



# Running a Greener Timber Business: Small Changes, Big Impact

Sustainability and Business Resilience in a Changing Timber Landscape

Presented by:

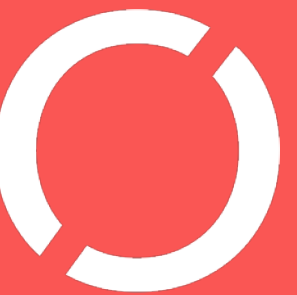
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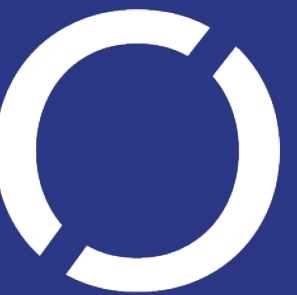


# TIMBER IN UAE





TIMBER FROM UAE?





# Damas

*Conocarpus lancifolius*



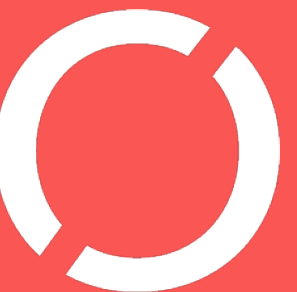
# Neem

*Azadirachta indica*



# Ghaf

*Prosopis cineraria*



# Damas Journey

When Waste Becomes Wonder

## Discovery

Salvaged trunk sections destined for disposal

## Transformation

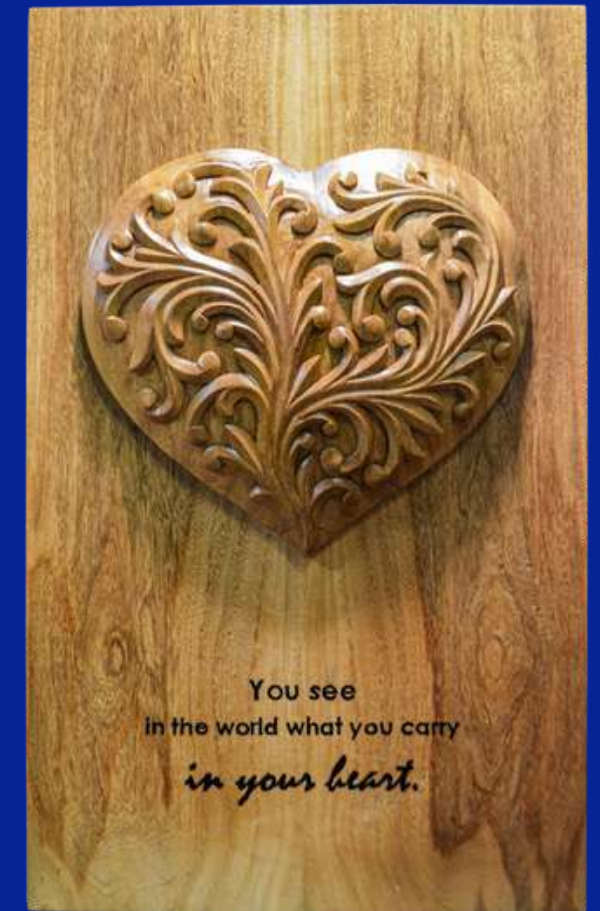
Milled and dried using specialized techniques for local hardwoods

## Creation

Crafted into statement furniture and artistic installations

## Recognition

Featured at Dubai Design Week, won sustainability award



“Innovation like this will only accelerate with AI-assisted design and circular material tracking.”



# Timber in Transition: Beyond the Badge

“Are we chasing  
badges, or growing  
lasting change?”



# Where Real Sustainability Lives



## Grow

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Responsible forestry begins the journey



## Fabricate

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Precision in every cut, passion in every detail



## Reuse

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Innovative practices reduce waste and maximize resources.

“As global trade and technology evolve, sustainability is no longer just ethical — it’s strategic.”



# Respect



Sustainability without respect—for the material, the makers, and the process—loses its meaning. Respect transforms timber from a commodity into a treasure, reminding us that every piece carries a story worth honoring.



