



EMIRATES ENVIRONMENTAL GROUP

EEG NEWSLETTER

Together for a Better Environment®



The Environmental Center for Arab Towns is organizing the Second conference on "Green Cities" on 28th and 29th November 2010. For more information, please visit <http://www.enviro-cities.com/portal/>

Welcome to EEG's new cycle of mobile recycling campaign 2010, in partnership with Nokia Middle East and Africa.



Gear UP and join the "Clean UP UAE 2010" 12 December 2010 across 7 emirates in the UAE!



Save your Tetra Pak cartons and join EEG's campaign to recycle tetra pak containers in collaboration with Tetra Pak Arabia



EEG's 10.10.10 Global Work Party!

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EMIRATES ENVIRONMENTAL GROUP
مجموعة عمل الإمارات للبيئة

ORGANIZES تنظيم

مسابقة الخطابة البيئية العاشرة للكليات والجامعات ©
10th Intercollege Environmental Public Speaking Competition ©

29 و 30 نوفمبر 2010
29th & 30th November 2010

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

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Key to Sustainability...

Welcome to the November Newsletter - it hardly seems long ago since I welcomed you all to the January 2010 newsletter some ten months ago. Here at EEG, time has flown by and we have entered one of the busiest times of year. The summer lull is a dot in the distance and for some time now it has been full steam ahead for EEG regarding organising events and campaigns. When looking back over the past month on what EEG has achieved or been involved with, two strong themes come to mind: *Youth and the Corporate World*.

Although these two components of society may appear at the opposite ends of the spectrum, they have both shown amazing foresight by demonstrating their awareness for the environment. Firstly, the youth of the UAE have united to take part in the Students Workshop, one of the most popular and highly anticipated events of the year, and secondly, the corporate world has gleamed in the spotlights as they showcased their best CSR practices at the Arabia CSR Network's Annual Awards Ceremony.

Of course other events have also taken place throughout the month, but the scale of participation from young students and the corporate world reflects the growing importance of the environment in both of these sectors.

Whether it is by practicing CSR or unveiling new super green buildings, the importance of environmental protection is rising on the agendas of many companies across the UAE and the World.

At the students workshop it was great to see enthusiastic young minds working on real global issues. It was also clear that through their education, the media, campaigns and events like EEG's, their knowledge base on environmentalism is growing. This is encouraging, but also means EEG has to be dynamic and continue to evolve with their young minds, so they are continuously stretched.

Collectively, youth and the corporate world make up a large sector of the UAE society. The youth of today hold a unique optimism and the corporate world hold the ability to drive responsible markets and operate in an environmentally friendly way.

Together they hold the key to a brighter future which does not follow the unsustainable loop that we have become caught up in. EEG and the Arabia CSR Network continue to work with all societal sectors, with the overall aim of shifting everybody into living, thinking and breathing sustainability every day, so the world can have a healthy future for all.

Moving the focus off youth and the corporate world, another major event that EEG organised, involving the entire community, was celebrations for the 10.10.10 Global Work Party. This unique campaign day united over 188 countries in a stand against climate change, even President Obama became involved by installing solar panels on the roof of the First's Family's home. EEG organised several events for the day, all of which either directly helped the global situation on climate change by adding to the world's carbon sink, or indirectly helped through knowledge building and sharing.

The pace of EEG life does not slow down in the run up to the New Year, we are continually asking the community to engage with us, and one popular way you can do this is by joining EEG on the 12th December for the humongous Clean Up UAE event. This day unifies the community beyond belief as clean up operations across the county take place in some of the most littered areas. A puzzle to many of our eco-friendly volunteers is how so much waste became scattered across these beautiful landscapes in the first place, but until the problem is solved, EEG needs your help to clean up the UAE!

Throughout the year EEG aim to focus on all areas of society, and ask for your engagement wherever possible, because we believe that it still remains a simple fact that we all hold the key to sustainability - we just have to learn how to use it!

Habiba Al Marashi

EEG Students' Workshop

One of the most popular educational events of the year took place last month between the 18th and 21st October 2010—EEG's student's workshop is always a popular event and one that EEG looks forward to with much anticipation. This year the workshop was held under the banner of 'Time to Act: Youth and Climate Change' with the aim of offering real time and accurate information about climate change to a generation that will inherit the world's issues. EEG believes that the youth of today hold the key to a future world that is healthy and thriving—it would be easy for them to follow in our footsteps and imitate our actions

seen in this modern day society, but EEG's educational programmes aim to break the generation cycle and set the youth of today on a path that leads to a sustainable world where the environment, society and economy are considered together as interconnecting facets.

The Students' Workshop 2010 was held over 4 days and set at different age levels ranging from 10 to 22 years. For the second year running, EEG organised the event to include university level students, increasing EEG's outreach capacity. With over 610 students attending representing 188 schools, colleges and universities from all over the UAE, the popularity of this event continues to increase year on year. EEG Chairperson, Habiba Al Marashi opened the event with a welcoming speech that set the pace for a jam packed agenda. She spoke to the attendees about the importance of environmental education and how it can help address some of the issues we face today. She urged the students to engage heavily in the workshop to receive maximum gains, and emphasised how some questions posed through the workshop will require



fresh, youthful thinking in order to find solutions. The main facilitators for the event were then introduced: Mr. Adam Cade, Director of Susted, an educational consultancy that motivates the youth to lead more environmentally friendly lives and assistant Mr. Rob Bowden, both experts in the educational and environmental field, who travelled from the UK to participate.

