



EMIRATES ENVIRONMENTAL GROUP

EEG NEWSLETTER

Together for a Better Environment®



The overall winners of EEG's 10th Inter College Environmental Public Speaking Competition, College of Business Administration, Prince Sultan University, KSA with the judges and sponsors.

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



The Premier Event for Construction Products

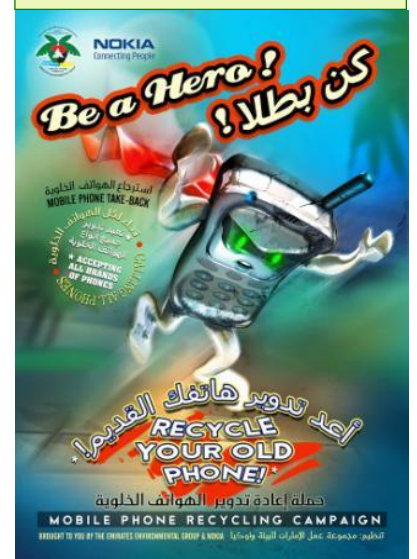
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Save your Tetra Pak cartons and join EEG's campaign to recycle tetra pak containers in collaboration with Tetra Pak Arabia



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



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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Welcome to the EEG's December Newsletter!

The year 2010 is at its very end and we cannot believe that one year has buzzed past. EEG has had a truly beautiful and busy month of November, and is proud to be supported by all of you. This month was marked by lengthy volunteer meetings for the Clean Up UAE campaign, spurts of exhibitions in every corner of the country, annual educational programs and of course, a monthly community lecture thrown in too.

As all of you know, next month, EEG will be organizing one of its most beloved campaigns - the national Clean Up UAE campaign! With a target of 20,000 volunteers, it will not be a piece of cake! However, with coordinators and supports like ours, we can face any challenge with grit and determination and come out eventually with flying colours. Our weekly volunteer meetings fill us with a sense of pride as we see the number of volunteers growing. But we cannot be complacent just yet - we still encourage all of you to register today and ensure that you are a part of the country's biggest environmental event of the year!

This month, EEG also attended quite a few events and exhibitions. According to me, the best part about having a stand at an exhibition is to meet old friends, make new ones and of course spread our message to as many people as we can. It makes us happy that people sign up to be EEG members as soon as they hear about campaigns and programs. I can safely say that the EEG family is growing by the day!

We also organized our annual Inter College Environmental Public Speaking Competition this month end. It was a terrific event as is always. It was attended by universities from all the GCC countries who proved to me quite simply that our future is in safe hands. With problems such as global warming and climate change looming over us, these students came up with practical and innovative solutions that made us all sit up straight and open our eyes. There was an excellent rapport between students as they met their peers from across the region and discussed, almost voraciously, what their views were on topics ranging from waste production, the role of the media, water consumption and how local actions can solve global challenges.

EEG's 10th Community Lecture of the year was held on the last day of the month with an inspiring address by Mr. Peter Scholten from Scholten and Franssen Consultancy BV, which is a consultancy firm focused on social entrepreneurship in Amsterdam, The Netherlands. His lecture taught us that Social Return on Investment (SROI) helps in providing a clear approach to reporting changes in an organization and helping organizations improve strategies and systems - quite an eye-opener, indeed!

Now, as the last month of the year is up on us, it is the time for retrospection and self-analysis. How can we improve ourselves, what could we have done differently and how can we make it even better next year? These are just some of the questions that must be racing through our minds. I have heard time and again that New Year resolutions are meant to be broken! However, let's make a resolution this time that we ensure we follow - a simple resolution to be more aware - aware about our surroundings, our environment and of course, our fellow human beings.

I now look forward with bated breath to the Clean Up UAE campaign when I will see 20,000 of you all coming out of the comfort of your homes onto the streets, alleyways and beaches of the country. I must remind you though that the concept of Clean Up UAE is not just cleaning up the country on one day. Respect your country and your surrounds and keep it clean at all times and you never know, this might be the best resolution of your life!

Habiba Al Marashi

EEG's 10th Annual Inter College Environmental Public Speaking Competition

EEG believe that an implicit love for the environment and responsibility towards sustainability must be developed through the education system. In this regard, EEG conducted its popular educational program, the Inter College Environmental Public Speaking Competition (ICPSC) on 29th - 30th November, 2010 at Knowledge Village, Dubai. This bilingual competition was judged by a panel of highly qualified judges - Dr.