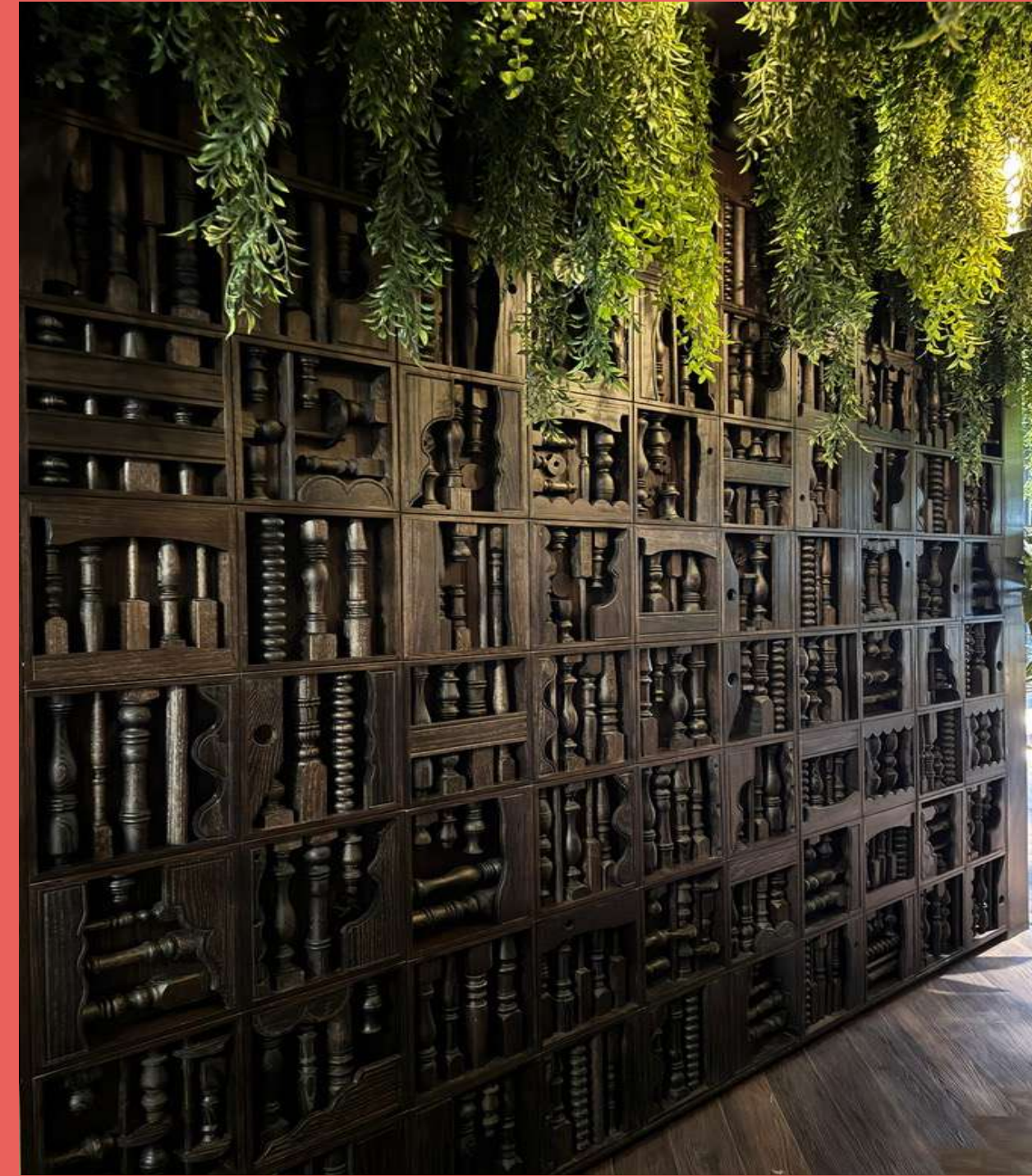
# The Oak Project

Transforming waste into opportunity



# The Oak Project

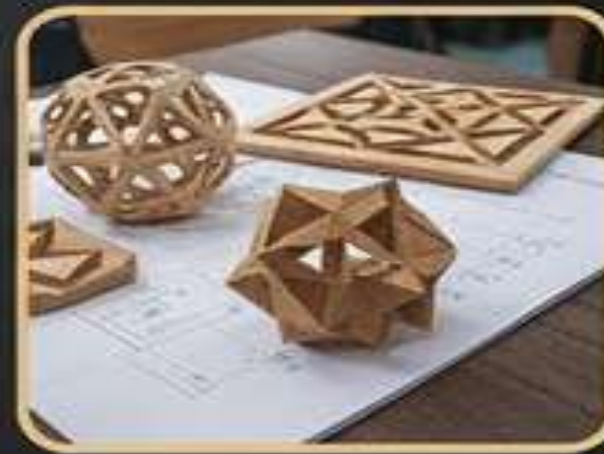
Transforming waste into opportunity



The Oak Project highlights how waste reduction initiatives have transformed discarded timber into stunning furniture, showcasing a significant reduction