

Bee'ah  بيئة

The Missing Link: Changing public opinion

Jeremy Byatt

Bee'ah, the Sharjah Environment Company

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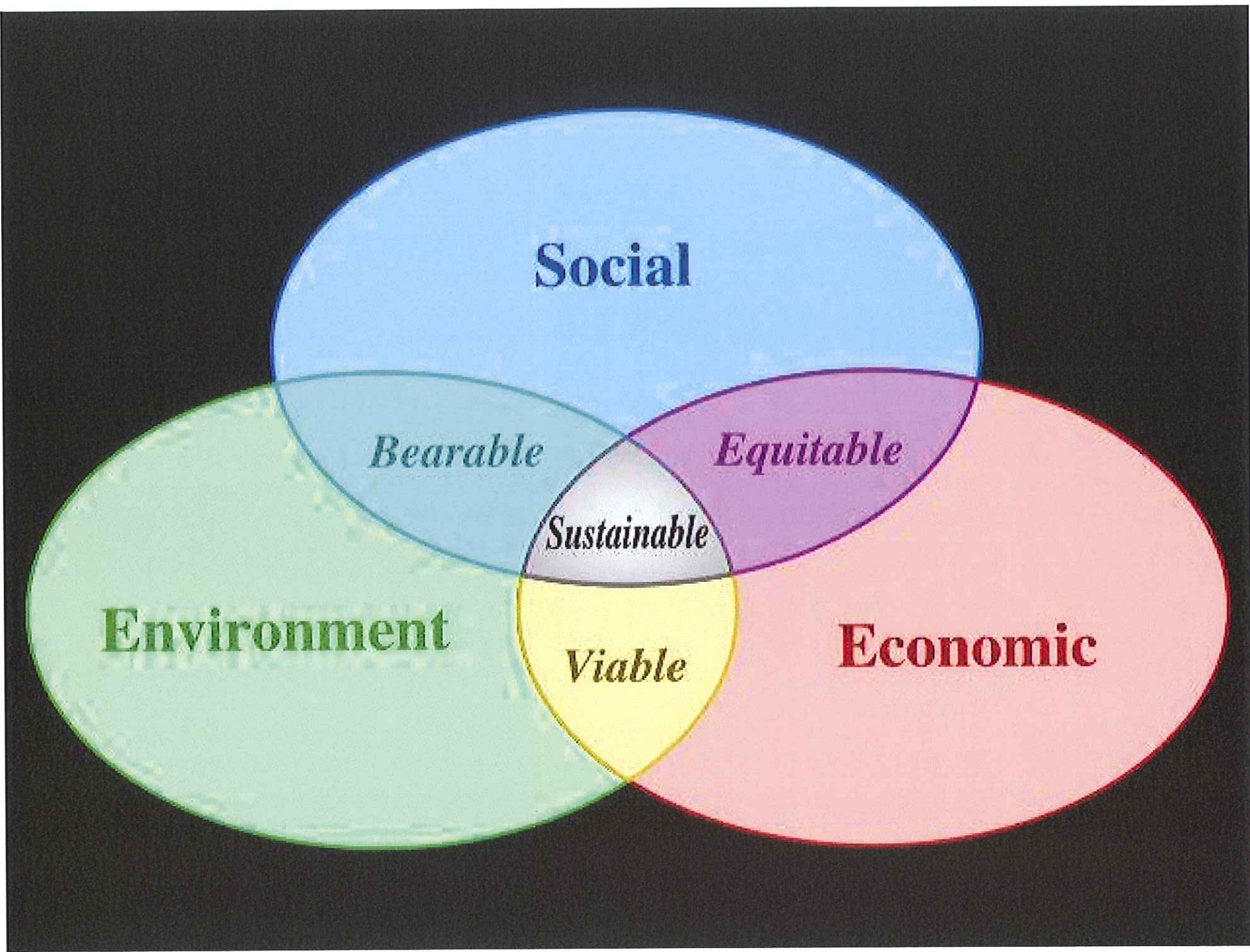


UAE environmental facts

• Facts on Waste

- The Emirate of Sharjah produces one of the highest amounts of waste per capita in the world.
- The UAE was recently ranked as the worst in the world in terms of per capita environmental impact.
- 2,000 tons of Municipal Solid Waste (MSW) is generated in Sharjah daily
- 2.5 kilograms of MSW is produced per person per day (912.5 kilograms per person per year)
- Each day the landfill rises by 30 centimeters (an area the size of a soccer field)
- 2,500 to 3,000 tons of Construction and Demolition Waste (CDW) is received at the landfill daily.
Approximately 1,095,000 tons a year
- There is a 17-meter pile of wood that covers 45,000 meters² of landfill
- Over 8 million tires are currently stored in a Sharjah landfill
 - More than 4,500 more tires arrive daily.

* 'Living Planet' 2008 report, produced by the World Wide Fund for Nature (WWF), Global Footprint Network and Zoological Society of London.