The workshop was intricately planned and executed with professionalism. It included various teaching methods such as debates, discussions, videos, poster creations and group work. Students were sat around tables each named with a species that was either protected or endangered in the UAE. These were used as a unique learning tool to remind students of the effects of climate change on biodiversity. In addition to the facilitators teaching the students, EEG had organised for certain students to prepare a presentation to their corresponding age groups on what their local school or community were doing to help find climate change solutions. Peer to peer teaching has been proven as an effective learning tool—most students appeared motivated and intrigued by what their friends had been doing to help combat climate change. Over all the 4 day workshop was a success and students left feeling equipped and motivated to act on behalf of the planet.

EEG would like to thank the students who presented their case studies, the speakers and facilitators of the event, Al Safi Club for Friends of the Environment, Al Rashid School for Boys, Dubai Woman's College and The British Council for their continued support.

EEG's 10.10.10 Global Work Party!

On the 10th day of the 10th month in 2010, EEG joined the celebrations in support of a global movement to combat and mitigate the effects of climate change and show the world that 'we're working, what about you?' Alongside more than 7000 events scattered across the world, EEG organised a huge tree planting event to inspire the community to reduce the CO₂ levels in the atmosphere to 350 parts per million, the level considered safe for humanity by climate experts. Because EEG

dedicates all trees planted in the UAE to the EEG Million Tree Campaign, which falls under the aegis of UNEP's Billion Tree Campaign, it meant that the running total for this campaign also benefited from the actions of 10.10.10.

Due to the importance of combating climate change, and the global scale of the campaign day, EEG managed to organise much more than a tree planting event. Besides planting trees in Mushrif National Park, Dubai, EEG also went to 3 schools in Dubai plus 2 in Ajman with the active support of Ajman Free Zone Authority, where students and supporting corporations planted trees in the school grounds. Furthermore, EEG in association with the Naturalization and Residency Administration - Dubai (DNRD) and Al Noor Training Centre for children with special needs, organized an environmental art exhibition at the premises of the DNRD.

The event in Mushrif Park concealed a unique twist that produced a double positive or win-win outcome for the environment. Prior to the day, EEG had asked the community to collect and deposit certain amounts of recyclable materials



(papers, mobiles and tetra paks) for the chance to plant a tree in their name in return. Individuals, families, corporate bodies and government organisations showed competitive enthusiasm and convened in the morning of the 10th October to plant their own trees in the park. Events at the Al Kuwait School, Omar Bin Al Khattab School and Al Ibdaa' Model School were headed by EEG committee members and supported by City Centre Hotel, Friends Provident International and Dubailand, respectively. In total the 10.10.10 activities planted 250 trees across Dubai and Ajman spreading important environmental messages at the same time.

The Sharjah City for Humanitarian Services also organized a tree planting activity in the former Sharjah landfill area, which has now been converted to the Sajaa green belt area. Students of Sharjah City for Humanitarian Services and students of other participating schools planted 500 seedlings of trees indigenous to the UAE. There were also 270 officials and administrators who participated in this activity.

The EEG exhibition at DNRD displayed the artwork of the winning entries of EEG's Environmental Drawing Competition as well as art and craft made out of waste materials by the students of Al Noor. The exhibition displayed these beautiful creations and acted as a talking and meeting point within the DNRD, enabling EEG staff to spread the message of environmental protection and EEG. EEG would like to thank Dubai Municipality, Omar Bin Al Khattab School, Friends Provident International, Al Kuwait School, City Center Hotel, Al Ibdaa' Model School, Dubai Land, Ammar Bin Yasser School, Al Nu'aimia School, Ajman and Ajman Free Trade Zone, and Sharjah City for Humanitarian Services for their support throughout the event.



Clean Up UAE!



Don't forget that EEG is now accepting registrations for their largest and most popular event of the entire year! Clean Up UAE is open to all members of the public, schools, colleges, universities, small companies and large corporations. Everybody can be involved across the UAE, because this event will take place in 85 locations across all 7 Emirates. The event takes place on the 12th December 2010 and unites the community together in an activity that better the local environment and also contributes to the global picture of environmental protection. To find out where your nearest event will be held and to register contact the EEG office!

EEG attend Climate Change Training for Arab States

A 3 day regional training workshop on 'Climate Change Training for Arab States' was organised by the United Nations Institute for Training and Research (UNITAR) and the United Nations Development Programme / Regional Bureau for Arab States (UNDP/RBAS). EEG attended the training workshop which was held on the 27th-29th September 2010 in Jordan with the aim of supporting the negotiation process of the delegations to the Cancun Summit on Climate Change.

The Arab Region is a diversified region in terms of its climate change impacts and threats and also in terms of country classifications (least developed, middle income and high income). With this diversification in mind, the common need across all countries is the knowledge on how to adapt to the different climate change challenges and was therefore the main objective of the workshop.

The event was attended by representatives from 14 Arab countries and international experts as well as participants from the government of Jordan. The following five topics were covered and discussed during the workshop (1) the science of climate change; (2) the United Nations Framework Convention on Climate Change (UNFCCC) negotiation process and the legal aspects of the process; (3) adaptation to climate change; (4) mainstreaming climate change into country policies, strategies, and development plans, (5) climate change mitigation.

