



Organization Details

<i>Organization Name</i>	V-KOOL OMAN
<i>Organization Type (Business/NGO/Gov)</i>	BUSINESS
<i>Website</i>	www.v-kool.com/envirocare
<i>Location /Address</i>	AL-KHWAIR –BESIDE CENTER POINT

Award Category

GREEN FOOT PRINT AWARD

Project Details:

<i>Project Title</i>	EDUCATE PUBLIC ABOUT CLIMATE CHANGE AND GLOBAL WARMING AND USING V-KOOL FILM INSTALLATION ON GLASS OF VEHICLES & BUILDINGS TO REDUCE THE CO2 EMISSIONS IN THE ATMOSPHERE.
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<i>Location of Project</i>	V-KOOL OUTLETS IN ADDITION TO EXHIBITIONS AND EVENTS.
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<i>One Line Description of Project</i>	<u>FOR AUTOMOTIVE SECTOR:</u>
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BY SELECTIVELY REJECTING SOLAR HEAT, AND REDUCING AIR CONDITIONING LOADS, V-KOOL IMPROVES THE FUEL EFFECIENCY OF YOUR CAR BY 3%, TRANSLATING TO 132 KG REDUCTION IN CO2 EMISSIONS EVERY YEAR.

FOR FLAT GLASS SECTOR:

BY SELECTIVELY REJECTING SOLAR HEAT, AND REDUCING AIR CONDITIONING LOADS, V-KOOL SAVES 103.3 kWh/m², TRANSLATING TO 30.6 KG REDUCTION IN CO2 EMISSIONS EVERY YEAR.

Effectiveness

<i>What were your goals?</i>	
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- EDUCATE THE PUBLIC ABOUT THE SERIOUS PROBLEM OF CLIMATE CHANGE DUE TO THE GLOBAL WARMING THAT IS CAUSED BY THE INCREASE OF CO2 CONCENTRATION IN THE ATMOSPHERE.
- EDUCATE PEOPLE ABOUT THE WAYS OF DEALING WITH ELECTRICAL EQUIPMENTS IN TERMS OF ENERGY SAVINGS AND

WHAT WOULD BE THE INDIVIDUAL PARTICIPATION IN REDUCING THE CO2 LEVELS IN THE ATMOSPHERE WITH SUCH APPLICATIONS.

- INCREASE THE NUMBER OF CARS AND FLAT GLASS AREA INSTALLED BY V-KOOL TO REDUCE THE EMISSION OF CO2 IN THE ATMOSPHERE.

How have you measured your success?

THE NUMBER OF CARS INSTALLED BY V-KOOL IS INCREASING YEARLY BY 30%. THE AREA OF GLASS FITTED WITH V-KOOL IS ALSO INCREASING YEARLY BY 20%.

Innovation & Creativity

How were innovative methods, strategies or ideas applied?

IN ORDER THAT THE INFORMATION AND EDUCATION FOR PUBLIC SPREAD QUICKLY AND EFFECTIVELY, SEVERAL IDEAS AND METHODS WERE IMPLEMENTED:

- 1- PARTICIPATING IN MOTOR SHOW WITH THE GREEN MESSAGE (ATTACHED PHOTOS)
- 2- PARTICIPATING IN CERTAIN EVENTS WITH THE UNIVERSITIES AND COLLEGES TO EDUCATE STUDENTS.
- 3- PRINTING INFORMATIVE LEAFLETS AND MESSAGES TALKING ABOUT THE CLIMATE CHANGE AND GLOBAL WARMING.
- 4- DISTRIBUTING RECYCL BAGS TO REDUCE THE USE OF PLASTIC ONES.
- 5- CONDUCTING SEMINARS FOR GOVERNMENTAL SECTORS SUCH AS DIWAN OF ROYAL COURT, SULTAN QABOOS UNIVERSITY... ETC.
- 6- PRINTING AND DISTRIBUTING MARKETING COLLATERALS THAT EDUCATES PEOPLE ABOUT THE GLOBAL WARMING AND THE CO2 PROBLEM IN THE ATMOSPHERE. WITH SOME TIPS THAT CAN BE DONE DURING OUR NORMAL DAYS WHICH WILL HELP IN REDUCING FUEL CONSUMPTION.

