

National Projects CEO first Mid East representative to join Earth Council Geneva



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A leading global environmental group based in Switzerland, ECG (www.earthcouncil.com) has trained over 7,000 students in 80 countries since its inception in 2002.

Renowned for its revolutionary approach to global environmental awareness, ECG strives to embrace best practice solutions and offers education programs on topics of global importance such as climate change, global trade, sustainability and biodiversity.

'Musaed Al-Saleh is a very welcome addition to our board during this dynamic phase of growth for Earth Council Geneva,' said Reto Braun, Chairman of Earth Council Geneva, former CEO of Swiss Post and previous President of Unisys.

'Musaed is our first representative from the Middle East, and comes to us highly recommended for the work his company is initiating within the region such as the first integrated waste management and recycling park. He brings an expertise and wealth of both knowledge and contacts to our organisation, which we are extremely excited about.

'As global interest in sustainable development continually gains momentum, it is vital for us to have forward-thinking members on our board who are prepared to lead by example.'

National Projects Holding Co is responsible for the development of Dubai Recycling Park, the Middle East's first fully integrated waste management and recycling park. Located within Dubai Industrial City, the park is due to commence construction mid-2008. Further in line with NPHC's vision for the future, the company held the UAE's first global climate change conference in Dubai in January 2006.

In addition, NPHC has recently partnered with the Earthwatch Institute to initiate the inaugural 'National Projects Climate Fellowship'. Four members of the Arab community and employees of NPHC will participate in an 8-day 'Climate Change at The Arctic's Edge' expedition in April 2008, where they will join an Earthwatch research team to study the impact of global climate change. Al-Saleh has also ensured that National Projects Holding Co is carbon-neutral, and has offset its corporate headquarters in Kuwait through the 'Climate Care' organisation.

'It is an honor to be accepted onto the board of such a prestigious organisation as Earth Council Geneva,' said Musaed Al-Saleh, Vice Chairman and CEO, National Projects Holding Co.

'Since our inception in 2006, we have prided ourselves on being a company with an optimistic vision for the future - we passionately believe in leading by example and making a positive impact on the communities we live and work in. I intend to contribute my passion for environmental excellence and social responsibility within my position on the ECG board, and look forward to empowering people across the world with increased knowledge on sustainable development.'

Pinpointing carbon accounting as the new global math, ECG has recently combined forces with the Greenhouse Gas Experts Network and ClimateCHECK to form the Greenhouse Gas (GHG) Management Institute (www.ghginstitute.org). The Institute is dedicated to professional e-learning on climate change, and will provide training on measuring and managing global GHG emissions.

Earth Council Geneva draws from a wide range of expertise in order to fulfill its mission of empowering people and supporting sustainable, environmentally sound development. This includes the online course development, support and administration described above, program and fund management services, as well as research and support of alternative energy sources and projects.