



July 2010

EMIRATES ENVIRONMENTAL GROUP

# EEG NEWSLETTER

Together for a Better Environment©



EEG's Bi-annual Magazine *WASTE PAPER* is out!  
Don't miss it.

EEG celebrated World Environment Day through its 13th Annual Waste Management Prize Giving Ceremony. More on page 3.



EEG celebrated UNCCD World Day to Combat Desertification with the release of a new poster. More on page 4.

3rd Cycle of Arabia CSR Awards Launched!  
الجائزة العربية للمسؤولية الاجتماعية للمؤسسات  
ARABIA CORPORATE SOCIAL RESPONSIBILITY AWARDS

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



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جائزة الإمارات للبيئة  
العاشر

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)

EEG's 6th Community lecture will be in the month of July - keep an eye out for more information coming soon!

**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.

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EEG's Chairperson and UN Global Compact Board Member

## Halfway through 2010...

Six months ago the year 2010 was just beginning; time has speedily passed by and now we are entering the last half of the year having had a promising and busy 6 months. As well as continuing with EEG campaigns, workshops and events we have also managed to join the world in a united front, by celebrating some of the most recognised days in the environmental calendar.

Firstly 2010 is the International year of Biodiversity which had a dedicated celebratory day in May. We have also celebrated Earth Day and Earth Hour, World Water Day, World Environment Day and World Day to Combat Desertification. EEG feel it is important to recognise these days and join the celebrations, because besides working all year round to promote environmental protection, it is also vital to celebrate the glorious wonders of what we have around us and remind ourselves what are efforts are for.

This is also the time of year when EEG proudly publishes its June edition of the biannual 'Wastepaper Magazine'. Being the voice of Emirates Environmental Group this publication summarises EEG's achievements and activities for the first half of 2010 as well as connecting you to the regional and international environment scene.

However, this newsletter reflects the 'goings on' from the month of June, which despite the weather hotting up, has remained an extremely busy month for EEG.

To kick off the month's busy schedule EEG hosted its most popular community lecture in the history of EEG's lecture series. It was incredible to see so much support and interest from the community, gathered under one roof for our speaker, Robert Swan, a renowned environmental leader. Robert most definitely inspired us all, departing a little bit of his wisdom in each and every attendee.

Within the same week EEG organised its 13<sup>th</sup> Annual Waste Management Awards Ceremony which was also in celebration of World Environment Day. As a chance to offer appreciation and recognition for our highest performers in our recycling programmes, it is definitely an event that EEG cherishes. Furthermore, with active participation from many schools both in terms of staging performances and exhibiting in the 'Art From Waste' exhibition, the day was a not only a fitting tribute to the winners, supporters and sponsors of EEG campaigns but also a celebratory gathering for the beautiful Arabian environment that we

have here.

In the corporate world, the Arabia CSR Network, once a sector of EEG but now its own entirety, has been busy hosting the second CSR workshop for the year on 'Transparency and Good Governance', this well attended event was followed by a CSR Awards Clinic which guided potential candidates through the process of applying for the CSR Awards. I anticipate a fruitful number of entries, that will provide tough competition for each other, as environment in the business sector has become an integral part of many corporate strategies.

EEG has also celebrated World Day to combat desertification this month, by producing a poster that highlights the UNCCD's chosen theme for the day. Supporting the UNCCD is amongst EEG's ongoing aims, because the regions environment is already fragile due to the scarcity of water, and with additional threats such as climate change, action to prevent irreversible desertification and habitat loss is essential.

At the same time EEG was busy preparing for our annual ISO14001 audit that checks our own environmental management system is in place making sure we practice what we preach. The audit assessed how EEG are taking steps to reduce water and energy use, as well as reducing the amount of resources such as paper, and of course checks our dedication to recycling all items possible, which is an area EEG is confident in!

To mark the closure of the school term, 3 keen academic institutions (Modern Indian School, Delhi Private School and Elite English School) who are members of EEG, shared their felicitations with us by holding various competitions and performances all related to the environment. The Winchester School, with the help of EEG, took their students on an educational outing to a paper recycling factory. It is so heartening to see that teachers and students alike are happily getting involved in extra-curricular activities and are choosing to link them to environmental protection. It is such an important area to immerse young students in, and all activities will eventually lead to creating responsible and thoughtful citizens in society that will think and act with the environment at the centre of their decisions.

In addition to all the events mentioned above, EEG has been present at the 1<sup>st</sup> GPCA Plastics summit, have helped judge the DuPont Bright Ideas Eco Challenge where the winners were announced on the 24<sup>th</sup> June. EEG also actively took part in the 'UAE Free from Plastics Exhibition' which was organised by ADMA-OPCO, have participated with Sweden to celebrate it's National Day, were present at the unveiling of the new Swiss Environment Initiative, and gave a 'green' presentation to Brother International at their staff-family annual celebrations.

Lastly, to finish off the busy month of June, I attended the UNCG Leaders Summit in New York, which every 3 years brings together leaders and figure heads from governments, businesses and civil society with the sole aim of advancing sustainability across the globe. To continue with the sustainable theme, EEG also managed to squeeze in one more community lecture in the first half of 2010 on the topic of Sustainable Urban Development which aptly wrapped up the first 6 months of the year.

With the hottest of the summer months now arriving, and schools closed until the end of Ramadan, I anticipate a quieter time for EEG especially in terms of its educational programmes. However, the summer is always a good time to reflect on the first half of the year and take stock of the feedback received. It also offers a prime opportunity to plan for the year ahead because at EEG we mean to continue like we have begun, and make 2010 a year not to forget!