Various methods were used to engage attendees which led to open discussions and debates. During the final sessions participants concluded that there was a need to continue to address several areas, including developing new financial mechanisms to address the climate change adaptation aspects; mainstream climate change adaptation and mitigation into countries national policies and strategies; develop extensive and varied training programmes to strengthen the capacities of the Arab region to be able to propose and implement adaptation and mitigation measures for each of the countries; develop extensive training programme on the UNFCCC negotiation skills. Effective implementation and leadership on climate change issues was also an area that was highlighted as being a priority by the Country Director of UNDP.



EEG attend DED 'Share Best Practice 2010'

On the 12th October, Under the patronage of His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman - Dubai Airports, President - Dubai Civil Aviation Authority and Chairman and CEO - Emirates Group, the Department of Economic Development (DED) organized the "Share Best Practice 2010" Conference and Exhibition in co-operation with Dubai Quality Group (DQG). Emirates Environmental Group was invited to exhibit at this event, which is envisaged as an annual initiative to further promote the practical concepts of quality and excellence among the business community.

The event included four sessions whereby winners of prestigious Dubai Awards selected a best practice to present to the audience. Mr. Ali Ibrahim, Deputy Director General for Planning and Development Affairs

at DED, said "the Dubai Government is committed to actively collaborate with the private sector in boosting quality and excellence across all sectors of the economy." Presentations were also given from the Director of Marine Transport Department, Public Transport Agency - Roads & Transport Authority, Head of Global Quality, Wireless Networks, Motorola, USA and the author of Business Excellence Awards - Strategies for winning also presented a paper.

A specialised exhibition, where EEG exhibited was organised alongside the 'Share Best Practice 2010' Conference. More than 400 people from the business community attended the workshop and exhibition sparking off much interest into EEG and its environmental programmes.

EEG participate in Sustainable Business Conference

The 12th and 13th October 2010 saw an initiative from Sharjah Chamber of Commerce and Industry support the vision of H.H Sheikh Dr. Sultan Bin Mohammed Al Qasimi, Member of the Supreme Council of the UAE and Ruler of Sharjah, who advocated the widespread adoption of sustainable business practices. A conference and Workshop called 'Sustainable Business Made in Sharjah' took place at Al Majarah Hall, Sharjah Chamber of Commerce and Industry, and EEG was invited to participate.

EEG Chairperson, Mrs. Habiba Al Marashi, participated in the conference by giving a presentation titled 'From Add on to Value Creation - The Future of Sustainability in the Arab World'. The presentation highlighted that with continued climate change and population growth businesses can not continue on the path of 'business as usual' because sustainable practices are no longer an optional 'add on', they are a necessity to ensure the healthy survival of the planet. Environment, economy and society all go hand in hand with one another; they must be addressed together in order to overcome the challenges we face



today. The first day of the event was held under the theme 'awareness: transforming ideas into reality' which included a diverse mix of presentations from EEG, World Business Council for Sustainable Development, Bee'ah, and American University of Sharjah to name a few.

The Second day of the conference was held under the theme 'sustainable business management - gearing up your business and what can I do?' which gave a sundry of practical and applicable advice for business from groups who could share their best practices and expertise.

This significant event brought together prominent companies who agreed to collaborate closely on the adoption of sustainability principals in their corporate systems. Sharjah Chamber of commerce and Industry hopes the initiative motivated the wider private sector to identify and implement sustainable polices alongside Sharjah's key economic sectors.

Battery Collection Campaign Update!

The Battery Collection Campaign is a program designed to facilitate an increased awareness about the proper disposal of hazardous waste like dry cell batteries. Batteries contain heavy metals and if disposed off incorrectly, the heavy metals leak into the ground when the battery erodes. This contributes to the contamination of soil and water when the toxic substances find their way into the soil and underground water streams. Soil and water pollution then becomes part of a greater environmental issue like climate change which poses serious risks to humans and endangers wildlife. With the advocacy to properly dispose batteries, dumping of hazardous wastes in landfills sites are reduced. The project to collect batteries in the prison facility is a pilot program being initiated by Emirates Environmental Group in association with the Dubai Police Department from September- December 2010. Recycling bins are installed at the strategic places within the prison facility and regular collection of batteries for proper disposal started with an initial amount of 100 kgs of batteries. With the anticipated success of the initiative, it is hoped to replicate the project in more facilities and governmental offices in Dubai at the beginning of 2011.



Corporate News

Arabia CSR Awards Ceremony

Under the Patronage of His Highness Shaikh Ahmed Bin Saeed Al Maktoum, President, Dubai Civil Aviation Authority, Chairman and CEO, Emirates Group, Chairman, Dubai Airports, the Arabia CSR Network honored the best practices of companies across the Arab World that integrated stakeholder engagement, environmental stewardship, good governance and transparency into their core strategies which enabled them to stay ahead of competition.

Supported by the United Nations Global Compact and considered as the most significant award scheme 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. In the 3rd cycle of the awards, the trailblazers in the field of CSR stood out against 62 companies from 12 Arab countries including Palestine, Yemen and Sudan.

In welcoming the participants and guests, President and CEO of Arabia CSR Network, Mrs. Habiba Al Marashi, elucidated that the Arabia CSR Awards is a unique platform for recognizing, and applauding companies for doing a good and responsible job in making significant contributions in building better communities and sustainable environment.

