EDA & DGRADE
The Emirates Diving Association (EDA) and DGrade joined forces on the 26th of February and visited the GEMS Jumeirah Primary School to run a clean-up exercise based on EDA’s Cleanup Arabia campaign to spread awareness on single use plastics. We showed the children which plastics can be recycled and how, and what they can potentially be replaced with for a sustainable future, and Ella Clemits, DGrade’s Simply Bottles Coordinator, demonstrated how they make their t-shirts out of recyclable plastic waste.

THE ASSIGNMENT
We needed assistance from the parents to help their children collect the household disposable plastics and containers (plastic bags, plastic water bottles, yoghurt pots, beverage cans, plastic straws and cutlery, take away drinks cups, etc.) which come from our weekly grocery purchases. The collected plastic items had to be washed and free of food waste and with the children’s help, we showed them which plastics DGrade can recycle and filled Ella’s bag to go towards DGrade’s company production. The remaining items that cannot be recycled, went towards the children’s upcoming art project.

We hope to inspire tomorrow’s leaders and show them why it’s important to clean-up our marine and wildlife environment.

DGRADE
DGrade produces sustainable clothing from recycled plastic bottles. Our mission is to divert plastic from landfills and provide a sustainable solution for clothing and accessories, supporting a circular economy in the UAE.

DGrade promotes and facilitates recycling through our #SimplyBottles recycling initiative. The initiative works with more than 150 schools, in addition to numerous events, businesses, and other organisations. We also work with many of these organisations to help them close the supply chain loop by recycling their plastic into uniforms, t-shirts and more. This means in addition to preventing plastic from going to landfills, they are also saving new resources from being consumed such as oil, energy and water.

Approximately 10 million plastic water bottles are produced every day in the UAE, but less than 10% of all plastic is recycled. DGrade believes that we all need to take responsibility to reduce our impact on the environment by acting more responsibly with plastic ensuring what we do consume is recycled.

For more information visit: www.dgrade.com
Or contact them on email: info@dgrade.com
You can follow DGrade on Facebook and Instagram: @dgradeclothing