

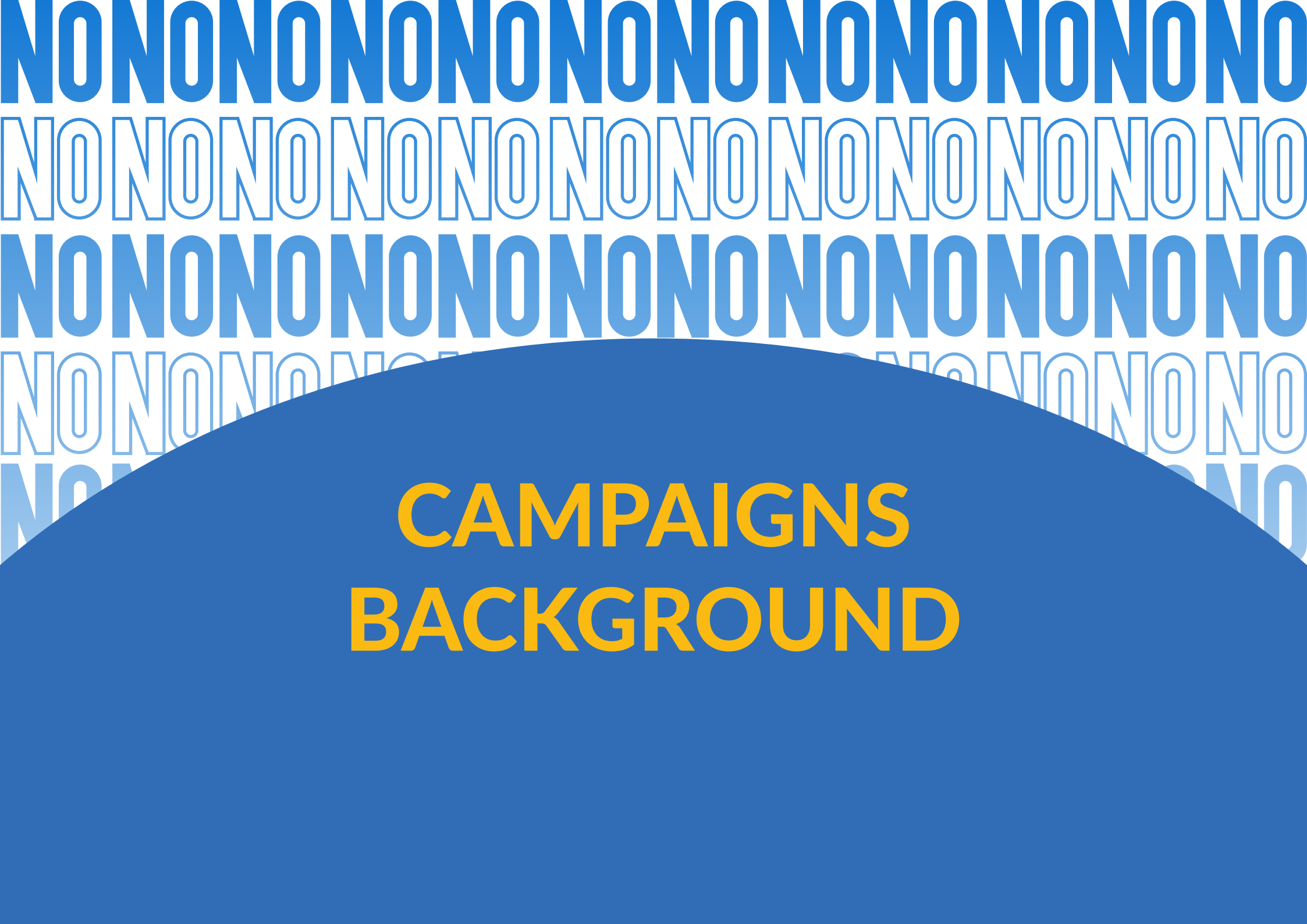
# RAMADHAN CAMPAIGN

AWARENESS AND COMMUNICATION REPORT 2024



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**CAMPAIGNS  
BACKGROUND**

## GLOBAL STATISTICS:

Global statistics on food waste paint a stark picture of the magnitude of this issue and its significant environmental repercussions. According to reports, approximately one-third of all food produced for human consumption is either lost or wasted globally each year. This equates to around **1.3 billion tons** of food, valued at nearly **\$1 trillion**. This waste not only represents a loss of valuable resources such as water, energy, and land but also contributes significantly to greenhouse gas emissions. Food waste in landfills generates methane, a potent greenhouse gas that contributes to climate change. Additionally, the production and disposal of wasted food lead to unnecessary environmental degradation and biodiversity loss. Therefore, addressing food waste is not only crucial for food security and economic reasons but also for mitigating environmental impact and promoting sustainable consumption patterns worldwide.