*Habiba Al Marashi*

## EEG's 13th Waste Management Awards



EEG organised its 13<sup>th</sup> Waste Management and Recycling Awards Ceremony in commemoration of World Environment Day on the 10<sup>th</sup> of June at the Knowledge Village. This is the most rewarding day for the EEG as it gets an opportunity to honour all volunteers, supporters and government officials that contribute to its waste management programs.

The Awards this year were honoured by the presence of H.E. Dr. Mohammed Saeed Al Kindi, former Minister of Environment and Water and EEG Honorary Member; H.E. Saeed Al Tayer, CEO of DEWA and EEG Honorary Member; H.E. Major General Mohammed Al Marri, Director General Department of Residency and Foreigners' Affairs, Dubai, H.E. Major General Abdul Rahman Rafee, Director General of the General Department of Community Services, Dubai Police; ambassadors, EEG Honorary members, Executive Committee Members and VIPs.

The Awards ceremony marks the incredible achievements and dedication from unique individuals, companies and academic institutions that show perseverance in recycling their waste throughout the entire year.

The event began with EEG Chairperson welcoming all the participants, winners and sponsors. She mentioned how together, the participants have all made EEG's recycling campaigns a year long, ongoing success, making EEG's vision of a truly sustainable future one step closer. She then detailed how each collection campaign had grown and expanded from the previous years statistics, and passed this achievement over to

the participants of the campaigns.

With a special mention was EEG's Can Collection Campaign and Drives, which when combined gave a record breaking amount of cans collected for the '09-'10 cycle. The highest collectors for each waste management category were awarded, with prizes split up for individuals, educational institutions and companies. The winning entries of the Environmental Drawing Competition were displayed creating a bright and colourful scene, and winners were also commended during the awards. As customary of EEG, electronic items of requirement were selected as the prizes for educational institutions, while crystal plaques were presented to winners from the corporate sector and various lucrative gifts and vouchers to individual awardees.

To celebrate World Environment Day (WED) under the theme "Many Species, One planet, One Future" various artistic sketches were displayed highlighting the diversity of life on the planet. Poems were read and two schools (Rashid Al Awal School and the Indian High School) gave an onstage performance relating to their interpretation of the WED theme. Furthermore, keeping inline with EEG traditions, a few selected schools were invited to display their 'Art from Waste' Exhibitions. The creativity and artistic talent displayed by the participating children astounded every guest, as well as being an eye opener to how we can re-use many items we thought had no further use.



## EEG's 4th Community Lecture



On the evening of the 1<sup>st</sup> June 2010 at the Movenpick Hotel, Bur Dubai, EEG hosted its 4<sup>th</sup> Community Lecture for 2010 with an extraordinary speaker, Mr. Robert Swan, OBE. With participants eager to hear about the adventures and life story of the remarkable polar explorer, environmental leader and fervent communicator, EEG hosted a record number of participants. As per tradition the evening began with light refreshments, soon after participants were quickly seated and EEG Chairperson, Mrs. Habiba Al Marashi, welcomed all attendees and swiftly handed the evening over to Robert.

Robert immediately captivated the audience with his charismatic charm, and spoke about how he had decided to walk to the South Pole when he was 11 and how he made this dream happen many years later. He shared dreamy visions of an icy snow-white barren world and kept listeners on the edge of their seats whilst explaining the near death experiences encountered in a melting continent, prematurely caused by global warming. After his South Pole Expedition, Robert began planning a trip to the North Pole. The evening continued with lengthy but fascinating accounts of Robert's trips and how they have led him to become a world renowned environmental campaigner. Speaking at the World Summit for Sustainable Development in 1992 and 2002,

Robert provides inspiration for world leaders, and has a 50 year life mission to 'Think Global, Act Local'. Part of this mission is to preserve Antarctica as the last great wilderness on earth. All participants could have stayed at the venue late into the night, gripped and enthralled by the legendary leader, but unfortunately the evening had to come to a close; Mrs. Al Marashi presented Robert with a crystal of appreciation and sincerely thanked him for his participation in EEG's lecture series. Attendees left inspired by Robert's revolutionary work and gained an insight into the bigger picture of environmentalism. EEG hopes that participants realised that we don't all have to trek to the poles to save the planet, but we should listen to those that have, and start by making changes at home, because every little helps.

## EEG attends ADMA-OPCO Exhibition

The UAE Free from Plastics Exhibition was organized at the ADMA-OPCO (Abu Dhabi Marine Operating Company) office in Abu Dhabi from the 8<sup>th</sup> to 9<sup>th</sup> of June 2010. EEG, along with other premier environmental organisations in the UAE, partnered the event. Additionally, the event was in celebration of World Environment Day, where the theme for felicitations was 'the perils of plastic bags'.

Held in line with the UAE government's drive to replace non-biodegradable plastic bags with the biodegradable type by 2013, the activity was intended to raise employee and public awareness of the severe environmental damage caused by improper use of plastic bags. The exhibition focused on the negative impact of plastic bags and such items, on marine life such as turtles and whales and domestic animals such as camels who mistake them for food.

