

A greener beginning for all

December 13, 2008

I would like to thank all our readers, communities and organisations that helped make the Go Green campaign a success.

The drive, which has run over six months, shows that people in the UAE are ready to help ... the environment is an issue that matters to them. Once Go Green was launched, people wrote in, organisations called, communities sent ideas and youngsters participated by spreading awareness.

In our bid to reduce the usage of plastic bags, we distributed 200,000 free jute bags to our subscribers in September, which was received with joy and eagerness. Many readers pledged to help reduce their carbon footprint to the best of their abilities.

As the individual moves ahead, it is also necessary for the country's governance to take definitive action. The authorities should look at stopping or at least reducing the usage of plastic bags with laws and penalties. This is necessary to curb the damage to our environment.

Use of recycled fibre

Today, we take the opportunity to announce that Gulf News uses 100 per cent recycled fibre for all its newsprint requirements.

With this we close our Go Green campaign, but that does not mean we will stop promoting eco-friendly practices. However, we hope that other organisations will wake up to their corporate social responsibilities and follow our example to help make the planet a cleaner, greener place.

We would also like to convey to our readers who write in criticising us for the weight and size of the newspaper with its various supplementary publications, that it is not possible to have individualised deliveries. The logistics do not allow it but by making sure that all the paper used is recycled, we are offering the best possible answer to their concerns.

{Gulf News}