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Cafe goes green

Outlets introduce biodegradable bags and recyclable cup sleeves

By **TRECIA TAN**
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DOME Café Malaysia takes its first step in going green with the launch of its environmental campaign — “Go Green with Dome.”

It is the first corporate social responsibility project by The Melium Group, which is the franchise holder for Dome.

“We have never done any environmental project before, so we thought of doing our part for the environment, starting with Dome this year,” said The Melium Group marketing and public relations head Ferhat Nazri-Aziz at the campaign launch at Dome Café, the Intermark in Kuala Lumpur recently.

“Dome outlets nationwide will support the green effort by using biodegradable waste bags and recyclable takeaway cup sleeves,” he said.

Usage of print materials would also be reduced through Dome’s efforts in communicating with customers via electronic media, said Ferhat.

“We are planning an initiative to clean up Lake Gardens later this year and are working closely with DBKL (Kuala Lumpur City Hall) to make that happen,” he said.

In line with the campaign, Dome had created a high-quality biodegradable shopping bag for its customers.

Customers who spend RM200 and

above in a single receipt at any Dome outlet would be entitled to receive the eco-friendly bag for free.

Alternatively, the bag would be available for purchase at RM20.

Proceeds from the sale would fund the Go Green campaign to plant trees at the Forest Research Institute Malaysia (FRIM), Kepong in November this year.

“We will plant 100 trees. We will plant more if we manage to raise more funds through the campaign,” said Ferhat.

Local singer-songwriter Atilia Haron, who was roped in the campaign, promised to bring her fellow celebrity friends to participate in the tree-planting activity.

“I’ve never been able to participate in something like that before due to my tight schedule, but I’ll definitely see to it this time because I know it’s going to be fun!” she said.

She said she did her part in protecting the environment through her daily habits.

“It doesn’t matter if people accuse me of being an outfit repeat offender. To me, as long as my clothes are still clean, I would wear them again a second time!” she said.

We thought of doing our part for the environment, starting with Dome this year.

— FERHAT NAZRI-AZIZ

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1 (From left) The Melium Group general manager Farha Shaid, assistant general manager Zaireen Ibrahim, Atilia and Ferhat showing their eco-friendly shopping bags by Dome at the launch of the Go Green with Dome campaign.

2 Atilia giving a presentation on the campaign at the event.

– Photos by P. NATHAN