Sheikh Abdulaziz Al Nuaimi, Chairman, Al Ihsan Charity, Ajman; Mr. Farid Mohamed Ahmed, Sec. General of DP World and Honorary Member of EEG, Dr. Mohamed A. Raouf, Program Manager of Environmental Research, Gulf Research Centre; Ms. Meera Taryam, Environmental Officer, Bee'ah, Sharjah; and Mr. Abdul Ameer Al-Mulla, president of the GPIC Toastmasters Club and Deputy Chairman of the Environmental Committee of GPIC.

Mrs. Habiba Al Marashi, Chairperson of the Emirates Environmental Group, during her welcome address, was of the opinion that the students from the GCC region have proved time and again that the future is in capable and strong hands. With their strong and dynamic views on environmental issues at this age, she was positive that these students would excel in the field of environmental preservation later on in life. The students came up with well-researched speeches, impressive power point presentations and beautifully designed posters. However, what impressed the audience, which comprised of educationists, media persons, EEG supporters and students, was the strong oratory skills of the participants, who spoke clearly and crisply, with well-defined ideas that outlined the issues and also provided plausible solutions.

What was most special about the Inter College Environmental Public Speaking Competition this year was the participation of over 60 private and government educations institutions from all 6 GCC countries (27% from the GCC). Teams of students, along with their teachers, flew in to



battle it out with other organizations vying for the title of the Overall Winners. The topics and winners of the two days were: Are We Generating a Lot of Waste: Winner: BITS, Pilani—Dubai , 1st Runner Up: College of Science, University of Bahrain and Dept. of Engineering, Qatar University, 2nd Runner Up: Dept of Engineering, Petroleum Institute, AUH.

Intelligent Use of Water: Winner: College of Business Administration, University of Bahrain, 1st Runner Up: College of Computer and Information Systems, Prince Sultan University, KSA, 2nd Runner Up: American University in Kuwait, Environmental Role the Media can Play:

Winner: College of Business Administration, Prince Sultan University, KSA, 1st Runner Up: University of Wollongong, 2nd Runner Up: Manipal University. Global Challenge - Local Actions: Winner: College of Engineering and Computer Science, Abu Dhabi University, Al Ain, 1st Runner Up: Al Yamamah University, Girls Campus, KSA, 2nd Runner Up: Department of Engineering, University of Bahrain and European International College, AUH

The overall winners of the 10th Inter College Public Speaking Competition were: Winner: College of Business Administration, Prince Sultan University, KSA, 1st Runner Up: University of Wollongong, 2nd Runner Up: College of Engineering and Computer Science, Abu Dhabi University, Al Ain.

The ICPSC also acted as a unique networking platform where students from all over the region could meet and share their views. Building their presentations expanded their knowledge base immensely as well as honed their team work skills as they worked in tight-knit groups of five, representing their respective schools.

The event was supported and sponsored by DKV, Al Safi Club for Friends of the Environment, Tamani Hotel and McDonalds.

EEG's 10th Community Lecture for the year 2010!

EEG's 10th Community Lecture for the year 2010, titled "Social Return on Investments (SROI)" was organized on the 30th of November at the Emarat Atrium. The speaker, Mr. Peter Scholten, a partner in Scholten and Franssen Consultancy BV, which is a consultancy firm focused on social entrepreneurship in Amsterdam, The Netherlands, gave his insights into SROI methodology, which is based on the stakeholders' standpoint and is treated as a platform to assign financial values to those impacts that otherwise do not have a market value. Mr. Scholten went on to explain in detail the 7 principles of SROI that include involvement of stakeholders, understanding changes and valuing the things that are important to an organization and others. The lecture was followed by an informative Q&A session in which the audience participated effectively. They had some clear queries regarding SROI and Mr. Scholten, with his expertise and knowledge, was able to dispel any myths and elucidate his pointers.

EEG Signs MOU with Gulf Research Center

With an aim to create greater national, regional and international awareness on issues related to natural resource conservation and sustainable development in the Arabia Gulf Region, EEG has signed an MOU with the Gulf Research Center. The main area of cooperation between the two organizations would be to facilitate greater coordination and implementation of national and regional initiatives that work toward tackling issues concerning environmental degradation. EEG and GRC will work towards the development of a common agenda for sustainable development and environmental consciousness in the Arab Gulf Region based on the principles of beneficial interaction and mutually sustaining cooperation. Another important area of cooperation in the MOU would be to strengthen the interaction between civil society, government and inter-governmental organizations, not just in the region but also between the region and the international community. EEG looks forward to closely working with the Gulf Research Centre to conduct research and raise environmental consciousness in the region and beyond.