ADMA-OPCO's event included the screening of two films focusing on environmental issues, a play staged by company employees; an awards ceremony recognising the role played by ADMA's partners in support of

the event; and an exciting exhibition, in which EEG participated. The event was opened by ADMA-OPCO's Chief Executive Officer, Ali Rashid Al Jarwan, and was attended by a wide cross-section of the public. In his opening remarks, Mr. Al-Jarwan said, "One of the company's objectives is to spread an environmental culture amongst its employees by carrying out many environmental awareness programs." An exhibition featuring environmental awareness material and stands was opened by Mr. Al-Jarwan at the Lobby of the 1st floor of the company's premises. The EEG stand was visited by ADMA-OPCO personnel, school children, wildlife and environment lovers and the media. The EEG staff was thronged by students and teachers who loved the waste management posters and colorful flyers.



## The first GPCA Plastics Summit



On the 14<sup>th</sup>-16<sup>th</sup> June 2010 The Gulf Petrochemicals and Chemicals Association (GPCA) hosted the first 'Plastics Summit' at the Grand Hyatt in Dubai with the aim of discussing how the industry is evolving in the Middle East and how it can drive sustainability. EEG was invited to attend, and Executive Committee Member Dr. Radiyha Al Hashimi attended on behalf of EEG.

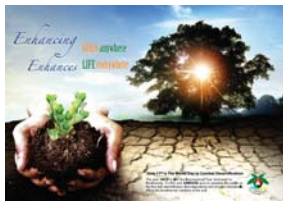
The summit was organised into several addresses that were supported by panel discussions and networking opportunities. Although the summit focused on the plastic market and how to improve sales, business and industry, there were also discussions on how plastics can reduce carbon footprints of the industries utilising them. Last but by no means

least, there was a presentation close to EEG's heart, about waste management and the recycling of plastics.

The summit provided a platform for Middle East and global participants in the plastics industry to exchange ideas and best practices in an age where plastics are becoming more and more widespread in every aspect of our lives. Participants played a key role in the discussions and it was appreciated by everyone that plastic has revolutionised the world, but the industry must also act sustainably and be socially responsible.



## EEG Celebrates World Day to Combat Desertification



On the 17<sup>th</sup> of June each year the United Nations Convention for Combating Desertification (UNCCD) celebrate the World Day to Combat Desertification. EEG is accredited to the UNCCD and supports the struggle against desertification by producing a poster each year for this special day, with the aim of creating awareness that will lead to actions to protect the land. Land degradation and drought are now recognised as huge threats to human wellbeing by threatening food and water security, biodiversity and the economy. Humans rely on the land to survive, so severe degradation will inevitably hold adverse consequences for us. Vast numbers of people and communities can be 'displaced' due to such diminished resources that the area can no longer support human settlements. This year the theme UNCCD chose for the World Day to Combat Desertification is "Enhancing soils anywhere enhances life everywhere".

The theme also supports the 'International Year of Biodiversity' which aims to increase and protect the diminishing levels of species worldwide.

## EEG Judge DuPont's Bright Ideas Eco Challenge

A national competition that aimed to enhance youth awareness on environmental issues and solutions including energy efficiency, recycling, green initiatives and eco-friendly concepts has come to a close on the 24<sup>th</sup> June 2010. The 'DuPont Bright Ideas Eco Challenge' was launched in March 2010 and was a science-based competition for university students in the UAE, organised in collaboration with Emirates Environmental Group and ALHOSN University. The competition was designed to encourage UAE university students to generate fresh ideas and develop innovative solutions that address some of the world's most pressing issues. EEG Chairperson joined a panel of expert judges to select the winners for the competition, who were rewarded for their efforts and innovative thinking at the Awards ceremony in Abu Dhabi on the 24<sup>th</sup> June 2010. Students were evaluated on the following criteria: creativity and originality, development of the idea on energy efficiency, overall feasibility and potential for overall societal benefit and impact on the community. Habiba Al Marashi said "it was a tough job trying to select winners from the vast array of excellent and unique ideas put forward, but eventually we managed". Competitions such as this only strengthen and enhance youth awareness in the environmental field and the knowledge gained through research and submitting entries for this competition will be invaluable to the young students that took part, even if they weren't lucky enough to be the selected winners.

## EEG's 5th Community Lecture



EEG successfully managed to organise a second community lecture in the month of June, held on the 29<sup>th</sup> at 7.30pm in the Emarat Atrium, Dubai. EEG warmly welcomed Mr. Saeed Alabbar, a sustainability consultant at Halcrow International Partnership. As sustainability has to some extent, become a 'buzz' word in today's society, EEG was pleased for Saeed to reach out to the residents of Dubai and explain the sustainability story in the region on behalf of the construction industry. As per tradition, the evening commenced with light refreshments and then EEG Chairperson spoke briefly about what sustainability means to EEG. Mr. Alabbar was then introduced; he mentioned how the Middle East has been named as having one of the largest carbon footprints in the world and to put this into context he said it is over 6 times the global sustainable level. Furthermore, Saeed emphasised how buildings and road transport account for over 65% of the world's greenhouse gas emissions which is sometimes forgotten due to the attention mainly being laid on air travel.

Saeed shared a number of specific case studies that he had worked on, which included finalising new initiatives in the GCC region in relation to sustainable urban development, but also revisited the traditional design approaches and spoke about how they can be applied today.

Saeed built confidence into the audience by lastly mentioning how the recognition for the environment and sustainability is very much at the forefront of new projects and it is the only way we should continue with urban development. Mrs. Al Marashi thanked Saeed for participating in EEG's lecture series and presented a crystal of appreciation to him at the end of the evening.

