Be’ah awareness initiatives
ISWA Working Group on Communication & Social Issues
Outline

I. Waste Management in Oman: Situation Analysis

II. Challenges faced

III. Awareness Campaigns, Plans & way forward
   • #one_hand_cant_clap
Waste Management in Oman: Situation Analysis
Oman
Area 309,500 km²
Population* 4.5 million
Density 14.5 capita/km²

*Source: National Center for Statistics and Information, Sep 2015
Oman: Municipal Waste Generation

- In 2015, 1.85 million tons were generated.
- 1.2 Kg/day/capita.

Graph shows the increase in waste generation from 2010 to 2020.
Oman: Legacy Infrastructure

Over 300 Dumpsites Scattered Around the Country
Oman: Recycling Industry
be’ah: Responsibilities

**Restructure**

waste management activities across the Sultanate.

**Takeover**

waste management responsibilities from other Municipalities and stakeholders

**Streamline, commercialize & privatize**

the waste management sector
Challenges: Sector Takeover
Challenges: Sector Takeover

Takeover

Waste management responsibilities from other Municipalities and stakeholders

Government providing the service for 40 years

Streamline, commercialize & privatize the waste management sector

“Outsource”

To international companies
Outsource Contracts

Takeover in a **phased manner** only once infrastructure is ready

Services to be outsourced to **experienced** waste management companies

Contract may include **facility management** of landfill(s) and transfer station(s)

Contracts include **pre-collection, collection, transportation, treatment, & landfilling** of MSW

**Diversion** is encouraged

**No** General Cleaning
Sector Takeover Timeline

- South Al-Sharqiya & Mahut
- South Al-Batinah
- Al-Dakhilyah
- Dhofar
- Al Dhahira & Al-Buraimi
- North Al-Batinah
- Muscat (Zone 1)
- Muscat (Zone 2)
- North Al-Sharqiya & Al-Wusta

Timeline:

- Apr-14
- Jun-14
- Sep-14
- Dec-14
- Mar-15
- Jun-15
- Sep-15
- Dec-15
- Mar-16
- Jun-16
- Sep-16
- Dec-16
- Mar-17
- Jun-17
- Sep-17
- Dec-17
- Mar-18

Legend:
- Tendering Stage
- Mobilization
- Operation
Challenges: Sector Takeover

Municipal solid waste management Operations kicked off on 30th December 2015

Takeover: 2 out of 9 regions
Challenges faced on ground:

Over­flow­ing bins with waste in the ground.

Over­flow­ing bins and 20m area not cleaned.
Challenges faced on ground:

- Bins left Open
  - Bulky waste on the ground

- Overflowing Bins
Challenges faced on ground;

Empty Bin & waste on the ground
Residents seal the bins with masking tape
Challenges on ground

Bins Burnt

Bins Damaged
Awareness Campaigns & initiatives
With the recent sector takeovers and our evaluation of the outcomes, we realized that there was a strong need to leverage on cost effective social media to target the largest number of audience in order to be able to spread the awareness message.

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Social engagement and participation

- **Twitter analytic**

  ![Twitter analytic chart](image-url)
Facebook analytic

Organic reach: 2,718
Paid reach: 80,651

83,369 people reached
12,000 views
after we published we got 370
Comments

@Omanbeah
موقعين و إن شاء الله نرىكم أعادت التدوم و حاوريات قمة ل 4 الوع و ليس كالحايل محتاجه وضع الخطط أول باول ضوبي جدا

@Omanbeah
حفظ الله الخليج
@alhashimi5257B
عمل ممتاز وشكركم على الشركة لكن لي اضفم خدمة بعد تشريع الحاوية في السيارة لو ترش الحاوية بفعتر أو مبيد لتجنب الحشرات والروائح

be’ah بيئة @Omanbeah
شكرًا، كأداة الكريم مستمرة الشركة بتمشيط الأمان على مدار الساعة وننجز الإبلاغ عند وجود حالة غير مرتبة يوم سيء

@alkhorsio11
أحمد الخروصي
@alkhorsio11
بارك الله فيكم وفي جهودكم أتمنى لكم التوفيق وكل عام وانتم بألف خير

14 Julio 14

Comments

Oman be'ah
Moqbal Sulaiman
شكرا على الاهتمامكم ... هناك حاويات كبيرة موزعة في المناطق ذات اكتفاء السكانية العامة، كما يمكنكم استخدام حاويات بيئة أكثرية من مزارعكم.

See Translation
Jul 4 at 7:36 PM · Like · Reply

Moqbal Sulaiman
شكرا للتهنئة بالفانان وجزاكم الله خير

See Translation
Jul 5 at 5:51 AM · Like · Reply · Message

Yas Mina
Instead of throwing away all that food leftovers which anyway will be automatically taken from the stray Cats and Dogs from the Garbage Bin, you better Produce an extra Bowl for Food leftovers and place it near the Bin, so that people can automatically bring the food leftovers and NOT throw it away, one Day we will ALL die and Allah will ask you ALL, why did you ignore the Cat / Dog which he sent infront of your Door? Why did you throw your food in the Garbage bin if you see that a Cat will hungrily take it.

View all 4 comments
baderalrashdi جميل
heshamalhaddad عمل رائع وواضح وتفتحكم الله
ibtihal_222 @omanbeah السلام عليكم

www.beah.om
Themes promoting Waste Management Hierarchy

- Reduce
- Reuse
- Recycle
- Recover
- Disposal

Diversion of waste

Disposal
The Awareness journey – way forward
Environmental Center of Excellence

Goals

- Enhance Research & Development
- Enhance Sector Capacity
- Build & Transfer Knowledge
- Community Outreach to Raise Awareness
Environmental Center of Excellence

Services

- Clean Production
- Training
- Awareness
- Research & Development
- Environmental Consultancy
- Legislative Consultancy
Partnership with ISWA

MOU signing
Partnership with SUMA

Mobile awareness unit
Partnership with Ministry of Education

Strategic objective to promote and introduce the new waste management hierarchy in schools curriculum
Conserving our Beautiful Oman

THANK YOU

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