## CAMPAIGN'S OBJECTIVE:

Based on the global statistics highlighting the significant issue of food waste, it is imperative to outline the campaign's strategic approach that addressed these challenges. The campaign aimed to not only raise awareness but also to foster behavioral change and community engagement regarding proper waste disposal practices and sustainable living.

**01**

### Educational Outreach:

The campaign focused on increasing public awareness and understanding of proper waste disposal practices, waste reduction at the source, and the significance of recycling. By providing educational materials, and online resources, the campaign intended to empower individuals with knowledge and tools to make informed decisions and take sustainable actions.

**02**

### Behavioral Change:

A key objective of the campaign was to encourage individuals and families to adopt sustainable practices in their daily lives. This included the promotion of conscious consumerism, such as considering food purchases mindfully, planning meals efficiently to minimize waste, and properly managing food leftovers. The campaign emphasized the concept of saying "no" to wasteful behaviors and embracing alternative solutions that align with environmental sustainability.

**03**

### Community Engagement:

The campaign recognized the importance of community participation and collaboration in driving meaningful change. Through interactive activities, challenges, and outreach programs, the campaign aimed to engage with local communities, businesses, and organizations to foster a sense of collective responsibility towards waste management and environmental protection. By building partnerships and mobilizing grassroots efforts, the campaign aimed to create a lasting impact beyond the Ramadan period.

**04**

### Internal Engagement:

In addition to external outreach, the campaign also dedicated efforts to raising awareness among be'ah employees. An internal campaign with the same objectives as the external campaign was implemented to observe and assess common behaviors related to waste management. This internal engagement aims to promote a culture of sustainability within the organization and encourage staff members to lead by example in adopting eco-friendly practices both at work and in their personal lives.

By addressing these strategic pillars, the campaign sets a comprehensive framework for achieving its objectives and making a positive impact on waste reduction, sustainable living practices, and environmental stewardship during Ramadan and beyond.

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**CAMPAIGN  
STRATEGY**

## 1. ROOT CAUSE:

Food waste and plastic consumption continue to persist due to inefficient supply chains, consumer behavior, and societal norms. Many individuals discard food and packaging thoughtlessly, without considering the impact on the environment. It is essential to recognize the importance of taking responsibility for our actions and making changes to create a more sustainable future. Food waste and plastic consumption are two major issues that continue to persist in our society. Although there has been an increased awareness of the negative effects of these practices, they are still prevalent and continue to have a significant impact on the environment.

One of the main reasons for the persistence of these issues is the inefficient supply chains that are prevalent in the food and packaging industries. The complex nature of these supply chains can often lead to food waste and excessive use of plastic packaging. Additionally, consumer behavior plays a significant role in contributing to these problems. Many individuals overlook the consequences of their actions and discard food and packaging thoughtlessly, without considering the impact it has on the environment.

Societal norms also contribute to the persistence of these issues. The use of single-use plastic and the culture of convenience have become deeply ingrained in our society, making it difficult to break away from these practices. However, it is essential to recognize the importance of taking responsibility for our actions and making changes to create a more sustainable future.

In conclusion, the persistence of food waste and plastic consumption can be attributed to various factors, including inefficient supply chains, consumer behavior, and societal norms. It is imperative that we work towards finding solutions to these problems by implementing more sustainable practices and raising awareness of the negative impact they have on our environment.







## 4. CREATIVE DIRECTION:

This year's campaign by be'ah adopts a bold and impactful creative direction, centered around the theme of saying "No" to food waste and extravagance. Aptly referred to as the "No" campaign, it emphasizes personal responsibility and empowerment, encouraging individuals to reject wasteful behaviors and embrace sustainable practices. The campaign leverages the word "No" as a powerful tool to drive behavioral change, with all campaign activations and strategies designed to support the application of refusal mechanisms in waste production. Through clear messaging such as "No, to single-use plastics" and "No, to food waste," the campaign aims to instill a sense of accountability among Omani residents, empowering them to make conscious choices that contribute to reducing waste and protecting the environment. By promoting the adoption of the "No" mindset, Be'ah seeks to foster a culture of sustainability and responsible consumption, ultimately leading to a cleaner, greener, and more environmentally conscious Oman.



