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EXECUTIVE COMMITTEE OF
THE MULTILATERAL FUND FOR THE
IMPLEMENTATION OF THE MONTREAL PROTOCOL
Forty-fourth Meeting
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**ANNUAL PROGRESS REPORT ON THE COMMUNICATION STRATEGY FOR
GLOBAL COMPLIANCE WITH THE MONTREAL PROTOCOL
(FOLLOW-UP TO DECISION 41/99 (C)).**

This report was prepared by UNEP in fulfillment of decision 41/99 in which the Executive Committee requested UNEP to present an annual progress report on the Communication Strategy at the 44th Meeting of the Executive Committee.

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**IMPLEMENTATION OF THE COMMUNICATION STRATEGY
FOR GLOBAL COMPLIANCE WITH THE MONTREAL PROTOCOL**

25 October 2004

1. The purpose of this report is to update the Executive Committee about the progress made in implementing the *Communication Strategy for Global Compliance with the Montreal Protocol* in 2004. This report is not intended to replace the information provided in UNEP's annual Progress Report. It provides an opportunity to highlight important developments related to awareness-raising, information and the media that help support compliance with the Montreal Protocol and promote its continued visibility.
2. After more than a decade of implementation, the Montreal Protocol community still needs to ensure the continued support of civil society (public, policymakers, industry) to protect the ODS phase out successes already achieved and sustain the momentum until the job is completed. UNEP, in collaboration with international agencies with world-renowned public awareness programmes (WHO, UNICEF, etc.) and national communication experts, developed the *Communication Strategy* to help address this communication challenge.
3. The overall objectives of the strategy are to:
 - a) Contribute to promoting a country-driven approach to awareness raising as highlighted in the Strategic Planning process initiated by the Executive Committee;
 - b) Support compliance of developing countries in the phase out of ODS under the Montreal Protocol through wider involvement of civil society in developing countries;
 - c) Sustain the momentum of the phase out process during the compliance period by securing the broader involvement and support of the general public in Article 5 countries in the implementation of the Montreal Protocol; and
 - d) Assist in preventing "back sliding" to ODS use due to various factors, including ODS dumping, by promoting active involvement of local organisations and NGOs.
4. At its 38th meeting, the Executive Committee noted the Strategy (document UNEP/OzL.Pro/ExCom/38/69) with appreciation and requested UNEP to use the strategy described in the document, taking cognisance of the suggestions made by the Executive Committee in the discussion, as part of the implementation of the Compliance Assistance Programme (CAP). UNEP reported to the 41st Executive Committee meeting on preliminary results and progress made in implementing the communication strategy. This report responds to Decision 41/99, which requests UNEP to provide its next annual progress report on the Communication Strategy to the 44th Executive Committee meeting.
5. Based on feedback UNEP has received in 2004 from direct contact with National Ozone Units (NOUs) and other stakeholders through the information clearinghouse and regional CAP teams, the preliminary results and progress to date can be summarised as follows:

Promoting a country-driven approach

6. **Article 5 countries still consider awareness-raising to be a priority for compliance.** In meetings of the Regional Networks of ODS Officers held in 2004, Ozone Officers continued to emphasise that IEC activities are necessary to promote compliance in their countries. Most Network meeting recommendations reflect this. As indicated in the Communication Strategy report to the 41st Executive Committee meeting, UNEP still foresees that the need for support for NOUs on strategic ozone communication will increase over the next few years, since NOUs must create action-oriented awareness among prioritised stakeholders to ensure that the tight sequence of upcoming compliance targets are met, particularly those related to CFCs, methyl bromide and halons.

7. **Strategic approaches for IEC are now being adopted by some regions.** Following the expression of need for more detailed assistance with national IEC by Ozone Officers in the South-East Asia & Pacific (SEAP) and South-Asia (SA) regional Networks, UNEP CAP ROAP convened a joint small group Network meeting in the Philippines (Manila, 29-30 January 2004) to provide guidance and support implementation of the *Communication Strategy*. The meeting produced a draft regional strategy that was circulated to all Network members and finalised at the joint SA/SEAP Network meeting (Agra, April). The resulting regional IEC strategy is long-term and linked with the overall national phase out plans of the individual countries. UNEP will distribute the strategy for information at the 16th MOP. Regional Network coordinators have indicated that other regions are interested in developing a similar regional approach to IEC.

