

# FROM WASTE TO WEALTH

Special Newsletter Issued by the Ministry of Municipality

On the Occasion of the 2025 Recycling Towards Sustainability Conference and Exhibition

Issue No. 1 | 25 June 2025

## His Excellency The Minister of Municipality Inaugurates the Recycling Towards Sustainability Conference and Exhibition 2025



Under the patronage of His Excellency Abdullah bin Hamad bin Abdullah Al Attiya, Minister of Municipality, the fifth edition of the Recycling Towards Sustainability Conference and Exhibition kicked off today. The two-day event took place at Raffles Hotel in Doha, and was attended by a wide range of government institutions, private sector companies, local factories, numerous international organizations, and experts and specialists in the field of waste management and treatment.

The opening ceremony was attended by a number of Their Excellencies, Ministers and Ambassadors, heads of authorities and institutions, senior officials, and several prominent figures in the state, along with representatives from a number of international and regional organizations, reflecting the event's importance and status at both national and international levels.

The current edition of the conference and exhibition seeks to demonstrate the most recent advancements in waste treatment technologies and innovative practices. It aims to promote the principles of the circular economy, emphasize the significance of supporting the utilization of recycled materials across various sectors within the country, and encourage collaborative partnerships between the public and private sectors to develop and implement recycling and sustainability initiatives. These endeavors will contribute to achieving the objectives of the Third National Development Strategy.

The organization of the Recycling Towards Sustainability Conference and Exhibition aligns with the strategic plan of the Ministry of Municipality and Qatar National Vision 2030. This plan aims to achieve sustainable development, ensure the well-being of future generations, and establish a sustainable circular economy for the State of Qatar.

## His Excellency The Minister: The Conference is a Leading National and International Platform for Exchanging Experiences



In his opening speech, His Excellency Abdullah bin Hamad bin Abdullah Al Attiya, Minister of Municipality, affirmed that the Recycling Towards Sustainability Conference and Exhibition represents a leading national and international platform for exchanging experiences. He stated that it embodies the Ministry of Municipality's commitment to translating Qatar National Vision 2030 into tangible projects that enhance the circular economy and support quality of life through an integrated waste management system.

His Excellency highlighted the most prominent achievements of 2024, where over 835,000 tons of waste were received at transfer stations, generating more than 40,000 megawatt-hours of energy, 27,000 tons of organic fertilizer, and 227,000 tons of recyclable materials. Additionally, 51 specialized land plots were allocated in the Al-Alfa area, 30 investment opportunities were offered in collaboration with the Ministry of Commerce and Industry, and the private sector was provided with over 28,000 tons of sorted materials free of charge to support the circular economy.

His Excellency also pointed to the launch of significant initiatives under the "Zero Waste" program, including the establishment of a modern engineered landfill, the rehabilitation of old landfills, and the operation of an advanced sorting plant in Al Khor. This is in addition to digital transformation projects that have developed a unified command system, vehicle tracking, and the instant electronic issuance of waste disposal permits.

## Local and International Participation in the Exhibition

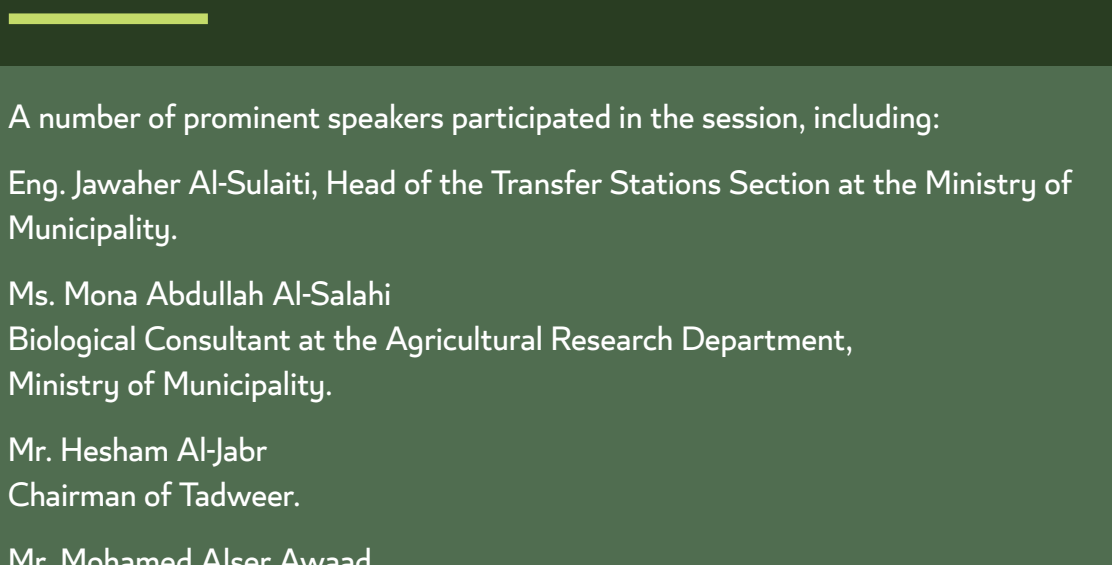


The Ministry of Municipality is organizing an exhibition alongside the conference, featuring government institutions as well as local and international private sector companies specializing in waste management. The exhibition serves as a valuable opportunity to explore the latest technologies and innovations in the field.

