



# looking green

Of course you are welcome to 'go' green, but if being eco-friendly sounds too much like hard work, then fake it. Ramzi Makram-Ebeid shows you how.

Before me, I'm sure others have tried to convince you with the 'facts', listed the 'numbers', and maybe even got a little emotional with you. Time and time again, they've tried to teach you anything, and perhaps, something. Yet nothing sunk in, did it? That's because those "teachers" of yours are idiots.

However, if I told you being green would make you less of a douchebag, wouldn't you want to be green? I would. If I told you

being "green" meant people would compare you to Leonardo Di Caprio (for the guys and the lesbians) and Julia Roberts (for the gals and the gays), wouldn't you want to be green? I for one would welcome such a comparison. If I told you people would stop calling you useless and start calling you useful, wouldn't you want to be green? I'd be joyful.



With that said, here are my top six most eye-catching ways to look green:

**ReDuce, ReUse, Recycle:** I have no idea what this really means, but greenies LOVE saying this. It has something to do with buying less things, reusing your old crap and then sending your driver off to some recycling center. You don't have to do it, just say it and say it frequently. It's kind of like "I'll call you," it makes people feel good inside. Also, have your housekeeping manager forward APE's ([www.ape-egypt.com](http://www.ape-egypt.com)) "Household Waste Separation Management in Cairo" pamphlet to all your friends housekeeping managers.

**Buy Green Products and Tell EVERYONE:** On your next shopping weekend in London or Dubai, tell your personal assistant to tell your personal shopper that you want to buy green things. At the same time, get your PA to forward these sites to everyone you know: [www.treehugger.com/buygreen](http://www.treehugger.com/buygreen), [www.greenchoices.org](http://www.greenchoices.org) and [www.mbd.com/c2c](http://www.mbd.com/c2c). That way everyone will know your new November 2008 Fall Collection is green!

**Drive a Green Car:** Cameron Diaz drives a Toyota Prius. However, she can drive a cheap car and people still know she's rich. Fortunately for you, luxury cars like Lexus's RX Hybrid SUV and LS Hybrid sedan exist and people know that they are expensive. Very expensive. Then, for that fun comfortable car you leave in Gouna year round, you can buy Mini Cooper's new Mini E electric car.

**Eat Green Things:** Normal people are responsible for over 3,000 pounds of carbon dioxide emissions more than vegetarians. That's like 350 overweight people combined; so, stop eating meat in front of

gossipers and start filling your pantry with Isis and Waadi "organic" products. (But not too much, remember the "reduce" line.) Then to really impress people, only eat locally produced vegetables and fruits, tell guests that it's grown in your Mansoureya winter weekend retreat.

**Eco-Travel:** So, private jets are out, even Prince Charles has been flying commercial for quite some time now. What I would recommend is taking the entire first class cabin for yourself, so that you'd get that private jet feel but without green celebrities looking down at you. Then, book the presidential suite at 5 star eco-resort, like the ones Forbes Travel recommends and take your private photographer along. Print the pictures, make an album out of recycled paper and make all your acquaintances green with envy.

**Build Green:** This is THE ultimate way to show people how green you want them to imagine you to be. Give all your furniture to poor people, and using the green buying guides listed before, re-furnish your entire house. If you can wait, go to Milan for Saloni 2009 Expo in April with your Interior Designer and check out the green design section. At the same time, hire a green architect from abroad to design your house. But, with those types of people, you have to make them believe that you really care about green architecture. Research, read and remember: [www.greenhomeguide.org](http://www.greenhomeguide.org).

I hope you give these a go. As you'll discover, these ways of mine are very easy to incorporate into anyone's life, and if you don't believe me, go green' yourself.