



## **SUBJECT: Press Release 'Go Green' project**

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Go Green'2003 project was launched today, Tuesday June 10 2003, at the Ministry of Environment, within the context of the World Environment Day. The project aims at raising awareness on environmental issues and encouraging corporate social responsibility. The project that was initiated by Schtroumpf few years ago is implemented this year with the support of UNDP (the United Nations Development Programme) and its projects at the Ministry of Agriculture and the Ministry of Environment and the partnership of Coca-Cola Middle East, Barter Card and Tetra Pak East Med. It was exceptional to notice that many different groups of the society: UNDP, the government, the private sector, academia and the media attended the press encounter.

Mr. Omar Sakr, Schtroumpf Environment Program Manager, presented the different activities of Go Green, as follows:

- a) The 'Go Green' Contest (April 2003 till July 2003) targeting university students through a competition around artistic creativity in the theme of Fresh Water, Organic Food, Forestation and Reforestation, Energy Efficiency and Desertification
- b) The 'Go Green' Forum (July 4 –6th , 2003), where the name of the winners in each of the above categories will be announced
- c) Launching of the winning Organic Food campaign (October 16th, 2003)
- d) Celebration of the International Year of Fresh Water - launching of the winning Fresh Water campaign (November 16, 2003)
- e) Celebration of International Volunteer Day (Week of December 5, 2003)
- f) National trees day – Launching of the winning Forestation and Reforestation campaign (December 6, 2003)

Mr. Omar Sakr thanked Coca-Cola and Tetrapak for their participation and their commitment to this project for the second year in a row. He also welcomed Barter Card to the Go Green family.

Ms. Nada Al-Nashif, UNDP's Deputy Resident Representative highlighted the importance of corporate social responsibility and stressed on UNDP's commitment for engaging strategically with private sector organizations for a sustainable development. Ms. Al-Nashif also drew the attention of the audience on the evolution of this project that started few years ago by a simple environmental forum at Schtroumpf to become this national environmental awareness campaign gathering so many different groups of the Lebanese society. She also encouraged the participation of other private sector companies in such initiatives.

***In partnership  
with:***



Mr Antoine Ghorayeb, Head of Department of Guidance and Awareness at the Ministry of Environment stated that the Ministry of Environment encourages public-private partnerships and explained the important role of private companies for the preservation of the environment.

Then Antoine Tayyar, Public Relations Manager for Coca-Cola Middle East, presented a short video on Coca-Cola's CedaRoots project. It aims at building a first cedar forest in the South of Lebanon (Jezzine). This initiative is part of the company's commitment to social activities in Lebanon and reflects the top priority of the environment in Coca-Cola's agenda.

Ms. Liz Kime, Barter Card's Trade Manager, also highlighted her company's commitment to environment nationally and internationally. She also introduced the audience to the different social activities of Barter Card.

Kelly Boucher, Tetra Pak East Med Environment Program Manager stated that Tetra Pak's constant aim is to align business goals with environmental considerations and presented the company's different environment projects. She also added that carton packaging has come a long way over the past few years, with increased environmental solutions for packing liquid and viscous foods.

The audience also enjoyed a short video clip on a Phototour that was organized as part of Go Green. Students, representatives from the Ministry of Agriculture, UNDP and the private sector participated in this activity that aimed at demonstrating the effects of desertification in different regions of Lebanon through photos taken by students. The photos will be exhibited in Down Town Beirut Uruguay street and Argentina street starting June 17th 2003 and up until June 30th 2003 on the occasion of the International Day for Combating Desertification.

Finally professors in graphic design from USEK (Ms. Odile Khoury) and AUB (Ms. Zeina Maasri) presented some of the projects of their students participating in the advertising and graphic design category. The audience was impressed by the artistic and creative talent of the students.

If you need additional information, please contact Ms. Lynn Khoury, UNDP, 01-981301 Ext.1784