

Entry nomination from **Haya Water**  
for Oman Green Awards 2009  
**'Green Campaign of the Year'**



**Organisation Name** : Haya Water  
**(Oman Wastewater Services Company SAOC)**

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**CR No.** : 1/70872/4

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**Organisation Type** : Government  
**(Business/NGO/Gov)**

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**Website** : [www.haya.com.om](http://www.haya.com.om)

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Al Khuwair

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## Green Campaign of the Year

## Project Title

Muscat Wastewater Project

## Location of Project

Muscat Governorate, covering its six wilayats.

## One Line Description of Project

A modern wastewater system for the Governorate,  
it collects wastewater, treats it and  
produces useful earth-friendly products from it.

## What were your goals?

The goal of the campaign was to make Haya Water a household name in Muscat Governorate and increase public acceptance of the project through demonstration of its initiatives and the benefits the community could look forward to from it.

The goal of the project remains serving society. In detail, it's about;

- a. Increasing health and hygiene in the place through implementation of improved wastewater collection and treatment processes.
- b. Reducing the demand of fresh desalinated/ ground water via substitution of treated wastewater in applications like watering of public parks, landscapes, etc. This also brings in energy and cost savings to the national economy.
- c. Produce earth-friendly products like organic compost of the treated solid by-product whose application would in turn bring in more greenery to the place.

## How have you measured your success?

The campaign targeted people across age, sex and nationality – residents and visitors to Muscat Governorate. It was an integrated one making use of different mediums and multiple messages.

The immediate response was an increased level of awareness about the brand Haya Water and correct interpretation of its activities/ services.

The most tangible proof of the success of the campaign is the growing fan base of Haya Water (group) on social networking site Facebook. The medium is now also a platform allowing the brand and its target audience to interact constantly.

The campaign has increasingly seen support and appreciation from well wishers.

## How were innovative methods, strategies or ideas applied?

Communication was designed to be simple, clean and easy to comprehend. This was in view of the diversity of the target audience. Also, the clean layouts extended the company's healthy, clean and green cause. The core message was that Haya Water is laying the pipelines for a healthier, cleaner and greener tomorrow.

The underlying theme of the entire campaign was 'Green'. Green for a greener and cleaner Muscat and Green connoting 'eco-friendly'.

The visual device employed to convey this story was using the leaf as a metaphor. And the veins of the leaves were demonstrated as the underground pipeline that Haya Water was laying in the Muscat Governorate, to collect the wastewater from the households.

The headlines used in the campaign spoke of 'laying the pipelines for a healthier tomorrow'; 'working towards a greener environment through recycling and reuse' and 'bringing more quality to your lives'. The body copy of the advertisements then elaborated on how exactly Haya Water intends to achieve these said objectives. And, how the people living in Muscat today, the future generations, and even the environment will benefit from these sterling efforts of Haya Water.

Using a simple execution style and arresting visuals of a stark green leaf, the story was narrated. Haya Water's brand mnemonic of the two blue and green swoosh was used effectively to further strengthen the brand equity of Haya Water and build upon its presence even further.

The campaign started in Newspapers and proliferated into Magazines, Television, Outdoors and the Internet.

The fact that Haya Water is a responsible corporate serving for the benefit of all in the Governorate of Muscat was communicated effectively via this intensive campaign that ran for over two months.

**Muscat Wastewater Project**  
Laying the pipelines for a healthier tomorrow...



Connecting households within the Muscat Governorate to a common wastewater network in phases, the project will deliver health, environment, economic and social benefits.

*On completion, frequent emptying of septic tanks, related costs and health risks will become a thing of the past!*

**Haya**  
water

### Muscat Wastewater Project

Working towards a greener environment through recycling and reuse ...



The rapid growth of the Muscat Governorate demands a greener landscape to sustain a clean environment. To achieve this, we treat and reuse wastewater for watering public parks, landscapes and for other applications, thereby also reducing costs and benefitting our economy.