# مطبخ لا

مع الشيفر أحمد السعدي

## نحضّر وجبات ر #لا هدر و إسراف

الوجهة: عمان - عمان

## مبادرة حملة لا مع بنك الطعام العماني (دائمة)

بتعاون مع بنك الطعام العماني، تدعم بادر الحملة تطوعية. سوف تطوّس بالتعاون  
سلة الحبوب والخبز وتوزيعها المستفيدون من  
مخازن المساعدات المتوفرة لدى بنك الطعام العماني خلال الشهر الخيراني

٢٩ مارس ٢٠٢٢ | عمان - عمان

جميع تفاصيل الحملة والتسجيل والتبرع لدى بنك الطعام  
مبتدئاً من الرابط التالي: <https://www.beah.com.jo/> من الساعة ١٠:٠٠ صباحاً

## التقويم الرمضاني مع لا

<b>الحماسية</b> الحماسية هي العزيمة والجدارة التي تميزنا في تحقيق أهدافنا.	<b>الابتكار</b> الابتكار هو القدرة على التفكير خارج الصندوق وإيجاد حلول جديدة للمشكلات.	<b>العمل الجماعي</b> العمل الجماعي هو التعاون بين أفراد فريق لتحقيق أهداف مشتركة.	<b>التعلم المستمر</b> التعلم المستمر هو الرغبة في اكتساب مهارات جديدة وتحسين الذات.	<b>الاحترافية</b> الاحترافية هي الالتزام بالمواعيد وتنفيذ المهام بكفاءة عالية.	<b>المسؤولية</b> المسؤولية هي الشعور بالالتزام تجاه المهام الموكلة واتباع قواعد العمل.
<b>التواضع</b> التواضع هو الاعتراف بحدودنا وقبولنا للآخرين.	<b>العدل</b> العدل هو التصرف بإنصاف وعدم التحيز.	<b>التواضع</b> التواضع هو الاعتراف بحدودنا وقبولنا للآخرين.	<b>العدل</b> العدل هو التصرف بإنصاف وعدم التحيز.	<b>التواضع</b> التواضع هو الاعتراف بحدودنا وقبولنا للآخرين.	<b>العدل</b> العدل هو التصرف بإنصاف وعدم التحيز.

## في سلطنة عمان

٢٧٪ نسبة الهدر والإسراف في المطاعم من إجمالي التكاليف التشغيلية

١٨.٤٪ نسبة الهدر والإسراف في الفنادق من إجمالي التكاليف التشغيلية

٥٤.٦٪ نسبة الهدر والإسراف في الشركات من إجمالي التكاليف التشغيلية

الحماسية

# NO

# مطبخ لا

مع الشيفر سارة الحشاش

## نحضّر وجبات ر #لا هدر و إسراف

الوجهة: عمان - عمان

We are be'ah Company  
Join us in the #No campaign against waste and extravagance. I believe that together, we can make a difference and create a better future for our coming generations. Let's take a stand and say NO

نحن شركة بيئة  
شاركونا في حملة لا ضد  
الهدر والإسراف. يمكننا معاً أن  
نحدث فرقاً ونصنع أثراً لمستقبل  
أفضل لأجيالنا القادمة. دعونا نتخذ  
موقفاً ونقول لا

