



BEE'AH

# THE BUSINESS PLEDGE

SETTING TARGETS FOR SUSTAINABLE AND RESPONSIBLE GROWTH

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## 1- WHAT IS THE INITIATIVE THAT THE ORGANISATION HAS ESTABLISHED?

Bee'ah is the regions' leading environmental and waste management company. They have over 7,000 employees who continually devote their time and effort towards a better and sustainable future. Since its formation in 2007, they have been unceasingly working towards achieving their goal of being socially responsible and achieve "zero waste to landfill". This means that they plan to divert all waste away from landfills. Bee'ah has already achieved 76% diversion from landfills in Sharjah. They have achieved this through their various innovations implemented all over the city to raise awareness, educate and encourage the public to be more environmentally friendly.



## 2- WHAT WAS THE MOTIVE FOR ESTABLISHING THIS INITIATIVE?

The biggest drive for Bee'ah to establish their initiative was to help achieve the United Arab Emirates 2021 Visions and Goals for each Emirate to achieve at least a 70% diversion rate from landfills. Achieving the UN Sustainable Development Goals by positively impacting the environment also plays a huge role in Bee'ah's motive. One of the most impactful motives for Bee'ah's initiatives are the benefits it reaps for the environment. The decreased amount of waste accumulating in landfills leads to less anaerobic reactions. This helps limit the amount of harmful greenhouse gases such as carbon dioxide and methane that are released into the air which significantly contribute to global warming. Additionally, Bee'ah realised the finite resources Earth offers compared to the way people consume goods. Their initiative ensures a sustainable, economic and business option to sustain life on Earth. Bee'ah's motivation is driven by their use of the circular economy model. Many companies use the linear model- take, make, use and dispose. However, Bee'ah takes, makes, uses and reuses or recycles. They use their waste as a resource. It is a continuous cycle that leads to minimal waste produced. From the business perspective, it is a great financial opportunity for the company as it is less labor intensive and there is less energy wastage. It also helps create more jobs for people around the country.

## 3- WHAT WERE THE WAYS IN WHICH THE ORGANISATION IMPLEMENTED THE INITIATIVE?

Bee'ah has divided their initiatives into 4 different categories.

The first category is optimised waste collection, whereby they collect waste around the city with minimal impact on the environment. They have around 1,200 eco-friendly vehicles that they use to collect waste which are only dispatched when necessary around Sharjah. They use the shortest route possible to minimise harmful emissions.

This helps reduce their fuel consumption, in turn reducing the use of fossil fuels.

In 2018, Bee'ah also became the first company in the Middle East to place an order for Tesla's revolutionary Semi trucks.

The second category is resource recovery.

Bee'ah works towards extracting resources from waste to produce other products, "converting resources into riches.". They have achieved this by implementing four different types of facilities and factories. The Material Recovery Facility extracts resources from waste such as paper, aluminum, and plastic. The Construction and Demolition Waste Recycling Facility recycles building materials that are wasted or in bad condition into materials that can be used again elsewhere. Damaged tyres are recycled in the Tyre Recycling Facility to make new products. Finally, the Car and Metal Shredding and Recycling Factory gathers unused cars and other scraps of metals to shred them in order to use them to make other new products.

All 4 facilities have a lower ecological footprint than landfills, making them

more beneficial and efficient. Renewable energy is the third category Bee'ah has. This includes converting any waste that cannot be recycled into energy. Bee'ah did this by building the region's first Waste to Energy Plant. In the plant, they are able to treat approximately 300,000 tonnes of waste annually. The fourth and last category Bee'ah focuses on is community outreach. This is the most vital part to Bee'ah as they help engage and educate their community about the benefits of recycling and reusing and managing their own waste. They provided the people with green and blue bags to help them separate their waste and placed corresponding bins in close proximity to their houses. They also implemented a Reverse Vending Machine, whereby an individual would put in a recyclable item in the machine and receive entry into a monthly draw through the company's mobile application. In order to educate the youth and future leaders towards a greener future, the Bee'ah School of Environment initiative raises awareness by teaching and encouraging young students to be more environmentally friendly. Bee'ah has implemented many other initiatives through the use of innovations as well. For example, they use smart bin sensors. The sensors alert Bee'ah when the bin is full and ready for collection. These bins are also solar powered and have wireless internet connection. They also use 3-stream bins, which teaches and encourages the community about the importance of segregating recyclable and non-recyclable items. It helps reduce Bee'ah's cost, time and increases the value of the product they produce as the product would not be contaminated with harmful materials. They also have a joint venture with Crescent Enterprises, called ION, which deploys electric vehicles through ride-sharing platforms like Careem. Consumers can order a Tesla car which runs on electricity, thus becoming more eco-friendly. They also have another joint company called Evoteq which develops next-generation, digital solutions for industries ranging from healthcare to education, transport and logistics, thus improving the efficiency and security of global supply chains.

Bee'ah has implemented many of their initiatives with Burj Khalifa, Dubai World Trade Centre, Marina Mall, TECOM, and many more.



## 4-WHAT WAS THE IMPACT THE INITIATIVE HAD ON THE ORGANISATION?

With their numerous successful initiatives implemented all over the UAE, Bee'ah has made a huge impact. In 2007, waste diversion in Sharjah stood at a dismal 20%. By 2018, thanks to Bee'ah, waste diversion in the emirate had reached an incredible 76%. They process around 3 million tonnes of waste every year. Moreover, Bee'ah has achieved a diverse revenue generation model. With around 200 clients, Bee'ah has implemented many of their initiatives to help lead the UAE towards sustainability. Their initiatives have an immense impact on the environment in a way that derives benefits by helping society sustain longer with Earth's limited natural resources and being aware of their surrounding environment, working towards a greener future.