*The treated water will reduce the demand for fresh desalinated/ground water while treated solids will be processed to be used as organic fertilizers.*

**Haya**  
water

**Muscat Wastewater Project**  
Bringing more quality to your lives ...



A healthy environment is the foundation of a healthy society.  
At Haya Water, we help make this possible through providing the service of collecting and treating wastewater, and converting it to environment-friendly products.

*We strive for a healthier, cleaner and greener Muscat.*

**Haya**  
water

[www.haya.com.om](http://www.haya.com.om)

Toll-free: 800-77111

Protecting the environment, serving society.  
HAYA is a registered trademark of Oman Wastewater Services Company S.A.O.C.

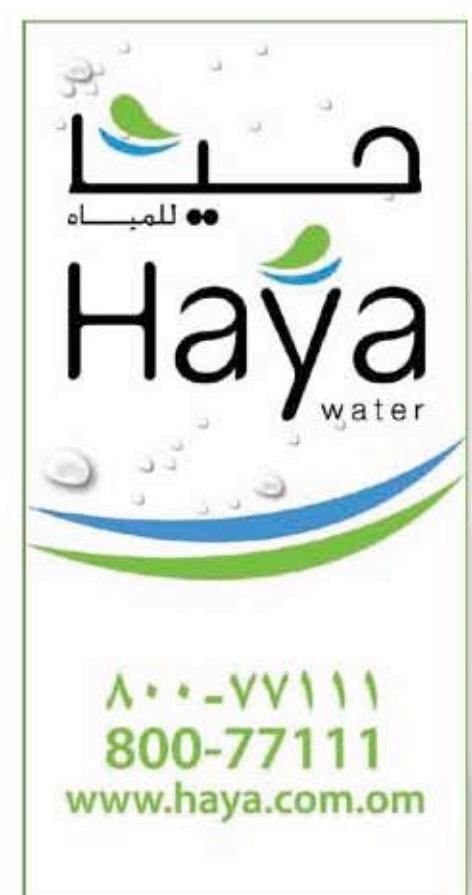
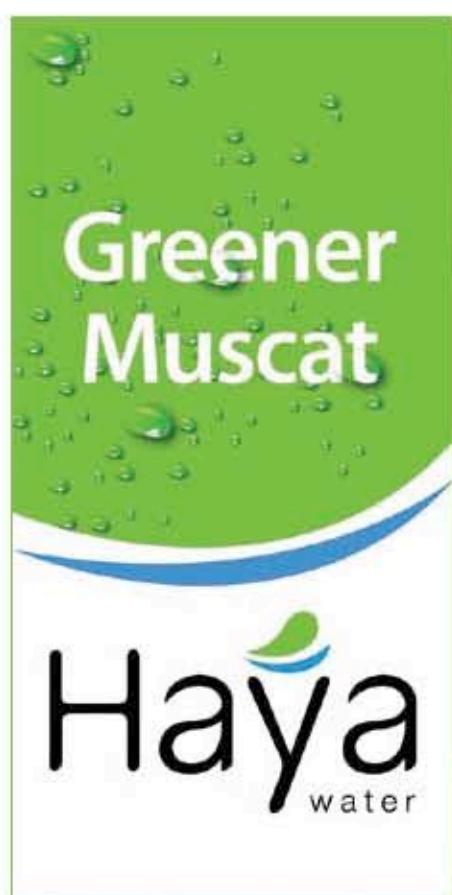


**Healthier, cleaner  
& greener Muscat**

**www.haya.com.om**

**800 77111**

**Haya**  
water





English / Arabic TV Commercial is attached above.