Impact

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

WITH THE EXTENSIVE GREEN CAMPAIGNS, LOTS OF PEOPLE ADAPTED THE GREEN CONCEPT IN THEIR LIVES AND BECAME FULLY AWARE THAT IT IS THE RESPONSIBILITY OF EVERY INDIVIDUAL TO IMPLEMENT ALL MEANS THAT CAN LEAD TO FUEL AND ENERGY SAVINGS WHICH WILL IN TURN LEAD TO REDUCE THE DANGER OF ENVIRONMENT POLLUTION.

Originality and Leadership

How has the nominee demonstrated vision, foresight and persistence?

IT WAS A BELIEVE FROM EVERY STAFF IN V-KOOL THAT THE TASK IS NOT EASY AND NEED HARD WORK AND PERSISTENCE, THE TYPE OF MESSAGE GIVEN FROM ALL OF US TO THE PUBLIC WAS HAVING A CLEAR GOAL IN TERMS OF ENVIRONMENT RESPONSIBILITY.

Continuity & Sustainability

How sustainable is the initiative carried out?

DUE TO THE MARKET POSITIVE REACTION TOWARDS FIXING V-KOOL FILM ON THE GLASS OF CARS AND BUILDINGS, AND BECAUSE IT BECAME KNOWN TO CUSTOMERS WHO TRIED V-KOOL THAT THERE IS A HUGE DIFFERENCE IN TERMS OF HEAT PERFORMANCE AND QUALITY, THE PRODUCT IS HIGHLY SUSTAINABLE. THE EDUCATIONAL GREEN CAMPAIGNS WAS FULLY UNDERSTOOD AND APPRECIATED BY MAJORITY OF PUBLIC. THE QUANTITIES IF CAR DECALS THAT WAS PRINTED WAS NOT ENOUGH IN THE MOTOR SHOW AND WE HAVE PRINTED MORE DUE TO THE DEMAND ON SUCH GREEN MESSAGES.

Explain how it will be effective in the long term

. THE BELOW FACTS AND FIGURE WILL ENSURE THE EFFECTIVENESS OF OUR PROJECT ON THE LONG TERM:

- 1- A CAR INSTALLED BY V-KOOL WILL IMPROVE 3% OF FUEL EFFICIENCY. TRANSLATING TO 132KG REDUCTION IN CO2 EMISSIONS EVERY YEAR.
- 2- 11 TREES ABSORB 132 KGS OF CO2 FROM THE ATMOSPHERE PER YEAR.
- 3- 1 CAR INSTALLED BY V-KOOL WILL DO THE JOB OF 11 TREES IN REDUCING CO2 LEVELS.
- 4- EVERY YEAR V-KOOL INSTALL AN AVERAGE OF 3200 cars which means that V-KOOL PARTICIPATE IN REDUCING CO2 LEVEL FROM VEHICLES IN OMAN BY $(3200 \text{ CAR} \times 132\text{KG}) = 422 \text{ TONS OF CO2 REDUCTION PER YEAR}$.
- 5- 11530 CARS HAS BEEN INSTALLED BY V-KOOL IN OMAN. THAT MEANS CO2 REDUCTION IN OMAN ATMOSPHERE IS **1.52 MILLION KG**.
- 6- NOW AVERAGE NUMBER OF CARS INSTALLED YEARLY BY V-KOOL IN OMAN IS 3200 CARS, WHICH MEANS 422 TONNES OF CO2 REDUCTION PER YEAR.
- 7- 1 M2 OF FLAT GLASS INSTALLED BY V-KOOL SAVES 103.3 kWh OF ELECTRICITY; THIS AMOUNT OF ELECTRICITY SAVINGS WILL REDUCE THE EMISSION OF CO2 BY 30.6 KG IN THE ATMOSPHERE.
- 8- 9919 m2 OF V-KOOL FILM HAS BEEN INSTALLED ON THE GLASS OF BUILDINGS IN OMAN. THIS QUANTITY IS SAVING 1.02 MILLION kWh OF ELECTRICITY. THIS AMOUNT OF ELECTRICITY SAVINGS WILL REDUCE THE EMISSIONS OF 303521 KG OF CO2 IN THE ATMOSPHERE.

GLOBAL PARTICIPATION:

OVER 18 MILLION CARS WORLD WIDE INSTALLED BY V-KOOL. THIS MEANS THAT MORE THAN 2.3 MILLION TONES OF CO2 REDUCTION IN EARTH ATMOSPHERE.

BUILDINGS COATED TO-DATE WITH V-KOOL ABOUT 464684 M2. THIS SAVES 48000000kWh OF ELECTRICITY, THUS REDUCING 14240 TONNES OF CO2 EMISSION.