



PRESS RELEASE

DHL Partner Fingal County Council for World Environment Day Beach Cleanup

On Thursday 23rd June, more than thirty DHL Global Forwarding staff volunteers joined with Fingal County Council to undertake an extensive clean-up of the beaches on the Fingal coastline to mark World Environment Day which took place on 5th June. Commemorated every 5th of June since 1972, World Environment Day (WED) is one of the principal vehicles through which the UN heightens worldwide awareness of the environment and encourages political attention and action.

This clean up complimented and repeated last year's successful partnership between DHL and the Council in cleaning up Broadmeadow Estuary, and both the council and DHL were very enthusiastic about the ambitious plans for 2011. Covering ten beaches stretching from Balbriggan to Portmarnock, DHL volunteers and Fingal staff completed the clean-up between 10.30am and 2.30pm, working alongside local participants from local community groups, schools and members of the public.

Two Fingal beaches (Portmarnock Velvet Strand and Portrane) were recently awarded Blue Flags, and these are the only Blue Flag beaches along the Greater Dublin coastline. Six beaches also received Green Coast awards, and while every effort is made to regularly clean the beaches, and plenty of litter bins are provided for visitor to the beaches to dispose of their litter, the involvement of DHL is particularly welcome at a time of reduced staff and financial resources within Fingal County Council.

DHL Global Forwarding has used World Environment Day to strengthen its GoGreen program by raising continuous awareness on the topic and mobilising employees. Fingal County Council, for its part, provided litter picking equipment for the cleanup.

“Once again, we were delighted with the positive reaction of our team to this GoGreen initiative. We were successful last year in cleaning up the Estuary and we felt it was important to stretch our targets to cover a greater area this year”, explained Maurice Meade, Managing Director of DHL Global Forwarding. “The results are absolutely fantastic and a credit to everyone involved on the day”, the MD said. “I am delighted that we were able to work with Fingal County Council to support the conservation of our beaches and we hope to continue in our volunteer work in this area”, he added.

Michael Lorigan, Director of Operations, with Fingal County Council, congratulated the DHL volunteers on their hard work. “As a Council we fight a continuing battle against litter and illegal dumping”, Michael explained, “and we are always very encouraged by initiatives like these where volunteers are willing to help us to tackle the problem, particularly on this long stretch of coastline which features a number of public beaches and can be very heavily used by visitors during the summer months.”

For further information on this and similar initiatives please contact:

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Note to Editors:

DHL’s GoGreen program is a lighthouse example in the logistics industry and the company has set itself ambitious targets with a focus on improving its CO₂ emissions. DHL’s approach includes optimising its air and vehicle fleet, improving energy efficiency, implementing innovative technologies, developing green products, encouraging employees to use resources wisely, and working with customers and suppliers to do the same. The Group’s employees play a crucial role in efforts to turn the business as green as possible.

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DHL is part of Deutsche Post DHL. The Group generated revenue of more than 51 billion euros in 2010.