

Al Hassan Group unveils new logo for its 'The Great Heart' programme

The Al Hassan Group has unveiled a brand new logo for its sustainability programme titled 'The Green Heart'. The logo features a stylised representation of a green heart that stands for the organizations' passion and vision for a greener future and reinforces its commitment to contribute significantly towards the conservation of the environment.

The new visual identity will now be seen in the group's communication touch-points like the website and intranet, newsletters, press release, collaterals as

well as corporate merchandise.

The Group has always followed a sustained strategy towards environmental conservation and has undertaken numerous initiatives towards the same like- re-design of material pick-up and delivery process in Muscat, virtualisation and screen saver disabling and establishment of RO Plant at Saih Nihayada Project site and use of translucent sheets in roofing for new warehouse. Other Initiatives that are practiced at a group level include employees and stake-

holder awareness, optimal energy, water and fuel consumption, recycling of paper, reuse of refurbished portacabins, reuse of wooden packing of imports for switchgear exports, tree plantation, flora and fauna ecosystem creation at PDO SNDC project site, Barka beach cleaning, proper handling of oil spilling and storage of hazardous chemicals and declaration of Al Hassan as a no smoking zone. Recently, the company held a painting competition for students at the Al Ibdia International School in Muscat.