

## 2.2 Role of Internet in Promoting Green Awareness

### The Internet

The invention of the Internet has provided a platform for information dissemination in an easy, convenient and seamless way that is capable of reaching a worldwide audience. As with other issues, the notion of Green Awareness, or the awareness of the problems of the environment, has been extensively promoted and proliferated through the Internet. The following sections are directed at offering a brief overview of the common components engaged to promote Green Awareness on the Internet.

#### Government/Official Websites

As the severity of climate change intensifies at an alarming rate and with the ramifications having a snowballing effect on all spectra of society, more governments have begun to cast a serious light on the issue. Governments in global cities have realised that the solutions to climate change must include a top-down framework that encompasses efforts coming from all levels of the nation, from business organisations right down to individuals from all walks of life. In addition, because climate change is a borderless issue, these governments have collaborated under the [United Nations Development Programme](#) to discuss international solutions regarding climate change. It is for this reason that various government websites have been initiated to connect its people, an increasing percentage of whom are information and technology saavy, to the global problem of climate change and the ways in which they could contribute to protect the environment.

#### Example: "Our Part"

##### About "Our Part":

- A nationwide Environmental Awareness Campaign initiated by Chinese actress Zhou Xun and United Nations Development Programme(UNDP) in China.
- "Our Part" is launched on the Internet as a website, which serves as a convenient platform that unites diverse social sectors, from individuals and the media to non-profit organizations and companies on the issue of environmental responsibility.
- Aim of "Our Part": To promote "Environmental Citizenship", which refers to the role of individuals in making a difference in the fight against climate change by "protecting the environment through daily choices".

Ten guidelines for a greener lifestyle as cited from "Our Part":

1. Buy bamboo
2. Get out of the car
3. Get fit, save the planet
4. Make re-useable bags your new best friend
5. Give green products priority
6. Become a trendsetter
7. Unplug it
8. Don't print so much
9. Remember being green = saving money
10. Lose the "It's not my problem" attitude

## Non-profit Organisations' Websites

Knowledge of the problems of the environment have motivated likeminded individuals to form non-profit organisations (NPOs) that are committed to encouraging public efforts at going green. These non-profit organisations are usually founded by individual volunteers who share the same interests in fighting climate change or who live in the same region and are willing to contribute to the living region's environment for the purpose of better quality of life and sustainability. Such NPOs have published websites on promoting green awareness, because they recognize the powerful ability of ICT, specifically the Internet, as an efficient means to convey important messages pertaining to Climate Change to people on an international scale.

Example: "[Green Power](#)"

"**Green Power**" is a NPO founded by a group of dedicated local volunteers in Hong Kong, who were concerned about the local environmental problems in 1988. They believe that education is the ultimate key to instilling the correct mindset with regards to Climate Change. Their website was the main means by which they communicate with the public and its success can be measured by the achievements the Green Power has concluded thus far, as meted out below:

### What they have achieved:

<b>Environmental Education</b>	<ul style="list-style-type: none"> <li>• A flagship Green Schools Network was established in Hong Kong to encourage environmental education among schools.</li> <li>• An On-line Green Classroom was instantiated, which offers students a collection of information resources pertaining to environmental protection.</li> </ul>
<b>Environmental Resources Centre</b>	<ul style="list-style-type: none"> <li>• The centre provides the public with relevant reading materials and guided visits to teach environmental concepts to students.</li> </ul>
<b>Tackling Environmental Issues</b>	<ul style="list-style-type: none"> <li>• Research is conducted with reports released on a regular basis on its website.</li> </ul>

See [Other Internet Mediums](#)  
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5.	<b>Quotes on ICT and Climate Change</b>
5.1	Quotes
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## References

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