

# MAJID ALFUTTAIM COMMITTED TO ENHANCING PLASTIC POLLUTION AWARENESS

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The 27th Conference of the Parties ("COP27"), currently being held in Egypt, witnessed the signing of a Memorandum of Understanding ("MoU") between Majid Al Futtai Holding Company, the UAE Ministry of Climate Change and Environment and Environment Agency – Abu Dhabi ("EAD").

The purpose of the MoU is to enhance cooperation between the parties to further integrate sustainability in the public and private sectors. The parties seek to help conserve natural and environmental resources by encouraging the use of reusable products to address the challenge of excessive plastic waste.

The partnership will enhance awareness and knowledge of the environmental impact of plastic pollution, most importantly single-use plastic bags. The companies will work closely to measure the impact of the initiative by monitoring the decrease in single-use plastic bag usage and the rate of reduction of greenhouse gas emissions resulting from the switch to reusable alternatives.

**Alain Bejjani**, CEO at Majid Al Futtai Holding shared the news on a LinkedIn post saying:

"Eliminating #SingleUsePlastics is a crucial step in our efforts to protect the environment and curb #carbonemissions. Yesterday at #COP27, Majid Al Futtai signed an MOU with the وزارة التغير المناخي والبيئة Ministry of Climate Change and Environment and Environment Agency – Abu Dhabi (EAD) to explore joint solutions to raise awareness about reusable alternatives to #singleuseplastics and adopt substitutes for plastic packaging.

Our partnership will see Majid Al Futtai collect, track and analyse customer data to understand

behaviour and measure progress. This supports our #DareTodayChallengeTomorrow strategy to eliminate single-use plastics across our operations by 2025. #SayNoToPlastic".

Majid Al Futtaim Holding legal team is led by general counsel **Hassan Basil Hassan** (pictured).