Supporting compliance, sustaining momentum, preventing backsliding

Cooperation and Progress

8. **International Day for the Preservation of the Ozone Layer 2004.** As in previous years, Ozone Day continued to be the major focal point for awareness and communication related to ozone depletion at both the international and national levels. UNEP performed a blend of activities to engage the international media and support national celebrations. The Information Clearinghouse devoted a substantial portion of its staff resources to this event in 2004. This year the results were highly encouraging and indicated the continuing newsworthiness of the Montreal Protocol in spite of its advanced state of implementation. Highlights of UNEP activities include:

- a) *Support and Guidance for NOUs.* As in previous years, OzonAction sent guidance letters to Ozone Officers on ideas for Ozone Day celebrations. This included including the key messages identified by the Communication Strategy that all members of the Montreal Protocol community (including Ozone Officers) should keep in mind when speaking with the press, developing brochures and publications, and conducting awareness-raising events.
- b) *Web site.* A web site was deployed prior to Ozone Day and continues to include new information as it is received (e.g. [How different countries are regions are celebrating this year](http://www.uneptie.org/ozonaction/events/ozoneday/2004_main.htm)). The web site is available at:
www.uneptie.org/ozonaction/events/ozoneday/2004_main.htm

- c) *Ozzy Ozone animated awareness video.* OzonAction made this video available in advance to National Ozone Units (NOUs) in both VHS and Betacam formats and gave guidance on how it could be broadcast on national televisions. The results were exceptional: 61 countries agreed to broadcast it (including China, India, Brazil, and many SIDS). Literally millions of people viewed this Montreal Protocol awareness video on the same day. The video is available in English, French and Spanish from UNEP and as a sign of its importance to Article 5 countries, countries themselves have further translated the video into 15 national/regional languages. Ozzy Ozone is available from the OzonAction webs site in streaming video www.uneptie.org/ozonaction/library/video/ozzy.html.
- d) *Parallel press conferences.* Ozzy Ozone character was originally created by Government of Barbados. The press conference opened by the Minister of Environment was organized in Barbados to launch Ozzy worldwide. Barbados has also prepared a Cabinet paper on this.
- e) *Global press release.* UNEP issued a press release that included, inter alia, information on Ozzy Ozone. It also announced that UN headquarters in Gigiri, Nairobi, was made ozone-friendly following the Guidelines for UN Offices prepared by OzonAction Programme.
- f) *China "Friendship Ceremony".* With the encouragement of UNEP, this high-level ceremony was organized for children in Shaanxi Providence. Ozzy Ozone was presented in Chinese and other awareness videos collected by UNEP under the 2001 Global Video Competition were shown from Lebanon, Kuwait, Sri Lanka and Georgia, and an ozone awareness song from Japan was played. The Governor of Shaanxi Providence will distribute these materials to all schools. This type of high-level activity helps bring the importance of ozone protection from a global to a provincial level.
- g) *Paris awareness.* At the suggestion of the OzonAction Programme (which is located in the city), the Paris City Hall displayed a message about International Ozone Day for a week on electronic information panels throughout the city.
- h) *Regions: Africa.* With the encouragement and assistance of UNEP CAP Paris, Radio France Internationale devoted one issue of its weekly environmental radio programme, "[Fréquence Terre](#)", to International Ozone Day for Francophone listeners. The 20-minute programme was broadcasted on 12 September.
- i) *Regions: Latin America:* Mr Rajendra Shende, UNEP DTIE Energy & OzonAction Branch, was interviewed by journalist Julio Godoy in an article, "[The Return of the Ozone Layer](#)", for Tierramérica on 15 September. Tierramérica is a specialised environment and development news service produced by Inter news Press Service (IPS). Tierramérica is published in over 20 newspapers and transmitted weekly through 400 radio stations in ten Latin American countries, and published on Internet in Spanish, English and Portuguese. It is supported by UNEP, UNDP with support from the Forum of Environmental Ministers of Latin America and the Caribbean.
- j) *Regions: Latin America.* UNEP ROLAC made a selection of 10 posters, in order to commemorate this date. The winning poster was distributed among the different Ozone Units all around the region.
- k) *Regions: Caribbean.* UNEP ROLAC supported the celebrations of Ozone Day in the Caribbean region by, inter alia, coordinating the development and dissemination of