The keynote speaker, Sir Mark Moody Stuart, Chairman, UN Global Compact Foundation, provided insights about the high-level corporate commitment of the UN Global Compact and the commitment of signatory companies to report publicly on how they are embedding the Ten Principles in their own operations.

The morning Forum discussed the pressing issues of the 21st Century which are clear and succinct opportunities for CSR to play a pivotal role.

The three Working Sessions that followed offered opportunities for the participants to further learn and debate on issues related to sustainability. The first working session, titled "Sustainability and Success in Today's Tough Times", was moderated by Mr. Ralph Thurm, Director Sustainability Strategies Deloitte Netherlands and consisted of Prof. Dr. Martin Hill, EVP TechniData, GmbH; Hussain Mohammed Al Mahmoudi, Director General, Sharjah Chamber of Commerce; Mathias Stausberg, United Nations Global Compact Spokesperson and Ashraf Gamal, Executive Director, Egyptian Institute of Directors. These speakers provided the audience with an insight into achieving a sustainable competitive advantage by integrating CSR into the long-term corporate strategy. The second working session, "Leading with Environmental Excellence", moderated by Mr. Shawqi Sajwani, saw the likes of Abdul Aziz Al Midfa, Former President, EPAA; Farid Mohammed Ahmed, Secretary General, Dubai World; Ali Al Hashar, Corporate Affairs Manager, Oman LNG and Dr. Sadek Owainati, Managing Director,

Edama Consulting. The session spoke about how unique geographical and environmental settings in the Arab world can bring about unique opportunities for firms to be global leaders. The third working session, titled "Stakeholder Engagement" and moderated by Dr. Gracia Ugut, Associate Dean, Asian Institute of Management, consisted of Mohamed Al Sarhan, Al Faisaliah Group and Kalyan Krishnan, Citizenship & Diversity, KPMG Global. They kept the focus on need to integrate stakeholder viewpoints into corporate strategy for synergies to be realized and potential conflicts to be avoided.

The second half of the day began with a strong sense of excitement in the air. Representatives of companies in the finals, who had been notified in advance, poured in as the Raffles ballroom was decorated in shades of rich gold. The key note speaker for the afternoon was Mr. Ernst Ligteringen, CEO of the Global Reporting Initiative. He highlighted global developments that point towards the need to create a more sustainable global economy. He also addressed key trends in the development of CSR and the role of reporting in helping to meet the challenges businesses and societies face in this transition, with special reverence to the Arab region.

Followed by the key note address was the moment everyone had been waiting for - the Awards! As the MC announced the results one by one, there was a thunderous applause from the audience, saluting those companies who could be considered as the best CSR practitioners in the Arab world! The Awards were given away by Sir Mark Moody, Mr. Ernst Ligteringen, the Judging Panel and Mrs. Habiba Al Marashi.

Winners of the Arabia CSR Awards 2010 were Dubai Customs in the Large category, RSA Insurance in the Medium category and First Select in the Small category. Other awardees were SEKEM - Egypt (Large), Coca Cola - Jordan (Medium), Tawasul - Oman (Small) as 1st Runners Up for the three categories; and Paltel - Palestine (Large), Economic Zones World - Dubai (Medium), Tiger Profiles (Small) as 2nd Runners Up for the three categories. This year two new categories were added to the Awards due to the high quality of the applications. Winners of these new categories were Aldar Properties - Abu Dhabi, Best Newcomer; and Sayga - Sudan, Best Project.

After the Awards, delegates enjoyed a sumptuous lunch as they networked with companies from around the Arab world. The atmosphere was one of celebration - a celebration of the efforts of the 62 participating companies, the Judging Panel and of course the Arabia CSR Network, who have already begun looking forward in preparation of the Arabia CSR Awards 2011!



ESAB Unveil New Green Building

On the 19th October 2010, ESAB Middle East held an inauguration event in celebration of its new Green Building LEED Certification at the Platinum Level in Jafza South area. This internationally recognised award is the highest possible environmental certificate for any man made structure. EEG Chairperson, Habiba Al Marashi was invited to the ceremony and was asked to present a speech about the importance of 'Green Buildings' in the UAE.

Mrs. Marashi congratulated ESAB for their commendable efforts and spoke about how green buildings contribute towards protecting the local environment as well as helping to curb global issues. She mentioned that the real journey to sustainability for ESAB starts here; the opening of the new building is truly significant but the work still has to continue to make sure all employees are educated about basic sustainable elements such as saving water and energy. The inauguration event was definitely a celebration, but it was also reminded to all attendees that by gaining prestigious international recognition, we must not forget the needs of the local environment in the UAE, which is very delicate compared to other environments.

EEG extends its sincere congratulations to ESAB and is pleased that they have joined the road leading to a sustainable future.

Local News

Ajman Municipality Launch Tree Campaign

A new environmental campaign was launched in Ajman by the Department of Municipality and Planning - Ajman in coordination with the Ministry of Public Works as a strategic partner. As a part of their community-based initiatives, the campaign aims to plant a million trees, as a part the efforts to reduce the carbon dioxide (CO₂) in the atmosphere.

Trees were planted in a number of selected sites in Ajman to serve the local community and the surrounding environment. The campaign aimed at planting trees in the various areas of the emirate involving the community, students, government departments and community-based organizations. The campaign is expected to continue throughout the year to achieve its objectives.



