

Al Hassan observes Earth Hour

This year at 8:30pm on April 29, millions of people in cities across the planet turned off their lights for one hour to prove that collective action can lead to a sustainable future. In pledging support and contributing to the conservation of energy, the offices and showrooms of the Al Hassan Group turned off all non-essential lighting for an hour from 1:30-2:30 pm on March 27 as well as 8:30pm to 9:30pm on 29th March to observe Earth Hour.

As part of its internal communication campaign- Mass emails were sent out, posters and messages were put up on every floor and on online mediums like the company intranet and website to generate awareness about Earth Hour and to mobilize not just the employees but also their families to actively participate in it. In fact for the last couple of years, the organization has always switched off all non-



essential lights during 1:20pm-2:30pm to cut down on its power consumption and to ensure that Earth Hour is not a standalone occasion but is a sustainable initiative throughout the year.

The Al Hassan Group of Companies has always remained committed to the cause of preserving the environment under

its sustainability programme called 'The Green Heart'. The Green Heart stands for the organizations' passion and vision for a greener future and reinforces its commitment to contribute towards the conservation of the environment by reducing carbon footprint and promoting public awareness at all levels.