

# Qatar Today Green Awards winners announced

October 18, 2009



Qatar Today magazine announced the winners of Qatar Today Green Awards 2009 (QTGA), the nation's first and only environmental awards.

The awards ceremony for the second edition was held at Four Seasons, Doha—a glittering event attended by nominees and several key figures and VIPs. The awards were given away by prominent personalities including Prof Shiekha Abdullah Al Misnad, President, Qatar

University, Robert D'Gama, Deputy CEO, HSBC and Yousuf Jassem Al Darwish, Chairman of Oryx among others.

The second edition saw over 100 nominations, a significant jump from last year's figures, which itself was a clear indication of greater awareness in Qatar on environmentalism. Nominations for eight categories were received from large and small organisations engaged in diverse products and services with the common element among them being their commitment to the environment.

Since its inception QTGA has recognized a broad spectrum of environmental activism, from grassroots to national, from single endeavours to activities reflecting the goals set out in long-term environmental visions and policies. Initiatives included, recycling of used equipment, upgrading the education curriculum to include environmental studies and process related eco-endeavours, such as carbon neutral constructions.

Winners under each category were chosen through a two-tier selection process. The selection panel comprised of renowned environmental experts based in and outside of Doha. Applicants were first short-listed by the judges and short-listed applicants were then requested to provide detailed information on their initiatives, based on which the judges made their final decision.

Besides the Awards ceremony, presentations were made by HSBC and DOHALAND key partners and sponsors of QTGA 2009, both highlighted the commitment and vision of the companies.

This year's QTGA went beyond the awards with several initiatives under the programme to spread awareness and ensure greater participation. A Green Assistant Handbook was produced and handed complimentary to all small, medium and large companies, schools and institutions in Qatar. This concise booklet touched on every aspect of day-to-day life enabling readers to make informed decisions and bring about simple changes that impact the planet in big ways.

The Green Ambassadors initiative is an ongoing project and calls on the next generation of eco-warriors who want to bring a change by promoting and indulging in eco-friendly activities. The role of a Green Ambassador is to share, inform, influence their community. The programme has attracted over 1,000 volunteers till date,

The Awards were instituted by the Qatar Today magazine, the flagship publication of Oryx Advertising Co. W.L.L. Oryx Advertising Co. W.L.L is one of the oldest and largest publishing houses in Qatar.

(AME Info)