



### **Qatar Cool Spreads Environmental Awareness on Earth Day**

Qatar District Cooling Company, also known as Qatar Cool, a major district cooling company in the region recently took part in the global Earth Day initiative on Thursday 21<sup>st</sup> of April, 2016 by organizing an event that was aimed at raising environmental awareness amongst its future generations of Qatar.

The company was involved with Vision International School (VIS) in Al Wakra in organizing an earth day presentation to around 300 students explaining the different ways of saving energy and the importance of energy conservation in today's world. In addition, Qatar Cool partnered with Nakheel Landscapes, to introduce and create an arid ecosystem in the grounds of the school, which supports Xeriscaping. Xeriscaping is landscaping that reduces or eliminates the need for supplemental water from irrigation. It is promoted in regions that do not have easily accessible, plentiful, or reliable supplies of fresh water, and is gaining acceptance in other areas as access to water becomes more limited.

Xeriscaping is beneficial to the environment, especially in the region as it lowers consumption of water, xeriscaped landscapes use up to two thirds less water than regular landscaping methods. As well as lowering water consumption it reduces maintenance and costs whilst reducing waste and pollution.

On the occasion, Yasser S. Al Jaidah, CEO of Qatar Cool, comments: "Qatar Cool are passionate about our societal impact of spreading environmental awareness, being able to provide the next generation the tools and education to further enhance the environment, for their futures, whilst guaranteeing the most sustainable methods are used is gratifying and worthwhile. Through such environmental initiative, we strive to educate the next generation about the merits of adopting a green attitude and conserving the use of natural resources, this is further enhanced by our partnerships with prestigious companies such as Nakheel Landscapes. Our commitment is to support the realization of the environmental pillar of the Qatar National Vision 2030"

Mr. Ghassan Oueijan, Managing Director, Nakheel Landscapes commented "During the past few years, Nakheel Landscapes has gained advance expertise and unique experience in the collection of seeds, propagation and production of native plants. Over 120 species of indigenous plants from Arabian Peninsula have been tested at the Nakheel Landscapes' Shehaniya Nursery in cooperation with G.O.R.D. Native plants are well suited to the local conditions, do not require imported soil additives or fertilizers, and once established can thrive without regular watering. The use of native plants drastically reduces the costs associated with the construction and maintenance in landscaping, The Company is proud to support Qatar Cool on the occasion of Earth Day."