BNOW.org celebrates Earth Day with launch of recylenow.asia Social enterprise believes that a little effort from each one of us will make for a greener Bangkok

Bangkok, Thailand – April 19th 2018 – To coincide with Earth Day on April 22nd this year, Bangkok-based social enterprise Bnow.org is launching recyclenow.asia, a website with an objective to encourage and promote ways in how people can reduce, reuse and recycle their trash.

This one-stop website aims to serve as a platform to educate and inform people about the importance of recycling and the positive impact it has in the world we live in. It will provide information related to recycling in Bangkok and other provinces in Thailand, including lists of related organisations, recycling centers, communities which organise recycling activities, second-hand shops, tips on how to recycle used household items, DIY ideas to recycle garbage into creative and useful things and more. Everyone is invited to join and contribute their knowledge via RecycleNow.Asia Facebook Page: https://www.facebook.com/RecycleNow.Asia.

“Our goal is to promote benefits of recycling and ways on how you can reuse and properly dispose garbage from your homes and offices. Recyclenow.asia brings together like-minded people who want to make a difference to the world we live in plus make it green and healthy for the future generations,” said Pacharee Pantoomano-Pfirsch, founder of BNOW.org and a staunch supporter of recycling. Pacharee believes that recycling is everyone’s social responsibility and should be part of one’s daily life. “I grew up in the US where each house separated garbage and recyclables. Unfortunately, this is not the case in Thailand and the recent flood in Bangkok was largely caused by garbage such as plastic bags, bottles and foam boxes clogging the drainage system. There is little awareness about the plastic pollution and the importance of recycling. We only have one earth and together we can help to make a healthier environment,” she reiterated.

Bangkok, a sprawling city of 9 million residents, is notorious for its poor implementation of recycling trash, segregation and waste management. According to Thailand’s Department of Environmental Quality Protection, Bangkok is producing more waste than the previous years. It is estimated that each Thai person produces 1 kg of trash every single day.

Recyclenow.asia is run by volunteers and Pacharee invites both individuals, organizations and companies to support this initiative by sharing resources related to recycling. She hopes the website will inspire more people to make recycling part of their life. Using refillable cups when buying coffee, carrying a cloth bag to carry your groceries and recylicing papers and envelopes are some of the simple things you can do, she shared.

“Earth Day is an annual event held worldwide to demonstrate support for the environmental protection. By launching Recyclenow.asia on this day, we aspire to be part of the global movement and encouraging Thais to to reduce, reuse, & recycle,” added Pacharee.

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About BNOW.org
Started in 2003 by a group of friends and professionals who want to make a difference in the community, BNOW.org is focused on supporting entrepreneurs in the startup and SME eco-system. BNOW's Entrepreneur Now Awards aims to recognize enterprising people and teams operating in Thailand and it welcomes nominations from Thai and non-Thais. Awarded the social enterprise status by Thailand Social Enterprise Office, BNOW's motto is to link and inspire. For more info, please visit www.bnow.org and www.entrepreneurnow.asia.

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