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LE MONDE DES CÉLÉBRITÉS

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No 255

Interview
Georges Salibi
Jacob Abrian

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IPTEC

IPT ENERGY CENTER



كون ECO Driver

وحافظ عَصحتك وبيئتك



**Ask for your
Eco-Driving License
at IPT Stations**

The National Campaign for air Pollution reduction in Lebanon through Efficient Energy Use in Land Transportation

An awareness campaign on Eco-Driving in Lebanon carried out by IPT Energy Center (IPTEC) to provide easy ways to reduce air pollution and fuel consumption from land transportation.

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ESCWA



REPUBLIC OF LEBANON
MINISTRY OF ENVIRONMENT

What is IPTEC and what are its purposes?

IPT Energy Center (IPTEC) was established by IPT in an unprecedented step in Lebanon and the Arab world. IPTEC is a specialized research center in sustainable energy that carries out scientific studies on energy, oil and gas in Lebanon in order to increase awareness on the efficient use of energy and the reduction of air pollution.

What is the "Koun Eco-Driver" campaign about?

Because the transportation sector significantly contributes to air pollution in Lebanon, IPT Energy Center (IPTEC) has launched in 2012 the "National Campaign for Air Pollution Reduction in Lebanon through efficient energy use in Land Transportation" with the support of the Ministry of Environment (MoE), ESCWA, and UNDP.

As part of the dissemination activities undertaken by IPTEC, an awareness campaign on Eco driving practices has been launched under the title "كُونْ" Eco driver "وحافظ عَصَّتْكَ وَبَيْتْكَ". Its objective is to provide easy to implement practices in order to reduce fuel consumption and the level of pollutants emitted whilst driving.

What is Eco-Driving?

Eco-driving is the efficient use of fuel in road transportation through easy, smart, and socially-responsible driving practices that help cut fuel consumption and reduce air pollution from land transportation. The campaign consists of 15 easy and simple steps that Lebanese drivers can take in order to help reduce the level of air pollution caused by land transportation in Lebanon. These steps include:

1. Control your speed
2. Drive at low RPM
3. Accelerate and brake gradually
4. Change the oil and the oil filter regularly
5. Change or clean the air filter regularly
6. Examine the tires' pressure regularly
7. Use clean fuel
8. Avoid idling
9. Use the air conditioning wisely
10. Park in the shade
11. Travel Light
12. Plan and organize your trip
13. Don't drive when stressed
14. Use carpooling
15. Walk and bike more

What does the campaign consist of? What type of activities will be deployed to ensure that the message reaches the targeted audience?

Weekly activations are taking place on most IPT stations across Lebanon in the presence of the campaign's mascots that are giving away eco-driving licenses to passer-byes to ensure that the message of the campaign reaches as many Lebanese drivers as possible.

In addition to unipoles, scrollers and magazine ads, IPTEC is increasing public awareness through online activation campaigns on social media channels.

IPTEC will also be collaborating during the upcoming academic year, with Fabriano and a large network of schools to invite students to express, through art, their concern for the air pollution caused by land transportation and the solutions they propose. IPTEC is also taking part this November in the annual "Beirut Marathon" to show the importance of using non-motorized and healthier ways to move around in Lebanon.

Who is the targeted audience?

Eco-driving is one of the simplest ways that enable people to live in a cleaner and healthier environment, and at the same time to save more and reduce the consumption of non-renewable energy. IPTEC's Eco-driving campaign invites everyone to



become eco-driver and does not target any specific age group. Everyone can adopt eco-driving practices especially the young Lebanese drivers who spend most of their time on the roads and in their cars.

What are the future projects for IPTEC and how will the campaign evolve?

IPTEC's "National Campaign for Air Pollution Reduction in Lebanon through efficient energy use in Land Transportation" will be complemented by a conference entitled "Air Pollution from Land Transportation in Lebanon: Reality and Solutions". The conference will be held in November at the UN House ESCWA Building in Beirut in the presence and with the support of H.E. the Minister of Environment Mr. Mohamad Al Mashnouk along with a number of experts from the MoE, ESCWA and UNDP and other national and international institutions. The objective of the conference is to present the outcomes of the campaign and provide a road map for a successful transition towards air pollution reduction and efficient energy use in land transportation in Lebanon.

In addition, the possibility of integrating eco-driving as part of the curriculum in driving schools has been proposed to the Ministry of Environment with the hopes of having it implemented within the coming year. It is important to start educating drivers from the very beginning on the concept and benefits of being an eco-driver.

كون ECO Driver وحافظ عَصحتك وبيئتك



The National Campaign for air Pollution reduction in Lebanon through Efficient Energy Use in Land Transportation

