ENVIRONMENT

Inspiring to think green

Oman Green Awards 2011 will take the environment message several milestones ahead to reach and connect the people of Oman in the green loop

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man Green Awards (OGA), Oman’s first environmental initiative to recognise corporate and individual endeavours aimed at driving home the importance of environment conservation, is all set to present its second edition on June 5, 2011.

OGA 2011 which follows the highly successful launch of the annual event in 2010 has taken on an all-new portfolio of generating a whirlpool of awareness among the public who can, in little ways, make a big difference to the very concept of environment conservation. It exhorts every member of the society to digest the elements of conservation and pledge their might by inculcating into their regime simplest of household tasks, like switching off electricity when not in use, reducing water consumption, etc. As a response initiative by OER, OGA has at its core positive vibes of several like-minded corporate houses and individuals who believe ‘green’ is   
the only way forward to realise the   
ideals of environment conservation. It connects people who have mooted green ideas and have individually made a difference by forming a vital link in the awareness drive.

The new age mantra of environment conservation can become a possibility only when every individual categorically makes a behavioural change; one that gives environment a chance at every platform. OGA has been created to awaken the eco-consciousness in every Omani citizen and resident, with the objectives of motivating behavioural change and increasing awareness in relation to the protection and preservation of the environment.  
This major responsibility undertaken by OGA has won it kudos from every quarter, including the United Nations Environment Programme, which has acknowledged its efforts in connection with the World Environment Day with a certificate of appreciation.

The various segments included in the awards were adjudicated by a panel of experts who based their decisions on effectiveness, award categories innovation and creativity, impact, originality and leadership and continuity and sustainability of the initiatives undertaken by businesses, institutions and individuals in promoting and implementing environmental programmes.

Within a span of a year OGA has become the ultimate recognition for companies, institutions and individuals in Oman, who demonstrate a commitment towards responsible consumption and sustainable growth. The initiative honours and celebrates their vision in leading the way to a cleaner, greener tomorrow. Its three-fold objectives focus on boosting local environmental efforts and achievements; providing green groups a platform for concerted action; and raising awareness and generating greater action. The event this year will take the environment message several milestones ahead to reach and connect the people of Oman in the green loop. The coming weeks will propel organisations and individuals to think green and keep the environmental torch burning. OGA 2011 has invited individuals and organisations to register their nominations.

Registration forms are available online at www.omangreenawards.com with categories specified for companies and individuals to enter their nominations for the prestigious awards.