EEG participate in Dubai Business Gala 2010

Under the patronage of HH Sheikh Ahmed Bin Saeed Al Maktoum, President of Dubai Civil Aviation Authority, Chairman and CEO Emirates Airline and Group, Chairman Dubai Airports, the Dubai Chamber of Commerce & Industry organized the Dubai Business Gala 2010 on the 11th of November at the Madinat Arena, Madinat Jumeriah in Dubai. EEG attended this illustrious event, which was organized under the theme, "Celebrating Cultural Diversity". The evening showcased just that as it combined entertainment and culture from all over the world and warm Arab hospitality. The evening was honored with the presence of about 1000 high profile local and international guests. These included members of the various Business Councils, Business Groups under the Dubai Chamber and the larger Dubai business community.

EnviroCities 2010

EEG participated in the EnviroCities 2010 Conference and Exhibition, which was organized under the patronage of H.H Sheikh Hamdan Bin Rashid Al Maktoum, Deputy Ruler of Dubai, Minister of Finance, and Chairman of Dubai Municipality. The event, developed by the Environmental Center for Arab Towns was held on the 28th and 29th of November at the Inter Continental Hotel, Dubai. The conference covered a number of urban sustainable living topics such as green future cities, green building codes, green hotels, green transports and the like.



H.H Sheikh Hamdan Bin Rashid Al Maktoum listening to explanation about EEG from the Chairperson during the event

Queen Elizabeth Visits the UAE

As part of the celebration of UAE-UK ties, Queen Elizabeth II visited the country on the 27th of November. EEG was honored to be a part of a reception organized for Her Majesty at the Emirates Palace Hotel, Abu Dhabi.

The visit was in tandem with the reaffirmation of UAE-UK Friendship treaty signed in 1971 that asserted that the United Arab Emirates and the United Kingdom will, in times of need, consult each other on matters of mutual interest, will promote educational, scientific and cultural cooperation and will recognize close and outstanding trade relations.

Mobile Recycling Campaign

EEG's Mobile Recycling Campaign 2010 in collaboration with Nokia Middle East and Africa was launched in an effort to ensure mobile phones do not end up in landfills whilst promoting awareness on the importance of mobile phone recycling. Till date, a total of 580 mobile phones were deposited for recycling by 41 participating individuals, companies and academic institutions. The Borrow-A-Bin scheme whereby mobile recycling bin is placed in the participating organization's premises for a week was an excellent vehicle to carry the strong message of being more environmentally-responsible members of the UAE communities reaches more people.

EEG attend 2010 Beverage Middle East Congress

The 2010 Beverage Middle East Congress was organized on 23rd - 24th November in Dubai. Following the theme, "Reaching New Heights", it was a unique forum for the regional beverage industry that provided in-depth analysis of market trends, consumer patterns and developments in the international beverage industry.

EEG Chairperson, gave a presentation titled "Latest Thinking on Corporate Social Responsibility". It began with a focus on how CSR can have a positive impact by delivering immense value to our planet as CSR programs have demonstrated time and again that private wealth can play an integral role in poverty alleviation, socio-economic development and

nature conservation. Mrs. Al Marashi explained how CSR has become a measurement of integrity as companies foster all-win scenarios at the workplace, the market place, the community and the environment. Other focus areas of her presentation included key issues addressed by CSR such as Globalization, Sustainable Production and Consumption Patterns, Human Resources Management, Energy and Natural Resources Management, Climate Change and Environmental Degradation. This event proved the caliber and innovative thinking of the regional as well as international beverage industry. pertains to a high in profits or social activism? We, at EEG, hope it is a balanced combination of the two!

EEG attend UNGC Webinar

EEG attended the UNGC webinar on "Guidance on Responsible Business in Conflict-Affected and High-Risk Areas: A Resource for Companies and Investors". Developed in collaboration between UNGC and Principles for Responsible Investment (PRI), this guidance aimed to assist companies in implementing responsible business practices in conflict-affected areas and high-risk areas consistent with the ten principles of the UNGC. The webinar commenced with opening addresses by representatives of the UNGC and PRI, who provided a brief outline of the guideline and how it was developed. This was followed by short case-studies by company representatives such as those from International Alert, DeBeers and Siemens, on how to implement the guidance in existing businesses. At the end of the hour and a half session, the 60-odd attending members were allowed to ask any questions they may have regarding the guidance. EEG wanted to know how we could engage the Local Network in receiving data from stakeholders in order to engage them in the business or peace initiative. The UNGC and PRI representatives said they were committed to developing ways and means to engage the Local Network more effectively.