Work

Harmony with the environment

- Renewable energy sources
- Waste management and water treatment
- Recycling and environmental conservation
- Ecological zones and wildlife corridors

Harmony with the economy

- Service industries and tourism hub
- Energy-efficient buildings
- Green commuting
- Reduced pollution

Sustainable Development

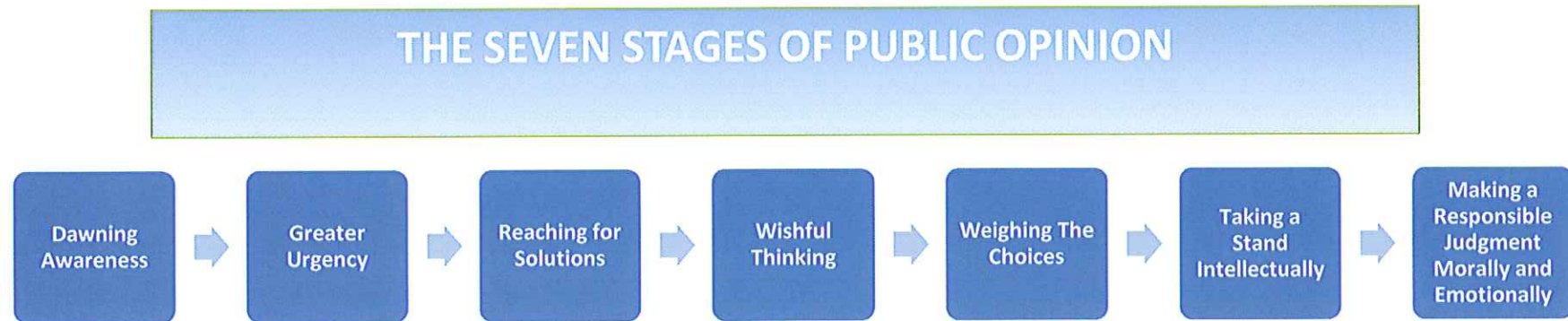
Play

Harmony with society

- Cultural diversity and social stability
- Lifestyle and recreational amenities
- Communal spaces

Live

why changing public opinion is hard



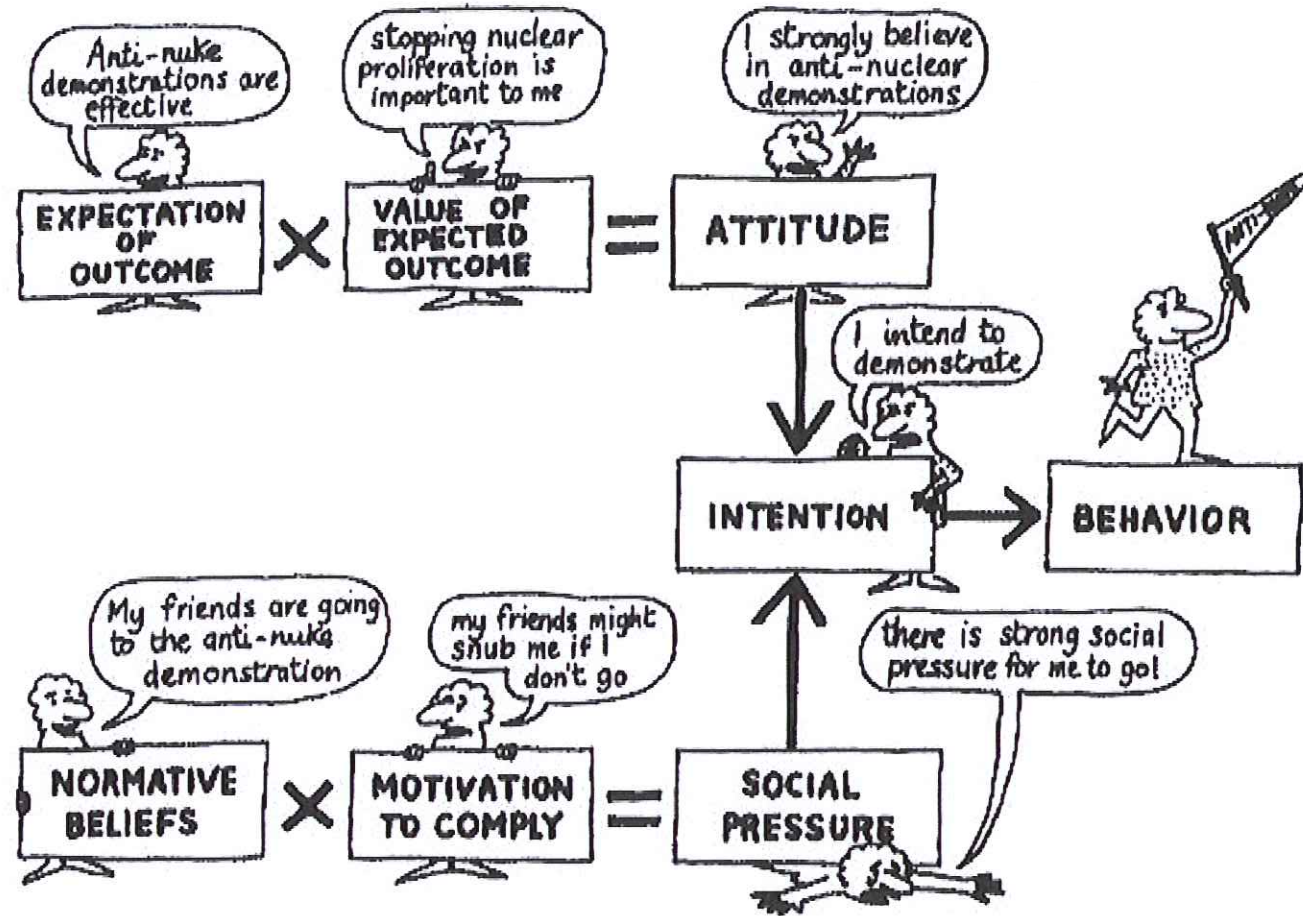
Daniel Yankelovich

A fissiparous range of views

- Nationals/Expats
- Different national/linguistic groups
- Generation/gender/income differences
- Professionals/labourers

Whole outreach strategy must be both comprehensive and customized

A Model of Reasoned Action



how to change public opinion