It provides an exceptional platform to enhance institutional visibility and showcase products and services to a targeted audience of decision-makers, experts, and professionals. The exhibition also highlights cutting-edge technologies and innovative solutions, while fostering opportunities for collaboration and knowledge exchange between government entities, private sector organizations, international companies, and entrepreneurs in recycling and the circular economy.

More than 40 exhibitors have participated, including the Ministry of Municipality, a number of government institutions, official sponsors of this edition, private-sector companies, factories, and owners of recycling and waste-sorting initiatives. The Ministry's pavilion has highlighted its key achievements in the field, along with awareness videos aimed at encouraging individuals and businesses to reduce waste and adopt recycled materials.

## Participating entities and companies in this edition of the exhibition:



## Thanks and Appreciation

We extend our sincere thanks and appreciation to all the esteemed sponsors of the Recycling Towards Sustainability Conference and Exhibition 2025 for their valuable support and active contribution to the success of this important event. Their continued support reflects a strong commitment to sustainability and innovation and significantly contributes to strengthening national efforts towards a more sustainable and prosperous future.



## Day 1 Activities and Sessions:

The Recycling Towards Sustainability Conference convened **51 esteemed** speakers from various global locations, including senior officials from the State of Qatar. The conference also welcomed experts, specialists, and representatives from organizations and institutions engaged in the waste management and recycling sector.

The first and second sessions of the conference discuss innovative solutions in waste management and recycling, highlighting their pivotal role in combating climate change and supporting the green economy. Speakers also review best legal practices, mechanisms for public-private cooperation, and successful collaboration models between companies and recycling plants.

### Session 1: Waste Treatment Projects 1

A number of prominent speakers participated in the session, including:

- Ms. Haya Mohammed Al-Hamidi  
Head of the Research and Legal Studies Section at the Department of Legal Affairs, Ministry of Municipality.
- Mr. Liang Zhan  
CEO of SUS Environment.
- Dr. Hassan Hussein  
Agricultural Economics Expert at the Ministry of Municipality.
- Mr. Benoit Engelbert  
Head of Sales and Business Development at Keppel.
- Ms. Denisa Gibovic  
CEO and Founder of Blue Room Innovation.

### Session 2: Waste Treatment Projects 2

A number of prominent speakers participated in the session, including:

- Eng. Jawaher Al-Sulaiti, Head of the Transfer Stations Section at the Ministry of Municipality.
- Ms. Mona Abdullah Al-Salahi  
Biological Consultant at the Agricultural Research Department, Ministry of Municipality.
- Mr. Hesham Al-Jabr  
Chairman of Tadweer.
- Mr. Mohamed Alser Awaad  
Agricultural Economics Expert at the Ministry of Municipality.
- Mr. Victor Monnet  
Project Manager at VEOLIA.
- Mr. Norm Boyle  
Founder of Food Recycle and inventor of the patented process and waste container designs at Food Recycle International.
- Mr. Harishankar Vattukkatt  
Business Development Manager at QD Recycling.
- Dr. Prakit Sukyai  
Deputy Head of the Department of Biotechnology, Faculty of Agro-Industry, Kasetsart University, Thailand.
- Ms. Maryam Muhammad Fatnassi  
Expert and Researcher in the field of animal production at the Ministry of Municipality.

### Session 3: The Role of Social Media Influencers in Promoting a Recycling Culture in Society

The third session of the first day was dedicated to discussing the role of content creators and social media influencers in enhancing community awareness of sustainability issues, particularly in the field of recycling. It explored how creative and engaging content from influencers can shape individual behavior and promote a recycling culture, thereby reinforcing sustainability concepts and supporting national efforts to build a prosperous future. The session featured a group of influential media professionals, including:

- Ms. Iman Al-Kaabi  
Qatari media professional and writer.
- Mr. Hassan Al-Saai  
Television presenter at Qatar TV
- Mr. Obaid Tahir  
Media Personality and Influencer in Qatar.
- Ms. Iman Al-Obaidly  
Executive Director of the Ambassadors of Sustainable Development Goals.

## Virtual Tour of the Domestic Solid Waste Management Center in Mesaieed



The Ministry of Municipality offers visitors to its pavilion at the Recycling Towards Sustainability Exhibition 2025 a unique opportunity to embark on a virtual reality experience that takes them inside the Domestic Solid Waste Management Center in Mesaieed—the largest facility of its kind in the region.

This interactive tour allows visitors to explore the center's advanced facilities and discover the latest technologies and processes used in waste management and sustainability, as if they were there in person.

## Interactive Competitions and Games

As part of its ongoing efforts to promote a culture of sustainability and enhance recycling awareness among all members of the community, the Ministry has dedicated a special interactive area within its pavilion at the Exhibition. This space features a variety of carefully designed competitions and educational games tailored to suit different age groups.

These activities aim to simplify recycling concepts and encourage visitors to engage positively with waste and recycling issues in an enjoyable and innovative way. Through these entertaining and educational initiatives, the Ministry seeks to build lasting awareness that extends into homes, schools, and various community institutions, emphasizing the importance of individual roles in environmental preservation and active participation in achieving a sustainable vision.

## Day One in Pictures: Conference and Exhibition



## Sessions and Activities - Day 2:

- The role of education and academic research in recycling
- The path to an inclusive circular economy that fosters innovation and sustainability
- Extended producer and supplier responsibility
- Panel Discussion : The Role of Sustainable Cities in the Waste Management System
- Recycling in construction and demolition waste