EEG presents at Dubai Women's College

As part of its International Quality Week, the Dubai Women's College invited EEG to talk on the topic, "Promoting Sustainable Development: The Leapfrogging Strategy for a Globally Competitive UAE Higher Education System". EEG Chairperson, Mrs. Habiba Al Marashi, began her presentation with an outline on the concept of sustainability and the need for sustainable development. She went on to speak about the role the institutions of higher education such as Dubai Women's College had on the efficient promotion of sustainable development. These institutions had to capacitate students, professionals and mentors to make positive contributions to the society as individuals or as team players in a large system. Next, some of the basic themes under education for sustainable development were discussed. These included Sustainable Urbanizations, Sustainable Consumption, Peace and Human Security, Rural Development, Cultural Diversity, Gender Equality, Health Promotion and Environment. The presentation was followed by a Q&A session of which the underlying theme was how EEG could be engaged with Dubai Women's College to develop a curriculum that focused on sustainable development. The audience, which consisted of the faculty and officers of the prestigious college, elegantly put their points across on various issues ranging from employment of their students to environmentalism.

One Million Tree Campaign Cross the 2 million

EEG in a great achievement, revealed that its Million Tree Campaign has successfully planted and facilitated the planting of more than 2 million trees in a span of just 4 years. This great feat was achieved due to a significant contribution by the Emirates Heritage Club, which planted 450,000 Mangrove trees this year as part of the Million Tree Campaign. This contribution, on the part of the Emirates Heritage Club, is part of a national environmental initiative that aims to uphold the country as one of the most important global environmental players in conserving biodiversity. On the other hand, Mr. Khan of IDAMA Company organized in collaboration with his colleagues in the company a special tree planting activity, where they planted more than 100 indigenous trees in the vicinity of the company's building. The trees were pledged as IDAMA's contribution in supporting the activities of the activities of the Million Trees campaign. Oswin Ramaswamy also planted one Neem tree in the garden of his home, and send us to included as his contribution to the Million Tree Campaign. By the end of November, EEG succeeded in plantation of 2,090,127 trees authentic in all parts of the country.



EEG's presentation at Dubai Municipality

EEG Executive Committee member, Dr. Radhiya Al Hashimi, gave a presentation at the Dubai Municipality Workshop, titled "Sustainable Waste Management in Dubai: From Pollution to Solution" on the 25th of November. After giving a brief of the general activities of EEG, she explained in detail the various waste management programs consisting of Paper, Toners/Cartridges, Plastic, Glass, Mobile Phones, Tetrapak containers, batteries and Aluminum Cans.

EEG participates in 4th International Date Palm Festival

EEG participated in the 4th International Date Palm Festival in Abu Dhabi from the 22 to 27 of November 2010. The exhibition was a treat for exhibitors and visitors alike, with the umpteen varieties of dates, handicrafts, traditional food, art and competitions. The exhibition was under the patronage and inaugurated by HH Sheikh Mansour Bin Zayed Al Nahyan, Deputy Prime Minister of the UAE, Minister of Presidential Affairs and Chairman of the Abu Dhabi Food Control Authority. It was organized by UAE University and Abu Dhabi Food Control Authority in collaboration with Khalifa International Date Palm Award, Date Palm Global Network and the Date Palm Friends Society.

Screening of Waste Land

EEG was invited to provide an inspirational address during the screening of the documentary, "Waste Land" in an event organized by Caspian Events on the 24th of November at the Mall of the Emirates. This screening, which was part of the Documentary Voices Environment Awareness Program, was well attended by environment lovers from across the country. 'Waste Land' is a simple story about the journey of artist Vik Muniz as he travels from his home in Brooklyn to his native, Brazil. Here, he finds the world's largest garbage dump, Jardim Gramacho. He is also introduced to the world of "catadores" or self-designated pickers of recyclable material. What is truly special about this film and the people portrayed in it is that they have used the growing global problem of waste production and adapted themselves to make a livelihood out of it.

Emirati - Swiss Friendship Platform

EEG attended the launch of the Emirati-Swiss Friendship Platform and Resolution Signing Ceremony on the 7th of November 2010 at the Armed Forces Officers Club and Hotel. As both the UAE and Switzerland believe that a successful economy is fundamental for the progress and the well-being of people, this innovative friendship platform was a step in the right direction.

The resolution to further officiate this platform was signed by HH Sheikh Sultan Bin Khalifa Al Nahyan, Member of Abu Dhabi Executive Council and HE Pascal Couchepin, Former Swiss President. EEG also participated in a panel discussion at the Clean tech & Environment Working Group on the same day.

EEG Wins Best in Dubai Award

At a glittering ceremony held at the Royal Meridien, EEG was awarded the Best in Dubai (environmental category) by Ahlan! Dr. Radhiya Al Hashimi, EEG Executive Committee Member, was present to collect the Award, which was based on the votes of the public. We are proud to have received this Award and want to thank all our supporters who voted for us and promise you that this will make us work even harder in the future!

