

NaturCert: 1st to Walk The World @ WTM 2008

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NaturCert is the global independent organisation which has developed the NaturCert Certification Program for the environment and society. Today NaturCert is proud to announce that NaturCert is the first to donate the requested 10 UK pounds for the Walk The World For Just A Drop @ World Travel Market.



NaturCert supports the initiative Just A Drop begun at the World Travel Market, by donating just 10 UK pounds, will provide someone with clean and safe water for life. As it is mentioned in the Just A Drop site the aim of the charity is to 'raise money to build wells,, install pumps and carry out health and sanitation programmes to give children under five and their families clean, accessible water.'

At NaturCert, we believe that supporting and promoting such ideals can be done in numerous ways, and one of them is through new campaigns and initiatives. NaturCert sees the Walk The World For Just A Drop @ World Travel Market as an initiative that parallels NaturCert's beliefs for a more responsible and sustainable future that can serve a greater cause but at the same time be interesting and fun.

World Travel Market involves a lot of meetings and a lot of walking. Therefore by having a pedometer at hand you can count all those endless steps whilst meeting interesting people and at the same time make a real impact.

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