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EXECUTIVE COMMITTEE OF
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INFORMATION STRATEGY FOR THE MULTILATERAL FUND

Introduction

1. In response to a discussion at the 37th Meeting, the Executive Committee decided to place an information strategy framework for the Multilateral Fund as an item on the agenda of its 38th meeting. At the 38th meeting, the Secretariat's paper "Framework for an Information Strategy for the Multilateral Fund (Decision 37/1 (b))" UNEP/OzL.Pro/ExCom/38/6 was discussed. The Executive Committee requested the Secretariat to prepare an information strategy with the assistance of other institutions dealing with ozone depletion matters, in particular, the Ozone Secretariat, and submit it to the Executive Committee at its 39th Meeting (Decision 38/78). The Executive Committee requested those delegations that wished to submit further proposals on the mission statement to do so within a period of four weeks. Inputs were received from Canada, France, the Netherlands and Syria and the United States of America, with the latter providing concrete proposals which are incorporated in the present submission.

2. This paper takes the strategy framework one step further and sets out the purpose, target audiences and objectives in relation to them, and key players in the strategy. In so doing it does not duplicate the UNEP DTIE Communications Strategy considered by the Executive Committee at its 38th Meeting, which focuses on a bottom-up approach targeting the national ozone units, regional network audiences and the general public as those who may influence the upper level policy makers. From this document it is clearly seen that the Information Strategy proposed here for the Fund, deals specifically with issues related to the Multilateral Fund's and directly targets audiences that affect its operation. However it is clear that the strategies of the Fund, its implementing agencies and the Ozone Secretariat should continuously aim at complementarity and avoid duplication.

Purpose of the strategy

3. The mission of the Multilateral Fund provides the key to defining the purpose of the Information Strategy. The Multilateral Fund's mission is to assist developing countries to achieve compliance with the control measures of the Montreal Protocol. If countries fail to meet the targets of the Protocol, the recovery of the ozone layer could be affected. Thus it is vitally important that governments in Article 5 countries in jeopardy of non-compliance understand that the Multilateral Fund exists to offer them support and assistance in return for their country's demonstrated commitment to compliance. In addition, at the operational level where compliance activities are planned, it is important that the ozone community of national ozone officers and beneficiary enterprises have a clear understanding of the evolving policy framework of the Fund. Viable ODS phase-out plans depend on a clear understanding of where the Fund can offer assistance and where it cannot, or in other words which projects are eligible for funding and which are not. Finally, on the broader level the Fund is a premiere model of technology transfer and makers of global policy should have the opportunity to learn from it.

Target Audiences and Objectives

4. For the most part, it is impossible for the Multilateral Fund, with its limited resources and technical mandate, to reach all audiences directly. It is thus important to focus efforts on the strategic groups discussed below.

Government policy and decision-makers in Article 5 and non-Article 5 countries.

5. Reaching and influencing the highest level of government is essential to ensure the support of governments to the Montreal Protocol. In this respect missions undertaken by the Chief Officer of the Fund Secretariat either alone or with the Chair and Vice-Chair of the Executive Committee must continue in order to deliver key messages about the Fund and compliance with the Montreal Protocol. Priority must be given to Article 5 countries and in particular those in jeopardy of non-compliance. Selective trips to developed non Article 5 are justifiable in order to sustain support but given limited financial and human resources, they should be carried out in conjunction with travel to A5 countries. A newsletter and/or fact sheets adapted to this audience would provide a means to reach a wider audience on a regular basis.

The Ozone Community - National Ozone Officers and beneficiaries of the Fund

6. National ozone officers have to make effective plans for compliance and achievement of the Montreal Protocol's control measures based on a clear understanding of the policy governing eligibility for funding. An understanding of the Multilateral Fund's rules, its policies and procedures and how they are applied is essential. Currently the ozone community can glean information from reports of the Executive Committee, the Fund's document on "Policies, Procedures, Guidelines and Criteria", the OzonAction Newsletter and a number of technical publications, but this is not sufficient.

7. While briefings by Secretariat staff at network meetings have proved extremely effective and helpful, the written documentation otherwise available to ozone officers, is cumbersome and does not provide an easy way to navigate the complex web of Executive Committee decisions, let alone the historical discussions that lie behind them. A concise well-written post-meeting document is proposed to explain the Executive Committee's decisions, their context, the concepts that lie behind them and their implications for the future. Secretariat participation at the main network meetings is critical and should continue; network meetings should be scheduled taking this into account.

Global policy makers and those who influence them – NGO's, other conventions, academics, specialist and mass media

8. The Montreal Protocol has been the most successful multilateral environmental agreement and the Fund has been a key component of its successful implementation by Article 5 countries. Indeed, the Fund is a first class model of technology transfer. It is important to enable global policy makers and others to learn from the Fund's successes and its failures. Raising the visibility of the Fund through an attractive public web site, writing articles for specialist and non-specialist publications, participation in relevant events and seminars and press releases to the media, can all contribute to this objective.

Key players

9. The responsibilities for implementing the strategy are shared between a number of key players who are working in partnership to promote full compliance of all Parties to the Montreal Protocol.

- (a) The Chief Officer of the Multilateral Fund Secretariat is a major player in efforts to reach the highest levels of government. Under the oversight of the Chief Officer, the staff of the Secretariat is responsible for collecting, analysing and synthesising and disseminating information on the policies and activities of the Fund.
- (b) Members of the Executive Committee can act as ambassadors of the Multilateral Fund, drawing attention and explaining the Multilateral Fund's activities and policies and the model of technology transfer. Together with the Secretariat's Chief Officer, the Chair and Vice Chair make an expert team for visiting government officials.
- (c) Implementing agencies are a major interface between the Fund and its beneficiaries and can play a role in clarifying the Fund policy framework and providing the Secretariat with feedback on knowledge gaps in relation to this. UNEP DTIE has a significant role considering its global clearing house service and regional networks.
- (d) The Ozone Secretariat is a major player in the global effort to promote compliance with the Montreal Protocol. It plays a critical role in responding to the information needs of the Parties and is a point of reference for information related to the activities of the Meetings of the Parties and associated events.

Means of dissemination

10. In addition to visits, presentations and the distribution of printed materials, the Secretariat will use an improved web site to communicate with its target audiences. The public web site is foreseen as an electronic brochure on the Multilateral Fund and its activities. It will be the main platform for electronic dissemination of information to target audiences. Emphasis will be on ease of access and attractiveness of content with a clearly identifiable corporate style.

11. The Fund's web site will be complementary to and compatible with the web sites of the Ozone Secretariat and the OzonAction Programme. A common gateway to these sites would be an opportunity to provide a coherent presentation of the key players working towards compliance and to illustrate their differing responsibilities and activities.

