

**BEEAH**



BEEAH Digital  
Corporate Brochure

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# About BEEAH Group

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# Founded in 2007

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Founded in 2007, through an Emiri decree by His Highness Sheikh Dr Sultan bin Muhammad Al Qasimi, Member of the Supreme Council and Ruler of Sharjah, the BEEAH Group is a public-private partnership organisation.

# Smart Solutions

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As the region's leading sustainability and digitalization expert, BEEAH Group is renowned for groundbreaking environmental innovations and smart solutions for future-ready cities.

Recognizing sustainability and technology as the pillars of a modern economy, the Group has invested in a comprehensive, full-circle strategy for the future.

# Sustainability

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BEEAH Group operates in the industries of waste management, renewable energy, technology, consulting, education, transport, real estate, and healthcare.

Raising the bar for quality of life in the region, BEEAH Group businesses continue to set industry benchmarks in sustainable, smart solutions and help countries across the region create and execute their roadmap for a socially responsible future. The Group currently operates in the UAE, Egypt and the Kingdom of Saudi Arabia.

# Vision

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To pioneer a sustainable quality of life in  
the MENA region and beyond



# Mission

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To create strong partnerships and provide smart sustainable solutions in environmental and integrated waste management, renewable energy, transportation, healthcare, education and research.

# Our Values

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Innovation  
Agility  
Excellence  
Determination

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# BEEAH Group Businesses

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**BEEAH**  
TANDEEF



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# BEEAH Tandeef is BEEAH Group's waste collection and city cleaning vertical.



As the region's preferred waste management company, BEEAH Tandeef offers world-class waste collection services to governments, corporate establishments, and residents across the MENA region.



BEEAH Tandeef uses the latest industry technologies and best-in-class practices to provide street cleaning, waste collection, waste tracking and waste sorting services.



BEEAH Tandeef conducts its operations using a smart, eco-friendly fleet, which includes automated sweepers, electric street cleaners, electric desert cleaners and other state-of-the-art vehicles.



The company was also the first in the region to introduce solar-powered smart bins, which use energy to compact waste, and act as community Wi-Fi hotspots. WastePro+, the region's first, end-to-end, digital waste management solution, was launched by BEEAH Tandeef, and manages the company's operations across the waste cycle.



BEEAH Tandeef holds the commercial contracts for several notable clients such as the Burj Khalifa, Emirates Airlines, Dubai Airports, EMAAR, the RTA, Majid Al Futtain Group, TECOM Investments, DAMAC Properties, Nakheel Properties, and DU Telecom, among others.

In addition to its commercial services, BEEAH Tandeef has introduced door-to-door awareness initiatives and residential recycling programmes. The company also provides a service called 'You Call, We Haul' for safe and easy disposal of bulky or heavy waste.





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## Regional Presence

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BEEAH Tandeef is proud to bring its expertise and knowledge of best practices to other countries and currently operates in the UAE, Saudi Arabia, and Egypt.

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## Saudi Arabia

BEEAH Tandeef has been managing waste-management for the city of Madinah in Saudi Arabia since 2020, covering 70 percent of its area, and serving a population of over 1.2 million people. In line with Saudi Arabia's Vision 2030, BEEAH Tandeef has developed a comprehensive roadmap to support Madinah's transition to a sustainable city of the future.



BEEAH Tandeef provides solid waste collection and transport services, and performs disinfection and sanitisation of waste bins, in addition to conducting training sessions, workshops, and awareness campaigns for citizens in Madinah.



## Egypt

In 2020, BEEAH Tandeef was appointed as the waste management partner for Egypt's new Administrative Capital, one of the largest urban development projects in the world. Through an integrated environmental management approach and use of the latest sustainable technologies, it is serving over 2 million residents, aiming to achieve an 80 percent waste diversion rate.

BEEAH offered sustainable waste management solutions for the city of Sharm El Sheikh, before, during and after COP27, the 27th United Nations Climate Change Conference in Sharm El Sheikh.



**BEEAH**  
RECYCLING



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# BEEAH Recycling is the recycling subsidiary of BEEAH Group



The BEEAH Recycling vertical is responsible for driving BEEAH Group's agenda for zero waste, through waste sorting, processing, treatment, and material recovery. The company's state-of-the-art Waste Management Centre houses some of the world's most advanced recycling facilities. Through this vertical's integrated waste management strategy, Sharjah has now achieved the Middle East's highest waste diversion rate of 90%.

