

RAMADHAN CAMPAIGN 2023









CAMPAIGN'S BACKGROUND:

Global food waste is a critical issue that has been affecting the whole world; hence, it's not only inefficient, but also a social justice issue. Oman isn't an exception to this issue. Especially in certain events and occasions, in which there's not only food waste but also another issue, which is the increase of plastic waste causing environmental damages, if not managed properly, things will get worse.

We live in a Muslim society, and we've all been exposed in one way or another to awareness about preserving grace and not being extravagant and wasteful, so why do we still find this huge amount of food wasted? In addition to the huge increase in the amount of waste produced daily,

be'ah conducted a Ramadan campaign called "Be Mindful". It's all about reducing food waste and plastic consumption, which are essential. The focus was on enabling all the participants with the best solutions to be more mindful of their habits, and it's been eye-opening to see how much waste we generate without realizing it. The main objective for this campaign is to decrease the amount of



food and plastic waste generated during Ramadan, which tends to escalate this month.

This is particularly important during Ramadan, as consumption of these items tends to increase. The campaign started with the youth as the hands that, when joined and supported by each other, will make a better future by raising public awareness through four different groups of activities, which vary between live cooking with no food waste, encouraging eco-minimalism as a lifestyle, decreasing plastic usage, and giving back to the community.



CAMPAIGN'S MESSAGES & OBJECTIVES:

be'ah wanted the direct message to be inclusive and impactful enough to touch people's lives. Therefore, the campaign focused on the importance of reducing waste. The campaign's pliers were built to emphasize this aspect in a non-preaching yet informative manner.

A direct message doesn't mean that any other secondary messages should be less important; thus, they're all related, serve the same purpose, and aspire to reach the same goals. be'ah wanted the messages to be connected to each other smoothly and in a creative way. Correcting the disposal of waste, reducing food waste during Ramadan, and reducing the use of plastic in events and gatherings.

The campaign's objectives were divided into short and long terms since be'ah was working on profound and varied messages. The focus in the short term was centered around delivering the messages to the public and achieving widespread impact during Ramadan. Encouraging the targeted audience to adopt the campaign's objectives, to involve themselves by interacting with it voluntarily, and also to make a direct impact on society through influencers who adopted personal initiatives based on their belief

in the cause in a manner consistent with the objectives of the campaign.

While the long-term objectives of the campaign were designed for the Oman youthful generations to adopt the campaign's messages and communicate them to others starting from the month of Ramadan and continuously in a manner linked to the idea of reducing food waste in general at all times and not only during Ramadan, In addition to promoting and increasing the presence of national initiatives that adopt the use of excess food in a way that directly and indirectly affects reducing food waste in society (for example, the Food Bank initiative).





ROOT OF THE ISSUE:

Based on research, be'ah's team found out that people tend to make these decisions (throwing plastic or waste in general)—as described by Nobel Prize-winning psychologist Dr. Daniel Kahneman—because of cognitive biases that occur when we pay too much attention to just one aspect of an event, causing us to shorten our vision of future outcomes in all aspects.

Therefore, people's consumption behavior is based on their focus on one aspect, which is "taking advantage of the available materials," such as drinking water or eating food, for example, which is the benefit side only, and not focusing on the damage side, which is the accumulated waste.

CAMPAIGN'S APPROACH & TONE:

The campaign's approach is intended to be interactive, comical, thoughtful, and youth-oriented to match the apparent future vision for the campaign's objectives and messages. This is achieved by linking messages through a sense of value towards these resources, in addition to representing the harm of unmanageable waste so that the recipients rethink the waste they produce.

Brainstorming sessions led to the realization that a common Arabic language merged with an Omani dialect would be a well-facilitated element to deliver the ideas and messages behind the campaign. Since the face of the campaign is a young influencer with a well-rounded audience, the overall language needed to reflect Omani spirit and leave a lasting impact beyond the campaign period.

STAR CAMPAIGNERS:

Stories have the power to inspire and move people. To be mindful means to shift your mindset from one to another, to be more caring and thoughtful. be'ah quest was to find the main character who would take this mindful journey and start making the desired change. Based on the campaign's objectives and approach, the choice was made for the influencer Abdelmonem, who's known as "Paco".

Therefore, with his talent in acting, playing music, and ability to get people's attention in a creative manner, based on that, be'ah developed a campaign story to create a character reflecting the brainstormed keywords to come along with the campaign, like passion, mindfulness, creativity, flame, renewal, and joining hands. Abdelmonem appeared in multiple videos throughout the campaign phases, in addition to being part of external and internal events.

As part of be'ah's "Be Mindful" campaign, there was a process of carefully selecting influencers who are passionate advocates for the environment in their respective fields. Their involvement centered around promoting messages about reducing food waste and preserving the environment to their followers, who also participated in the campaign, like Live cooking with Muath Al Badi.