- the awareness materials (10,000 exercise books, 5,000 children's notebooks, 5,000 ball pens, 2,500 T-shirts, 2,500 caps).
- l) *Regions: South-East Asia, South Asia and Pacific.* In cooperation with the UNEP CAP team from the ROAP, countries of South Asia organised regional Ozone Day celebrations. The Government of Nepal hosted the celebrations in Kathmandu. Ambassadors from the region's countries signed an Ozone Commitment Charter and a regional booklet *Shield: South Asia's compliance with the Montreal Protocol* was launched.
 - m) *Regions: West Asia:* With the encouragement and assistance of UNEP CAP Paris, Radio Monte Carlo - Moyen Orient interviewed Dr. Abdul Elah Alwadaee, UNEP Regional Network Coordinator for West Asia and Eng. Mazen Hussein, (Ozone Office - Project Manager) Ministry of Environment, Lebanon, on 9 September. They gave a message in Arabic on the importance of Ozone Day and highlighted the success of the Montreal Protocol for the daily radio broadcast "Akthar Min Sawt" The program is presented by Mr. Fayez Makdessi.

9. **IEC activities are progressing well within the new Eastern Europe and Central Asia Network.** Information exchange, public participation and education have been identified among priorities of the recently established Regional Ozone Network for Europe and Central Asia. Since most countries of this Network produce attractive awareness materials and publications, the Network agreed that all new materials should be shared among the member countries. In order to promote the cooperation and information exchange in the region, information materials are being also shared with the Russian-speaking countries with economies in transition that are not members of the Network. Examples of such exchange, facilitated by UNEP, include sharing of a new Macedonian brochure on UV radiation with the Balkan neighbours; dissemination of Ozzy Ozone video translated by Uzbekistan in Russian to all other Russian speaking countries of the region; and development of posters in Russian and English by Moldova for all Network members. Apart from sharing information products, countries of the region exchanged ideas, on occasion of one of the contact group meetings, related to celebrations of International Ozone Day and organization of national public awareness campaigns. A special exhibition of information/awareness materials from Europe and Central Asia will be organized at MOP16 at initiative of the Network.

10. **Increased information services and support for Russian-speaking countries.** Following the Executive Committee approvals of UNEP CAP 2003, in 2004 UNEP provided substantially-increased information materials to Russophone countries, which were largely left out of the Montreal Protocol information stream that tends to be primarily focussed on the English language. Notable were the Russian version of the OzonAction Newsletter and priority publications including UNEP's Customs Training Manual. This assistance was (and is) being provided by UNEP in cooperation with Russian-speaking NOUs and in coordination with the Regional Network for Eastern Europe and Central Asia. In some cases, countries have themselves translated materials using Institutional Strengthening funds and then shared them with other NOUs via UNEP. This is a noteworthy form of bilateral cooperation on IEC activities

11. **Successes with Engaging Latin America Media.** Through out the year, UNEP ROLAC's communication office and CAP Programme Officers have maintained active and close contact with major local and international media suppliers. Some activities include:

- Participation in TV and radio interviews.
- Special TV programmes addressing the current situation of the ozone layer (mainly in Mexico and Costa Rica).
- Production of TV spots for local media in Spanish, French and Portuguese.
- Participation in UN Radio.

In addition, UNEP/ROLAC has created:

- Two short Spanish-language TV spots on ozone, which have been broadcast by *CNN en Español* and has achieved the transmission of the ozone message to a daily audience of 18 million people throughout the region.
- Three mini-spots in English, French, Spanish and Portuguese, which were shared with the Ministers of Environment and Ozone delegates in every country.

UNEP is undertaking a Multimedia Project "Tierra América" and UNEP ROLAC has ensured that this project includes compilation of information about the environment, including ozone news. A media split scheme is used to spread the news, including the following methods:

- Weekly press publication in more than 26 regional journals.
- Radio version for 1,200 local radio broadcasters spread throughout Latin America and English Speaking Caribbean countries.
- On-line information centre, www.tierramerica.net, with a monthly average visits of 450,000.

All these media involved contribute to reach an audience of 12 million Spanish-speaking people.

12. **New facility for sharing existing awareness materials developed by countries.** As promised in the Communication Strategy report to the 41st Executive Committee meeting, UNEP has developed an on-line centralised inventory of awareness materials containing images and descriptions that NOUs can use to reference when considering the design of new national IEC services. The intent is to facilitate identification of already-existing materials, including those in the needed language, and enable easy communication with the NOU or other entity that developed it to share the design, content or idea and thus avoid duplication. UNEP will launch this new service at the 16th MOP.

