

GUIDELINES TO NATIONAL OZONE UNITS FOR ADMINISTERING A VOLUNTARY PLEDGE PROGRAMME

What is the voluntary pledge programme?

A voluntary pledge is an expression of a company's intent to abide by a specific set of principles and actions to achieve an environmental objective, in this case the protection of the stratospheric ozone layer.

A company formally makes the pledge by signing a standard written agreement and returning it to the National Ozone Unit (NOU). The pledge is "voluntary" in the sense that it is signed at the company's own initiative and is not required by international agreements, national laws, regulations or policies.

By fostering long-term, cultural changes in business management, voluntary approaches can reach beyond some government regulations in improving industry's environmental performance. At the Earth Summit in 1992, the international community called upon industry to adopt and report on voluntary codes of conduct as part of its global framework of action, Agenda 21.¹ Voluntary approaches, including this pledge programme, should prompt members to play an active role in contributing to global sustainable development objectives² including multilateral environmental agreements such as the Montreal Protocol.

In this context, and as part of the celebrations of the International Day for the Preservation of the Ozone Layer (16 September 2000), UNEP's DTIE OzonAction Programme (Paris) and Ozone Secretariat (Nairobi) encourages National Ozone Units (NOU) to develop, initiate and publicize their own national ozone protection pledge programmes.

What is the purpose of the pledge programme?

The primary purpose of the pledge is to mobilize voluntary corporate activities to support the implementation of the Montreal Protocol in the private sector.

Other purposes include:

- Support the building of public and corporate awareness about ozone depletion, the Country Programme, and the Montreal Protocol.
- Provide public recognition to industry leaders in ozone protection at the national level.
- Encourage the formation of linkages between companies to achieve sustainable development objectives.
- Identify innovative methods of promoting ozone protection activities outside of the Multilateral Fund.
- Promote corporate and business leadership in ozone protection.

Your country may have additional or different national goals in mind when designing its pledge programme.

¹ *Voluntary Industry Codes of Conduct for the Environment*, UNEP DTIE 1998, Pg. 4 (ISBN 92-807-1694-8).

² *Ibid.*, page 22.

What are the benefits for a company to join the pledge?

It is important to inform the companies how they might benefit from joining the pledge. The benefits can include:

- *National and international public recognition for positive environmental performance.* UNEP and the NOU agree to promote the pledge and inform the public about the commitments and achievements of the companies that have signed the pledge. This positive recognition can be beneficial to your company's bottom line.
- *Increased shareholder support.* By informing your shareholders through your annual corporate report about your company's policies and achievements related to the Montreal Protocol, they will view you as an environmentally responsible corporate citizen that abides by national regulations and international agreements. This could potentially result in increased investment and shareholder commitment.
- *Competitive advantage due to the early adoption of the latest non-CFC technologies and practices.* By completing the phase out of CFCs, you are in effect adopting the most current technology, thereby putting you at a competitive advantage compared to other companies that have not yet done so.
- *Potential for increased export opportunities related to ozone-friendly products.* Through the publicity programme, companies and organisations in other countries will learn about your company's phase out of CFCs and may be interested in export of your non-CFC products.

Which companies are appropriate to join the pledge?

- A. A company that previously consumed or used CFCs in its existing operations, and which has completed projects or activities that eliminated the CFCs.
- B. A company that could have used CFCs in a newly-established production facility or product but didn't (i.e. they avoided CFCs by choosing an alternative).
- C. Importers of chemicals or equipment.

The companies should already have a measurable achievement in phasing out CFCs, and not just be expressing a willingness to undertake the phase out in the future. An example of a likely candidate for the pledge is a company that has completed an investment project under the Multilateral Fund that eliminated CFC use. Other companies that have phased out CFCs using their own resources should also be invited to join

Attached are sample texts of the pledge for each of the three types of companies listed above.

What is the role of the company?

The company has to do the following:

- Obtain their management's agreement to the statements included in the pledge text, including the specific actions indicated therein.
- Complete and sign the one page Ozone Protection Pledge Agreement Form and submit it to the NOU.
- Respond to a short questionnaire sent by the NOU after 6 months and one year about how it has implemented the pledge.