In addition, our partnership involved collaborating with Omani SMEs to boost local businesses and promote environmental consciousness, like Mujtamaa Café, which rewards its loyal customers with ten complimentary beverages when they bring their mugs to replace single-use plastic. The influencers and partners we worked with came from various backgrounds, including cooking, ecominimalism, sports, and philanthropy, all in line with the youth movement we supported.

THE CAMPAIGN STORY:

Paco is a mindful man. In everything he does, He takes time. But his tendency to give people advice sometimes gets him in trouble, especially with his stubborn boss. As he watched people use plastic without being aware of the long-term effect this has on nature and man, he started to stop using plastic, but people called him an impostor. But what made him very frustrated was how people were wasting food. It's a grace, and a lot of people can make good use of it.

Paco is a mindful man; he knew that if he became mindful enough, he could visit virtual lands. One day he decides to take a mindful trip to a place and time where people's behavior remains the same. He found himself in a time when plastic was consumed in a way you can't assume; everything is so abundant that you can throw your phone effortlessly after one call. That era was known as the Plastic Age. And while there was a lot of everything at that time, a very important element was missing, which was food. Due to humanity's excessive consumption, unwise waste management, and lack of awareness, survival was subject to limiting food to basic meals, and countless delicious dishes have become "ancient meals".

In this virtual world, they called him Abdelmonem, but deep inside, Paco was there. After the mindful trip, he decides to go back to reality and enlighten people as much as he can. Ramadhan was a perfect opportunity,

and if he wants to succeed in his mission, his main objective is to reduce waste, but he is also determined to make people aware of the proper ways to dispose of waste, including reducing food waste and reducing the use of plastic in events and gatherings. He aimed to raise public awareness through four different groups of activities: cooking with no food waste, encouraging eco-minimalism as a lifestyle, decreasing plastic usage, and giving back to the community.

He started by emphasizing "be mindful ضروري نحس" This invitation was important to foster a sense of trust and cooperation among group members and to create a supportive environment that encourages everyone to participate and contribute to the group's goals. He selected influencers who are passionate advocates for the environment in their respective fields. Their involvement centered around promoting messages about reducing food waste and preserving the environment to their followers, who also participated in the campaign and collaborated with SMEs to boost local businesses and promote environmental consciousness.

Tapping on varied fields and activations made Paco very satisfied with the outcomes. He knew that this reality would be much better. That mindful trip taught him that if he was mindful and brave, then the change he wished to see started with him.



1-Owned Digital Assets

Social Media:

The campaign followed a 360 approach making use of all touchpoints with the target audience, starting with our online social media accounts on Twitter, Instagram, Facebook, WhatsApp and YouTube, respecting each platform's audience and content type. Main and secondary messages went out in different media formats that covered: 3 main artworks and other supporting ones, 2 main videos and 6 supporting reels. This content excelled and reached high metrics with the desired target audience organically and with paid ads.



Instagram:
Total Impression: 9.9 Million
Views: 4.6 Million
Reach: 2 Million



YouTube
Total Impression: 13.8 K
Views: 2.3 Million
Engagement: 4 Million



Total Impression: 7.6 Million Views 1.2: Million





Media Outlets:

In addition to our online channels, the campaign messages were spread through offline media also which included radio channels, press releases in all local newspapers and TV ads. And to reach the general audience, digital screens were advertised through various locations around Oman. This produced a total of 1.2 million impressions of the audience.





2-Influencers

We teamed up with more than 12 influencers to spread the message of the "Be Mindful" campaign. They shared their personal experiences and opinions with their followers, raising awareness about the three main messages of the campaign.





3. On-Ground activities:

As part of our "Be Mindful" campaign, we carefully selected influencers who are passionate advocates for the environment in their respective fields. Their involvement centered around promoting messages of reducing food waste and preserving the environment to their followers, who also participated in the campaign. In addition, our partnership involved collaborating with Omani SMEs to boost local businesses and promote environmental consciousness. The influencers and partners we worked with came from various backgrounds, including cooking, eco-minimalism, sports, and philanthropy, all in line with the youth movement we supported.

EXTERNAL ACTIVITIES:

More cooking, less wasting

The 1st phase of the campaign aimed to promote the message of reducing food waste through a live cooking show with Muath Al Badi, an Omani chef responsible for preparing the food, ensuring minimal excess food. The food bank collects any other food as a solution to prevent wastage. Partnering with Rozna restaurant and The Food Bank -two Omani SMEs- a cooking show was conducted for seventy college students participating in this activity, all majoring in environmental studies.

The 2nd phase of the campaign aimed to encourage the audience to adopt ecominimalism as a lifestyle, with the help of influencers and local businesses dedicated to promoting this initiative to protect the environment. A collaboration with Mujtamaa

Cafe has been done to reward its loyal customers with ten complimentary beverages when they bring their mugs to replace single-use plastic. Additionally, the café has a team of 5 members and collaborates with two ecominimalist influencers.

