

LEBANON OPPORTUNITIES

Green Business Initiative →



The Corporate Green Pledge

ABOUT THE PLEDGE

Based on the recommendations of the United Nations Environmental Program, the Corporate Green Pledge provides a list of 7 green engagements to companies and organizations that allow them to become environmentally friendly in a feasible manner. It is an expression of their moral commitment to a greener corporate behavior.

WHY A GREEN PLEDGE?

Because leading businesses are realizing that being environmentally responsible is no longer an option, but a necessity to maintain a strong image in a competitive market. Maximizing profits does not only pass through quality products and services, but also through sustainable practices. Green is also the color of money.

WHO IS ELIGIBLE?

Private companies, institutions, and NGOs that are currently committed to a green initiative or those who plan to commit in the future.

THE SIGNATORIES

A number of leading companies and organizations from different fields of the private sector have signed the pledge. Their initiatives range from eco-friendly products to sustainability training, media campaigns and financing facilities for green projects. By signing the pledge, their main role is to influence other organizations sectors to follow their lead.

BENEFITS

Valuable exposure and networking opportunities await the signatories, who will have their logos and initiatives exposed on the project's website, inside Lebanon Opportunities, promotional material, press releases, and various conferences organized by InfoPro

THE VISION AHEAD

Lebanon Opportunities aims to gather 1,000 companies to sign the Green Pledge. Through their combined initiatives, information and activities, these signatories will contribute towards raising awareness, providing solutions, and promoting sustainable, environmentally responsible business behavior.



The Green Pledge

We, the undersigned, are committed to minimizing the impact of its activities on the environment. In order to achieve this it has committed itself to:

- **Evaluating** operations and ensuring that they are as efficient as possible, minimizing waste
- **Minimizing** toxic emissions through the selection and appropriate use of its fleet vehicles and the source of its power requirements
- **Sourcing** and promoting a product and service range to minimize the environmental impact of both production and distribution
- **Complying** with or exceeding all the environmental legislation that relates to its sector of activity
- **Reducing** the possible harmful effects that its operations have on both the local and global environment
- **Measuring** its impact on the environment and setting targets for ongoing improvement
- **Raising** the awareness of its staff with respect to environmental issues and enlisting their support in improving its performance
- **Encouraging** the adoption of similar principles by its suppliers, clients, and the community at large

Company



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لو شركوتيه عون

Name

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Date 17-10-2011