

UDC Launches Comprehensive Environment Day Campaign Across



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The Pearl and Gewan Islands

A community-wide sustainability programme focused on carbon reduction, food waste bioconversion, and plastic waste elimination

Doha, Qatar – 14 June 2026: United Development Company (UDC), the master developer of The Pearl and Gewan Islands, has launched its World Environment Day 2026 campaign under the

theme “Inspired by Nature. For Climate. For Our Future.” The initiative reflects UDC’s continued commitment to environmental sustainability and responsible destination management, while reinforcing its contribution to Qatar’s wider climate and sustainability ambitions.

This year’s campaign brings together awareness, innovation, infrastructure, and community participation through a series of practical initiatives designed to reduce environmental impact, encourage responsible resource management, and foster more sustainable lifestyles across The Pearl and Gewan Islands.

The campaign engages residents, retailers, contractors, service providers, employees, and visitors through a coordinated programme spanning social media, community platforms, digital screens, direct outreach, and on-ground activations designed to drive measurable environmental impact and encourage more sustainable behaviours across the community.

A major focus of this year’s campaign is improving waste management practices and increasing waste segregation at source. Through educational content, awareness initiatives, and community engagement activities, UDC is encouraging greater participation in food waste separation and recycling while highlighting the environmental benefits of diverting waste from landfill. These efforts form part of a broader strategy to improve resource efficiency and reduce the environmental footprint of community operations.

The campaign also introduces a dedicated plastic reduction and recycling initiative aimed at tackling single-use plastic waste. Four specialized recycling stations will be deployed across residential areas, providing residents with convenient recycling access and encouraging greater participation in plastic recovery efforts. Supporting this initiative, UDC will launch an educational awareness campaign, including a documentary-style feature broadcast across digital screens throughout the islands, highlighting the environmental impact of plastic pollution and the importance of adopting more sustainable alternatives.

At the heart of the campaign is the introduction of an advanced food waste biodigestion programme, representing one of UDC's most significant environmental initiatives to date. The new biodigester system, capable of processing up to 50 kilograms of organic waste daily, will convert food waste into environmentally safe by-products while significantly reducing the amount of organic waste transported to landfill.

The programme is expected to recover between 10% and 30% of food waste generated across The Pearl and Gewan Islands, while processing up to 50% of food waste generated within UDC's own offices. Once fully operational, the initiative is projected to eliminate approximately 1,733 kilograms of direct carbon dioxide emissions annually and prevent more than 40 tonnes of greenhouse gas emissions (CO₂e) each year. The initiative will also reduce the need for waste

collection and transportation, decrease associated vehicle movements, and further lower the environmental footprint of operational activities, while supporting more efficient resource management.

As one of Qatar's leading master developers, UDC continues to invest in environmental innovation, sustainable infrastructure, and community-led initiatives that support the long-term resilience of its destinations. The World Environment Day 2026 campaign represents another step in this journey, reinforcing the company's commitment to integrating sustainability into the daily operation and future evolution of The Pearl and Gewan Islands, while setting a benchmark for how large-scale mixed-use destinations can contribute to a more sustainable and resilient future.