

# 52 Member Reports [West Asia]



Abbreviations used:  
CUW Weekend – Clean Up the World Weekend  
WED – World Environment Day

kgs – kilograms  
m<sup>2</sup> – square metres  
km – kilometres

## BAHRAIN

TEN YEARS

**10**

**Girl Guides of Bahrain**

Bahrain's 12th "Clean Up the World" campaign extended across the Kingdom with all Municipalities getting involved. The Minister of Education under-secretary also attended. Large beach areas, public gardens and historical sites were targeted.

This year's campaign included planting a large number of trees and attracted approximately 2,500 volunteers.

*Local support provided by: Municipalities of the Kingdom of Bahrain.*

## JORDAN

TEN YEARS

**10**

**Jordan Environment Participation Society (JES)**

JES launched their 2005 campaign with the theme "Towards Sustainable Development and Tourism". A total of 16,000 volunteers participated in clean up activities throughout Jordan including archaeological sites in the ancient city of Jerash. Waste items including paper, cans and glass were separated and sent for recycling.

*Local support provided by: Jordan Investment & Finance Bank, Jordan Kuwait Bank, Jordan Institution for Standards and Metrology, Jordan Engineer Associations, Landmine Survivors Network Jordan, Marwa-Natural Mineral Healthy Water.*

## The Royal Marine Conservation Society of Jordan (JREDS)

JREDS ran a variety of initiatives to increase appreciation for the marine environment and change the community's attitude to waste. Activities included a schools program consisting of awareness talks and playground clean ups, an environmental law workshop attended by 150 key stakeholders, and a family evening which provided a fun and educational night for over 2,000 people. A series of clean ups and a coral transplanting day were also held. The campaign culminated in an environmental evening attended

## Saudi Arabia – Al Baik



by 1,500 people from a wide cross section of the community. HRH Princess Basma bint Ali was the patron for the campaign. *Local support provided by: Aqaba Gulf Hotel, Arab Potash Company, Arab Bridge Maritime Company, Embassy of the United States of America.*

## PALESTINE

### Al-Ahliyyah College

A 3 day summer camp in Jericho was attended by 60 students from schools in Ramallah, Jenin and Jerich. The camp program focused on biodiversity and the Dead Sea and students also helped with the establishment of a new environment centre. The environment centre will be completed in 2006 and will allow more students to attend similar environmental camps in the future.

**Other Member(s) in Palestine**  
*GUN-GEO, Palestinian Marine Navigators Association (PMNA).*

## QATAR

### Ideal Indian School

The Ideal Indian School held a clean up in September to provide students with a practical lesson on the importance of looking after the environment. The Principal addressed the students highlighting the importance of a healthy environment and the need for sustainable development.

## SAUDI ARABIA

### Al Baik

In a collaborative effort, Al Baik, its corporate social responsibility program Ta'awanuh Cooperate and Coca Cola Bottling Company launched their 2005 awareness campaign with the theme "Littering is a mistake that puts our city in trouble, we can't escape!" Two comic characters Nazeeh and Wartan were created as mascots for the campaign. Campaign elements included clean ups, environmental competitions, pledge signing initiatives, road shows and media promotions. 1,600 volunteers took part in clean ups and related activities. The environmental message reached even further with over 300,000 members of the public adding their signatures to pledge banners and 150,000 educational booklets being distributed.

**Other Member(s) in Saudi Arabia**

*Ramzi Ali.*

**United Arab Emirates –  
Emirates Environmental Group (EEG)**



**UNITED ARAB  
EMIRATES**

**Australian Embassy  
Abu Dhabi**

The Australian Embassy Abu Dhabi joined as a Member for the first time in 2005. They supported fellow CUW Member the Lightform Filipino Photographers Guild, acting as Patron for the Guild's environmental photography exhibition in November.

TEN YEARS

**10**

PARTICIPATION

**Dubai  
Municipality**

Over 14,000 volunteers took part in the Dubai Municipality's campaign which included clean ups at Jebel, Ali Sanctuary, Mushrif Park and Nad Al

Sheba. Fishermen held a clean up on the open sea with 1.5 tonnes of marine debris being removed. Volunteers came from schools, businesses, community associations and government departments making the campaign a true community effort. Clean up activities were complimented by a comprehensive awareness program. The program included students performing environmental songs and plays, a recyclable materials sculpture competition, painting and photography competitions and the creation of a Clean Neighbourhoods Booklet to inform residents about waste management issues.

*Local support provided by: Gulf Eternit Industries, ETA Zenath, Etisalat, Al Bustan Rotana Hotel.*

**Emirates Diving Association (EDA)**

Emirates Diving Association conducted its 10th annual Clean Up Arabia campaign over two days in September. Children cleaned up along the east coast at Dibba Port-Fujeirah, while 60 divers cleared waste from Al Sammalia Island. A second clean up was held in Fujairah with over 500 people participating during the weekend. Waste items were categorised and counted to provide an indication of their source. This information will be used to design future education and pollution prevention campaigns.

*Local sponsor: Dubai Duty Free, Majid Al Futtaim (MAF), Dubai Technology and Media Free Zone Authority, HSBC Middle East, Le Meridien Al Aqah Beach Resort - fujeirah, Ministry of Fisheries and Agriculture, Chevrolet.*

**Emirates Environmental Group (EEG)**

In association with the Environment and Protected Areas Authority and the Government of Sharjah, Emirates Environmental Group held a November clean up event in Khorfakkan, Corniche. 1,600 students, teachers, residents and government and business employees took part removing 3 tonnes of waste from the popular recreational area. The day was designed to engage the community to help solve waste related issues in the UAE. It also provided a good opportunity for government representatives and community members to exchange ideas.

*Local support provided by: McDonalds, Fairdeals, ECO, Petrodeals, EPAA, Sharjah Municipality.*

**Lightform Filipino Photographers Guild Dubai**

In association with Dubai Municipality 263 Lightform Filipino Photographers Guild Dubai members took part in a September clean up at Al Ras Corniche in Deira. 250 bags of waste were collected with plastic bottles and other containers being separated for recycling. The Guild also organised a national photography competition with the theme "Green City, Green Community". 166 entries were received from amateur photographers from across Dubai and the Northern Emirates.

The competition provided a very visual means of raising awareness about environmental issues facing the UAE.

*Local support provided by: Canon, Middle East, JK National Stores, Dubai Municipality, Dubai Duty Free, Al Wasal Travels, Terumo Corporation, Giordano Fashions.*

**Other Member(s) in  
United Arab Emirates**

*Alpha Phi Omega International (Philippines) Inc.*

**Jordan –  
The Royal Marine  
Conservation Society  
of Jordan**