Plastic-less soccer

Inaddition, agreatway to promote sustainability is to reduce single-use plastic and use reusable bottles instead. Over the span of a week, we proudly distributed a total of 700 reusable bottles to all of our esteemed visitors. Furthermore, we offered two highly efficient water coolers/dispensers as a greener and more sustainable option to disposable water bottles. We have partnered with Goal One to swap out disposable plastic with reusable bottles. Together with Oasis, we offered coolers and

refills as part of this effort. It's worth noting that both Goal One and Oasis are Omani small and medium-sized enterprises.

Giving back to the givers

The 3rd phase of the campaign aimed to reward individuals who exhibit kindness and considerationwithabasketmadeofeco-friendly materials to encourage positive behavioral changes. We collaborated with Tmdone to choose 30 donors from their application and implement a behavior modification plan for their pilots. The basket and its contents were curated by Nabatya, an environmentally conscious online store, and Zad, a specialized local business in healthy and eco-friendly snacks. All of our partnerships are with small and medium-sized Omani businesses.

INTERNAL ACTIVITIES:

We have been fully dedicated to starting our Ramadhan campaign with our employees for the past four years. As we have done in previous years, aligning our external activities, we also launched a fully dedicated internal campaign as part of our "Be mindful" campaign. It's always important to prioritize the contribution of our employees, and we're proud to continue supporting them in every way possible. To bolster our campaign, we also strongly encouraged our staff to alter the content and tone of their WhatsApp statuses. We were thrilled that over 40 of our employees took it upon themselves to engage with the campaign actively.

The 1st phase of the campaign engaged the employees by conducting a live cooking show with Noon Kitchen, an Omani SMEs, to cook ensuring minimal excess food. Twenty-five employees participated in the initiative to prepare different dishes and beverages without food waste. They enrolled themselves via a link shared on the be'ah WhatsApp group. In addition, the workplace account, an internal platform for be'ah employees, featured the initiative to encourage and support the participants.

The 2nd phase of the campaign coincided with Qaranqasho, which was celebrated at Trampoo inviting the employees' children to participate in be'ah Qaranqasho, where they can play and collect candy while promoting eco-friendliness by using reusable bags and minimizing food waste.

The 3rd phase of the campaign focused on a plastic-less soccer for the employees. We have partnered with Goal One to swap out disposable plastic with reusable bottles. Together with Oasis, we offered coolers and refills as part of this effort. 20 employees played during the period and each received a sports bag containing: jerseys and reusable bottles to reduce plastic consumption. Thanks to our partnership with Oasis, we also installed water coolers on the soccer field so players can refill their bottles without using single-use plastic.

SUSTAINABLE ACTION:

We have implemented sustainable solutions to ensure our awareness messages are consistently maintained and adequate for years. The following activations are the sustainable solutions we have identified as

Suitable for our call to action:

- We facilitated an agreement between Rozna and Foodbank (Daima) where the Food Bank will collect excess food generated by Rozna daily. This sustainable solution prevents food waste and promotes responsible food management practices.
- be'ah emphasize the admirable efforts made by Mujtamaa café, with whom we have collaborated this year to promote their 10% discount offer for customers who bring their mug. This initiative encourages customers to reduce their usage of single-use plastic, and we are proud to support such a worthwhile cause.
- At Goal One soccer field, we decreased single-use plastic consumption by providing 30 water refill gallons for one week in collaboration with Oman Oasis. As a result, in April, we reduced the daily consumption of plastic bottles by 2400 bottles for one week. Thanks to the provision of their bottles, 700 registered players have made a sustainable impact, accounting for 700 out of the total number of registrations.
- The Be Mindful campaign will continue throughout the year, in conjunction with other events, to ensure the sustainability of its messages and objectives. We will launch a sustainable exhibition, which will be located at one of the most artistic venues and will showcase various messages related to our campaign. This exhibition will serve as a reminder to visitors to continue conserving our beautiful Oman.



As human beings, our behaviors are determined by our habits. A habit is something that you do over and over again until you're programmed to do it effortlessly. One of the main long-term objectives of the "Be Mindful" campaign is to take mindfulness to a behavioral and habitual level.

It all starts with small things, working together, and having a big, brighter picture in our minds about the future we wish to see and the future we want to avoid. This campaign went through several phases to make sure that it would be well applied; hence, it works in different areas. Food waste is an ever-growing threat to people and nature; it goes against any civilized value, and it exploits our natural resources unfairly.

Plastic waste is another indicator that living beings existence is in crisis because it's a silent hazard to life forms, and if we contribute to speeding up the process, then we're causing damage to our beloved planet and future generations.

The piles on which this campaign was based cover different levels of understanding, different methods of influencing, and different desired outcomes. be'ah is proud of its team and thankful for all the individuals and faculties who were part of the campaign. We hope it will be a memorable witness of mass power and that our environment is too precious to let our lack of awareness cause it harm.