



**Organization Name:** Muscat Asian Beach Games Organising Committee

**Award Category** Green Campaign of the year

**Project Details:**

**Project Title** Muscat 2010 Mascots

**Location of Project** Oman & Asia wide

**One Line Description of Project**

In December 2010 the Sultanate will welcome athletes from 45 countries and regions across Asia to compete at the 2<sup>nd</sup> Asian Beach Games Muscat 2010. Launch of the Muscat 2010 Mascots - Al-Jebel (Tahr), Al-Med (Green Turtle), and Al-Reeh (Houbara) represent the sky, land and sea in Oman. Promoting the natural beauty of Oman to the 45 Asian countries and regions that will attend Muscat 2010 and highlighting the importance of protecting and conserving these animals and their habitats for future generations was the purpose of this project.

**Effectiveness**

**What were your goals?** Promote the Games, the natural beauty and unique wildlife of Oman to the 45 Asian countries attending the Games.

Bring awareness to the need for conservation of the 3 unique animals within Oman.

**How have you measured your success?**

This is an ongoing activity which will build in the lead-up to the Games, but at the moment the response from the media in Oman and across Asia has been very strong. An example of the coverage received to date can be found at the following

Oman:

<http://www.sportsoman.com/news-details.aspx?id=24244>

Olympic Council of Asia

<http://www.ocasia.org/News/IndexNewsRM.aspx?redirect=976&NT=G>

BANGLADESH: [http://www.noc-ban.com/announcement\\_detail.php?id=130](http://www.noc-ban.com/announcement_detail.php?id=130)

CHINA: <http://www.gz2010.cn/10/0428/10/65BN0F3V007801VF.html>

MALAYSIA <http://sukankini.blogspot.com/>

## **Innovation & Creativity**

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

The innovative method used was to address 'real issues' through a fictional platform.

On 31 October 2009, MABGOC presented the mascot concepts to the Olympic Council of Asia's executive board at the 55<sup>th</sup> OCA Executive Board meeting in Hanoi, Vietnam.

### **OCA Executive Board Report 31 October 2009**

We propose a group of **Mascot Friends** be created for Muscat 2010

- The 'Friends' will be 3 unique animals found in Oman
  - **Green Turtle** - *Representing the Sea*
  - **Houbara** - *Representing the Sky*
  - **Tahr** - *Representing the Land*

#### **GREEN TURTLE** - *Representing the Sea*

- Turtles are amongst the oldest and important marine species living in the Omani waters
- Thousands of green turtles return to Oman each year to nest

#### **Endangered Species**

- Its meat and eggs are consumed by humans
- Natural enemies, such as foxes, marine birds, and crabs
- Settlement and recreational development
- Accidental entrapment in trawl nets

#### **HOUBARA** - *Representing the Sky*

- Houbara is known as one of the most beautiful and magnificent birds of desert
- Oman has one of the few healthy resident breeding populations in the Arabian Peninsula

#### **Near Threatened**

- Seriously depleted or decreasing due to over-exploitation
- This shy desert bird could be facing extinction within the next 15 - 25 years if unsustainable trade and hunting continue

#### **TAHR** - *Representing the Land*

- The Tahr is native to Oman and lives on steep rocky slopes in the north
- Lives in altitudes of up to 1,800 m above sea

#### **Endangered**

- Overgrazing and limited vegetation in the mountains
- Poaching occurs when the animals descend down the mountains to the wadis for a drink
- Habitat degradation is also due to construction of roads, buildings, and mineral extraction

The Executive Board approved the concept and the initial step has been to create visuals 'drawings' of the mascots.



Over the coming months we will have meet the mascot opportunities in the community for distribution of information and materials on the ideals of the mascots. Our children's storybook will be launched prior to the Games as well 'real life mascots' (ie costumed mascots) will be available for community activities/events and photo opportunities with the public. The Muscat 2010 website will soon provide a Mascots section providing further details about our 3 friends further promoting to the world the Games and beauty and importance of Oman's wildlife and natural habitats.

### **Impact**

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

The mascots will spread their message in both English & Arabic within Oman and across Asia. The mascot story and messages with highlight the importance of these animals within the Sultanate and the natural settings in which they are found. We hope that through spreading these stories the youth in Oman will become engaged to make a difference in protecting our pristine environment.

### **Originality and Leadership**

How has the nominee demonstrated vision, foresight and persistence?

The Muscat Asian Beach Games Organising Committee has been the first Games under the Olympic Council of Asia to dedicate its mascots to the protection of the environment.

‘Environment’ is one of the most important key words globally in the 21st century for sustainable development and coexistence, and the OCA is working to deliver this message to the 45 National Olympic Committees across Asia.

Amongst other activities, the OCA has created a new initiative to recognise the efforts and achievements of its 45 NOCs in tackling environmental issues, and the Oman Olympic Council saw the opportunity to highlight the importance of environmental protection during Muscat 2010.

MABGOC saw the opportunity to promote environmental issues through the use of the mascots and hopes to set a good example for future Games organisers to build on this momentum.

### **Continuity & Sustainability**

#### **THE LEGACY**

Legacy is widely considered as one of the most valuable success indicators of hosting major events for any host country. Tourism, economic positioning, transfer of knowledge, and the raising of national spirit and self esteem are just a few of the benefits that resonate in a host city and country for many years after the event.

The 2nd Asian Beach Games Muscat 2010 will leave a legacy for the country, for the people and for the future. Enhancing Oman’s recognition on a global scale, strengthening its reputation as a sport and eco-tourism destination and creating new economic opportunities are the legacies to be left for the country. Providing skills and valuable work experiences to the local population, instilling a spirit of volunteerism and participation in community activities, and increasing awareness and involvement in sport will be left for the people of Oman. Setting a benchmark of success, increasing awareness of the importance of active living, infrastructure development and focusing on environmental stewardship are legacies to be created for Oman’s future.

**TOGETHER WE SHINE!**