**NO NO NO NO NO NO NO NO NO NO NO NO NO NO NO NO**

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**CAMPAIGN  
GOES LIVE**

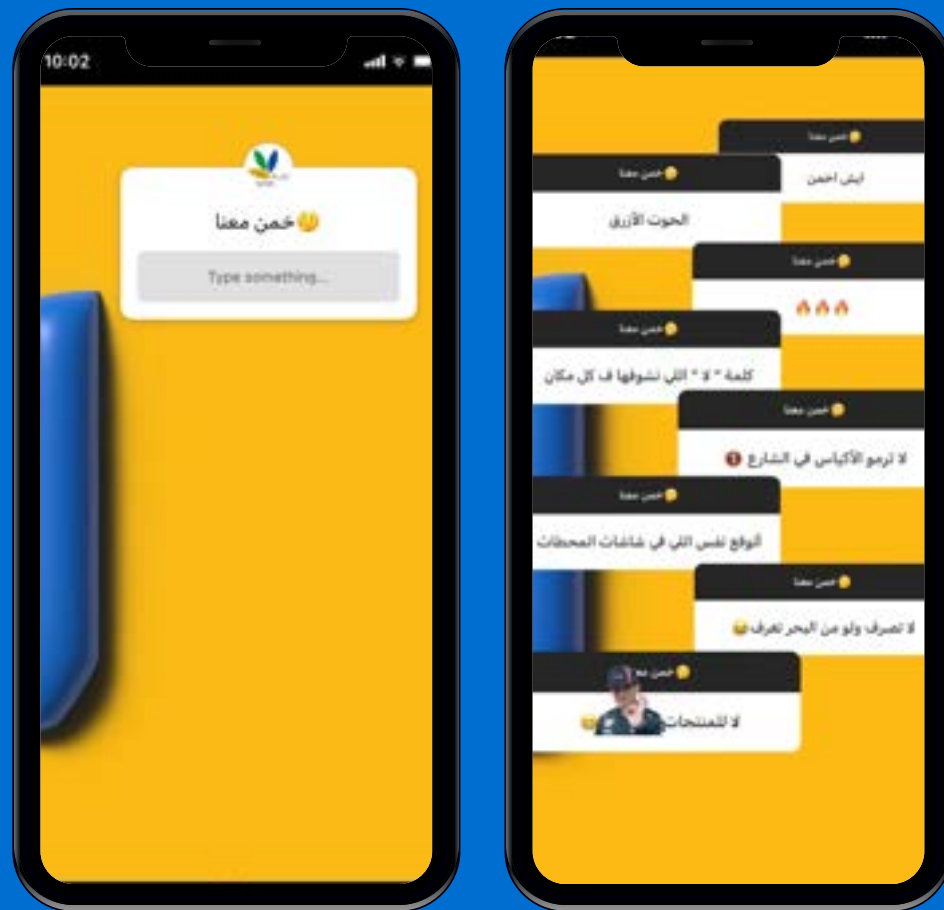
## TEASER:

To kick off the campaign, be'ah took the first step by engaging with the public through activations utilizing digital screens that prominently displayed the word “No.” Concurrently, influencers from various countries showcased the word “No” in different languages, amplifying its reach and impact. Simultaneously, news accounts started to generate buzz by posting about the digital screens, prompting curiosity among audiences about the significance of the word “No” displayed on these screens and driving engagement across social media platforms.



## OFFICIAL LAUNCH:

The official launch of the campaign was a meticulously planned event, strategically executed across various platforms to maximize engagement and reach. It commenced with a teaser poster unveiling the campaign on be'ah's official social media account, setting the stage for what was to come. Simultaneously, solidarity posters were shared on influencers' and partners' accounts, spreading awareness and garnering support for the cause. The campaign's partnership with Oman Foodbank was highlighted through interactive stories and announcements about the "Save the Blessings" initiative, emphasizing the importance of food preservation and waste reduction. Engaging videos showcasing the campaign's stickers and an interactive calendar were posted on be'ah's account and influencers' profiles, fostering active participation from the audience. A captivating teaser video paved the way for the grand reveal of the campaign's main video, capturing attention and generating anticipation. Additionally, announcements were made about a stand-up comedy show aligned with the campaign's message, further diversifying the content offerings. As the launch unfolded, the campaign's second video and a video documenting the "No" Culture Panel Discussion were shared, providing deeper insights and perspectives on the campaign's objectives. This multifaceted approach ensured that the campaign reached audiences through various digital and traditional media channels, effectively amplifying its impact and fostering widespread engagement across Oman.



# AWARENESS ACTIVATION



## 1. SOLIDARITY:

Central to the campaign is the concept of solidarity to minimize food waste and plastic consumption during Ramadan. Participants are encouraged to commit to specific actions, such as planning meals mindfully, utilizing leftovers efficiently, supporting local food redistribution initiatives, and finally, saying NO waste and extravagance.

