

## Environmental call, text service launched

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GLOBE TELECOM has launched a 24/7 call and text facility where concerned parties can report environmental crimes and violations. The facility, called Green Line, was kicked off in Bulacan in partnership with various government and private partners.

Yoly Crisanto, corporate communications head of Globe Telecom, said in a briefing that the Green Line project was an example of harnessing the power of telecommunications to protect the environment.

The Green Line project involves the establishment of hotlines, the first of which was launched in Bulacan yesterday.

The Bulacan Green Line number 0917-8119762 will allow residents to report environmental crimes and violations via call, text or even by sending pictures and e-mail.

Beyond the dedicated reporting hotline, Globe's Green Line also includes mobile communication for the seven Quick Response Teams (QRTs) who are trained to handle various environmental complaints. They respond to reports about solid waste problem, water and air pollution, hazardous wastes to quarrying and illegal logging.

The QRTs are deployed to check on so-called Water Quality Management Areas in Meycauayan, Marilao, Obando, San Jose Del Monte, Sta. Maria, and Caloocan in Bulacan and Valenzuela City. The Green Line in Bulacan is meant to protect the Marilao-Meycauayan-Obando river system from further deterioration as it undergoes the tedious process of rehabilitation.

The first Globe Green Line was launched in partnership with the provincial government of Bulacan, the Department of Environment and Natural Resources-Environmental Management Bureau NCR and Region 3 offices, the Blacksmith Institute and Sony Ericsson.

Environment Undersecretary Demetrio Ignacio said the Green Line project in Bulacan would be a test case for other areas in the Philippines that have polluted rivers.

"Other areas in the country are now looking at Bulacan and will most likely adopt the best practices here, so the projects here will be blazing a trail," he said during the press briefing in Bulacan.

Experts have declared the Marilao-Meycauayan-Obando River "biologically dead" and is part of "The World's 30 Most Polluted Places in the Developing World" drawn up by New York-based environmental think-tank Blacksmith Institute.

The Green Line project is part of Globe's total environmental sustainability program called Globe Goes Green. Through this program, Globe is actively promoting not only environmental sustainability within the organization but also to its external stakeholders, creating heightened awareness through its various environmental activities.

Globe-powered Green Line uses a Sony Ericsson "Naite" phone, one of the latest eco-friendly handsets of Sony Ericsson under its "GreenHeart" portfolio. The 100-MB, quad-band smartphone is made out of 50 percent post-consumer recycled plastic and comes with an ultra-eco charger.

[^ Back to top](#)