



# Estidama Newsletter



2nd Edition – 2023



## INTRODUCTION

Estidama (Sustainability) campaign is a corporate initiative that aims in having a centralised communication platform for all strategic energy and environmental projects within PDO. It is dedicated to build a positive culture on energy management and environment across Oman that fall under three main categories.

## ESTIDAMA STEERING COMMITTEE MESSAGE

“We are pleased to launch PDO’s Estidama newsletter, which will be issued on a bi-annual base that showcases PDO’s efforts towards the environment, renewable energy and circular economy. These efforts help us create sustainability through our behavior such as reducing our consumption of both paper and single use plastic, avoiding food wastage, and switching to renewable energy alternatives. This way, we protect our eco system, save energy (i.e. cost saving) and make PDO a greener company. We encourage you to read, reflect and adopt these best practices.”

Estidama  
Steering  
Committee



The first Bus fueled by **biodiesel** embarked on its first journey from Sultan Qaboos University to Mutrah and back as part of PDO funded research project to produce biodiesel from date seeds.

This breakthrough was celebrated in an event held under the auspice of H.H Sayyid Dr Fahad bin Al Julanda Al Said the Vice Chancellor of Sultan Qaboos University.

A team from Sultan Qaboos University led the initiative, which was funded by PDO through the Ejaad platform as part of its goal to achieve net-zero emissions.





**On Oman Environment Day (January 8th) PDO celebrated the Green Awards Ceremony 2022.**

PDO celebrated its environmental excellence by recognising the teams behind the success. The teams were awarded for their outstanding performance in the areas of Water, Energy and Environment.

**Congratulations to our winning teams!**



# OMAN TREE DAY

**Plantation Campaign 2022**



“Oman Tree Day” which falls on 31st October of each year as an affirmation to the importance of different kinds of trees in Oman.

We would like to thank our 50 PDO staff volunteers for joining us at the **Ras Al Shajer Nature Reserve Plantation Campaign.**



PDO committed **5,000 seedlings** to Ras Al Shajer Plantation, where our volunteers planted **500 seedlings** out of the Ras Al Shajer grand total.





# Inauguration of MAC3 and MAC4 rigs,

May 10, 2023.



The successful inauguration of MAC3 and MAC4 rigs, as well as the establishment of permanent camp locations in Nimr.

The completion of this project was made possible through the unwavering support of multiple directorates, including:



**We extend our sincere appreciation to everyone involved in this remarkable achievement.**



As part of PDO's participation in Khareef Salalah, PDO in collaboration with the Environment Authority in Dhofar Governorate and Dhofar Municipality, has initiated a campaign to plant 5,500 native trees in Sahal Hamran. This campaign commenced on (7 August) and continued for five days. The objective of the campaign was to increase the green cover in the Governorate and contribute to the national initiative of planting 10 million trees. The campaign included planting various types of native trees, such as Subar, Sidr trees and Arabian combs.



PDO has also partnered with Dhofar Municipality to conduct multiple clean up campaigns across Salalah under the umbrella of #Better\_than\_it\_was. The clean-up campaigns commenced on (6 August) and will continue until (2 September). This comes as part of PDO's Estidama (sustainability) campaign's efforts towards a greener Oman.





# WORLD Environmental Day Exhibition

June 12, 2023

The corporate environment team hosted twelve waste recycling SME's to showcase their environmental products.

The exhibition featured a variety of products made from recycled materials, such as paper, plastic, used oil, and other waste. The exhibitors demonstrated how they transform waste into valuable resources, contributing to a cleaner and healthier environment.

Among the exhibitors, twelve environmental SME's : National Wood, Keryas Paper, Ibn Sarhan, United Projects (Plasbin), Kiswa Oman (Serbal Oman), Oman Maritime Waste Treatment and Dohat Al Adab.

This comes as part of PDO's Estidama campaign's objective to lead PDO towards a greener and more sustainable future.



# OMAN TREE DAY 2023

Committed to a greener Oman, PDO organised a series of initiatives to celebrate Oman Tree Day 2023. From a captivating Tree Exhibit in partnership with the Oman Botanic Garden, showcasing large Omani trees and rare species, to our concession area greening initiatives.

The celebration also included a site visit and plantation campaign at the Oman Botanic Garden, where employees planted 2,230 plants and seeds which included rare native plants. These endeavours reflect our unwavering dedication to preserving Oman's environmental heritage and building a sustainable future.