## Dubai Green Tourism Awards

On the 30<sup>th</sup> June the Dubai Department of Tourism and Commerce Marketing (DTCM) announced the winning hotels for the Dubai Green Tourism Award 2009. The award was launched last year to honour environment-friendly hotels that have made significant improvements to services and systems through internal and external initiatives such as waste recycling, energy conservation and environmental awareness campaigns. EEG's Chairperson formed part of the judging panel for this award and was invited to the ceremony to deliver a speech on behalf of the panel. She spoke about the benefits and revelations of green tourism and how the industries efforts in 'being green' really are contributing towards global environmental targets. The winners were announced during the grand ceremony organised by the DTCM at the InterContinental Dubai Festival City. The 1<sup>st</sup> prize winners for each category were Park Hyatt, Qamardeen, Regal Plaza and Savoy Crest in the 5\*, 4\*, 3\* and Deluxe categories respectively. The ceremony ended with a Gala lunch, offering attendees the chance to meet and greet their fellow competitors and share best practices.



H.E. Khalid Ahmed Bin Sulayem honors Park Hyatt hotel which took first place in the five-star category.

## EEG celebrate Swedish National Day



Sweden's National Day, the 6<sup>th</sup> of June, was celebrated traditionally by the Swedish Community in the UAE in both Abu Dhabi and Dubai. In Abu Dhabi over 500 guests celebrated the event at the Radisson Blu Hotel on Yas Island. EEG Chairperson, Habiba Al Marashi attended the event which was honoured by H.E. Mohammed Bin Dhain Al Hamili, Minister of Energy, as well as many Emirati, Swedish and other guests from the business community and organisations in the UAE. In Dubai, many people gathered at the Nordic Seamen's Centre for the traditional raising of the flag and a speech by the Chairman of the Swedish Woman's Organisation was given.

## EEG Presents to Brother International

Brother International Gulf was established in 1991 and is a well renowned global supplier of products for the office and home. As a worldwide group they pride themselves in upholding numerous CSR and environmental activities throughout the year. With an office based in Dubai supporting many employees, Brother International organised an employee family celebration evening on the 18<sup>th</sup> June 2010 at the Address Hotel Downtown, Dubai.

In line with their environmental strategies they invited EEG Chairperson to present to the attendees, with the aim of increasing environmental and sustainable awareness amongst its workforce. Furthermore the knowledge shared during the evening will have hopefully been brought back and adopted in em-



ployee's homes.

Mrs. Al Marashi's presentation was titled 'Green Awareness' and she talked about why the environment needs protecting and the major challenges that we face in the region. The current state of the environment was also discussed and some alarming facts were given to really increase the shock factor of our everyday actions. She then went on to talk about EEG and the major programmes that it runs, namely the waste management campaigns and educational programmes, emphasising the importance of recycling. It was also discussed what actions attendees could adopt in their own homes to become a little bit greener, and encouragement was given to join in one of EEG's campaigns.

## EEG attends British Embassy Event

On the 30<sup>th</sup> June 2010 at 15.30 EEG chairperson attended a small ceremony held at the British Embassy, Dubai. The event was in aid of unveiling a new plaque for Embassy children who took part in a 'green poster' competition. EEG gladly attended to show support and praise the children who had taken part, as the youth of today hold the key to creating a sustainable future. The event was also an opportunity to see the various green initiatives that the Embassy has taken on in recent months.

## Campus News

### Inter-School Ecofest Competition

EEG was invited to a Cultural Talent event 'Himayat Albiya' - Ecofest, at the Delhi Private School, Sharjah on 2<sup>nd</sup> June, 2010. The event hosted a kaleidoscope of competitions for students based on themes of nature, incorporating many different performance types. This interschool event provided a platform for students to showcase their skills and talents in the fields of Art, Dance, Debate and Quiz, all of which had an overarching theme related to the environment. EEG's representative was the guest of honour at the event and was also invited to be on the panel of judges for their Inter School Debate Competition, wherein students presented discussions on the topic, 'Sustainable Development - Myth or Reality?'. The debate session was truly interactive and it was heartening to see young people become so passionate about environmental issues, as well as providing them with a valuable life skill of 'debating'.



## EEG Members visit Paper Recycling Factory



On the 21<sup>st</sup> June 2010 students from the Winchester School visited Union Paper Mills in Al Quoz, Dubai. The school is an active member of EEG, and expressed interest in arranging a visit to a paper recycling plant; consequently EEG assisted in arranging the visit.

Students learnt about the process of recycling paper which begins by adding 99 litres of water to every kg of paper. Through various stages this water is eventually removed, reused and recycled and the paper pulp is pressed. Students summarised the trip as educational and motivational, not only to recycle paper but to also reduce usage. Winchester school are supporting their efforts in creating awareness for recycling of materials by placing recycling bins and posters around the school campus.

## EEG shares celebrations with Elite English School

On the 23<sup>rd</sup> June 2010, Executive committee member Ms. Sara Baker, represented EEG at the Elite English School's Annual Day Celebrations. With a special presence from Mr. Jaideep, Consular - Economics, Indian Consulate, Dubai, the celebrations for students and parents created a truly family affair. As the school is a regular participant in EEG's campaigns, Ms. Sara Baker was invited to give a speech about how EEG's campaigns, namely the waste management and recycling campaigns, improve the UAE's environmental efforts and how the projects relate to combating the global challenges that we face. She talked about the benefits of recycling and gave interesting facts relating to how much energy and natural resources were saved when items such as paper and cans are recycled. Staff, parents and children alike enjoyed the informative but fun occasion.

