

CEO Launches Media Plan for Regional Centers



The CEO of the Center, which supervises the Regional Centers for Climate Change, Dust, Sand Storms and Rain Rainfall, Dr. Ayman bin Salem Ghulam, launched today (Sunday) the media plan for the centers, in order to enable them to communicate directly with the authorities associated with their work, international organizations and the target audience, and to highlight their outputs, works and initiatives.

Through its strategy, the regional centers seek to develop a comprehensive media plan through which they can highlight the Kingdom's efforts in the files of environmental and climate issues that it is working to implement within its general objectives since it was launched by His Royal Highness Prince Mohammed bin Salman at the Middle East Green Initiative Summit in AIUla, where beneficiaries can view the latest developments in scientific research and studies issued by the centers and learn about the latest findings of the Kingdom in the field of confronting the effects of climate change and confronting dust storms and sand, and the results of rain enhancement processes and research.

It is worth mentioning that the regional centers have contributed to the launch of many scientific and research programs and activities regionally and internationally in the field of climate change research, studies of its effects and ways to confront them, warning of dust and sand storms, monitoring them, conducting research related to their economic, environmental and health impacts, ways to confront them and reduce their negative effects, and keeping pace with the operational and research processes of the rainfall program and the results achieved through it.