Launch of the Dubai Global Energy Forum (DGEF)

Under the patronage of His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice President and Prime Minister of the United Arab Emirates and Ruler of Dubai and under the direction of His Highness Sheikh Ahmed bin Saeed Al Maktoum, Chairman of the Supreme Council of Energy, the Dubai Global Energy Forum (DGEF) will take place at the Dubai International Convention and Exhibition Centre (DICEC) at the Dubai World Trade Centre from the 17th to 19th of April 2011.

EEG attended the launch of the event at an official press conference that was attended by Sheikh Ahmed himself. Under the title, "Challenges facing the energy sector and opportunities for a sustainable future", the Forum is to provide a platform for energy leaders and experts to exchange views on emerging regional and global issues related to energy policies, programs, technologies and investment opportunities.

Mohammed bin Rashid Al Maktoum Business Awards



The MRM Business Awards was established under the patronage of H.H. Sheikh Mohammed bin Rashid Al Maktoum, Deputy Ruler of Dubai, to recognize and honor the success of organizations that have contributed greatly to the economic development of the United Arab Emirates.

This year, the Awards was held on the 31st of October at the Al Jawhara Ballroom, Madinat Jumeirah. To know more about the event and the results, please visit <http://www.dubaichamber.com/initiatives/mrm-business-award>.

World Green Tourism Summit

The World Green Tourism Summit which was held from the 22nd to 24th of November, 2010, was a heavyweight conference with over 40 international speakers who focused on ways and means to implement environmentally responsible strategies in a business.

The three-day summit was supported by Tourism Ministers from across the globe and consisted of a detailed debate on "Sustainable Development" in green tourism. With a growing focus on green branding around the world, this summit was attended by government officials, private organizations and those interested in the concept of green tourism in general.



EPAA

The Sharjah Desert Park, part of the Environment and Protected Areas Authority (EPAA), in Sharjah kick-started a series of recreational activities for nature-lovers on the occasion of Eid al-Adha that will continue until the 4th of December. The activities are organized at the Sharjah Museum of Natural History and Plants, Animal Center of the Arabian Peninsula and the Children Farm. Suitable for all ages, the activities range from competitions on wildlife and fauna of the region to drawing. There is also a special cor-



ner of the "Productive Family," which promotes and sells the traditional cuisine and food of the UAE. The EPAA aims to spread the joy and pleasure among nature-lovers throughout the festival season. This program will also, at the same time, increase the knowledge base of visitors regarding the environment and teach them more about our deserts and sea systems.

Masdar to help provide renewable energy to developing countries at affordable prices

According to the 11th World Renewable Energy Conference (WREC) in Abu Dhabi, developing countries around the world will be offered renewable energy resources at affordable rates. Masdar or the Future Energy Company has made this step possible due to its investment in financial and human resources that will overcome any challenges that hinder the provision of affordable renewable energy to developing countries. Held under the patronage of H.H. Shaikh Hamdan Bin Zayed Al Nahyan, the Ruler's Representative in the Western region and Chairman of the Environment Agency - Abu Dhabi (EAD), the WREC was a five-day conference that focused on the protection of the energy supply without any damage to the environment.



Greenomics Conference 2010

Organized by the Ministry of Environment & Water, the Greenomics Conference 2010, organized on the 8th of November, aimed to fulfill its motto of "Conserve. Sustain. Solve". This one-day conference discussed in detail the principles of clean production and how new environmental laws would impact a business.

Conducted in Dubai, this conference was attended by government officials, environmental groups, academic bodies and many other industries. The main topics that were covered at the conference included the Principles of Clean Production, Clean Production Experience in the UAE and Clean Production Policies.

Dubai Government Approves Green Building Code

After two years of serious work, Dubai Municipality has managed to finalize the regulations for the Green Building Code, which was approved by the government. Dubai Municipality will use the code for 'green' building design and construction, in addition to encouraging energy efficient utilities and effective management. The formulation of the Code began after a directive in 2007 by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai, where he stated that all buildings constructed in Dubai from 2008 should meet minimum green building standards. Director General of Dubai Municipality highlighted that the code will be put into



practice in phases, during which the municipality intends to educate the construction industry and public about the regulations. The Municipality recognizes that even the most modern and environmentally friendly buildings will not be 100% efficient if there is poor management. Consequently, the Municipality will also be focusing on behavioral changes that will affect the energy consumption of buildings. In a recent press release it was clarified that the new code is not aimed at increasing the cost of construction, but to strengthen cooperation in the designing, building and management of buildings in Dubai to reduce their impacts on the environment.

Water and Wastewater Seminar

Organized by the German Emirati Joint Council for Industry and Commerce (AHK), the "Water and Wastewater" seminar was held on the 23rd of November in Dubai. The seminar focused on local industry case studies and offered members with excellent networking opportunities with their peers from the industry.

