

## INNOVATION STRATEGY - WHITE PAPER - Stickers to save water use



	Description	Explanation
1	Idea	Wash Basin Stickers in All Guest Rooms n Public Toilets
2	Objectives	To save water and create awareness on the value of water amongst Guests and Employees
3	Process	Process was simple to decide "how to deliver the message to our Guests"
4	Cost	Aed. 500.00
5	Return on Investment	Though the ROI cannot be measured in Dollars the awareness created was substantial.
6	Training Required	Not much training - only to ensure that Staff are educated on the reason of this Sticker in all Guest Rooms.
7	Is it Sustainable	Yes - simplistic initiative with a huge although unmesasurable dividend
8	Evaluation	It is more of an education to save Water and think of child labour or poverty stricken people who have to travel long distances to fetch water. Further water is a scarce commodity and should be uppermost in our
9	Feed Back	One of our guest was so enthused with this sticker, that he made a Video which we put on the website which attracted quite a lot of impressions.

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