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## CIO Resources

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## Go-Green.ae launches online campaign to promote Earth hour

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Go-Green.ae has initiated an online campaign to promote the Earth Hour, from 8.30-9.30pm local time on Saturday, 28 March 2009.

As part of the campaign all people across the planet are welcome to join the call for action in support of the climate change initiative. The core message of the campaign is to reach out to people and emphasise the fact that each individual can make a difference in preserving the planet's resources, starting by switching off the lights for one hour as a gesture of support to the cause.

Dubai is one of the first cities in the Arab world to join the Earth Hour programme. 1,858 cities, towns and municipalities in 81 countries have already committed to Vote Earth for Earth Hour 2009, as part of the world's first global election between Earth and global warming.

Go Green Web portal was launched in July 2008 to remind people to be mindful of and sensitive to the natural environment in our daily life. The main objective of the site is to increase the awareness on environmental issues that affect the future of the planet.

Go-Green.ae features 'Green Stories' that demonstrate the steps taken by corporations as part of their commitment to preserve the planet. Global organisations such as Panasonic, Orange, Toshiba, Cisco, Discover, Dell, HSBC, Google, Emirates Airlines, Marriott, Hotels and Resorts Intercontinental Hotels, Grand Hyatt, Zipcar, Nissan and Mazda share their 'Green Innovations' online.

The 'Green Heroes Program' gives credit and encouragement to individuals who have contributed in the fields of renewable energy, energy efficiency and sustainability.

Go-Green.ae is updated 24/7 with information relating to news, events, technologies, videos, web resources and success stories in the field of energy conservation, sustainability and environmental protection.

Go-Green.ae is a cyber gear initiative and is part of the corporate social responsibility programme. Go-Green.ae recently won the Alternate Energy Award at ADIPEC, in recognition of its contribution to promoting environmental awareness.

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## Polls

Are you thinking of going green?

- No, green technology is more of a hype than reality
- Yes, we have an enterprise wide green strategy for IT
- We already have a green policy implemented with supporting IT infrastructure
- We are currently establishing policies and frameworks
- I would like to find out more about green IT before I make up my mind

Vote

Results