

Habiba Al Mar'ashi: Protecting the Environment is a Shared Social Responsibility

Flashes: Randa Gerges - Photo: Alaa Al-Habashi

Achieving sustainable development goals doesn't depend only on the work of institutions or individuals. It also needs many pillars to build on such as developing community awareness campaigns, implementing training activities, and spreading the culture of teamwork by local and federal government bodies concerned with environmental affairs, in addition to sharing educational means in all its stages.



Habiba Al Mar'ashi is an Emirati environmental activist whom in 1991, founded the Emirates Environmental Group an environmental non-governmental organization (EEG) working in Dubai, United Arab Emirates (UAE).

In an interview with Flashes, she talks about the outstanding challenges in her activism and highlights her plans to raise awareness of sustainable environmental concerns. Randa Gerges met her during the Knowledge Summit 2019.

What is the role of NGOs in supporting sustainable development?

There are many responsibilities that fall on non-governmental organizations, ranging from humanitarian aspects to social and environmental elements. For example, "Clean Up UAE" campaign, which was launched in 2002 as a popular initiative to activate the role of all social groups in protecting the environment, has become a real initiative to spread awareness among individuals on how to dispose waste in the right way.

The quantities that we collected from the desert and cities were initially enormous, but there is drastic reduction in the quantities compared to the past. I hope to see the day when our streets are completely clear of waste, when throwing garbage and waste in the designated boxes