The Green brunch series are organized in line with Enpark's vision to continuously create awareness and educate both experts and non-experts on important topics relating to sustainability. The last two editions of the series focused on "Energy Efficiency" and "Green Retrofitting".

INTERNATIONAL NEWS

30 Ways in 30 Days

In November, UNEP launched its "30 Ways in 30 Days" campaign that releases one case study a day to show that feasible solutions to climate change are readily available and can be undertaken around the world. This initiative was launched and will continue for a month after the UN Climate Conventions meeting in Cancun, Mexico.

The aim of the initiative is to showcase solutions across the world, such as community-based programmes to entrepreneurial endeavors that help countries, communities and businesses work towards climate-resilient growth. For more information, please visit <http://www.unep.org>.

IUCN CEC Update

The IUCN Commission on Education and Communication (CEC) seeks to inspire and engage people to value and protect nature. In their recent newsletter, they proudly launched a new brochure providing an overview of the commission and messages that change hearts, minds and even behaviour. The CEC mission is to drive change for the co-creation of sustainable solutions through strategic communication, learning and knowledge management in IUCN and the wider conservation community. The brochure can be downloaded at the following site: <http://www.iucn.org/about/union/commissions/cec/?6350/New-Brochure-CEC---Powering-Change-for-Biodiversity>.

CEC also announced that it is widening its outreach capacity by opening new accounts on Facebook and Twitter. It has also posted some of its videos on the IUCN YouTube Channel. To follow the CEC online, visit the following web page for further links to your preferred social networking site: <http://www.iucn.org/about/union/commissions/cec/?6208/Follow-CEC-Online>

COP 10 and the response of Arab states

The United Nations Secretary General, Ban Ki-moon, has welcomed the adoption of the protocol on access and benefit sharing under the Convention on Biological Diversity, which set the ground rules for improving access to, and the equitable sharing of, the world's genetic resources as a result of the COP10 meeting in Nagoya, Japan.

Outcome of the COP10: Ban Ki-moon said the new treaty provides an innovative approach to conserving and protecting the worlds rapidly diminishing living resources, whilst providing benefits to all, in particular local communities in developing countries. It is thought the new treaty is a positive step towards efforts to achieve the Millennium Development Goals, plus the interest and involvement from countries at the COP10 conference shows renewed commitment to meeting the challenges of sustainable development. The adoption of a new 10-year plan by the 193 countries upholding the convention contains achievable targets to reduce the loss of biodiversity.

Participation of Arab States in COP10: Just one month on after the COP10 Summit, government officials of Arab countries gathered in Cairo on the 29th -30th November to elaborate national and regional responses to the summit outcomes. The meeting and workshop in Egypt for the Arab Region on Biodiversity and Finance was the first regional response to the Nagoya Summit, and was designed to support the outcomes of COP10. The meeting aimed to pave the way for an effective action plan on resource mobilization and seeking innovative financial mechanisms to fund the work necessary for biodiversity protection.



2010 International Year of Biodiversity

International Environmental Governance

The Co-Chairs of the Consultative Group of Ministers on International Environmental Governance within the UNEP recognized that the world is facing its biggest challenges with regard to environmental sustainability and that the international environmental governance system needs to produce better environmental outcomes through collective action. A consultative Group was set up to examine and tackle the challenges faced by the international governance system. The first meeting of the new consultative group was held in Nairobi from 7th -9th of July 2010, which was attended by EEG Chairperson representing the UNGC. During this meeting the group recognized there has to be a two tiered approach to improve environmental governance; firstly a focus on functional aspects of broader reform process and secondly a focus on the way forward in addressing form-related aspects of the broader

reform process. The second meeting was held on 21st - 23rd November 2010 in Helsinki, Finland. The documents that were produced as a result of the first meeting were sent out to civil society for review and comments, so that views and opinions of groups like EEG have an input in to the reform process. During the second meeting the group discussed how to create greater efficiency and effectiveness aimed at system wide responses within the United Nations, for example a science-policy interface, a strategy for environmental sustainability, the widening of the funding base for the environment, a capacity building framework and strategic engagement at the regional level. The group also discussed the development of a global and authoritative voice for environmental sustainability as a key outcome for the international environmental governance reform process.



NEWS & UPDATES

1. Global Compact Introduces Differentiation Framework for Performance and Disclosure

The Global Compact has launched a Differentiation Framework to help companies improve performance and disclosure, and to give recognition for progress made. The Framework introduces reporting criteria at basic, intermediate and advanced levels in an effort to help companies move along the continuum of sustainability implementation and transparency. The framework is in a test phase until the end of 2010 - during which time the Global Compact Office plans to refine the system based on participant experiences and a wider consultation with relevant stakeholders, including Global Compact Local Networks and the financial community.