Clean Up the World Weekend, Cleans up Dubai

Across the globe millions of people united to care for nature as part of the Clean Up the World Weekend 2010. From the traditional clean ups to planting trees, events across the world were varied and all made a positive contribution to the environment. This year marked the 18th year the Clean Up the World and the United Nations Environment Programme (UNEP) have been working together for a cleaner, healthier planet. Achim Steiner, UN Under-Secretary General and Executive Director of UNEP said "it is together that we can make a difference...this campaign speaks both to the human spirit of never quite giving up and to also believing that each and every one of us can make a difference."

Dubai Municipality supported the campaign by holding a series of events under the slogan 'Communities Caring for Nature' which ran from the 26th to the 29th October 2010. The opening ceremony commenced at 9am on the 26th October at Jumeirah Beach Residence where a host of activities were organised including quiz competitions, art exhibitions and clean up events. On the 27th October, clean up operations took place from government institutions including an abandoned vehicle removal programme.

The 28th of October saw clean up activities from private institutions at Al Suffouh Beach and to end the event series a public clean up operation took place at Al Jaddaf from 9am and a Filipino community event took place on Al Mamzar Beach. To add to Dubai's efforts, 30 divers took part in a marine clean up event, which was part of the World Coastal Clean Up Day.



Judges Highlight Need for Environmental Court

A group of Judges in Abu Dhabi have stressed the need for an effective environmental court system to help us on our way to providing our children a better place to live. Former Chief Justice of the Court of Appeals in Egypt told the audience at a seminar in October at the Ministry of Environment and Water that an environmental court system would help nurture a unique partnership between the local governments and communities.

The type of violations reported to green courts may include failure to remove hazardous materials, dangerous accumulation of waste, failure to install smoke detectors, arson and failure to install proper fire protection systems. It is also thought that dedicated courts would bring about a change in public behaviour - knowing that one could be punished for causing harm to the environment, such as littering, throwing waste matter into waterways and causing noise pollution, is likely to be an effective deterrent.

INTERNATIONAL NEWS

GEO 5 Process

Global Environment Outlook (GEO) is a global, consultative, participatory process that builds capacity for conducting global environmental assessments and for reporting on the state and trends of the environment, future outlooks and policy options. GEO is a product that informs environmental decision-making. It aims to facilitate the interaction between science and policy.

In March this year the first intergovernmental and multi-stakeholder consultations on the GEO5 managed to agree on the scope, objectives and process for assessment and experts in the field have been selected to become members of advisory and working groups. Furthermore the launch and re-design of the UNEP GEO web pages are now ready to view and can be visited at www.unep.org/geo. The site is designed to enable users to get up to date information on the GEO process.

Environment and Gender Equality

Achieving gender equality is fundamental to sustainable development and to attaining the United Nations Millennium Development Goals, including eradicating poverty and hunger, according to a recent report from the IUCN.

The third millennium goal is dedicated to promoting gender equality and the empowerment of women, but when the seven other goals are reviewed, it is clear that none of them are possible without the inclusion of gender considerations.

Women play a key role in managing local biodiversity to meet food and health needs, and in many countries also play a critical role in managing agriculture and are the primary savers and managers of seeds. Women are also responsible for the majority of the development and transmission of significant traditional knowledge, as men are increasingly drawn to seek work away from their home lands and resources. Consequently a woman's role in farming and in the management of family and community biological resources, as well as the protection of tradition knowledge is increasing, which links into all other millennium development goals. The United Nations official 2010 report on progress made towards development clearly demonstrates that gender equality and the empowerment of women are at the heart of the MDGs and are preconditions for overcoming poverty, hunger and disease.



Women pressing for palm oil in Ghana.
Photo: Flickr/Raysto

EU Shark Week



The European Shark Week is organised by the Shark Alliance, a coalition of more than 100 conservation groups, scientific and recreational organisations. This year's Shark Week took place on the 9th -17th October 2010, with the aim of securing healthy shark populations and strengthen the EU shark finning ban before it's too late. The EU banned shark finning in 2003 but loopholes in the legislation seriously hamper enforcement of the ban. For years, campaigners and conservationists have been working hard to strengthen the ban and protect sharks. In 2011 the EU parliament will meet and vote on new regulations - it is hoped that the many loopholes in the shark finning laws will be closed. During the Shark Week, nearly all EU countries held events to encourage governments to tighten the legislation and raise awareness of the wasteful nature of shark finning.

Shark fins sell for several hundreds of US dollars per kilogram with hammerhead fins considered to be the most valuable. Global trade in shark fins is on the increase, most likely due to increasing demands for shark fin soup. The populations of some sharks are seriously under threat - some Atlantic populations have declined by up to 90% in the last 15 years. Sharks are also under threat from other pressures - even if they aren't purposely hunted by fishing vessels, they are often caught as by-catch in many fishing vessels, especially those fishing for tuna. The top predators of the marine food chain need protection, just like terrestrial ecosystems, a delicate balance exists between predators and prey that can't be interrupted, or devastating consequences may prevail.

Convention on Biological Diversity COP10

The future fate of biodiversity and ultimately life as we know it hung in the air of the Japanese metropolis, Nagoya, last month as a handful of experts deliberated over the biodiversity challenges we face today. Conservationists, economists, governments, scientists, historians, *et al.* were all anxiously waiting to hear a magic answer to the billion dollar question 'how to cease biodiversity loss across the world'.