in waste and promoting sustainability within the industry.



# SUPPLIER X PREMIUM TIMBER



# Every Piece Counts



Transforming waste into valuable resources and opportunities



sustainably  
building  
a better  
**world**



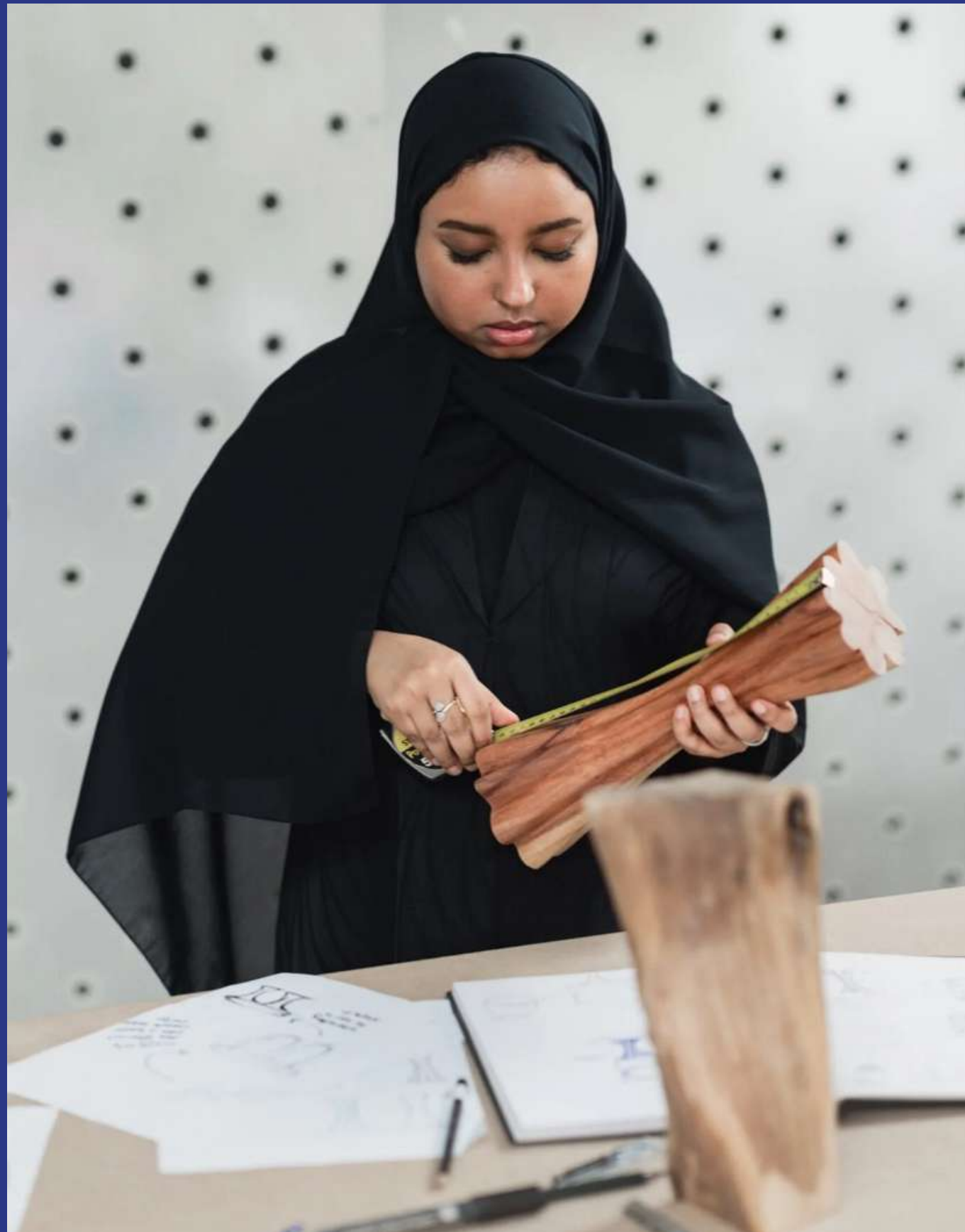
# Emergent Designer Competition by Van Cleef & Arpels and Tashkeel, 2022