What is the role of the NOU?

Your NOU is responsible for:

- Designing, organising and evaluating the national pledge programme.
- Identifying and contacting appropriate companies and inviting them to join the pledge programme.
- Organizing a public ceremony for companies to sign the pledge, and inviting appropriate officials and members of the press to attend.
- Providing UNEP with the details of the companies that have joined the pledge after Ozone Day.
- Widely publicising the pledge programme and the list of participating companies at the national level.
- Contacting the companies that signed the pledge to collect feedback on progress after 6 months and one year, and forward this information to the UNEP DTIE OzonAction Programme.

What is the role of the UNEP?

UNEP is responsible for:

- Developing the pledge concept and providing draft materials and guidelines to NOUs.
- Assisting NOUs if they have questions about the pledge concept or any aspect of design or implementation of the pledge programme.
- Liaising with NOUs on a regular basis to collect updates about the status of the national pledge programmes.
- Widely publicising the results of the national pledge programmes at the international levels. For example, UNEP will develop an update a booklet of the responses and widely disseminate it at international forums, through the Internet and the OzonAction newsletter.

What steps can I follow to help ensure a successful national pledge programme?

There are five critical aspects to making the pledge effective³:

- *Commitment.* The political will to achieve effective implementation is indispensable on the part of those taking part.
- *Content.* The pledge target must be meaningful.
- *Collaboration.* Voluntary initiatives need to be prepared with the full involvement of the stakeholders concerned.
- *Checking.* Monitoring of implementation and of results is essential.
- *Communication.* Successful communication includes reporting to the public on results, as well as listening to feedback.

The following additional ideas may help you to make a successful pledge programme for your country:

³ *Voluntary Initiatives*, UNEP DTIE Industry and Environment, Volume 21 No 1-2, January-June 1998, Page 3. (ISSN 0378-9993).

- *Voluntary codes function well only when embedded in the context of a country's wider policy framework.*⁴ It is therefore important that you promote the pledge as part of your Country Programme, and raise the public's awareness about how the pledge participants are contributing to the success of the national strategy to phase out ozone depleting substances.
- *Give the pledge programme high visibility by staging a public event.* In connection with other events you are organising for the International Day for the Preservation of the Ozone Layer, you could hold an official ceremony for companies to sign the pledge. You could invite members of industry associations, press and NGOs to observe the ceremony.
- *The attached "Ozone Protection Pledge Agreement" can be used a model for your own national pledge programme.* You can translate the form into your local language and adapt it as necessary to reflect your own national conditions. To ensure a level of consistency across all of the national pledges, we request that you do not delete any of the existing pledge statement however you are free to add more information and statements as needed.

Who can I contact if I have questions about how to organize a pledge programme?

If you have any questions about the pledge concept or how to organize your own national pledge programme, please contact:

Mr. Rajendra Shende
Chief, UNEP DTIE Energy & OzonAction Unit
Tour Mirabeau, 39-43 quai André Citroën
75739 Paris Cedex 15
France
Tel: (331) 44 37 14 59
Fax: (331) 44 37 17 74
Email: ozonaction@unep.fr

⁴ *Voluntary Industry Codes of Conduct for the Environment*, page 9.



OZONE PROTECTION PLEDGE AGREEMENT

FOR COMPANIES THAT HAVE THAT PREVIOUSLY CONSUMED OR USED CFCs IN ITS EXISTING OPERATIONS, AND WHICH HAVE COMPLETED PROJECTS OR ACTIVITIES THAT ELIMINATED THE CFCs

This pledge programme is a joint initiative of the UNEP DTIE OzonAction Programme, the UNEP Ozone Secretariat and your country's National Ozone Unit (NOU).

Participating companies agree to further support the implementation of the Montreal Protocol on Substances that Deplete the Ozone Layer through a voluntary commitment to the principles and actions indicated in the pledge.

UNEP and your NOU agree to widely publicize your company's participation in the pledge programme and report on successes you have achieved.

Please complete this agreement and return it to:

(NOUs: Add your contact address here)

As a partner in the Ozone Protection Pledge programme, our company agrees to the following statement and commits to implement its provisions:

Our company fully supports the Montreal Protocol on Substances that Deplete the Ozone Layer and its Amendments and our Government's national strategy to phase out ozone depleting substances (i.e. the Country Programme).

