

'Green is great' campaign to hit Dubai

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Great Properties, a UAE-based real estate agency, has announced the start of its 'Green is Great' environmental awareness campaign across Dubai.

'Green is Great' will include several initiatives which will continue to be rolled out by Great Properties as part of the company's corporate social responsibility programmes.

Initially the campaign will commence with the mass distribution of reusable shopping bags and 2009 diaries printed on re-usable paper to Great Properties' database of contacts through December.

Great Properties officials also said that it will be running a bigger environmental drive early next year which will involve support and participation from the larger community. Details of the campaign will be announced closer to the start of the initiative.

"As a company, we are committed to sustainable development and protecting the environment," said Mohammed Al Zarah, vice-president of Great Properties.

"The World Wide Fund recently reported that there has been an improvement in the UAE's ecological footprint since its 2006 report. Great Properties is keen to play a role in further supporting this nationwide drive by promoting environmental awareness to UAE residents, whether through our own initiatives or by supporting other projects."

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