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# Recycling Facilities

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## Material Recovery Facility (MRF)

The third largest facility of its kind in the world, and one of the largest producers of recyclables in the region, the Material Recovery Facility uses state-of-the-art technologies to process over 600,000 tonnes of municipal solid waste annually.

## Construction and Demolition Waste Recycling Facility (CDW)

The first of its kind in the MENA region, the Construction and Demolition Waste Recycling Facility processes around 500,000 tonnes of construction & demolition waste annually, turning it into industry-certified recyclable products.

## Tyre Recycling Facility (TRF)

The Tyre Recycling Facility is a world-class facility that uses state-of-the-art cryogenic processes to recycle up to 3 million tyres every year, and produce high-quality ISO certified rubber products.

## Car & Metal Shredding and Recycling Facility

The Car & Metal Shredding and Recycling Facility shreds old car bodies and other light metal scrap, and segregates metal, glass, and plastic components for recycling.

## Industrial Waste Water Treatment Plant (IWWTP)

The Industrial Waste Water Treatment Plant treats 350m<sup>3</sup> of industrial wastewater every day. Using physical, chemical, and biological processes, the facility produces clean water for use.



## Biomass Facility

The Biomass Facility processes 200 tonnes of cellulosic and carbon-based waste from construction, furniture, biological & bulky waste daily, to generate alternative fuel.



## Alternative Raw Material Facility (ARM)

Developed in partnership with Polyeco Group, the world-class Alternative Raw Material Facility is the first dedicated marine waste treatment facility in the region. It can produce up to 120 tonnes of alternative raw materials.

CAUTION  
KEEP  
MACHINERY  
IN

## Solid Recovered Fuel Facility

The first of its kind in the region, the Solid Recovered Fuel Facility processes commercial waste residue, to generate high-quality alternative fuel for cement production.