The Convention on Biological Diversity convened on the 18th -19th October 2010, for the 10th meeting of the Conference of the Parties (COP 10) which was an important moment for countries to focus on reversing the loss of our biodiversity. We can not afford to continue destroying ecosystems that provide us with resources such as food, medicine and carbon sinks. Strategies exist for the preservation of biodiversity; we just need all countries to implement them.

Before this pivotal meeting, many drafting groups met to agree on draft protocol texts, one of which was the Aichi Nagoya Protocol on Access and Benefit sharing. A robust protocol on access to genetic resources and the fair and equitable-sharing of the benefits from their use is a



Life in Harmony, into the future
いのちの共生を、未来へ

major tool for the conservation and sustainable use of the biodiversity of our planet. Delegates worked to reach consensus on a number of key issues including the definition of the utilisation of genetic resources, the scope of application of the agreement, the international framework applicable to accessing genetic resources, the provisions for monitoring compliance and the sharing of the benefits arising from their utilisation. Ensuring fair and equitable sharing of benefits from the use of genetic resources is one of the 3 objectives of the Convention on Biological Diversity.

The strategic plan for Convention on Biological Diversity embraces all levels of biodiversity from ecosystems to genes, for the benefit of all life on earth. The strategic plan includes a vision for 2050, a biodiversity target for (mission) for 2020 and 20 targets for 2020. The targets should be set so that the most important areas for biodiversity are conserved, embracing all biomes and all taxonomic groups. The IUCN stressed that there is no room for 'business as usual' and that a 'one hundredfold increase' in resources for the implementation of the strategy must be made available.

International Year of Youth (IYY)



In an effort to harness the potential, energy and imagination from some of the world's most important people, the United Nations has declared an International Year of Youth which started on the 12th August 2010. The year proudly falls under the theme 'Dialogue and Mutual Understanding', which aims to focus on the global challenges facing humankind and work in partnership with them to better understand their needs, concerns and to recognise the contributions that they can make to society. The year provides an important opportunity to increase commitment to youth, promote youth participation and enhance inter-cultural dialogue and understanding among youth. United Nations Secretary General Ban Ki-moon said "youth should be given a chance to take an active part in the decision making of local, national and global levels". The year will coincide with the 25th anniversary of the first International Youth Year in 1985 on the theme 'Participation, Development and Peace'. The year will encourage young people to dedicate themselves to fostering progress, including the attainment of the UN Millennium Development Goals (MDGs), which aim to slash a host of social issues such as poverty, hunger and lack of education and health care. You can find out more about the IYY at: <http://social.un.org/youthyear/index.html>



NEWS & UPDATES

1. Emerging Markets Take the Lead in Promoting Sustainable Stock Exchanges

At the second global dialogue on Sustainable Stock Exchanges (8 September, Xiamen), chief executives explored how the world's exchanges could work together with investors, regulators and business to encourage responsible long-term approaches to investment. A study on the sustainability practices of world's top 30 exchanges was launched at the event, showing that emerging market exchanges are leading in terms of implementing required sustainability disclosure and other measures to enhance corporate sustainability reporting of listed companies.

2. CEO Water Mandate Convenes Public Information Conference during World Water Week

Drawing approximately 100 attendees from the private sector, Government, civil society and other interests, the latest CEO Water Mandate public information conference (9 September, Stockholm) featured two panels, one composed of corporate endorsers of the CEO Water Mandate and the second featuring non-business stakeholders. The status of the initiative and its transparency and disclosure work-streams were discussed.

3. Participant Status: New Signatories, COPs and Delistings

In September, 105 companies and 39 non-business stakeholders joined the Global Compact. 29 companies were delisted for failing to communicate on progress. The largest companies (by employee number) to join during the month were: Nokia Siemens Networks (Finland), Solvay S.A. (Belgium), Giesecke & Devrient GmbH (Germany), Choice Hotels Scandinavia (Norway), JSL Stainless Ltd. (India), Kyobo Life Insurance Co., Ltd. (Korea, Republic of), Ove Arup & Partners International Ltd (United Kingdom) and Abdi Ibrahim Ilac Sanayi ve Tic. AS (Turkey).

Total figures as of 30 September:

- Business participants: 6,210
- Non-business participants: 2,404
- COPs received: 9,151
- Delisted business participants: 1,535

ENGAGEMENT OPPORTUNITIES

1. CEO Statement of Support for the Women's Empowerment Principles

The Global Compact calls on top executives of participating companies to sign the CEO Statement of Support for the Women's Empowerment Principles, committing to advance gender equality and agreeing to use the Principles as guidance for business actions to empower women in the workplace, marketplace and community.

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

The Global Compact Working Group on the 10th Principle against Corruption aims to create positive engagement with the media industry and enhance media coverage of corporate anti-corruption efforts. Through an Anti-Corruption Success Story programme, carried out in conjunction with PRME, concrete stories on what the private sector can do against corruption will be featured.

To express interest in taking part in this pilot programme contact Olajobi Makinwa (makinwa@un.org) or Sven Biermann (sven.biermann@accenture.com).

3. Low-Carbon Leaders Project

The Low-Carbon Leaders Project (LCLP), a collaboration between Caring for Climate and the World Wildlife Fund, is an open source, multi-media platform aimed at capturing and sharing transformative low-carbon solutions. LCLP has issued twelve illustrative cases and toolkits for calculating the impacts of energy efficient solutions; additionally LCLP has collected 300 examples of transformative solutions through its web platform.

