of UN-business partnership to help achieve the MDGs
- Marking the 10th Anniversary of the UN Global Compact at a Gala Dinner

**First meeting of the Middle East and Northern African Local Networks**

The first regional meeting for Local Networks in the Middle East and Northern Africa was held on 20 April 2010. The meeting was facilitated by the UNGC and was hosted by the Local Network in Egypt. Local Network representatives from Egypt, Morocco, Tunisia and Syria gathered to discuss the latest developments in the region and discuss the way ahead. Important topics of discussion were the alignment of the UNGC and ISO 26000 as well as the Global Compact initiative on Human Rights. The Guidance note on Sustainability and the UNGC toolkit of Local Network management were also discussed. There was consensus over the need for greater cooperation and experience sharing amongst the Local Networks in this region to further the goals of the UN Global Compact. Due to conflicting dates the Local Network for the GCC States could not attend.



**EEG EVENTS**

**EEG's Waste Management Awards**

On the 10th June at Knowledge Village, Dubai, EEG will be hosting its annual Waste management Awards commencing at 10.30 am. This great event commends and acknowledges the highest achievers of EEG's recycling campaigns over the past year. There is also an 'Art from Waste' Exhibition and the celebrations tie in aptly with 'World Environment Day'.

**EEG's 5th Community Lecture**

On the 29th June, 7.30pm at the Emarat Atrium, EEG will be holding its 5th Community Lecture on the topic of Sustainable Urban Development. With an exciting speaker for the evening lined up, join us for a free educational and entertaining night out.

**ARABIA CSR NETWORK EVENTS**

Arabia CSR Network Presents, in partnership with Hawkamah Centre for Corporate Governance, 'Disclosure, Governance and Sustainability lessons learned from the crisis and the way forward'. It is a whole day event and will be held at DIFC on the 7th June 2010.

A special 'Clinic' will be held on the 15th June 2010 to explain the 3rd cycle of the Arabia CSR Awards' application process because this year applicants can submit their entries entirely online. Venue is to be confirmed, but for more information visit [www.arabiacsnetwork.com](http://www.arabiacsnetwork.com)

**OTHER EVENTS**

**WEPower Exhibition and Conference**

On the 6-8th June 2010 The Ministry of Water and Electricity in Saudi Arabia is hosting WE Power, the 6th International Water, Electricity and Power generation exhibition and conference, taking place at DIEC, Dammam. For more information email [m.elgohary@bme-global.com](mailto:m.elgohary@bme-global.com)

**Marine and Coastal Engineering Middle East Summit**

On the 20-23rd June 2010 a Marine and Coastal Engineering Summit will be held in Doha, Qatar. A strong line up of presentations and discussions is scheduled. To attend or for further information email [enquiry@iqpc.ae](mailto:enquiry@iqpc.ae)

**E-Learning Course on Climate Change**

UNEP FI have announced their next online course on 'Climate Change: Risks and Opportunities for the Finance Sector' will run from 7th to 28th June. It is aimed at financial institutions, including banks, insurers and fund managers as well as other stakeholders to address climate change risks. Contact [cc-training@unepfi.org](mailto:cc-training@unepfi.org) for more information.

**MAILBAG: We welcome your views and opinions: [eeg@emirates.net.ae](mailto:eeg@emirates.net.ae)**

Thanks to **Dutco Balfour Beatty LLC** for informing us of their news in being one of the proud winners of the "Idea of the Year Competition 2010". Koshy Thomas from DBB said "we won in the Health and Safety Category where we made a submission on our campaign of 'making safety personal'".

**Krishna Murthy** attended EEG's 3<sup>rd</sup> community lecture and emailed EEG and said "thank you for arranging such a wonderful programme, we all truly enjoyed the presentation and film and eagerly look forward to the next lecture on June 1<sup>st</sup>".