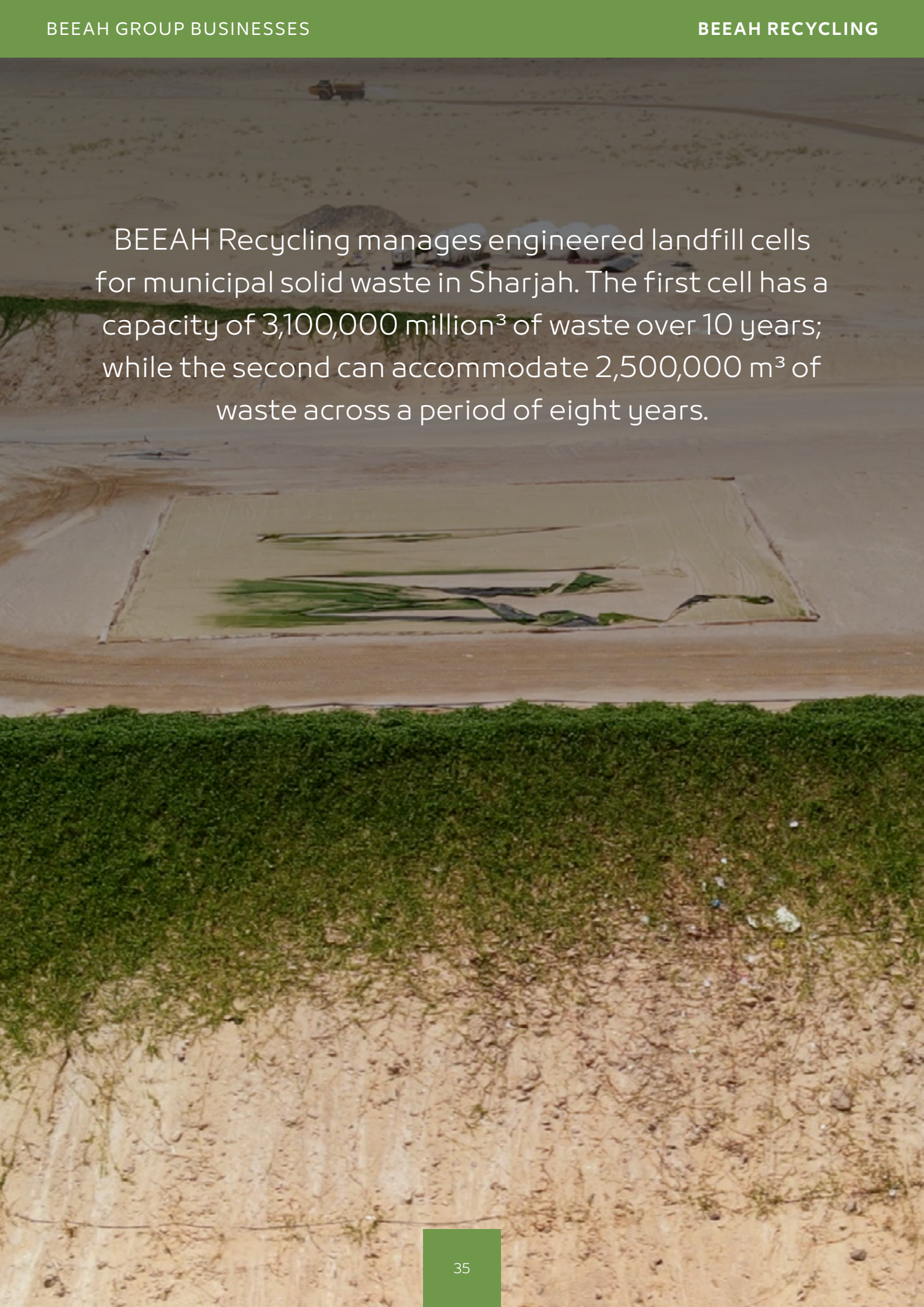
## Commercial and Industrial Facility

Treating commercial and industrial waste through the region's first integrated robotics sorting system, the Commercial and Industrial Facility processes source-segregated, clean mixed recyclables.

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# Landfills

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BEEAH Recycling manages engineered landfill cells for municipal solid waste in Sharjah. The first cell has a capacity of 3,100,000 million<sup>3</sup> of waste over 10 years; while the second can accommodate 2,500,000 m<sup>3</sup> of waste across a period of eight years.

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**Wekaya**

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Wekaya, BEEAH Recycling's joint venture with Green Planet, is a premier medical waste management facility that specialises in the safe collection, treatment, and disposal of medical waste.

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**Evogreen**

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The background of the page is a dark blue, textured surface covered with numerous broken pieces of clear glass. Several large, clear glass bottles are scattered across the scene, some lying on their sides and others partially broken. The lighting creates highlights and shadows on the glass, emphasizing its transparency and the sharp edges of the shards. The overall composition is abstract and focuses on the theme of recycling and environmental management.

# evogreen

A BEEAH + POLYGREEN JOINT VENTURE

Evogreen is a joint venture between BEEAH Recycling and Greek-owned Polygreen, which offers innovative marine environmental management solutions.



**B&A Industrial**





**B&A**

WASTE MANAGEMENT

A BEEAH &amp; AMBIENTHESIS JOINT VENTURE

BEEAH Recycling joined forces with leading Italian company, Ambienthesis, to establish B&A Industrial, an end-to-end, integrated, industrial waste management company.

**BEEAH**

ENVIRONMENT  
SERVICES



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# BEEAH Environment Services

The BEEAH Group's Environment Services division is responsible for leading the organization's efforts in research and innovation under the environment and sustainability sectors. This vertical is also responsible for establishing Sharjah's first air quality monitoring system. BEEAH Environment Services provides clients with customized environmental solutions including:



- Comprehensive ecological baseline surveys
- Expert industry reports
- GIS-based mapping
- Environmental studies to assess compliance with local and federal regulatory requirements
- Comprehensive and innovative waste management solutions
- Process safety assessment for early identification of potential hazards, design deficiencies, and zoning of flammable areas
- Comprehensive environmental monitoring, contamination assessment, and remediation of contaminated sites

**BEEAH**  
EDUCATION



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# BEEAH Education

Since its formation in 2010, BEEAH Education has been inspiring environmental awareness and excellence, helping individuals & communities to make a difference for a better world. From schools to universities, government bodies, organizations, and the public, BEEAH Education is reaching all facets of society, creating a culture of environmental consciousness, inculcating environment-friendly habits, and rewarding positive action and innovation. Through comprehensive educational programmes, awareness initiatives, training sessions, and global competitions, BEEAH Education is preparing and fulfilling the vision for a better tomorrow.



## ACADEMY OF SUSTAINABILITY

PIONEERED BY BEEAH EDUCATION

Launched in 2010, the BEEAH Academy of Sustainability, formerly known as BSOE, is a one-of-a-kind environmental education programme. Through online & offline learning platforms, the Academy reaches a network of more than 252,000 students, 6500 teachers and 700 schools. In addition to engaging students through expansive lesson plans, animated videos, and activities on its interactive web portal, the Academy conducts presentations, and workshops at schools across the UAE. The BEEAH Academy of Sustainability also conducts environmental and recycling competitions, including The Great Battery Challenge (TGBC), in partnership with Duracell.



