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NEWS

Summary

Volunteers can sign up to become ambassadors for a few hours a week or a month and help spread a green message.

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Green activists seek more envoys in the UAE to help planet

Samar al Huneidi

Last Updated: Dec 10, 2010

An eco-conscious programme is calling on special "ambassadors" to help raise awareness of pollution in the UAE and across the world.

The green envoys are sponsored by Go-Green.ae, a web portal that was launched in July 2008 to promote environmentally friendly behaviour.

Volunteers can sign up to become ambassadors for a few hours a week or a month and help spread a green message.

Sharad Agarwal, the chief executive of Go Green, said: "We started the programme last year, and we had a lot of people volunteering for it, not only within the UAE, but also from other countries. We provide them with a lot of information, like a newsletter every day, and guides to spread awareness."

The ambassadors can, for example, head to schools or colleges to talk about ways to reduce damage to the planet.

Go Green also hosts events and conferences that provide a forum for companies to talk about how their products are helping the environment.

More than 100 people attended the last meeting in October. The next Go Green Ambassador gathering will be announced soon.

The programme "is very successful in the UAE", Mr Agarwal said. "Over 200 people have already registered as volunteers. We've gone to local schools and colleges to spread awareness and found very positive outcomes.

"Even though global warming is a global problem, each one of us can help to make a difference. So if we are eco-conscious and do the little things - like save water - we will all find that in the end it all adds up."

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The Go Green website has eco-friendly categories including green stories, green news, green events and green recipes.

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