



Organization Name DDB (Advertising & Publicity Co. LLC)

Title Mr.

Name Pravin Amudan

Position Designation Sr. Art Director

Award Category The Green Champion

Project Details:

Project Title The Little Green Guide

Location of Project Muscat, Al Khuwair

One line description of project

Publication of 'The Little Green Guide' - a bilingual (English and Arabic) booklet with over 70 easy and practical tips to help counter global warming (First print-run: 2000 copies), backed by a host of related environment-friendly activities.

Objectives of Project

Global warming is such an oft-repeated term that, somewhere along the line, people have stopped relating to it.

The purpose of The Little Green Guide is to drive home the fact that each one of us can make a positive difference to the environment by taking small, simple steps. For example, it could be as simple as changing one 60-Watt light bulb to a CFC.

To further this initiative, a blog has been created (www.thelittlegreenpage.blogspot.com) where people can post their comments, share their ideas and download the online version of the book to spread the word. A dedicated email address (thelittlegreenguide@yahoo.com) has also been created for enquiries and feedback.

The idea is to get more people to actively join the movement.

Environmental Achievements

Besides the booklet and the blog, I have initiated a recycling drive (paper and plastics) in my workplace (DDB Oman - OHI Group) and in my neighbourhood on a monthly basis with the support of the Environment Society of Oman (ESO). Over the last 2 years, around 2.5 tons of paper has been recycled within the organisation - and this is just the beginning.

I have advocated eco-friendly initiatives to a number of DDB's clients in Oman. These include:

1. The 2009 calendar with the global warming theme for Towell Auto Centre, the dealers for Mazda.
2. The 'Work Environments and the Environment' booklet for Mustafa Sultan Office Technology. This was distributed at the launch of Kyocera eco-friendly printers in 2008.
3. An internal ambient media campaign targeting the employees of DDB, encouraging the responsible use of hand tissues in the washrooms.

Hopes on achievement in the long term

I would like to translate words into action; spreading awareness and actually getting people to adopt an eco-friendly stance in their everyday life.

Through The Little Green Guide and the blog (www.thelittlegreenpage.blogspot.com), if I can influence even a handful of people to think twice about wasting natural resources, I will feel my attempt has been worthwhile.

Measure of success

Elicited active participation from Group companies. Over the last 2 years, around 2.5 tons of paper has been recycled within the organisation - and this is just the beginning. Each time I see a colleague or a friend contribute towards this initiative, I consider it a measure of my success.

Innovation & Creativity

The messages were delivered at moments when the audience was most conducive to assimilating the information. It led to communication that is relevant, simple and effective. The strategy was to do small things that add up to make a big difference:

- * Initiating a recycling drive (paper and plastics)
- * Publishing an awareness booklet (The Little Green Guide)
- * Customised poster for video libraries urging people to hire, rather than buy CDs/DVDs, thereby reducing electronic waste
- * Creating an innovative tissue dispenser
- * Reusing office stationery, from the paper in the printers to envelopes
- * Circulating writing pads made from used, single-sided prints

Impact

The unusual medium and the simplicity of the message helped interest and motivate people.

Originality & Leadership

Each of these initiatives required dedication and commitment, when faced with the arduous task of reminding people, following up for permissions and executing projects. The fact that my efforts, however small they might have been, have inspired people to change, is my greatest reward.

Sustainability

The simplicity of the project was key to its success, and is the reason why it continues to gain momentum.

Effectiveness in the long term

The extensive media coverage of The Little Green Guide in local newspapers and periodicals, both English and Arabic, elicited enthusiastic response. This led to many queries and more copies of the booklet being circulated.

Hopefully, people will carry these eco-friendly habits into their homes and communities and influence others as well, spreading the message and making a greater difference.