The Future Pioneers Award (FPA), launched by BEEAH Education, is an esteemed international award that seeks to recognize sustainable excellence by acknowledging ground-breaking ideas and projects within the sector. Under the patronage of Her Excellency Sheikha Bodour bint Sultan Al Qasimi, the awards welcome individuals and entities of all demographics, such as school and university students, professionals from diverse sectors, as well as government bodies, institutions, and corporate organizations. The FPA expands upon the scope of the Environmental Excellence School Award (EESA), a leading national environmental competition that was held previously by BEEAH Education.



The Institute of Environmental Management and Sustainability – Middle East is a centre for interactive learning, innovation, and skill advancement. It offers a range of internationally accredited, industry specific qualifications and training programmes within the environment and waste sectors.







The BEEAH Executive School was established by BEEAH Education as an exclusive leadership development programme, to ensure continuous skill development and career growth for employees of all job levels. The institution offers courses on leadership, personality development, communication, and other skills that can help employees to build their capabilities, learn best practices, study the latest technology trends, cultivate their potential, and take their career to the next level. The BEEAH Executive School is open to BEEAH employees as well as interested employees from other organizations.

**BEEAH**  
ENERGY



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# BEEAH Energy has invested in several innovative & unique solutions for clean energy



BEEAH Energy has invested in several innovative and unique solutions to harness the full potential of clean energy, diversify the UAE's energy mix, and support national and international goals in sustainable energy generation.

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**Emirates Waste to Energy Company**

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BEEAH Energy partnered with Masdar to form the Emirates Waste to Energy Company, to establish waste-to-energy projects across the MENA region.

The EWTE's first project, the Sharjah Waste to Energy Facility, is the first of its kind in the region.


Inaugurated in 2022, this facility is capable of processing over 300,000 tonnes of waste per year, to produce 30MW of clean energy, powering up to 28,000 homes.



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# Waste-to-Hydrogen Project

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BEEAH Energy is currently in the process of building the region's first Waste-to-Hydrogen facility. Combining BEEAH's expertise in waste management and material recovery, Chinook Sciences patented RODECS pyrolysis and gasification process, and Air Water's Hydrogen Refinement technology, the Waste to Hydrogen plant will transform waste wood and plastic into fuel-cell grade green hydrogen. Upon its completion, the hydrogen from this facility will be used to power BEEAH Group's waste collection fleet.

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# Solar Landfill Project

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On reaching BEEAH Group's zero-waste target, BEEAH Energy will repurpose the resultant empty landfills into solar farms. Solar photovoltaic panels will be installed on BEEAH Recycling's Al Sa'jah landfill site across three phases. This solar-landfill project is the first of its kind in the region and will produce up to 120 megawatts of clean energy on completion.

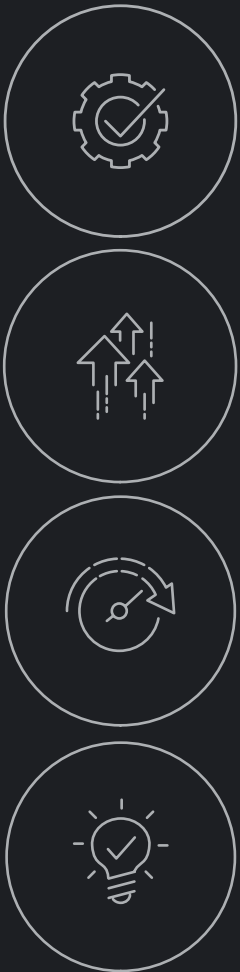


**BEEAH**  
DIGITAL



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# BEEAH Digital is committed to leading digital innovation in the MENA region



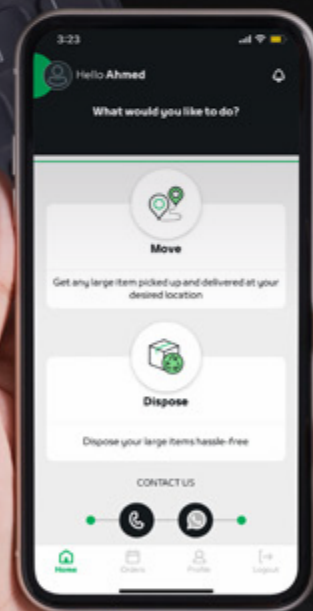
The BEEAH Group's technology vertical, BEEAH Digital, is committed to leading digital transformation in the MENA region, through ventures that harness the potential of emerging technologies and innovations. BEEAH Digital has founded 3 ventures: EVOTEQ, re.life and One Data Centre.