## 2. CALENDAR CHALLENGE:

As part of the campaign, a “Calendar Challenge” is introduced, where participants are provided with daily prompts and tips to reduce food waste and plastic consumption throughout the month of Ramadan. This interactive approach encourages active participation and fosters a sense of responsibility among participants.



### 3. ON-GROUND ACTIVITIES:

The campaign came to life through dynamic activations designed to engage the target audience in meaningful interactions and convey the campaign's message effectively. (1) Live cooking shows featuring renowned local chefs were organized in different governorates to demonstrate cooking methods that minimize waste and extravagance, emphasizing the importance of portion control to meet the needs of the audience. (2) Stand-up comedy performances infused with messages on how to assertively say “no” added a touch of humor while reinforcing key campaign principles. (3) Collaboration with Oman Foodbank enabled meal packing and distribution to those in need, simultaneously raising awareness of their services and the significance of food preservation. (4) Professionals from various fields were brought together to share their experiences of adopting sustainable practices in their personal lives, inspiring others to follow suit. Additionally, (5) the creation of the “No” sculpture in collaboration with local artists aimed to leave a lasting impact, serving as a tangible reminder of the campaign's message and fostering resonance with the audience long after the campaign concludes. These activations facilitated live interactions with the target audience, fostering deeper engagement and fostering a sense of community around the campaign's objectives.