## Modern English School Celebrate World Environment Day



The Modern Indian School in Dibba celebrated World Environment Day with much enthusiasm on the 6<sup>th</sup> June 2010 in Dibba Society for Culture, Arts and Theatre. Mr. Sebastian John, Vice Principal welcomed all attendees and Mr. Sulaiman Salim Jumai, Director of Pvt Education, Fujairah Zone inaugurated the function. Primary students presented a skit with the theme that 'it is good to realise that if love and peace can prevail on earth, and if we can teach our children to honour nature's gifts, the joys and beauties of the outdoors will be here forever'. The students variety of entertainment programmes made the environmental day one to remember for all who attended and participated.

## Corporate News

### Arabia CSR Network Host 2nd Workshop for 2010

The second Arabia CSR Network workshop of 2010 was held on 7 June 2010, in partnership with Hawkamah, Institute for Corporate Governance. The workshop focused on Transparency & Good Governance and featured in depth presentations and practical workshops on Disclosure, Governance and Sustainability.

Opening the workshop with brief remarks, Habiba Al Marashi, President Arabia CSR Network, reiterated the importance of Transparency & Good Governance, especially in this time of economic upheaval. She then introduced Dr. Nasser Saidi, Executive Director of Hawkamah. In his key note presentation, Dr. Saidi stressed the importance of Disclosure and began by laying out the 12 core standards for sound financial systems.

Dr. Saidi's presentation was followed by the second key-note of the day, delivered by Dr. Ebtissam Al Kitbi, lecturer, UAE University. Dr. Al Kitbi spoke on the moral imperative for Transparency & Good Governance in the region. She called on companies to step up their efforts in Transparency to maintain their economic advantage.

Next to speak was Ms. Mariam Farag, CSR & Outreach executive at the Community Development Authority. Citing social inclusion, national

identity, a cohesive community and social empowerment as their main aims, Ms. Farag stressed the importance of public and private partnerships to advance CSR practices in the region.

After the coffee break, participants convened for a high level panel discussion. The panel consisted of representatives from General Electric, Abraaj Capital, Hawkamah and Dr. Hatem Al Shanfary, Vice President of the Oman Economic Association.

The panel discussion also featured a presentation from Hawkamah, focusing on "Mainstreaming Disclosure and Transparency" and on ESG disclosure in particular.

After the lunch break attendees were engaged in a practical workshop, conducted by Mr. Nick Nadal, Director at Hawkamah. He opened



the interactive session by asking all participants to share their definition of Corporate Governance. This session was followed by another practical workshop, conducted by Ms. Maria Sillanpaa, Managing Director, Sustainability Advisory Group. Participants were given plenty of time to ask questions and engage with the speakers, and the discussion continued outside, where drinks and snacks marked the end of the event.

## Arabia CSR Awards Clinic

الجائزة  
العربية  
للمسؤولية  
الاجتماعية  
للمؤسسات



ARABIA  
CORPORATE  
SOCIAL  
RESPONSIBILITY  
AWARDS

The Arabia CSR Network hosted a special 'Arabia CSR Awards 2010 Clinic', on Tuesday, 15th June 2010, at the Movenpick Hotel, Dubai. The main aim of the workshop was to provide potential candidates a complete overview of the Awards procedure, giving an in-depth understanding of the questions asked and what is expected in terms of supporting documents.

The 2009 Awards finalists, Jumeirah Emirates Towers, Jebel Ali Free Zone (JAFZA) and Dubai Customs came on board to share their Awards experience with the Clinic participants. They explained to attendees about the challenges they faced, the benefits gained of winning the Awards and practical tips on how they submitted a winning application. They also emphasized the importance of initiating the application process early on and on providing factual information backed by strong evidence.

Dr Gracia Ugut, Member of the judging panel is an Associate Dean, Asian Institute of Management, the Philippines with many years of experience in corporate governance and corporate social responsibility. She is an instrumental figure of the Arabia CSR Awards and made a special visit to Dubai to walk applicants through the 2010 Awards questionnaire.

Addressing the audience, Habiba Al Marashi, President of the Arabia CSR Network stated "Most organisations have been involved in employee engagement and community engagement initiatives for a long time. However with the changing business climate these organisations are integrating such principles into the strategy of their businesses. This is what the Arabia CSR Awards is about; a platform to recognise organisations who have been leading the way and encouraging them to reach greater heights and motivate others to join in"

The presentations were followed by an interactive question and answer session which was chaired by a panel consisting Habiba Al Marashi President Arabia CSR Network, Dr Gracia Ugut, Arabia CSR Awards judging panel and the finalists of the previous cycle.

## Swiss Environment Initiative



The Swiss Business Council and the Swiss Business Hub GCC held a Swiss Environment Initiative Launch party in aid of World Environment Day 2010 on the 5<sup>th</sup> June, and EEG was invited to participate. The evening was to officially launch the newly created Swiss Environment Initiative, but other celebrations were also included. The evening started at 7.30 pm with a welcome address from Consul General of Switzerland on the Swiss tradition of environmental conservation. The second presentation was on Swiss clean technology in the UAE delivered by Chris Watts, Swiss Business Hub GCC. Tim Stoll, SBC Environment Committee then introduced the new Swiss Environment Initiative which was followed by a prize giving ceremony to award the most successful SBC member at this years' Can Collection Drive. Peter Harradine, ABB UAE and EEG Chairperson Habiba Al Marashi facilitated the prize giving and congratulated the winners.

