**Media Advisory**

**Melt, mould, disassemble, donate: Expo City Dubai invites UAE community to learn from the experts on Global Recycling Day**

**DUBAI, 14 March 2024 –** Expo City Dubai will mark Global Recycling Day on 18 March with a series of complimentary, interactive experiences for all ages, tackling everything from food composting and donation to electronics recycling.

The event – a collaboration between Expo City and its recycling partners – will take place at Al Wasl Plaza and invites visitors to bring their recyclables, such as plastic bottles, cans, cardboard and old devices, to gain tips and discover first-hand how this waste can be upcycled, recycled, and repurposed.

Highlights include an inside look into the stages of composting **with women-owned, Dubai-based start-up The Waste Lab; a workshop and competition where participants will dismantle their own old computers and understand the importance of proper disposal of parts with** Ecyclex; **melting and moulding plastics into new shapes with recycling project Precious Plastic;** and a showcase of Dulsco’s ‘New, Old and Reloved’ initiative, which upcycles bulky materials into stylish furniture and decorative pieces.

Visitors can also learn about recycling used clothes through Kiswa; innovative and environmentally sustainable packaging options from Avani, Sineo and Acuflex; rewards for recycling using reverse vending machines by Sparklo; and seamless, data-driven food donation through tech platform Replate.

The activations, which will run repeatedly from 1000-1400, are open to both children and adults on a first-come, first-served basis.

**-ENDS-**

**About Expo City Dubai**

* An inclusive innovation-driven, people-centric city of the future and one of five hubs on the Dubai 2040 Urban Master Plan, Expo City Dubai is committed to maximising its positive social, environmental and economic impact
  + Designed as a blueprint for sustainable urban living, its roadmap to achieving net zero by 2050 and its broader decarbonisation targets raise the bar on responsible urban development
  + Its ecosystem supports cross-sector collaboration and provides a springboard for businesses of all sizes to scale and grow, enhancing Dubai’s position as a global centre of trade and reinforcing the UAE’s development and diversification ambitions
  + Its residential communities redefine urban living, exemplifying best practice in innovative, environment-friendly design with a focus on wellbeing and happiness
  + An incubator for innovation, it is a testbed for solutions and a platform for groundbreaking ideas that benefit both people and the planet
  + Packed with educational, cultural and entertainment offerings and a go-to destination for globally significant events, it celebrates human creativity and ingenuity and inspires future generations
* The legacy of Expo 2020 Dubai, Expo City Dubai connects businesses, government, organisations, educational institutions, residents and visitors, working together to drive progress and create a better, more equitable, more sustainable future for all

**For media enquiries, please contact** [**press.office@expocitydubai.ae**](mailto:press.office@expocitydubai.ae)

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