2. Principles for Responsible Investment Forum Attracts Record Attendance

The UN-backed Principles for Responsible Investment (PRI) drew a record number of institutional investors to its third annual conference (5-6 October, San Francisco). The event focused on a range of topics related to the growing field of responsible investment, and took place amid a milestone in the development of the PRI - since July 2009 approximately 260 institutional investors have endorsed the PRI, bringing the total number of endorsers to more than 800, representing US \$20 trillion in assets under management.

3. Participant Status: New Signatories, COPs and Delistings

In October, 78 companies and 45 non-business stakeholders joined the Global Compact. 69 companies were delisted for failing to communicate on progress. The largest companies (by employee number) to join during the month were: Ahold (Netherlands), Knorr-Bremse Group (Germany), JSC Electrometallurgical Works Dneprospeysstal (Ukraine), Inversiones Mundial S.A. (Colombia), Kirchoff Automotive GmbH (Germany), SFS intec AG (Switzerland), Topdanmark (Denmark), PTT Chemical Public Company Limited (Thailand) and ICON Consultants (Pvt.) Limited (Pakistan).

Total figures as of 31 October:

- Business participants: 6,214
- Non-business participants: 2,382
- COPs received: 9,519
- Delisted business participants: 1,693

ENGAGEMENT OPPORTUNITIES

1. Responsible Business in Conflict-Affected and High-Risk Areas: Pilot Project: Building on the recent launch of the "Guidance on Responsible Business in Conflict-Affected and High-Risk Areas: A

Resource for Companies and Investors", the Global Compact and the Principles for Responsible Investment (PRI) are establishing a pilot group of companies and investors willing to actively implement the Guidance and report on lessons learned. The aim of the pilot project is to develop a better understanding of what the Guidance means in practical terms across different operating environments and how companies from different sectors can best implement.

2. Low-Carbon Leaders Project: Call for Submissions and Feedback

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 nearly 60 low-carbon solutions estimated to help avoid over 10 million tonnes of CO2 emissions.

FEATURED RESOURCES

1. Low-Carbon Leaders Project - Transformative Solutions for a Low Carbon Future: Presents the highlights and key outcomes of the triennial Global Compact Leaders Summit, held on 24-25 June in New York, which convened over 1,200 chief executives with leaders from civil society, government and the UN to elevate the role of responsible business in more sustainable markets and societies

2. Blueprint for Corporate Sustainability Leadership - Available in all UN languages: A model for corporate sustainability leadership that offers an aspirational but attainable strategy for companies to generate maximum value through the Global Compact. Criteria for leadership practice are identified related to: implementation of principles; action in support of broader UN goals and issues; and engagement in the Global Compact. The Blueprint is now available in all UN languages.

EVENTS

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*

Global Compact Board Deliberates Strategy, Integrity Measures

The Global Compact Board convened at UN Headquarters for its third meeting on the 19th of November 2010. Topics covered included the 2011 - 2013 Global Compact strategy, integrity measures and the Foundation for the Global Compact.

UN Secretary-General Ban Ki-moon, as the Board's chair, addressed the meeting, stressing that the Global Compact is well positioned to mobilize tangible support from the private sector in support of UN goals.

Following the meeting, Board members joined a special luncheon attended by government representatives from Brazil, Costa Rica, China, Denmark, Egypt, Finland, Germany, India, Italy, Luxembourg, Mexico, Norway, Qatar, Switzerland, Turkey and the United Kingdom.

Addressing the luncheon, the Secretary-General highlighted upcoming priority areas for the Global Compact, such as next year's 4th United Nations Summit on the Least Developed Countries and the UN Conference on Sustainable Development (Rio+20) in 2012. He urged businesses to guide Governments on what they can do to maximize private sector contributions to the UN agenda.

EEG EVENTS

- **Clean Up UAE:** EEG is accepting registrations from individuals, families, corporate bodies and academic institutions from all over the country for the annual Clean Up UAE Campaign, which will be held on the 12th of December 2010. Join us today to be a part of the Environmental History of the UAE! To register your participation or help in distributing the flyers, contact EEG, or visit our website www.eeg-uae.org.

