

Al Hassan Group switches off non essential lighting

MUSCAT: Al Hassan Group turned off all non-essential lighting for an hour from 8:30pm to 9:30pm on March 23 to observe Earth Hour. Additionally, the lights were also out during the business hours of the day between 1:30pm to 2pm to generate further savings.

As part of its internal communication campaign, mass emails were sent out, posters and mes-

sages were put up on every floor and on online mediums like the company intranet and website to generate awareness about Earth Hour and to mobilise not just the employees but also their families to actively participate in it.

A simple idea to switch off lights for an hour results in massive savings in energy consumption and has now become world's environmental movement.