



OMAN GREEN AWARDS 2011
NOMINATION FORM

Instructions for completing the nomination form:

1. Please use a separate Nomination Form for each award category.
2. You may attach extra paper as necessary
3. In the event you attach photographs, Statistical Tables and Reports to support your nomination they should be clearly labeled and marked
4. Please note that it is mandatory to provide two independent referees for the Nomination to be considered.

Organization Details:-

Organization Name	Electricity Holding Company SAOC
CR No.	1708457
Organization Type (Business/NGO/Gov)	Company
Website	www.ehcoman.com
Location /Address	Electricity Holding Company S.A.O.C. 1st Floor, Ernst and Young Building, Way No. 1013, Al Qurum, Muscat, Sultanate of Oman Tel: +968 2455 9200 Fax: +968 2455 9288 Email: ehcoman@omantel.net.om

Award Category	Green Campaign of the Year
-----------------------	----------------------------

Project Details:

Project Title	"Save Energy Oman"
Location of Project	across the Sultanate
One Line Description of Project	It is a national campaign to spread awareness across the Sultanate on the importance of reducing consumption of energy for the sake of the environment and Oman.

Effectiveness



What were your goals?

Our main goal was to spread awareness among individual and corporate consumers of electricity on the importance of reducing the consumption of energy for the benefit of our environment, especially during peak summer times when the use of air conditioners reaches its peak.

How have you measured your success? We have received feedback from all types of consumers believing in the importance of the campaign. We have also received, in writing, support from large institutions and ministries and pledges to save electricity. We have seen our brochures, sun shades and other branded materials from our campaign everywhere in the street, in Muscat and beyond. We have also received paintings of our campaign's ambassador "Noor" from school children who illustrated her switching off electricity or giving advice on saving energy. We keep copies of the children's paintings, all written supports in our Pledge Book that we created especially for the campaign. We also have tens of copies of media releases about the campaign and other media releases written by external bodies supporting the campaign. Finally, our campaign won a prestigious award in the UK for being the number one "Cause Related Marketing Campaign" as part of the UK's Annual "Drum Marketing Awards".

Innovation & Creativity

How were innovative methods, strategies or ideas applied?

For our campaign we have come with unprecedented fantastic ideas:

1. We have created a cartoon character to become the campaign's ambassador and we named her "NOOR". Noor is actually a white Arabian Oryx that is found in the Arabia and Omani desert. The authentic choice of Noor does not only come from the fact that she is Omani and she looks beautiful, it is also originated from the fact the The Arabian Oryx has been preserved by the Omani government. Noor, in return of favor, has come back to give something nice to Oman. She has come to advise people to save energy as she has been herself saved from extinction. She can actually lower its metabolic rate during the summer to conserve energy making her the perfect ambassador for the campaign.



2. We have kept a pledge book specifically for the campaign. All individuals, CEOs or heads of institutions who showed interest in our campaign, actually write down their words of support in our pledge book where they also pledge to reduce consumption in their institutions.
3. We have partnered with ARAMEX who actually painted Noor and our messages on their van. The van moves everywhere for deliveries and everybody gets to see our brand.
4. Our Launch event was attended by a number of Ministers who actually signed their pledge in our book during the event. The was creative and it was hugely covered in the press.

Impact

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

The fact that we were immediately approached by different institutions inviting our team to come and to explain to them about our campaign, and the fact that we are approached by schools, Omani Women Association...etc to speak about the campaign or to deliver its branded items and brochures, shows the enthusiasm we have created among the public to try to save the energy and the environment themselves.

Originality and Leadership

How has the nominee demonstrated vision,
Foresight and persistence?

We have focused our campaign on changing the behaviour of our customers so that non-renewable resources are preserved for as long as possible. We designed a campaign that is appealing to all consumers; children, teenagers and adults alike in order to ensure that our message is memorable and sustainable.

Continuity & Sustainability

How sustainable is the initiative carried out?

Explain how it will be effective in the long term

The campaign will be more effective in the long term because we intend to do the following:

1. To do more research on energy saving and to focus on the link between saving energy and saving the environment. Research results based on facts will be more persuasive and can be also used in schools and colleges.
 2. To expand the campaign activities to reach more Wilayats in Oman to ensure that all electricity users are aware of the importance of saving energy.
-