# EVOTEQ

EVOTEQ was founded in 2017 with a mission to accelerate digital transformation in the Middle East. EVOTEQ enables governments and large enterprises across the region to improve performance, increase efficiency, and make better decisions, creating meaningful impact on people's lives. EVOTEQ has been responsible for some of the region's most remarkable digital solutions, including: the first AI platform for offices of the future; the GCC's largest municipal digitization project; Sharjah's first blockchain platform; and a GS1 certified, track-and-track platform, which has now been adapted by the UAE Ministry of Health and Prevention, MoHAP, to create the 'Tatmeen' application.

# re.life

Launched by BEEAH Digital in 2020, re.life creates a digital ecosystem that improves quality of life through connectivity, communication and transparency. re.life has launched 2 ventures: re.life collect & re.life market. re.life collect is a smart, on-demand solution for door-to-door transportation, delivery & logistics. re.life market is a one-stop virtual marketplace for recyclables trading.



Established through a partnership between BEEAH Digital and Khazna Sharjah, the joint venture will be Sharjah's first tier 3 data centre, leading the development of new digital infrastructure in the emirate.

**BEEAH**  
TRANSPORT



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# BEEAH Transport supports BEEAH Group's vision for a net-zero emissions future



...by establishing green mobility infrastructure and deploying low-carbon transport solutions. BEEAH Transport partnered with Crescent Enterprises to establish the country's first exclusive sustainable mobility solutions provider, ION.



# ION

Established in 2018, ION delivers end-to-end mobility solutions, including first and last mile solutions, ride-hailing services, group and freight transport, as well as energy networks such as alternative battery technologies and charging stations.



**BEEAH**  
HEALTHCARE



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# BEEAH Healthcare

As part of BEEAH's agenda to provide holistic quality of life, the Group diversified into the healthcare sector by developing the Jawaher Boston Medical District.





**JAWAHER**  
BOSTON MEDICAL DISTRICT

Through a landmark partnership with Mass General Brigham and Dana-Farber Cancer Institute, BEEAH Healthcare has announced plans to build the Jawaher Boston Medical District, a state-of-the-art health care system designed to deliver world-class, patient-centered care through innovation, technology, and sustainability. With the aim of making Sharjah one of the healthiest cities in the region, the Jawaher Boston Medical District will offer patients access to the latest clinical expertise across a wide variety of integrated clinical specialties, including lifestyle medicine and prevention, oncology, women's health, pediatrics, cardiovascular, neurosciences, behavioral health, and rehabilitation medicine.



JAWAHER  
BOSTON MEDICAL DISTRICT

As a healthcare ecosystem of the future, the Jawaher Boston Medical District extends care beyond the walls of a hospital, integrating healthcare solutions into homes, schools, workplaces, and communities, addressing the needs of individuals across their entire lifespan. Fueled by a spirit of innovation and caring, this best-in-class model of wellness and health will develop new technologies, diagnostics, delivery models and patient care, and ultimately foster research that will directly benefit patients in the United Arab Emirates and the region at large.

**BEEAH**  
REAL ESTATE



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# Pioneering green architecture in the UAE and wider region



BEEAH Real Estate offers end-to-end development and management solutions across a project's lifecycle. With exceptional expertise in project management, commercial management and governance services, this division provides master planning for sustainable, smart infrastructure.



Building on the legacy of the BEEAH Headquarters, BEEAH Real Estate is also conceptualizing an extended masterplan surrounding the building, which will serve as a model for a self-sufficient city of the future.



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# BEEAH Headquarters

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Designed by the world-renowned Zaha Hadid Architects, the BEEAH Headquarters redefines the benchmark for green buildings. Completely powered by renewable energy, the building embodies sustainability principles through an integrated strategy; including displacing the need for the consumption of a resource through natural means, utilising resources as effectively as possible, generating resources renewably, and reducing the site's existing impact on the environment.



As the first fully AI integrated building in the region, the BEEAH Headquarters operates using cloud and artificial intelligence features, developed and deployed by technology experts Microsoft, Johnson Controls and EVOTEQ. From digital workspaces to smart back-office integration, smart lobby-visitor management, smart security and intelligent concierge services, the building sets a model for the offices of the future.



As one of the smartest and most sustainable buildings in the world, the headquarters is designed to meet the Leadership in Energy & Environmental Design (LEED) Platinum certification standards, the US Green Building Council's highest rating.

## Contact Information

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