

Hill and Knowlton celebrates Green Day with commitment to sustainability

September 29 – 2009



Hill and Knowlton, the long-established public relations and strategic communications consultancy in Bahrain, have celebrated Green Day, a day focused on improving the environmental impact of our work, in conjunction with its 6 other regional offices and 80 offices around the world.

Hill & Knowlton signs environmental protection mandate.

The 20-strong team in Bahrain have all signed a Green Steps charter, which sets out a commitment to reduce their impact on the environment at home and at work, incorporating steps such as large-scale recycling, car pooling, saving paper and conserving electricity to name a few.

The Bahrain office joined Hill & Knowlton's other regional offices across KSA, Qatar, Kuwait, Dubai and Abu Dhabi in adopting these Green Day initiatives which will continue to be carried out beyond Green Day, and lead by a Green Champion in each office.

"Improving our environmental impact as a business and as individuals is critically important and often far simpler than you may think. It is the small things that we can do as individuals who recognize our responsibility to the environment that will with time have an impact. We frequently advise clients on corporate social responsibility projects which often focus on the environment, and our Green Steps charter is a simple example of how organisations can adopt sustainable business practices and engage their workforce too,"

commented Mr. Chris Pratt, Deputy General Manager for Hill & Knowlton Bahrain.

(AME Info)