### Green Aviation Logistics Group

On the 23<sup>rd</sup> of September 2010 the Dubai Chamber and Dubai Economic Department will be launching a special interest group called 'The Green Aviation Logistics Group (GALG). It is being developed solely to promote the importance of green aviation and logistics in the Middle East, with the main aim of actively promoting a sustainable approach to green airports and green aviation. Furthermore, the group's creation will aid knowledge and information sharing allowing for best practices to be shared fostering international cooperation. Incorporating personnel that have over 16 years experience in publishing aviation, airport, cargo and logistics media for civil aviation of Dubai the group will be well equipped to focus on 'green aviation'. The

GALG will eventually be developed as a collaborative network of green aviation and supply chain experts, with general or specific expertise in the areas, allowing for aviation and logistics companies to improve their environmental performance. One potential project involves creating a framework for the calculation of gas emissions for goods transport and to create harmonised databases that provide information on these emissions factors. Additionally, the GALG member companies, authorities, governments and international companies will have regular exchanges that will cover technical innovations and other drives like eco-design of engines.

### 4th International Date Palm Conference



On the 15<sup>th</sup> - 17<sup>th</sup> March 2010, the 4<sup>th</sup> International Date Palm Conference took place in Abu Dhabi as part of the United Arab Emirates University (UAEU) Date Palm Research & Development Programme. EEG was a proud support sponsor of the event. The main aims of the conference were to improve the date palm industry and also transform the nature of the desert itself. The conference supported this vital economic sector by convening scien-

tists, researchers, specialists and senior officials to exchange knowledge, expertise and experiences. The Honorable Ministers of Agriculture of the GCC member states were also invited to the conference in order to disseminate the up-to-date knowledge and recommendations regarding the industry at the official level. The overall theme which related to all discussions held was to explore new dimensions and challenges for sustainable date palm production.

### From Ajman to Antarctica

Renowned polar explorer Robert Swan recently took 70 present and future leaders of the world to Antarctica, as part of an annual mission, 'International Antarctica Expedition' (IAE). The UAE was represented by Sheikh Abdulaziz bin Ali bin Rashid Al Nuaimi from Ajman's ruling family. Often called the 'Green Sheikh', Sheikh Abdulaziz is renowned for his eco-awareness, and set sail earlier this year with 69 other eager participants, for a 2 week voyage to the ice-ridden, snow white continent of Antarctica. When asked what compelled 70 leaders to undertake such a hazardous adventure to a hostile place, the answer was simple; the love for the environment and the desire to save it from degradation. The expedition was no easy holiday, a stringent agenda of tasks was laid out each day and night including studying icebergs, observing marine life, watching animals, noting climatic variations in wind, water and ice movements. Participants were also encouraged to debate their findings with fellow explorers and learn from each others experiences. Upon his return, Sheikh Abdulaziz commented on his trip and said "The south and north pole are two electromagnets that can help maintain the balance of earth. If there is global warming and climate change, the effects are felt most acutely there. We have to spread the message of how we must reduce our emissions and carbon footprint to make a difference. The UAE is working towards becoming a leader in sustainability; I will see how we can apply what I have learnt in Antarctica back here in the UAE. We must think globally, act locally for a better brighter future."



### International News

#### IUCN say 'Stop Oil and Gas Exploration'



The rising demand for energy and fuel is forcing exploration efforts to take us into more and more difficult and extreme environments, increasing the risks of catastrophic accidents that will affect human wellbeing and the environment. Nearly 10 weeks on from the explosion that caused the Gulf Spill, it is clear that the ecological and social consequences are severe. In early June the IUCN (International Union for Conservation of Nature) issued a statement calling for the cessation of oil and gas exploration in ecologically sensitive areas, including deep water and polar areas. "The technology to minimise the risks and impacts of catastrophes such as the deepwater horizon oil spill is obviously lacking at present" said IUCN's Director General, Julia Marton-Lefevre. "Because our understanding of the impacts of this catastrophe is inadequate we must stop oil and gas exploration, in not just deep water sites but in all ecologically sensitive areas". Oil reaching the coastline within the Gulf of Mexico will damage coastal areas that act as important nursery grounds for shrimps and numerous other animals and plants. It is estimated that 90% of the seafood from the Gulf of Mexico is produced in areas that will be affected by the spill, holding adverse consequences for approximately 130,000 jobs. Furthermore, chemical dispersants are being used in the gulf spill at unprecedented scales without a clear understanding of their long term impacts on food chains. The IUCN continue to state that the transition to a clean energy future must start now and investment in research and development for clean technology and energy efficiency must be increased. In their closing remarks they state that 'business as usual' is not an option. The global nature of the problem calls for collaborative action between countries, industry and civil society to work towards technological advancement and tightened governmental regulations.





NEWS & UPDATES

**1. New Collaboration Announced between Global Compact and GRI**

To strengthen the quality of sustainability reporting in the corporate sector, the Global Compact and the Global Reporting Initiative (GRI) announced an agreement to align their work in advancing corporate responsibility and transparency (28 May, Amsterdam). The two initiatives seek to further develop their combined strengths - the Global Compact's strategic advancement of key sustainability issues and GRI's reporting framework. More on [www.unglobalcompact.org](http://www.unglobalcompact.org)

**2. Global Compact Strengthens Focus on Sustainable Cities**

The Global Compact has recently scaled up efforts to advance urban engagement in the initiative and provide support to city leaders in demonstrating this commitment. Recent developments include a new framework for engagement in the Global Compact Cities Programme and the release of "Sustainable Cities: Volume 1", the first comprehensive review of efforts to help cities translate the Global Compact principles into day-to-day urban governance and management. More at [www.unglobalcompact.org](http://www.unglobalcompact.org)

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

In May, 102 companies and 43 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: Raiffeisen Zentralbank Group (Austria), Australia and New Zealand Banking Group Limited (Australia), Smurfit Kappa Group plc (Ireland), Genpact (India), and Carvajal Internacional SA (Colombia).

