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## UDC Ignites Sustainability Week 2025 Across the Pearl and Gewan Islands a Celebration of Action, Awareness and Community



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Doha, Qatar – November 1, 2025: United Development Company (UDC), master developer of The Pearl and Gewan Islands, will host a week-long community engagement program from November 1-8 in support of Qatar Sustainability Week, bringing together residents, partners, and

organizations for environmental and social responsibility initiative

More than a corporate initiative, Sustainability Week reflects UDC's growing commitment to shaping communities where environmental awareness and everyday life go hand in hand. In line with Qatar National Vision 2030 and the UN Sustainable Development Goals (SDGs), the week brings together residents, partners, and organizations to take real steps toward a greener, healthier future.

The event launches with impact: a Seabed Clean-Up at The Pearl Island Marina next to the amphitheatre, where professional divers, residents, and volunteers will work side by side to remove waste and protect Qatar's marine ecosystems. It's a powerful start to a week built around action and collaboration.

Midweek, the focus shifts to community-driven sustainability. The Plastic Recycling Campaign on November 4 has already seen 1.2 tons of plastic collected, with expectations to reach 1.5 tons by year-end setting a new record and highlighting how collective effort can drive real environmental change.

On November 5, UDC teams up with Hamad Medical Corporation for a Blood Donation Drive hosted through mobile units at Gewan Island and Medina Centrale extending the spirit of sustainability to human well-being and social responsibility.

In partnership with the Ministry of Environment and Climate Change, UDC will also lead an interactive awareness campaign on Gewan Island (November 1–3), designed to spark dialogue, creativity, and personal commitment to sustainable living.

The grand finale takes place on November 8 at Duck Lake, where Community Park Activities will bring families together for hands-on urban farming workshops, planting sessions, and upcycling demonstrations turning education into play and sustainability into a shared family value.

Building on the momentum of its record-breaking 2024 underwater clean up, UDC continues to position itself at the forefront of sustainable urban development in Qatar. Each initiative during Sustainability Week 2025 underscores a single vision: that true progress is achieved when people, place and the planet thrive together.

With its vibrant mix of action, awareness, and community spirit, Sustainability Week 2025 promises to make an impact far beyond The Pearl and Gewan Islands inspiring a culture of responsibility, connection, and hope for a more sustainable tomorrow.