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NATION

Environmental awareness takes roots in private firms

By Joe Avancena

AL-KHOBAR – The national environmental awareness program for years has been among the core social responsibility programs of government corporate institutions like Saudi Aramco, the SABIC affiliated companies, and the Royal Commission for Jubail and Yanbu.

Many private companies have also set forth in their social responsibility program the subject of environmental protection because it appears sensible and savvy to proclaim environmental awareness and protection as their goals. However, the advocacy of environmental awareness has remained just a statement in many local companies' profiles.

As environmental awareness increasingly becomes the core social responsibility of many Saudi companies, one firm in Al-Khobar that is seriously seeking the support of its employees in observing the national environmental awareness program is Rawabi Holding, whose 14 companies are mostly involved in servicing the requirements of the country's oil and other energy sectors.

"As a firm believer in the importance of partnership with the government to contribute to the quality of life in our country, our company's corporate social responsibility initiatives will now focus on environmental awareness and protection programs," said Abdulaziz Al-Turki, the company's group chairman.

Al-Turki announced his company's environmental protection drive last weekend during the event that honored 41 top employees of the company who have contributed to the success of the group. The theme of the awarding event was centered on "green environment and nature," including the green color printing of the event's program.

Al-Turki has established four activities in pursuing his group's environmental awareness and protection program. He said the companies under the group will henceforth start recycling all office waste, starting with paper, plastics and aluminum; keep abreast of international environmental issues, such as pollution and global warming, and disseminate them to other companies and establishments; use email to circulate tips on environmentally friendly practices; and launch annual region-wide beach cleaning campaigns starting this summer.

"We are committing our multinational employees to our advocacy of environmental protection in this country; we are also committed to encouraging Saudi youth to take the initiative in protecting and safeguarding our environment," Al-Turki said. – SG


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