



Press Release

Source: Green Globe, Ltd.

## **Green Globe Launches Updated Brand Website Featuring New Partnerships, Sustainable Products and Services, Plans for Additional Sustainable Development Projects**

LONDON, UK--Jun. 20, 2023--(via Green Globe News)--Green Globe, Ltd., owner of the Green Globe brand and licensee of all Green Globe programs worldwide, has launched its updated website featuring detailed information on the brand including its history dating back over 30 years, new partnerships, affiliated sustainable products and services, and plans for sustainable development projects, the first of which is targeted for Sri Lanka.

The new site, at <https://www.greenglobeltd.com>, also connects visitors to the Green Globe brand's social channels – [LinkedIn](#), [Twitter](#), [Instagram](#) – and features a [blog](#) that will be updated at least once per week. Connecting is a brand priority, as Green Globe is focused on harnessing the power of the majority of people, especially young people, who support immediate action on the climate emergency, implementing the circular economy, corporate sustainability, and sustainable development. Green Globe expects to provide opportunities for its followers to help take action in their own communities as well as support Green Globe projects around the world.

“As our manifesto states, ‘Never in our history has the need for Mankind to come together in an economically, environmentally, and socially responsible manner been so evident,’ and we expect Green Globe to play a role in bringing people together to make a difference today and for future generations,” stated Steven R. Peacock, Managing Director of Green Globe, Ltd. “There’s no question that the time to act is now.”

The new site features affiliated [products and services](#) and provides links to current brand [licensees](#). Any entity that uses the Green Globe brand and logo must license it directly from Green Globe, Ltd. or sublicense it from an authorized Green Globe licensee. There is also a detailed [history](#) of the brand dating back to its initial development in 1993.

“We hope everyone concerned about climate change, environmental degradation, and social inequities and who would like to start making a real difference will sign up to be part of our [Pathway to Sustainability program](#),” Peacock added. “Pathway will provide opportunities for members to participate in our efforts to implement the circular economy around the world.

Supported initiatives will include Corporate Social Responsibility (CSR), ESG programs, clean energy, water, transportation, waste, Diversity, Equity, and Inclusivity (DEI), and others that will produce tangible economic, social, and environmental benefits.”

The brand’s efforts seek to attract all age demographics but will especially focus on younger generations who are clearly aware of the need for change and are ready to act. Green Globe Ambassadors will help organize regional networks and locate worthy projects that can be financed initially through crowdfunding and grant programs when available.

Anyone interested in playing a part in these efforts is asked to [contact](#) Green Globe for more information.

### **About Green Globe**

The Green Globe brand, owned by Green Globe, Ltd., a UK company, is committed to promoting and implementing the concept of a circular economy in communities, countries, and regions around the world, both directly and through its licensees. Green Globe traces its roots to the United Nations Rio de Janeiro Earth Summit in 1992, where heads of state from approximately 180 countries around the world acknowledged, as a group, the impact of human socio-economic activities on the environment and the urgent need to address environmental degradation. First developed within the World Travel & Tourism Council (WTTC) in 1993, the Green Globe logo has long been recognized around the world as a symbol of environmental responsibility and social impact. Today, the brand and its associated programs hold even greater promise as the world further embraces the need for sustainability, diversity, equality, inclusion, and response to global climate change as essential core values. More information can be found at [www.greenglobeltd.com](http://www.greenglobeltd.com).

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