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Sponsored Create an Advert

حبا للصباة مشروع مسقٍ للمرصد المعجم، يضم المنهج، يخدم المجتمع

Haya 791 people are fans of Haya Water (SAOC). Become a fan

Events

Done

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January Tripathy 29 mutual friends Add as a friend

Vikas Negi Help him find his friends Suggest friends for him

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حبا للصباة مشروع مسقٍ للمرصد المعجم، يضم المنهج، يخدم المجتمع

Haya 2,178 people are fans of Haya Water (SAOC). Become a fan

Events

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JAZZ & CONTEMPORARY CLASSES BY VANESSA 2 hrs ago

>>> WWW.MAVERICKSENTERTAINMENT.CO.IN

<<< Coming Soon... 1 hr ago

E-bar & Lounge is now F Stadium.. Live Screening of IPL matches.. 1 hr ago

KROSSWINDZ Live at HomeTown Mall-Rajahat, Today 17:00

SATURDAY :: F.L.I.R.T NIGHT - 2 @ ISLAND BAR (HOTEL SHALimar) 1 hr ago

Today 22:00 Chat (Offline)

Done

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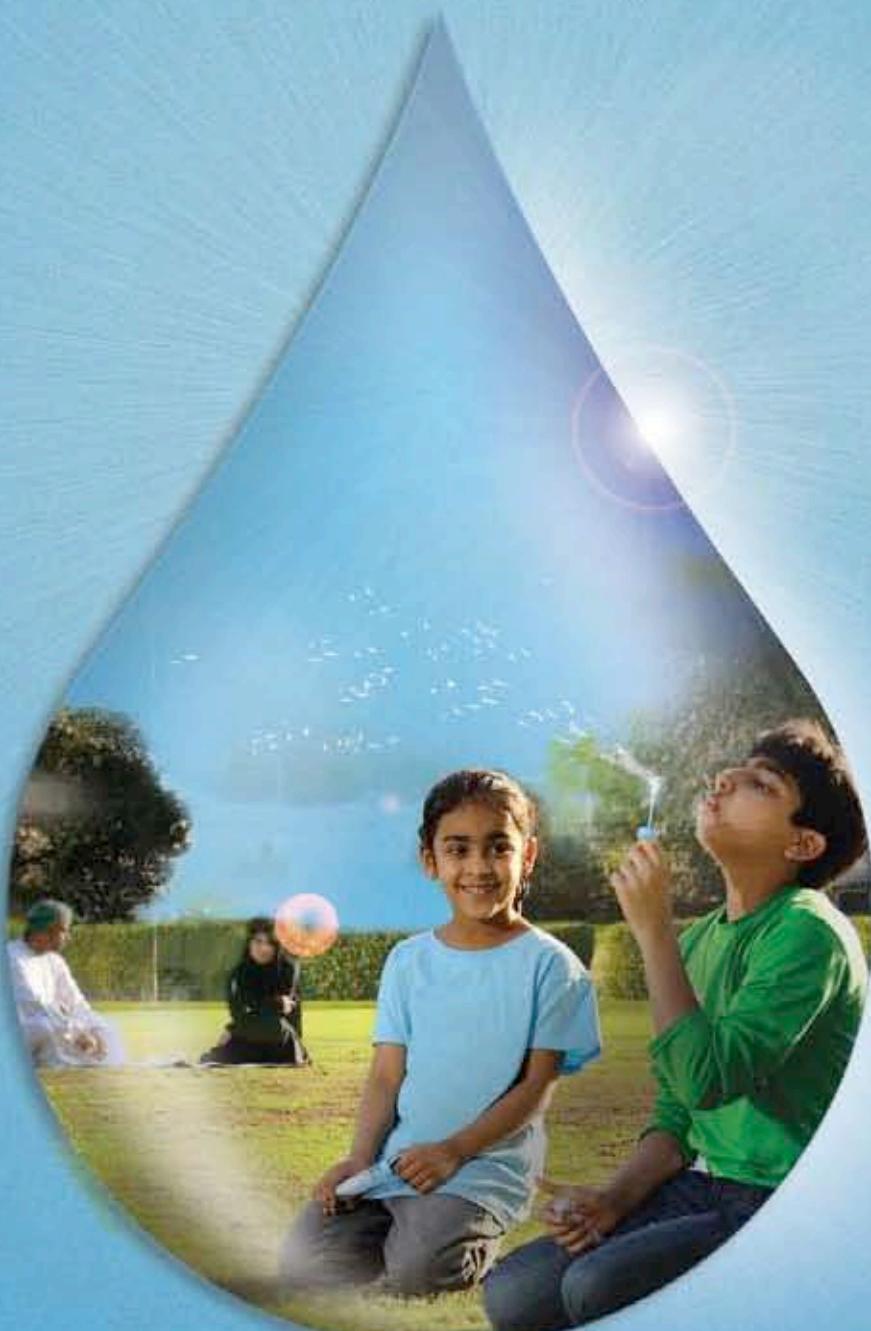
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The idea didn't stop here. The strategy was to extend the thought to being present in relevant contexts.