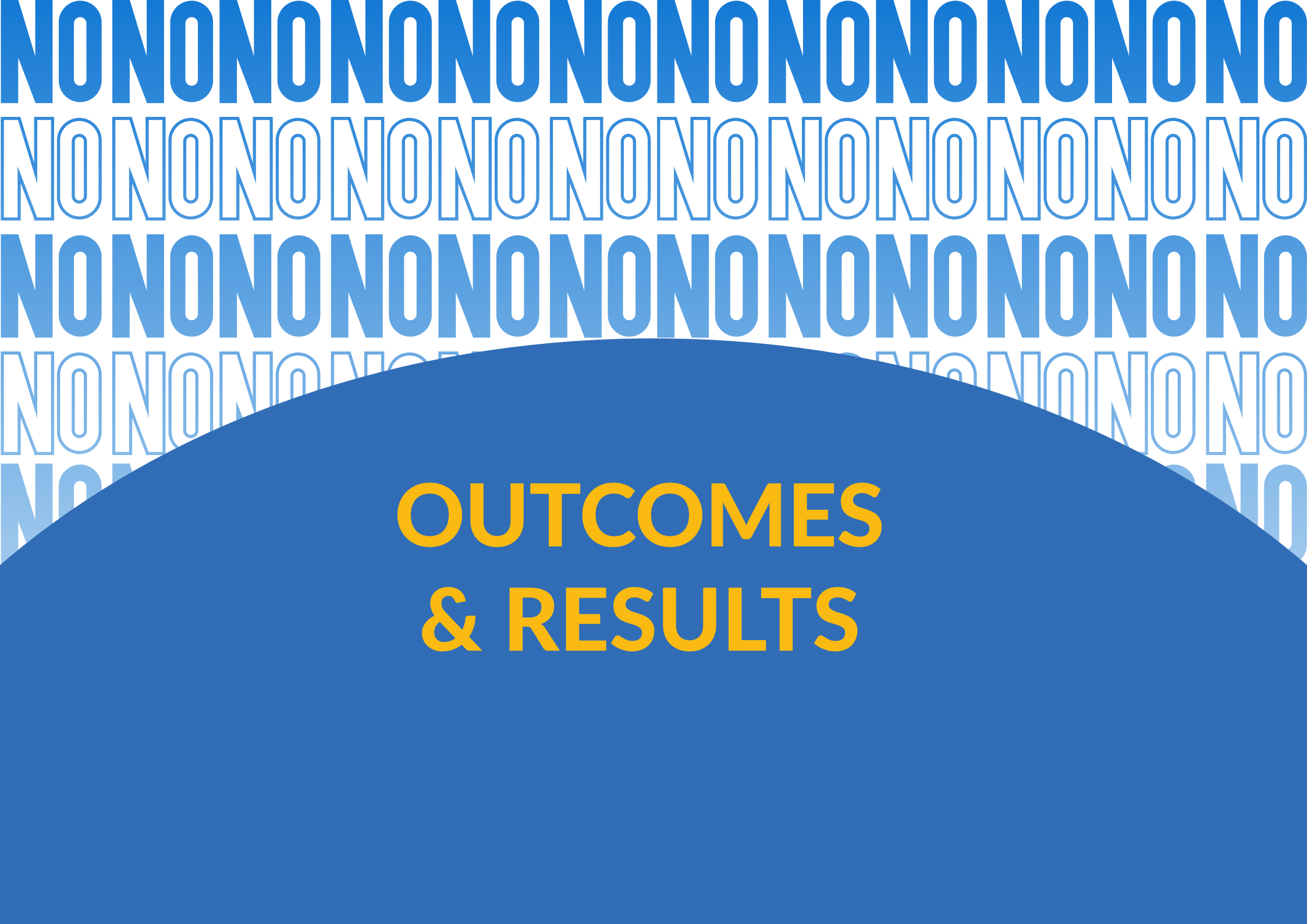




## INTERNAL ENGAGEMENT:

Internally, our campaign engages with the employees of be'ah, starting from the solidarity post made by our CEO to encourage them to participate in the campaign. We also published the NO calendar, which helps the employees to not only commit to the objectives of the campaign but also have daily tasks to do to help them make a better contribution. Moreover, we customized our paddle team jerseys with the messages of the campaign to promote it during the tournament. Finally, we conducted Qaranqashoo for the kids of our employees at one of the playgrounds named Fapyland, and distributed a specific amount of candies to each kid.





