

Borouge launches 'Clean-Up the Gulf' campaign in Abu Dhabi



Hundreds of Borouge employees and their families, school students, business partners and diving volunteers participated in Abu Dhabi's 'Clean-Up the Gulf' campaign which Borouge launched in cooperation with the Centre of Waste Management (CWM) – Abu Dhabi, at Yas Island beach on February 27, 2013. Initiated by the Gulf Petrochemicals & Chemicals Association (GPCA) and organised by Borouge and CWM with support from the Environment Agency of Abu Dhabi, aims to raise awareness about the impact of littering and the ecological pollution resulted from disposing waste on land and into the seas.

The 'Clean-Up the Gulf' campaign is being held simultaneously across the Gulf in Riyadh, Rabigh and AlJubail in Saudi Arabia, Kuwait, and Dubai and Abu Dhabi in the UAE. The event contributes to triggering actions that must be taken by governments, environmental organisations and the general public to avoid marine littering and adopt preventive attitudes that ensure a better and safer protection of the marine environment.

As a leading member of the GPCA, Borouge is proud to contribute to the 'Clean-Up the Gulf' campaign which reflects its continuous commitment to sustainability and social responsibility focused on increasing awareness about the importance of preserving the environment in which we work and live.

"The clean-up in Abu Dhabi aims to provoke the sense of responsibility among our employees, school children and the general public as a whole towards the importance of protecting our environment," said Abdulaziz Alhajri CEO of Abu Dhabi Polymers Company (Borouge) and Chairman of the Plastics Committee of the GPCA. "We are not alone in facing the global problem of marine litter and that is why the solution requires a collective effort where we all can do something to make a difference."

"As a leading provider of innovative plastics solutions that contribute to addressing major global challenges and as a responsible industry partner in the Abu Dhabi community, Borouge not only promotes the use of plastics in our daily life, but it also encourages the responsible use of plastics and advocates the reuse, recycling and recovery of plastics."

Engineer Hani Hosni, Head of EHS Sector at CWM, hailed the joint efforts with Borouge in organizing the clean-up campaign. "Our mission as the authority responsible for coordinating and controlling waste management across the Emirate of Abu Dhabi and as responsible citizens in our community urges us to adopt and promote a proactive approach to safeguarding our natural resources for future generations. In doing so, we aim to emulate the practices and standards handed down by our forefathers." "This initiative translates our commitment to embedding sustainable culture and behaviours across the public and all relevant stakeholders."

"Plastics is a valuable product economically and sustainably and it makes an important part of everyday life, however, irresponsible littering behaviour, limited infrastructure for recycling in the

region and the knowledge about proper waste disposal tarnishing the image of plastics," said Dr. Abdulwahab Al-Sadoun, Secretary General of GPCA. "The Clean-Up the Gulf is an initiative by GPCA to create awareness among people that plastics as a by-product of oil and gas, is too valuable to throw away. This campaign will involve our industries and local communities in keeping our streets, beaches and deserts litter free."

Experts estimate that up to 80% of marine litter is from land-based sources, such as poor waste management and sewage overflows. Roughly 70% of marine litter, such as glass, metal and all sorts of marine equipment and other refuse, sinks to the ocean floor while the remainder floats on the water surface.

Marine litter is human-created waste that has been discharged into the coastal or marine environment. Marine litter can harm ocean ecosystems, wildlife and humans. It can injure coral reefs and bottom dwelling species and entangle or drown ocean living creatures. Some marine animals ingest the litter and choke or starve. Medical waste, such as syringes, sharp objects and large pieces of litter can pose a direct threat to humans. Its effects have prompted governments, private enterprises, environmental groups and countless citizens to take action.

In March 2011, leaders from plastics organizations across the globe signed a declaration to combat marine litter. 'The Declaration of the Global Plastics Associations for Solutions on Marine Litter' represents a public commitment by a global industry to tackle a global problem. The Declaration outlines that the plastics industry cannot take direct action on the pile of debris in seas and oceans and that it will require a response from global governments, if anything is to be achieved. The GPCA signed the Declaration committing the Gulf States Industry to be part of the global action group.

Recognising their important role in fighting marine litter, the plastics associations defined six public commitments that aim at contributing to sustainable solutions and focus on education, research, public policy, sharing best practices, plastics recycling/recovery and plastic pellet containment.

The participants in the Clean-Up campaign were provided with T-shirts, gloves, caps and bags to collect the waste left on Yas Island beach. Divers from Borouge and other volunteering scuba diving experts have also participated in the campaign and collected different kinds of debris and waste from the sea. The Environment Agency - Abu Dhabi, the Emirates Diving Association, Al Mahara Diving Centre and the Critical Infrastructure & Coastal Protection Authority

has successfully supported the clean-up campaign.

Borouge was established in 1998 as a joint venture between the Abu Dhabi National Oil Company (ADNOC) and Austria based Borealis, a leading provider of chemical and innovative plastic solutions. Borouge is a groundbreaking international partnership at the forefront of the next generation of plastics innovation.

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