

Ever Rich Duty Free cleans nearly 3,000 pounds of trash



About 220 staff and consumers joined Ever Rich's coastal cleanup event on International Coastal Cleanup Day on September 17

Initiated by the American Ocean Conservation Association, the third Saturday in September marked the International Coastal Cleanup Day. On September 17 this year, [Ever Rich Duty Free](#) chose Linkou District in New Taipei City, only 12 kilometers away from Taoyuan International Airport and located in the middle of the power plant and Taipei Port to help with coastal clean-up. A total of 220 volunteers removed 2,976 pounds of marine waste in one hour, equivalent to more than 5,952 pounds of carbon emissions reduced.

Apart from staffs in Taipei conducted coastal event, during the period from September 1 to 17, more than 10 beach cleaning activities were held in series in Taipei, Taoyuan, Taichung, Kaohsiung, Kinmen, Penghu, Green Island, Xiaoliuqi, and so on. A total of 368 volunteers removed 5,024 pounds of coastal waste.

In 2022, Ever Rich Duty Free announced the target of reducing carbon footprint of 19 million pounds. It will be implemented through the three major policies of plastic reduction, energy saving and environmentally friendly packaging. Ever Rich has offered discounted price when purchasing coffee and black tea by using own cups, free member points if you don't take the shopping bag when purchase made, working with green suppliers, introducing products made by environmentally friendly materials, and set the smart recycling machines outside physical shops. Ever Rich hopes to convey

the green concept into everyone's daily consumption habits, to protect Taiwan and the earth.