OTHER EVENTS

- **CityBuild Abu Dhabi 2011:** CityBuild Abu Dhabi, a business to business trade exhibition, that attracts suppliers, manufactures, distributors and importers of products used in the construction of real estate and infrastructure projects will be held on the 17th to 20th of April, 2011. It will be co-located once again with the 5th edition of CityScape Abu Dhabi thus, incorporating an exhibition, summit, awards and networking events. For more information, please visit <http://www.citybuildabudhabi.com>.
- **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
- **Dubai Award for Sustainable Transport:** RTA is calling on entries for the Dubai Award for Sustainable Transport (DAST). The categories of the Awards include Mobility Management, Transport Safety, Environmental Protection, Special Needs, School Transport Safety and two Special Awards - Media Coverage and Academic Research. For more information, please visit www.rta.ae/dast.
- **Crossing Borders 2010-2011:** The Middle East Institute (MEI) is inviting entries for participation in its project titled "Crossing Borders 2010-2011", which intends to bring to light how ordinary people and key stakeholders can, do, and should cooperate to address "human security" challenges in four areas of critical importance to the future of the region: a) Migration, b) Higher education, c) Environment and d) Public health. For more information regarding the project, please visit <http://www.mei.edu>.
- **Smiles n' Stuff:** Al Noor Training Centre for Children with Special Needs, a very loved EEG member, is organizing exciting Coffee Mornings at Smiles n' Stuff. It is one of Al Noor Training Centre's initiatives to create awareness and raise funds while creating opportunities for Special Needs in the community. For more information about Al Noor's Coffee Mornings, please visit www.alnoorspeeds.ae or write to them at smilesnstuff@alnooruae.org.

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

Engr. Ali Al attar	New	Yamini Kishore	New	May Ponce de Leon	New
Anish Anand	New	Aashna Mandhian	New	Rogelio Rico Jr.	New
Walter Candelu	New	Joanne Simon	New	Prerit Kwatra	New
Atul Anant Aundhekar	New	Yohann Simon	New	Reedhi Kwatra	New
Prarthana Prashanth	New	Nouf Juma Al Aslai Al Falasi	New	Noora Bader Al Attar	New
Abrar Nader	New	Jayasri Pisharody	New	Karthik Satheesh Kumar	New
Abdalla Nader	New	Kaltham Ali	New	Khalifa Mahmood Rasheed	New
Rahul Rajiv	New	Aakash Bisht	New	Sharon Tracy Noronha	New
Arashad Kantawala	New	Abdulaziz Saeed Al Roken	New	Fahad Sami Fahad	New
Shaaz Kantawala	New	Abdulla Saeed Al Roken	New	Fatima Sami Fahad	New
Aazmin Kantwala	New	Aswathi Ajith	New	Haya Sami Fahad	New
Shakir Kantawala	New	Aarya Ajith	New	Meenakshi Rajesh	New
Fathieh Ali Soozaekeh	New	Manya Tarun Walia	New	Aditya Rajesh	New
Dibyoo Majumdar	Renew	Noel George	Renew	Christine Alia George	Renew
Samuel Noel George	Renew	Navami Krishna	Renew	Hanan Nasr Zoghbour	Renew
Kawther Alyasi	Renew	Mohammed Shamroukh	Renew	Khalaf Mohammed Al Marri	Renew
Thani Mohammed Al Marri	Renew				

Corporate Members

Associated Constructions & Investment Co. LLC	New	Al Ghurair LLC	New		
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CSR Members

Consolidated Contractors International Company	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

Unfortunately, as EEG has not received collection reports from our partners (Jabel Ali Glass Factory, German Toner Company and Paper Chase—Jabel Ali), we are unable to declare the winners in any of the programs for School and Company categories. As Individual members drop off their collections at the EEG office directly, we have provided the details of the winners in this category below:

PAPER COLLECTION CAMPAIGN

Individual	Quantity (kg)
Divya Jethwani	950
Asma Ibrahim Al Hattawi	405
Anchal Chawla	355

CAN COLLECTION CAMPAIGN

Individual	Quantity (kg)
Mohammed Ali Badshah and Jeffrey D. Reyes	7
Sara Ali and Katherine Urgelles	4
Ursul Kennedy and Khalaf Mohammed Al Marri	3

GLASS COLLECTION CAMPAIGN

Individual	Quantity (kg)
Mohammed Ali Badshah	90
Aadya Sharma	35
Hussein Dawood	26

PLASTIC COLLECTION CAMPAIGN

Individual	Quantity (kg)
Akbar Badshah	75
Abdula and Maryem	40
Maria Lynelia Carter	27

TONER COLLECTION CAMPAIGN

Individual	Quantity (pieces)
Dushan	30
Asma Ibrahim	29
Haseena Badshah	25

Please note that EEG will declare the School and Company winners in the next monthly newsletter. We apologize for the same.
Thank you for your efforts!

We remind you once again to participate whole-heartedly in the upcoming Clean Up UAE Campaign 2010 to be a part of the environmental history of UAE forever!

12th December 2010

All over UAE