Total figures as of 31 May:

- Business participants: 5,978
- Non-business participants: 2,301
- COPs received: 8,334
- De-listed business participants: 1,385

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 recent Leaders Summit offered an excellent platform for companies to demonstrate how they are making a contribution to the development of the MDGs. The Global Compact hoped that every company attending the Summit came prepared in order to share new commitments.

FEATURED RESOURCES

**1. Human Rights Management Framework:** Captures key business and human rights management practices that are elaborated in the International Business Leaders Forum publication, Human Rights: It Is Your Business. The poster, originally developed in 2007, has been updated and streamlined to take into account the new edition of A Guide for Integrating Human Rights Into Business Management. Download Arabic or English at [www.unglobalcompact.org](http://www.unglobalcompact.org)

Local Network, GCC States present at UN Leaders Summit



The Local Network for the GCC States represented the region at the tri-annual Leaders Summit in New York, 24 - 25 June 2010. The Summit brought together over 1,000 business, government, civil society and academic leaders, and was hosted by the UN Secretary General. The event aimed to take stock of Ten years UNGC and drive the sustainability agenda forward. Global leaders were given a platform to share experiences and various useful tools and guidance materials were launched by the UNGC to aid businesses. Mrs. Al Marashi, UNGC Board Member, led a table discussion on ways that businesses can help achieve a tipping point towards greater sustainability and reported the innovative outcomes of the discussion to the plenary session.

Delegates were addressed by UN Secretary General Ban Ki - Moon and New York Mayor Michael Bloomberg who both called for innovative public-private partnerships to advance the UNGC principles.

The Summit came to an end with the adoption of a "New York Declaration by Business", in which business leaders pledged to renew their commitment to the Global Compact principles, deepen their engagement, and strengthen their support for critical development goals, and increase transparency and dialogue.

The Declaration further calls on governments to "cultivate enabling environments for entrepreneurship and innovation" and to set clear regulatory signals, especially on climate change.

Alongside the Leaders Summit, the Annual Local Networks Forum took place in New York, bringing together representatives from over 90 Networks. While this was a shortened version of the annual three day ALNF, network focal points had the opportunities to share experiences and updated each other on the most recent developments in their networks. The ALNF also proved an excellent forum to forge new ties for cooperation, with the Local Network in the GCC region, looking towards its partners in the rest of the Arab world for enhanced cooperation and partnership in the near future.

The Summit also gave the UNGC Board members the opportunity to convene for their second meeting of the year. High on the agenda were various new initiatives and ways in which the momentum of the Leaders Summit could be maintained to advance the global sustainability agenda. The Board further reviewed several new tools and initiatives launched by the Global Compact, among which the Accenture CEO study, representing the largest ever study on the attitudes and thoughts of CEOs globally on sustainability and CSR as well as groundbreaking tools on environmental stewardship and the advancement of women.



**EEG EVENTS**

**EEG's 6th COMMUNITY LECTURE**

EEG plans to host their 6th Community Lecture in the month of July—keep an eye out for more information and the flyer that will be issued soon! The lectures are always in the evenings at 7.30pm (in Dubai) and are free for anyone to attend.

**WASTEPAPER!**

EEG's bi-annual magazine, Wastepaper, will be published this month! Keep an eye out for the latest edition, full of exciting news and updates from the past 6 months. Don't miss it!

**ARABIA CSR AWARDS**

The 3rd cycle of the Arabia CSR Awards' is now open! This prestigious award is supported by the UN Global Compact and was launched on the 13th May 2010. The deadline for submitting entries is the 26th August 2010. For more information visit [www.arabiacsnetwork.com](http://www.arabiacsnetwork.com)

**OTHER EVENTS**

**Kuwait Environment, Water and Energy Exhibition and Conference**

Between the 3rd and 5th of October 2010 Kuwait Environment, Water and Energy Exhibition and Conference will take place at the Kuwait International Fair Ground, Mishref. It is a 3-in-1 event packed with cutting edge technologies, solutions and effective services. It will act as a platform for industry professionals, regulators and stakeholders paving the way for further growth and development in a sustainable way. Visit [www.kewe-expo.com](http://www.kewe-expo.com) for more information.

**Eye On Earth Summit—Abu Dhabi**

The Environment Agency Abu Dhabi (EAD) announced that it will be hosting an 'Eye on Earth' Global Summit in Abu Dhabi this November on the 15th -17th of the month. The United Nations Environment Programme (UNEP) will be supporting the initiative which will help keep the global environmental situation under review. The European Environment Agency among others will also help to facilitate the high level event.

**World Future Energy Summit**

A date for your diary—the World Future Energy Summit has been planned for the 17th—20th January 2011 in Abu Dhabi. The event provides a unique platform to enable future energy solutions and is well worth saving the date for!

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

Mary Lou Ortega from Radisson Blu in Sharjah wrote to EEG after the waste management awards ceremony and said "I would like to congratulate you and your staff for a very well organised and good program this year. Your emcee was good and the children's presentations were fantastic."

EEG member Rishi sent us his comments of concern over the new City Centre Mall in Mirdiff "my concern is mainly due to the unnecessary use of lights, which is a small thing but put together adds to energy use and carbon emissions. Moreover we should insist on energy saving bulbs."

