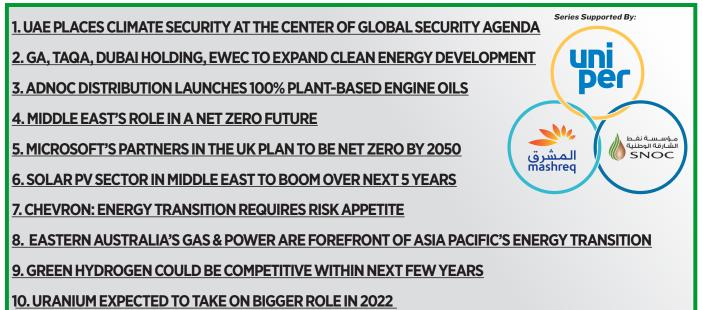
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#### Meghna Lakhani Talreja

Founder and CEO Optas.App and One Modern World

There are so many start-ups and mobile applications available in the UAE for consumers to improve their waste management, plus four recycling projects. There is now a free door-to-door recycling service in Dubai and Abu Dhabi, for example. Looking ahead, I think they need to be taken more advantage of and there must be more public awareness. The same applies to plastic labeling, as this would make people much more conscious about the impact of their single-use plastic. Correct labeling means consumers can directly understand the consequences of each item. Plus, there is going to be a ban on single-use plastic bags in the UAE from the 1st July.

#### Government support

There is a far bigger push from the government in the UAE to support new companies, especially in the field of sustainability. I have been part of the many different programs going on, which are also helping create more awareness. There is a significant rise in the number of collaborations as well. There is no shortage of ambition and we are seeing many actions being implemented – change that we can really see. For example, some companies are converting cooking oil into biodiesel to improve their food waste management in the hospitality industry. Overall, the outlook is increasingly positive.

\*Paraphrased Comments

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Dyala Sabbagh Partner **Gulf Intelligence** 

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#### **Energy Transition Dialogues** SOUNDINGS



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"Investors need to know projects are not just about ESG – they must be commercially viable too."

Aditya Shah Head of Circular Economy **Creek Capital** 



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