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CAN COLLECTION DAY 2015

You can make a lot of speeches, but the real thing is when you dig a hole, plant a tree, give it water, and make it survive. That is what makes the difference - the late Wangari Maathai, environmental activist, winner of Nobel Peace Prize in 2004.

EEG's waste management and recycling programmes are like little seedlings that were planted decades back and have since sprouted into strong trees. Eight long standing programmes, each with a time-tested structure and daily management tools, are quite unique in the entire region. From companies to government offices, from school to households, these programs have attracted thousands of enthusiastic followers over the years. For them, it is one of the primary ways of being environmentally pro-active on a day to day level.

As per the studies published in 2013, the UAE has been ranked as the 5th largest producer of Aluminium in the world and is amongst the top 15 countries whose Aluminium production accounts for 85% of the global production. Although the Aluminium production is always at a rise, the rate of recycling the Aluminium waste as per studies is only 5% in the UAE, while the global average is 63%.

The process by which scrap aluminium is reused in products after its initial production is called Aluminium recycling. This process involves re-melting scrap metal and therefore, it is far less energy intensive and expensive compared to mining for fresh aluminium ore. Obtaining aluminium from the recycling process requires only about 5% of the energy used to manufacture new aluminium. This process also serves in keeping large quantities of waste from occupying space in landfills and puts the money to better use. One discarded Aluminium Can if recycled can end up in the market shelves as a

brand new Aluminium Can within only 60 days. Towards that end EEG once again rolled out its Can Collection Campaign for the year 2015.

"One Action is a Chain Reaction". Following its long tradition, EEG started off the year 2015, with the Can Collection Day on Thursday the 26th of February. Hosting the 18th Cycle of the Aluminium Can Collection Campaign, the UAE society, joined hands to work towards a noble cause. Determined to reach its goal of recycling 27,000 kg of Aluminium Cans during 2015, EEG started off on a very high note.

The Day saw a gathering of more than 200 participating entities from around the country collecting 5,147 kg of Aluminium Cans. With the support of its volunteers from the public and private organizations, EEG-hosted sites across the UAE and saw eager participants gathering to save the environment.

For the first half of 2015, EEG collected 10,869 kg of Aluminium Cans with the support of the community. Since inception, the Can Collection Campaign has seen 236,180 kg of

Aluminium Cans resulting in the mitigation of 3,545 MTCO₂E, saving 53,751 Million BTUs of energy and saving 5,733 cubic meters of landfill space. The collection for the year 2015, has enabled EEG to reach 40% of its target of 27,000 kg. Let's work hand in hand to make the possibility of recycling 27,000 kg of Aluminium Cans a reality.



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