



PRESS RELEASE -EXAMPLE

Go green, Power up!!!!

The use of renewable energy for daily operations has become a topical issue, especially with the overdependence on fossil fuels, which contributes to more greenhouse gas release and the cost involved in importing them in some cases. Organizations and regulatory bodies have held various forums and conferences, debating on whose duty it is to pioneer this change.

On the other hand, most regulatory bodies agree to the fact that if governments are not able to step in for this cause, businesses are in the best position to include that, probably in their CSR activities. This drive has also increased the reputation of businesses currently involved in it. Not only does it increase their reputation, but it also serves as a shared value to the businesses.

Adojo GmbH an online marketing company, has been able to increase the use of renewable energy in the DACH region by 85%, a statement given by the head of Compliance department of the firm. In his speech during the just ended Energy forum, held on, he stressed on the importance of this goal to the world, particularly from the business point of view. Mr. explained some of the initiatives taken by the firm, leading to this achievement.

Review of Projects

The first is the deployment of geothermal energy, serving as a complement to the already available electricity source from fossil fuel at their business location. This energy source traps heat during the summer from the sun, and stores them in a hot water tank, supplying heat to the building for heating the office for example during the winter season. The initiative has really been of great help to the building owners, together with the energy team in the district of operation.

Secondly, Adojo helped pioneer education on their website dubbed "Go green, Fuel up", to educate other businesses, especially their customers on the use of renewable energy resources, and the results were just amazing after some period from the start of the initiative.

The subsequent projects underway are to target the individual households to do same. That is set to begin in March this year.....

The use of renewable energy does not only help reduce dependence on fossil fuels, but also helps create clean and healthy air for breathing, prevent energy losses mainly due to transportation losses, and the like. To read more, kindly click [here](#) . This great initiative is currently 85% through, as stated by the Compliance head and that is just amazing! What more can we ask for? Together we make the world a better place to live in.

#SDG7 #affordableandcleanenergy #weareallresponsible#csr