Thus, on 22 March 2010, World Water Day, most newspapers in Oman carried the advertisement of Haya Water.

While collection of wastewater and its recycling add to water conservation efforts, the best step in the direction is judicious utilisation of the source (fresh water) by all concerned. On World Water Day, Haya Water emphasized on this with the "Water is life. Save it." message.

Water is life. Save it.



World Water Day  
2010  
Clean Water for a Healthy World

Treatment and reuse of wastewater is an important way of conserving water.

At Haya Water, we are committed towards a proper wastewater management system for the Muscat Governorate that will reduce the demand for fresh desalinated / ground water.

**Haya**  
water

Protecting the environment, serving society.

HAYA is a registered trademark of Oman Wastewater Services Company S. A. O. C.



In sustaining the momentum generated by the green campaign interestingly and for a longer period, Haya Water created a friendly character in the shape of a leaf. Named Mudrik (meaning Aware in Arabic), it appeals to children in particular.

Life size cut-outs of him in different poses can be spotted at Haya Water's construction sites.



## **How has the project/initiative/work motivated others to contribute to a greener Oman?**

Prior to this communication campaign, though many people knew the brand logo, they were not clear about Haya Water's area/ scope of business. Once they realized the true face of the company, its ambition, they started supporting, appreciating or listening even more in the midst of direct inconvenience caused to some via Haya Water's construction activities.

There is substantial positive word-of-mouth doing the rounds. Again, Facebook is one place where it's documented.

## How has the nominee demonstrated vision, foresight and persistence?

Haya Water's building and operating of a world class wastewater system in the Muscat Governorate stems from its vision to effectively manage urban wastewater for the benefit of society. More information on this and the project phases are available at [www.haya.com.om](http://www.haya.com.om)

The project will not only increase health and hygiene in the Governorate but also help reduce demand of fresh desalinated/ground water by way of partially substituting the amount of water used for irrigation of landscapes, public parks, etc. with treated water. Besides this, the compost processed out of the treated solids when applied to soil boosts its fertility which in turn creates more greenery around the place. Overall it enhances the civic sense of the city assuring people of a better quality of life.

Haya Water also maintains a wetland in Al Ansab near their main sewage treatment plan. This place, home to seasonal migratory birds, attracts people who wish to spend quality time in the company of Mother Nature.

## How sustainable is the initiative carried out?

Centralised collection and treatment of wastewater has many advantages and for this reason is largely preferred the world over. Here, Haya Water is offering a solution to the Governorate covering its six wilayats (Seeb, Bowshar, Muttrah, Muscat, Amerat and Quriyat) in light of its present and future needs driven by urbanization by the day.

The initiative is not only sustainable today but in the future as well. One good reason to believe this is the fact that the operational parameters here can be better identified, managed or forecast. In other words, one is on top of correct figures like area-wise population, day's fresh water input to the system, etc which influences the project's inputs, outputs or capacities.

### **Explain how it will be effective in the long-term**

Haya Water is owned by the government of the Sultanate of Oman. The investment and planning has been done for the long-term. The network of pipelines connecting buildings is to stay maintained and will keep expanding with the addition of new buildings.

Cost and energy requirements in the long run will be interestingly rewarding. For example, in comparison to transportation of wastewater by road, the pipeline network leaves less carbon dioxide footprint besides costing less.

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REMARKS : \_\_\_\_\_

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