FEATURED RESOURCES

1. Low-Carbon Leaders Project - Transformative Solutions for a Low Carbon Future: A collection of reports on transformative solutions that businesses around the world are implementing to save energy, reduce emissions and ensure a low-carbon future.

Visit the following address for all materials and resources from the Global Compact: http://www.unglobalcompact.org/AboutTheGC/tools_resources/

EVENTS

1. 1st Asian Forum on Principles for Responsible Management Education (5 Nov, Seoul)

- INVITATION ONLY - Convened by the PRME Secretariat and PRME Asian Forum Planning Committee. The forum will provide a platform for collaboration among leading Asian business schools, with the goals of sharing information and experiences among business schools in the region and facilitating a paradigm shift in management education toward the PRME principles. Please contact Professor Yong-Seung Park at ysapr@khu.ac.kr for more information.

2. World Climate Summit, (4-5 December, Cancun)

- OPEN EVENT - The Summit will convene 300 leaders from business, finance, entrepreneurship, and Governments to accelerate and collaborate on economic solutions to climate change. The Global Compact is a convening partner of the Summit. For more information please visit http://www.wclimate.com/World_Climate_Summit/HOME.html

Role of Business in Achieving Millennium Development Goals (MDGs) Underscored at UN Summit

The UN Private Sector Forum on the MDGs (22 September, New York) brought together 300 top executives with Government, UN and civil society leaders to address the business role in achieving the MDGs. Through roundtable discussions, the Forum addressed a wide range of MDG-related themes deemed most relevant for private sector engagement and action. The discussions helped to identify proven solutions to close critical MDG gaps around the world.

Calling an investment in the Millennium Development Goals "an investment in growth, prosperity and the markets of the future", UN Secretary-General Ban Ki-moon issued a strong call to global business to support the UN mission to end poverty and hunger. At the conclusion of its High-level Plenary Meeting on the MDGs, the UN General Assembly stressed the critical role of the private sector for development and called on businesses everywhere to contribute to the MDGs. The Summit's outcome document was adopted by the General Assembly on 22 September and includes an action agenda, including the role of the private sector, for achieving the Goals by 2015.

EEG EVENTS

- **Inter-College Public Speaking Competition** EEG is accepting registrations from University and College Students from all over the Region for the Public Speaking Competition, which will be held on the **29th and 30th of November 2010**. There are a limited number of entries per topic, so to ensure you can speak about your preferred topic, register for the event today!
- **Clean Up UAE** This prestigious event will be held on the **12th December 2010** and we need YOU to get involved. It will be taking place in 85 locations across the UAE, so everybody can come and join us. To register your participation or help in distributing the flyers, contact EEG, or visit our website www.eeg-uae.org.

OTHER EVENTS

- **EU-GCC Clean Energy Network** The 1st meeting of the EU-GCC Clean Energy Network’s discussion Group has moved venues from Saudi Arabia to Dubai, UAE. It will take place on the 30th November and 1st December 2010. Visit www.eugcc-cleanenergy.net
- **5th International Marine Debris Conference** The fifth International Marine Debris Conference takes place on March 20-25, 2011 in Honolulu, Hawaii. Early Bird registration closes on the 30th November 2010. For more information visit www.5IMDC.org
- **Green Star Awards** The 2nd biennial Green Star Awards has been launched with an aim to discover individuals, organizations, private and government organizations that have demonstrated leadership in responding to and preparing for environmental impacts of disasters and conflicts. Nominations for this Award can be received until the 30th November 2010. For full details of the nomination process, please visit, <http://www.unep.org/greenstar>
- **2nd Marine Conservation Forum 2010** Emirates Wildlife Society is organizing the 2nd Marine Conservation Forum 2010, to be held in Abu Dhabi on December 14th, 15th and 16th. For more information, visit www.ewswwf.ae/mcf2010

Recent Publications

The October 2010 edition of the IUCN Science Bulletin is available to read online at: http://www.iucn.org/about/work/programmes/science_learning/science/bulletin/

Mail Bag

Mari Luomi, a PhD candidate wrote to EEG and said “my sincerest thanks to you for taking the time to answer some of my questions, the answers are greatly appreciated and are most useful to my research.”

Mary Lamont from Etisalat Academy wrote to EEG and said “Thank you so much for giving us the opportunity to participate in the 10.10.10 tree planting ceremony at Mushrif Park, It was a good initiative for the environment and a nice public awareness campaign and team building event.”

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

EEG MEMBERS UPDATE

EEG warmly welcomed 37 new and 2 renewed Student & Individual members, 3 new Academic Members, 1 new and 2 renewed Corporate members, and 2 renewed CSR members in the month of October, 2010.