Educating, encouraging & supporting students & designers to utilise locally reclaimed wood in their products and designs.



# Emergent Designer Competition by Van Cleef & Arpels and Tashkeel, 2024



# The Chaise Shift, Dubai Design Week, 2024



# People as the Greenest Resource



# Awareness Campaigns – Dubai Municipality



Partnered with Dubai Municipalities waste management department during the year of awareness & conducted workshops to enlighten youth on the significance of imperishable environs and the connotation of recycling.



# Recycling & Social Impact.



Charity Partner  
**دبي العطاء**  
Dubai Cares

**ANiD**  
Turnkey Projects Contracting LLC

**RISE TO FEED**  
Feed Birds  
and help educate the  
Underprivileged Children

Reclaim Damas Tree Wood

Educate & Involve Students

Education Partners

Repurpose Wood to Create Bird House

Sell Bird Feeders to Raise Funds

Utilize Funds to Educate the Underprivileged Children

MBS Private School

Al Diyafah High School

**MSB**  
Dubai 1985

**RISE TO FEED**  
[www.alnoondesign.com/risetofeed](http://www.alnoondesign.com/risetofeed)

دائرة الشؤون الإسلامية والعمل الخيري  
Islamic Affairs & Charitable Activities Department  
رقم التصريح 3967

We at ANiD in collaboration with Dubai Cares had embarked on this beautiful journey. We created the bird feeders by using reclaimed Damas wood. We involved children in the whole process from creating to selling the bird feeders. The whole experience enriched the children and helped develop strong minds and caring hearts.



# Educational Collaboration with Manipal Academy of Higher Education



# Skills Development & Social Impact.



In collaboration with Manipal Academy of Higher Education on the International Labour Day 2022, we acknowledged, respected & appreciated the support staff who work tirelessly around the world

On this occasion we announced the "RISE TO LEARN" campaign with the aim of supporting the deserving people to upskill themselves and discover their opportunities.



# Small Shifts, Lasting Impact



## Design

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Mindful design enhances a tree's story and legacy.



## Collaboration

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Creative partnerships turn waste into valuable opportunities.



## Empowerment

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Empowered individuals nurture a culture of care and respect.



## Upskilling Workforce

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Equip staff with knowledge on sustainability trends.



## Respect

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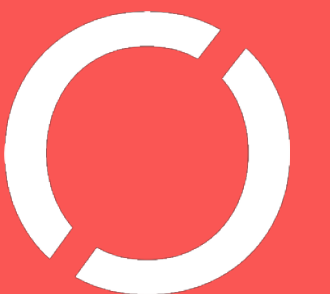
Respectful practices change how we **build** and live.



# The Ripple Effect: Mindset in Motion

The greener timber business isn't built only in forests. It's built in workshops, in design studios, in conversations like this one — where we choose to give every piece of wood a second life, a new story.

Every board saved = opportunity gained



Sustainability is not about doing less harm, it's about doing more good with what we already have.

— Murtaza Asgar Balasinourwala



# contact us!

Got  
Questions?  
Let's Chat!



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