Ozone Communication Challenges and Opportunities

13. **Targeting Information Clearinghouse services to countries in non-compliance.** While UNEP's Information Clearinghouse has always had always given priority to such countries when delivering services, in line with the 2004 CAP Advisory Group discussions, for the remainder of 2004 and 2005 UNEP will pro-actively contact and outreach its services to such countries in cooperation with the Regional CAP teams to help ensure that the information needs of these priority countries are sufficiently met.

14. **IEC assistance for non-Parties.** UNEP's Information Clearinghouse continued to work in cooperation with the Regional CAP teams to support efforts to bring non-Parties into the Montreal Protocol family. In terms of information support, UNEP provided full sets of printed and visual information materials to key focal points in non-Parties as one way to convince them of the importance of ratifying and to build their capacity to under the issues. This was done, for example, with Afghanistan and Bhutan during 2004. UNEP will continue this type of activity with the remaining non-Parties in 2005. East Timor and Equatorial Guinea will be the initial priorities.

15. **Children.** Consistent with the *Communication Strategy's* prioritisation of children as an important stakeholder group (because they influence the decisions of parents and they are most vulnerable to the effects of ozone depletion), in 2004 UNEP undertook a number of key activities to promote awareness among children. These included:

- a) *Ozzy Ozone video* (see above).
- b) *International Children's Conference on the Environment (July 2004, New London, United States)*. OzonAction participated in this key global conference (in which UNEP's Executive Director and the head of UNEP's Division of Communication and Public Information also participated). Ozzy Ozone was seen by 750 children from around the globe and was enthusiastically received. OzonAction Programme plans to participate to the International Children's Conference in July 2005 which is organized as a part of the Aichi Expo 2005, Japan.
- c) *Web site*. UNEP/ROLAC added a webpage in Spanish addressing children: www.rolac.unep.mx/ozonoinfantil/html/index.htm

16. **Illegal ODS trade.** ODS illegal trade continues to be identified by NOUs, customs agencies, industry and others as a continuing threat to the success of the Montreal Protocol. In response to requests from Network members, in 2004 UNEP has promoted multi-party information sharing and communication related to illegal trade. This includes linking Networks closely to regional customs initiatives, convening small information-sharing and awareness-raising meetings involving groups of bordering countries that have illegal ODS trade between them. In 2004, there were two significant events:

- a) *Workshop on Preventing Illegal Trade: Public Private Partnership* (February 2004, Hua Hin, Thailand), which was organised by UNEP CAP ROAP and for the first time brought together industry and government representatives from China, India, the European Union and Russia as well as World Bank, and the NGOs Environmental Investigation Agency and Stockholm Environment Institute. The two day meeting considered the problems being caused in Asia by a burgeoning illegal trade in ODS. The participants - representing 85 percent of total global CFC production - committed themselves to greater cooperation and transparency in sharing information and intelligence to combat this problem. The meeting recommended a system of informal information exchange between countries, specific actions on tackling illegal trade, and follow-up bilateral and regional initiatives.

- b) *Regional Workshop on Trade and Licensing Mechanisms in Countries with Economies in Transition* (Budapest, 12-14 May 2004) in which 21 Eastern European and Central Asian countries considered new approaches to prevent environmental crime, including illegal ODS trade. The participating countries discussed how to sustain the success of implementing the Montreal Protocol and use the experience gained in monitoring and control of the ODS trade for other environmentally damaging substances. The meeting of the government representatives and the customs officers, which was organised jointly by the Hungarian Customs and Finance Guard and UNEP, was convened at the World Customs Organisation centre in Budapest. The participating countries agreed to set the cooperative mechanisms like informal intelligence sharing and e-network of the customs officers for the information exchange.

17. **Assistance for Portuguese-speaking countries.** As indicated in the Communication Strategy report to the 41st Executive Committee meeting and as indicated in its 2004 Business Plan, UNEP has catalysed multi-party cooperation to assist African Portuguese-speaking NOUs in Africa in terms of IEC activities. An informal meeting was organized for a group of Portuguese speaking countries (Angola, Brazil, Cape Verde, Guinea Bissau, Mozambique, Portugal, Sao Tome y Principe) on the occasion of 24th OEWG meeting to assess the countries' information needs and agree upon networking modalities with support of Portugal, Brazil, UNEP, UNDP and GTZ. Though Spanish-speaking, Equatorial Guinea (currently a non Party to the Montreal Protocol) expressed willingness to participate to this group. UNEP is organizing an evening meeting during the 16th meeting of the Parties on 25 November 2004 with all Portuguese-speaking partners to formulate an action plan for enhanced exchange of experiences and communication. This time East Timor (non-Party) will also be invited to the discussions. In terms of priority information materials, UNEP and GTZ are cooperating to provide the Portuguese-speaking countries with copies of the Portuguese version of the customs training manual, illegal trade video, training video and Ozzy Ozone video. These IEC products were developed by UNEP, but translated into Portuguese by GTZ.