Student & Individual Members

Advay Atul Aundhekar	New	Minna Noortheen	New	Syeda Areej Mahmood	New
Sankalp Oberoi	New	Karan Sanwal	New	Sumayiah Arshafudheen	New
Salma Madmood Rasheed	New	Divyansh Sanwal	New	Shreya Gupta	New
Roudha Mahmood Rasheed	New	Srinita Mukmerjee	New	Salma Mouzafar	New
Prarthana Prashanth	New	Sanchit Kapoor	New	Shamsa Omar Hammad	New
Santiago Zagarra	New	Arushi Kapoor	New	Amna Omar Hammad	New
Mahesh Swaminathan	New	Lubna Syeda Mahmood	New	Alisha Mohammed Ismail	New
Anchal Chawla	New	Anam Ehtesham	New	Maryam Ehtesham	New
Saad Sayeed Iqbal	New	Hanumanth Kumar	New	Satwik Das	New
Laila Abdulwahab Almanaie	New	Duha Abdullah Al Mulla	New	Hind Abdulaziz Al Huwaidi	New
Bharat Bhushan Gupta	New	Deena Ahmed Al Shamsi	New	Sara Ali	New
Alyazya Mohammed Ahmed	New	Jalp Manish Shah	New	Hassan Mohammad Abdulaziz	Renew
Wesal Jasim Habash	New	Mayed Omar Hammad	New	Syed Tanveer Hussain	Renew

Academic Members

Deira Private School	New	Deira International School	New	Middlesex University in Dubai	New
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Corporate Members

Dubai Customs	New	Le Royal Meridien	Renew	McDonalds	Renew
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CSR Members

McDonalds	Renewed			Interface Flor	Renewed
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NOT YET A MEMBER? SIGN UP TODAY!

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

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

PAPER COLLECTION CAMPAIGN

The number of participants this October 2010 almost doubled from October of 2009 with only 287 participants to 418 participants. The collection of October 2010 reached 128,213kg which shows an increase of 35% in collection compared with the same month of the previous year. Great job to all! Let us continue to prevent trees from being cut and contribute in combating the effects of global warming. The Top collectors were:

Schools	Quantity (kg)	Companies	Qty (kg)	Individual	Quantity (kg)
Skyline University, Sharjah	3500	Du—DIP	7246	Hani Abbas	670
Al Raya School	2650	Royal Bank of Scotland – AC	6000	Haseena Badsha	415
Dubai Women's College	2560	Petrofac—Sharjah	5280	Shaksam Bhandari	230

CAN COLLECTION CAMPAIGN

There are only 44 participants in the can collection campaign this October 2010 which is less of 3 participants compared to October 2009 with 47 participants. The collection of cans also decreased down to 33% with total collections of 325.5kg only compared to 488kg during October of 2009. Let us better our efforts in the future. Let's recycle more aluminum cans and conserve our natural resources. The Top collectors were:

Schools	Quantity (kg)	Companies	Qty (kg)	Individual	Qty (kg)
Rashid Pediatric Centre	15	Microsoft Gulf FZ LLC	39	Mohammed Ali Badshah	25
Dubai English Speaking School Emirates Academy Gulf Indian High School	10	Mane Dubai	20	Janan Al Kaja	10
American Academy For Girls	4	HSBC— DIC	18	Maria Lynelia Carter	9

GLASS COLLECTION CAMPAIGN

Recycling glass means conserving water and energy! EEG thanks the 50 participants for collecting 26,398kg for the month of October 2010, a 13% increase from October 2009 with only 23,092kg collected from 37 participants. Let's encourage more people to recycle this material. The top three collectors were:

Schools	Quantity (kg)	Companies	Qty (kg)	Individual	Qty (kg)
Dubai English Speaking School	335	Fairmont Hotel	10585	Mohammed Ali Badshah	230
Dubai College	30	Park Hyatt	4060	Kalaf Mohammed Al Marri	25
Woods Bagot	30	Hyatt Regency	3710	Fatma Abdullah Al Abedi	24

PLASTIC COLLECTION CAMPAIGN

We need to involve more people in our plastic recycling campaign. The collection of plastic for October 2010 reached only 7,496 Kgs from 198 participants, a 30% decrease from October 2009 involving only 160 participants but a total collection of 10,761kg. Let us put more efforts to recycle more plastic to keep them out of the landfills. Top collectors for the month were:

Schools	Quantity (kg)	Companies	Qty (kg)	Individual	Qty (kg)
Repton School	410	Military Camp	510	Akbar Badshah	160
Emirates Academy	355	ABB Industries	320	Abdullah Malallah Maryam Malalla	47
Khadamat - UAE University - Al Ain	225	Larsen & Toubro	240	Hussain Amin	40

TONER COLLECTION CAMPAIGN

A total of 515 pieces were collected in the month of October from 27 participants, a decrease of 9% from October 2009 with total collection of 563 pieces from 24 participants. Let's keep those heavy metals and toxic chemicals out of our landfills to prevent possible pollution of our water tables. The top collectors for the month were:

Schools	(pieces)	Companies	(pieces)	Individual	(pieces)
Latifa School For Girls	37	DIA Dubai	77	Haseena Badshah	40
Rashid School For Boys	3	Gulf Automation Service Keo International	50	Dana Mohammed Al Shamma	28
		Crown Plaza Hotel - Abu Dhabi	35	Farhad Entazari	5

Paper Recycling Program achieved great results, thanks to the special projects like "Summer Paper Collection for students" and the "Event 10/10/10", which worked to achieve an increase in the number of participants by 31% compared to October 2009. Glass Collection have also achieved encouraging positive results with a good increase. Can and plastic collection witnessed a significant decrease of 33%-30%. Toner collection also, has not shown much development with few participants and low collection figure. These should push us even further to achieve greater results in the upcoming months. We hope that together we will continue to bring more people to join the recycling campaigns.

Thank you for your efforts!