

PRESS RELEASE

For Immediate Release

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Re-launch of SustainableQatar

Doha, Qatar – February 26, 2019 - Qatar National Environment Day is the day chosen by SustainableQatar to announce its re-launch with purpose and determination, after a few years of limited activity.

SustainableQatar, an independent action-based think and do tank that addresses environmental sustainability in Qatar, was founded in 2008 to raise awareness, share actionable knowledge, and encourage connections and collaboration between individuals and groups. It also actively engages members of the public, private, and government sectors to take environmental sustainability action.

To do its part, SustainableQatar champions environmental sustainability through personal actions. President of SustainableQatar, Katrin Scholz-Barth, said “The goal is to create actionable knowledge and share information and resources, allowing every individual to make informed, conscious decisions and to get involved. We work to inspire the public at large to take action at a grassroots level, building a culture of community support, service, and volunteerism that adds purpose and skills for life. Ultimately, we strive to build an educated, connected and engaged participatory community of local Qataris and expats that accept a shared responsibility to reduce our collective carbon footprint and proudly present Qatar to the world in 2022 with quantifiable results.”

In support of Qatar National Vision 2030, the 2015 Paris Agreement, and the United Nations Sustainable Development Goals, SustainableQatar fills an important and much-needed niche in information and knowledge sharing and dissemination. It does this by reaching, serving, and representing a broad spectrum of Qatar society regardless of nationality or status. The group is not industry-specific but rather believes in the power of personal actions and that sustainability is everyone’s responsibility.

“We invite all residents of Qatar to accept the challenge and favorably position Qatar for hosting the first-ever carbon-neutral FIFA World Cup in 2022, not because of natural resources limitations, but despite it. We aim to build a climate resilient community that contributes to making this world a better place through a more sustainable Qatar that continuously grows toward regenerative development and a diversified self-sufficient economy that becomes net-positive – restoring vital ecosystems upon which we all depend for our survival,” Scholz-Barth said.

The organization is inviting all residents of Qatar to join in making SustainableQatar more accessible, actionable, and quantifiable, because, it says: Everyone can make a difference in the world, one person at a time! For more information please visit www.SustainableQatar.com

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