Cooperation and synergy with other multilateral environmental agreements (MEAs)

18. **Green Customs.** In June 2003, a coalition of UNEP, Interpol, World Customs Organization, the Basel Secretariat, the Convention on International Trade in Endangered Species of Wild Flora and Fauna (CITES) Secretariat, and the Ozone Secretariat launched the *Green Customs* initiative to improve coordinated intelligence gathering, information exchange, guidance (such as codes of best practice) and customs training amongst the partner organizations involved. One of the main aims of the initiative is to harmonize efforts amongst the various actors, particularly the MEAs, so that customs officers receive training that covers all relevant environmental agreements. In 2004, UNEP has received assistance outside of the Multilateral Fund from the Government of Norway to support the initial stages of this unique initiative. UNEP is organizing a meeting of the partners in October 2004 to develop a specific work plan to collaborate on training and information exchange in 2005. In terms of information services, UNEP has developed under the Multilateral Fund an online, enhanced version of its Inventory of Chemical Products containing ODS or their Substitutes, which also supports the Green Customs objectives (this facility will be launched at the 16th MOP).

Issues for consideration

19. **Target countries in non-compliance.** Information Clearinghouse services may be prioritised for countries in actual non-compliance for 2005. In the course of providing the global clearinghouse function, UNEP does provide information services to countries in non-compliance along with other countries, but it does not target them *per se*. The clearinghouse could, in cooperation with the Regional CAP teams, pro-actively offer dedicated information assistance to all countries in actual non-compliance. The countries wishing to avail themselves of such a service would become the highest-priority clients for the clearinghouse. The assistance could take the form of UNEP offering assistance with particularly difficult technical, policy or awareness-related questions related to the non-compliance situation, by helping to identify and match organisations or individual experts in other countries.

20. **Encourage international media to focus on ozone.** The Information Clearinghouse – in association with the Regional CAP teams and UNEP’s Division of Communication and Public Information - continues to play an important role in getting international media attention to ozone depletion. Communication successes in 2004 (e.g. videos and interviews on *CNN en Español*, *Radio Monte Carlo - Moyen Orient*, *Radio France Internationale*, *Tierra América*) indicate that UNEP should continue to play an important role as an engager of the international press, along with the press work of the Multilateral Fund Secretariat and Ozone Secretariat. This could be reflected in the CAP activities of UNEP’s 2004 Business Plan proposal.

21. **Continue targeting children with ozone messages.** There is significant interest among many NOUs and others for IEC support related to children. The popularity of the Ozzy Ozone video this year demonstrated the continued interest in children as both targets for IEC activities and as influential intermediaries who propagate key messages to adults. Additional activities to engage and communicate with children on ozone depletion may be suggested as part of UNEP’s 2005 Business Plan proposal.

22. **Help Portuguese-speaking countries and non-Parties.** Portuguese-speaking countries and the few remaining non-Parties will require focussed and sustained assistance for several years to come. They are late joiners and face linguistic and institutional challenges which make CAP support – including in the IEC area – particularly crucial.

23. **Continue support for national celebrations of Ozone Day.** The 2004 Ozone Day model, in which UNEP produced easily-tailored audiovisual materials that it provides to countries to adapt, translate or replicate, worked very well and literally reached millions of people. This approach (e.g. short public service announcements or radio spots) should be considered for Ozone Day 2004 as part of UNEP’s 2005 Business Plan proposal.

24. **Promote sub-national ODS association models.** As part of the process of encouraging local ownership of the ozone depletion challenge, it may be useful to promote more regional and local solutions to ozone depletion challenges, e.g. working with NOUs to outreach to prioritised key regions with important ODS consumption (e.g. based on the Shaanxi Providence experience), and encouraging provincial or regional organisations from developed and

developing countries to become actively engaged at the international level to encourage development of similar approaches where feasible (e.g. Canada's Manitoba Ozone Protection Industry Association).