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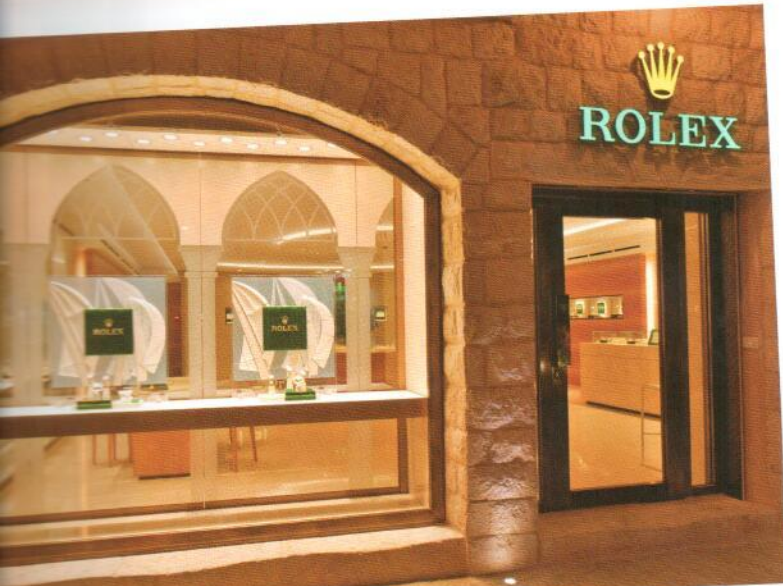
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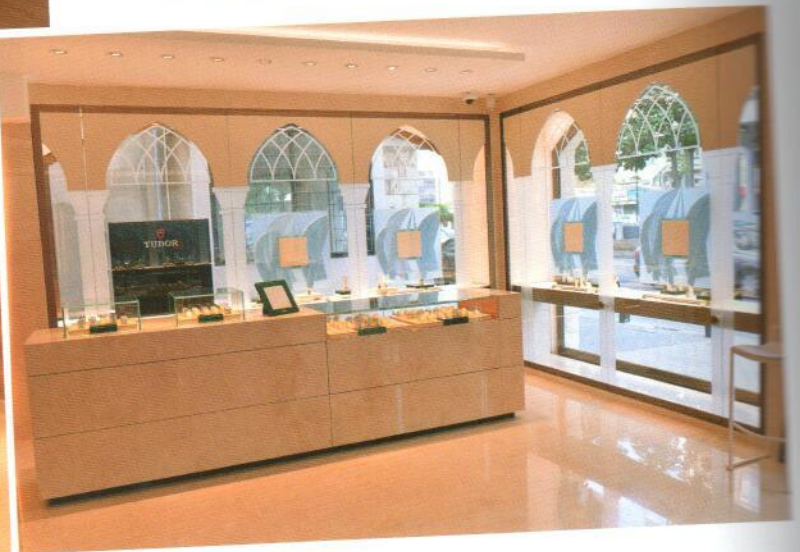
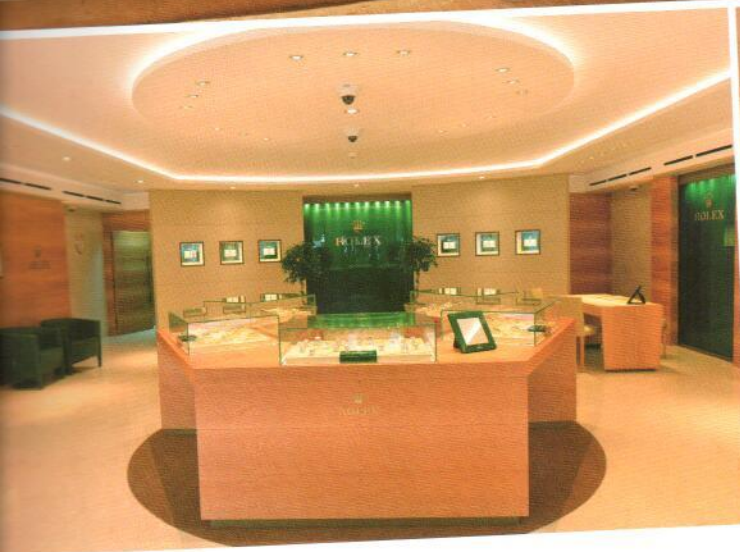


REPUBLIC OF LEBANON
MINISTRY OF ENVIRONMENT



Rolex s'offre une deuxième boutique pour son 10^e anniversaire

Après l'inauguration de sa belle boutique à la rue Weygand, A & S Chronora, représentant unique et exclusif des montres Rolex et Tudor au Liban a ouvert sa deuxième boutique, dans le Vieux souk de Jounieh, pour célébrer son dixième anniversaire au Liban. Une salle VIP offrant des services de consultation taillés sur mesure, un espace de service après-vente, un showroom pour l'exposition des derniers modèles exclusifs Rolex et Tudor ne peuvent que combler les fidèles clients de l'illustre marque. Ces deux boutiques Rolex Beyrouth et Rolex Jounieh sont heureuses d'accueillir leurs clients dans un décor qui reflète les plus hauts standards suivant «l'expérience de luxe Chronora».



Sarah Tcheroyan, Dr Toni Issa, Aline Lahoud, le ministre Mohamad Al Machnouk, Dr Walid Deghaili.

LA CONFÉRENCE DE L'IPTC POUR UNE CAMPAGNE DE CONDUITE ANTI-POLLUTION.

Au cours d'une conférence de presse tenue au Hilton Grand Habtoor Hotel sous le patronage du ministre de l'Environnement, avec l'appui de l'ESCWA représentée par Dr Walid Deghaili, de IPT Energy Center représentée par Dr Toni Issa, de l'UNDP et du ministère libanais de l'Environnement, les intervenants ont mis le point sur la responsabilité du public pour améliorer leur conduite sur les routes tout en protégeant l'environnement. «Be an eco-driver and protect your health and your Environment» tel était le thème de la conférence qui insistait sur les problèmes que crée le CO2 sur la santé des individus autant que sur les développements économique, social et environnemental. Le ministre Machnouk et Aline Lahoud, ambassadrice de cette campagne de sensibilisation, ont fait un trajet écologique parmi les citoyens en vue de les encourager à la responsabilité sociale.