# OUTCOMES & RESULTS

## SOCIAL MEDIA STATISTICS

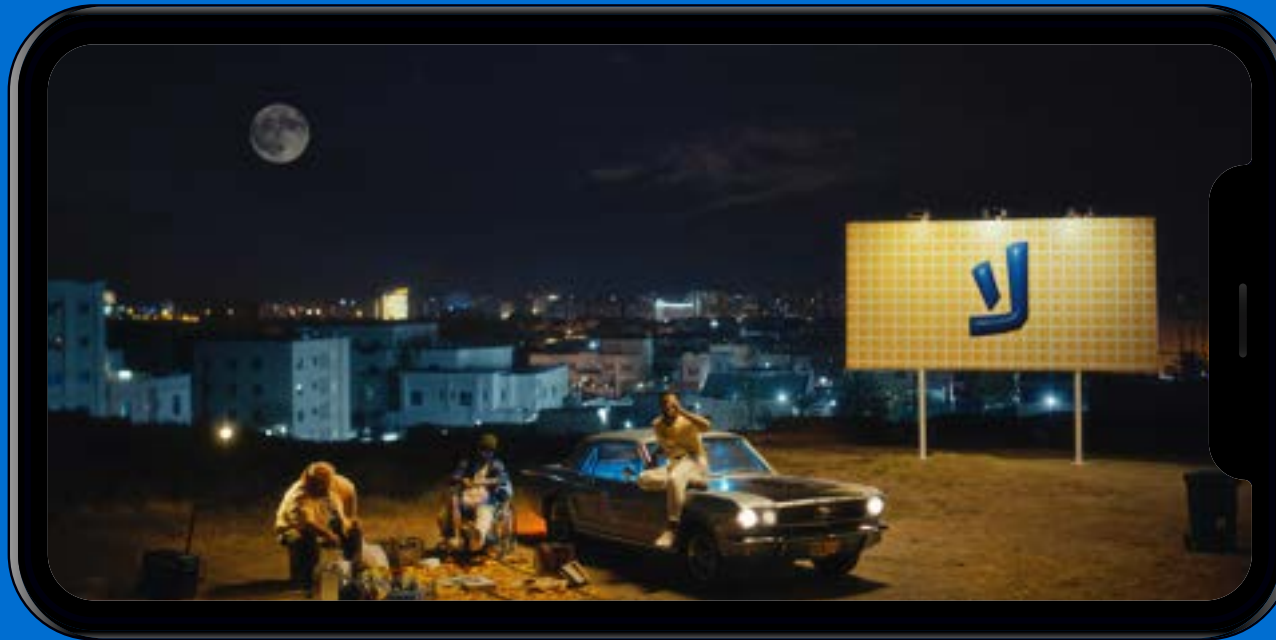


160 K    222 K  
316 K    750



Impression	Engagement	Views
2910	135	457

## TEASER VIDEO





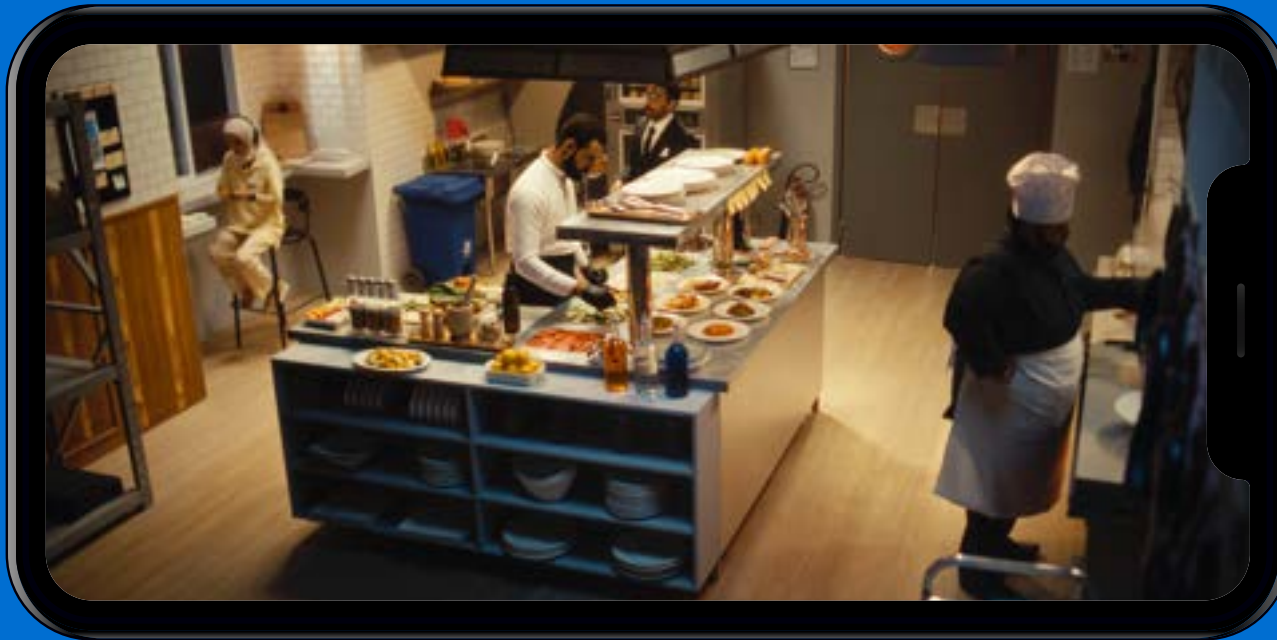


266 K 5 K  
1.1 M 186



Impression	Enagagment	Views
346 K	16 K	117 K

## SECOND VIDEO



# MEDIA RELATIONS STATISTICS:

## SCREEN ADS:

- be'ah published a vague teaser poster before the official launch of the campaign.
- The poster was shown on Mubashir screens, Shell Gas Station, and billboards.



## OMAN TV:

- Before Iftar Ad for 30 days of Ramadan.
- The main video airs on Oman TV during prime time.



## NEWSPAPER ADS

- Newspaper ads on Oman Observer and Oman daily.



## MUSCAT FM INTERVIEW:

- Be'ah one of the sponsors of "سوالف رمضان" program.
- An interview on Muscat FM with Salim Al-Numani to discuss the issue of food waste.



## ADS SPOTS

Shabab Radio:  
Total: 126

MUSCAT FM:  
Total: 255





# STAKEHOLDERS



PICKUP  
HERE



Here here





## CONCLUSION:

In conclusion, be’ah’s Ramadan campaign, aptly named the “No” campaign, has been a testament to the power of collective action and individual responsibility in addressing food waste and promoting sustainability. Through strategic planning and innovative execution, the campaign successfully engaged the Omani community, both the general public and be’ah’s staff, in a dialogue about conscious consumption and waste reduction. By harnessing the “No” mindset and leveraging various platforms and channels, be’ah has empowered individuals to make informed choices and take meaningful action towards building a more environmentally conscious society. As the campaign continues to resonate and inspire change, be’ah remains committed to driving progress and fostering a culture of sustainability in Oman, ensuring a brighter and greener future for generations to come.