**EEG MEMBERS UPDATE**

*EEG warmly welcomed 5 new and 4 renewed Individual members, 12 new and 4 renewed Student members, 2 new and 10 renewed Corporate members & 1 new and 1 renewed Academic Inst., in the month of May, 2010.*

**Student & Individual Members**

Sonia Gautham	New (I)	Gautham M Athresh	New (I)	Mozah Mohammed Sulaiman Al Seraidy	New (I)
Evelyn A Aachi	New (I)	Dalibor Palus	New (I)	Daria Filippova	Renew (I)
Mary Ann Pardoe	Renew (I)	Eisa Mohd Al Shamsi	Renew (I)	Anil Kumar	Renew (I)
Abdullah Rashed	New (S)	Al-Anood Saeed Obaid	New (S)	Moza Saeed Rashid	New (S)
Mayed Saeed Obaid	New (S)	Salem Saeed Obaid	New (S)	Aditi Sasikant	New (S)
Mezoon Saeed Obaid	New (S)	Hilal Mohd Hilal	New (S)	Vinitha Venkat	New (S)
Bhoomi Satwani	New (S)	Mayanka Madan	New (S)	Mehak Madan	New (S)
Renuka Kumar	Renew (S)	Abdulla Eisa Al Shamsi	Renew (S)	Priyanka Nathaline Lopez	Renew (S)
Salama Eisa Al Shamsi	Renew (S)				

**Corporate Members**

Canon Emirates LLC	New	Pico International	New	Emal	Renew
Dubai Duty Free	Renew	Dutco Balfour Beatty LLC	Renew	BASF	Renew
Horizon Technologies	Renew	Dubai Airport Free Zone Authority	Renew	Emirates National Group (Fast rent a car)	Renew
Acer Computer ME LLC	Renew	Apparel LLC	Renew	DUBAL	Renew

**Academic Members**

Little Flower English School	New	Dubai Men's College	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.

**PAPER COLLECTION CAMPAIGN**

The collection of May reached 146093 Kg from 376 participants, a increase of 36% from May 2009. Let us try to double our efforts in recycling paper. Top collectors were:

Schools	Quantity (kg)	Companies	Quantity (kg)	Individual	Quantity (kg)
Abudhabi Indian school	2050	Emirates Integrated tele-communications—DU	23375	Divya Jethwani	545
British school	1900	National Bank of Abudhabi	8730	Alia Ahmed	300
American school of Dubai	1900	ABB INDUSTRES	5970	Rashid Mattar Al Muheiri	290
American community school	1680				

**CAN COLLECTION CAMPAIGN**

The collection of May reached 8816 Kg from 236 participants. With the introduction of the can collection day in 2010, the total collection of this cycle has rose to 22,803 Kg, an increase of 30 % from cycle 2008- 2009. Let us better our efforts in the future. The Top collectors were:

Schools	(kg)	Companies	(kg)	Individual	(kg)
Pristine Private school	452	Emirates Catering	767	Abdel Haq Hamad saif	91
Our Own English High school Dubai	297	Al Futtaim Carillion	367	Michael Manlogon	74
Delhi Private school	256	The Body shop	188	Ahmad Sulaiman	72

**GLASS COLLECTION CAMPAIGN**

EEG thanks the 49 participants for collecting 19,196 Kgs for the month of May, a 33% increase from May 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	195	Fairmont Hotel	6490	Mohammed Ali Badshah	95
Dubai English speaking school	175	Park Hyatt	2775	Ms. Jean	85
Al Rabee Kindergarten	120	Hyatt Regency	2665	Ms. Loriaine	65
				Ms. Sheelagh	65

**PLASTIC COLLECTION CAMPAIGN**

The collection of plastic for May reached 11515 Kgs from 191 participants or a 4% increase from May 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	580	Archirodon	740	Akbar Badshah	105
Khadamat - UAE University, Al Ain	446	British Petrolrum—shj	480	Khalaf Mohammed Al Marri	44
MZEIREA SCHOOL - HATTA	379	Inchcape Shipping	300	Abdulla Mallala	40

**TONER COLLECTION CAMPAIGN**

A total of 2688 pieces were collected in the month of May from 26 participants, a increase of 127 % from May 2009.

Let's keep those heavy metals and toxic chemicals out of our land fills. The top collectors for the month were:

Schools	(pieces)	Companies	(pieces)	Individual	(pieces)
The Petroleum Institute	2091	Dolphin Energy	85	Noor Khalid	87
American Community school	12	BASF	66	Christina Tsitoura	53
		Supreme Group	45	Lakshmi Ramachandran	28

The month of May has seen vast increases in all our Collection Campaigns compared to the same month in 2009. 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!