**EEG MEMBERS UPDATE**

EEG warmly welcomed 8 new and 15 renewed Individual members, 14 new and 7 renewed Student members, 4 new and 4 renewed Corporate members, 1 new Academic Inst. & 2 renewed CSR Members, in the month of June, 2010.

**Student & Individual Members**

Dalibor Palus	New (I)	Sonja Lavrencic	New (I)	Brigitte Van Kwikkelberghe	New (I)
Maynd Jolly	New (I)	Eng Ahmed Mahmoud Omar Fatani	New (I)	Tejasvini Ayyagari	New (I)
Fatma Salman Al Sabri	New (I)	Amna Khayef Matar Al Dhahery	New (I)	Quamet Jehan Aziz	Renew (I)
Jenny Hill	Renew (I)	Noman F Qadir	Renew (I)	Gary Feulner	Renew (I)
Amira Black	Renew (I)	Houda Dafir	Renew (I)	Fatenah Mustafa Wahbeh	Renew (I)
Mohammed Ali Abdshah	Renew (I)	Haseena Badshah	Renew (I)	Navin Asarpota	Renew (I)
Akber Badshah	Renew (I)	Syed Akhlaque Hasan	Renew (I)	Sadek Owainaiti	Renew (I)
Jean Lelievre	Renew (I)	Ezhilenth Narayanan	Renew (I)	Pranav Lulla	New (S)
Rana Ismail Ibrahim	New (S)	Hind Ismail Ibrahim	New (S)	Raniya Jalal	New (S)
Aman Jain	New (S)	Avya Malhotra	New (S)	Nagham Ismail Ibrahim	New (S)
K. Madhuliika	New (S)	Maryam Wasef Nabulsi	New (S)	Yahya Wasef Nabulsi	New (S)
Ghaya Ebrahim Al Kamali	New (S)	Asma Ibrahim Hattawi	New (S)	Akshay Arunkumar	New (S)
Andrew Refalo	New (S)	Simran Vedvyas	Renew (S)	Naina Mehta	Renew (S)
Roshni Mehta	Renew (S)	Aparajita Ramesh	Renew (S)	Mohammed Khalid Hammad	Renew (S)
Maryam Khalid Hammad	Renew (S)	Ishita Gupta	Renew (S)		

**Corporate Members**

Danube Building Materials FZCO	New	Platinum Sustainable Development International FZ LLC	New	Commercial Bank of Dubai	New
Crown Relocation LLC Supplier	New	SIG Combibloc Obeikan	Renew	Movenpick Hotel and Apartments Bur Dubai	Renew
The Kanoo Group	Renew	Dubai World Trade Centre	Renew		

**Academic Members**

**CSR Members**

The Winchester School	New	ABB UAE	CSR Renew	Deutsche Bank	CSR 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

**PAPER COLLECTION CAMPAIGN** \* EEG would like to inform all our readers that Ms. Divya Jethwani is the actual winner for paper collection campaign for the month of April 2010 under Individual category for collecting 1010 Kgs. EEG apologise for this technical error.

The collection of June reached 139337 Kg from 408 participants, a increase of 18% from June 2009. Let us try to double our efforts in recycling paper. Top collectors were:

Schools	Quantity (kg)	Companies	Quantity (kg)	Individual	Quantity (kg)
Delhi Private School	5875	DU	10040	Divya Jethwani	505
American school in Dubai	5550	ABB Industries	6320	Haseena Beevi Badshah	430
Etisalat Academy	2700	Chalhoub Group	3105	Sheikha Walid	400

#### CAN COLLECTION CAMPAIGN

The collection of cans in the month of June reached 377 Kg from 48 participants, a decrease of 17% from June 2009. Let us better our efforts in the future. The Top collectors were:

Schools	(kg)	Companies	(kg)	Individual	(kg)
Our Own English High school, Dubai	45	The Taste Department	32	Ayesha	12
Emirates Academy	28	HSBC Bank ME	16	Haseena Beevi Badshah	10
GEMS Jumeirah Primary school	17	Vision Hotel & Wasl	10	Mohammed Ali Badshah	10

#### GLASS COLLECTION CAMPAIGN

EEG thanks the 53 participants for collecting 22,397 Kgs for the month of June, a 30% increase from June 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	260	Fairmont Hotel	8090	Mr. John	100
American Academy for Girls	60	Hyatt Regency	3865	Mr. Oliver	100
The Children Garden—Green community	60	Park Hyatt	3615	Mohammad Ali Badshah	90

**PLASTIC COLLECTION CAMPAIGN** \* Please note due to unforeseen circumstances, June's data for the plastic collections does not include the totals from Masafi and this data will be included in July's totals.

The collection of plastic for June reached 5598 Kgs from 138 participants or a 53% decrease from June 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)
GEMS Jumeirah Primary school	175	Inchcape Shipping	700	Akbar Badshah	120
American Community school	170	Chalhoub Group	420	Abdulla Malallah Ahmed	62
Emirates Academy	165	WASL	320	Maryam Malallah Ahmed	41

#### TONER COLLECTION CAMPAIGN

A total of 487 pieces were collected in the month of June from 26 participants, a decrease of 50% from June 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)
Etisalat Academy	10	GASOS Bin Hamoodah Building	70	Yan oord	33
Whitby & Bird Oudmetha	5	Serco Rashidiya	62	Cristina	19
		Al Raha International Management	60	Haseena Beevi Badshah	15

The month of June has seen various increases and decreases in our Collection Campaigns compared to the same month in 2009. We can all do our bit to make a difference, let's try harder next month to increase the amount we recycle! Thank you for your efforts!