In support of that national strategy, our company has phased out the production and consumption of CFCs to the greatest extent feasible in its operations. Furthermore, we will not manufacture or sell any new CFC-using equipment or technology.

We will help create awareness about the Montreal Protocol by informing our shareholders and consumers about our activities related to the phase out of CFCs and how those activities relate to our Country Programme.

Our company will promote ozone-friendly technologies and practices to other companies (including our suppliers and partners) with whom we have business relations to assist them in phasing out their CFCs.

We agree to inform our NOU about how our company has implemented the pledge after 6 months and one year.

(Signature)	
_____	_____
(Printed Name)	(Title)
_____	_____
(Date)	(Company Name)
_____	_____
(Address)	(City, Province/State)
_____	_____
(Postal Code)	(Country)

Our contact person for the pledge follow up is:

_____	_____
(Name)	(Title)
_____	_____
(Department)	(Fax/Email)

Benefits of joining the pledge can include:

- ◆ National and international public recognition for positive environmental performance
- ◆ Increased shareholder support for an environmentally-responsible company
- ◆ Competitive advantage due to the early adoption of the latest non-CFC technologies and practices
- ◆ Potential for increased export opportunities related to ozone-friendly products



OZONE PROTECTION PLEDGE AGREEMENT

FOR IMPORTERS OF CHEMICALS OR EQUIPMENT

This pledge programme is a joint initiative of the UNEP DTIE OzonAction Programme, the UNEP Ozone Secretariat and your country's National Ozone Unit (NOU).

Participating companies agree to further support the implementation of the Montreal Protocol on Substances that Deplete the Ozone Layer through a voluntary commitment to the principles and actions indicated in the pledge.

UNEP and your NOU agree to widely publicize your company's participation in the pledge programme and report on successes you have achieved.

Please complete this agreement and return it to:

(NOUs: Add your contact address here)

As a partner in the Ozone Protection Pledge programme, our company agrees to the following statement and commits to implement its provisions:

Our company fully supports the Montreal Protocol on Substances that Deplete the Ozone Layer and its Amendments and our Government's national strategy to phase out ozone depleting substances (i.e. the Country Programme).

In support of that national strategy, our company has phased out the production and consumption of CFCs to the greatest extent feasible in its operations. Furthermore, we will not **import or** sell any new CFC-using equipment or technology.

We will help create awareness about the Montreal Protocol by informing our shareholders and consumers about our activities related to the phase out of CFCs and how those activities relate to our Country Programme.

Our company will promote ozone-friendly technologies and practices to other companies (including our suppliers and partners) with whom we have business relations to assist them in phasing out their CFCs.

We agree to inform our NOU about how our company has implemented the pledge after 6 months and one year.

(Signature)

(Printed Name)

(Title)

(Date)

(Company Name)

(Address)

(City, Province/State)

(Postal Code)

(Country)

Our contact person for the pledge follow up is:

(Name)

(Title)

(Department)

(Fax/Email)

Benefits of joining the pledge can include:

- ◆ National and international public recognition for positive environmental performance
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- ◆ Competitive advantage due to the early adoption of the latest non-CFC technologies and practices
- ◆ Potential for increased export opportunities related to ozone-friendly products



OZONE PROTECTION PLEDGE AGREEMENT

FOR COMPANIES THAT COULD HAVE USED CFCs

IN A NEWLY-ESTABLISHED PRODUCTION FACILITY OR PRODUCT BUT DID NOT

This pledge programme is a joint initiative of the UNEP DTIE OzonAction Programme, the UNEP Ozone Secretariat and your country's National Ozone Unit (NOU).

Participating companies agree to further support the implementation of the Montreal Protocol on Substances that Deplete the Ozone Layer through a voluntary commitment to the principles and actions indicated in the pledge.

UNEP and your NOU agree to widely publicize your company's participation in the pledge programme and report on successes you have achieved.

Please complete this agreement and return it to:

(NOUs: Add your contact address here)

As a partner in the Ozone Protection Pledge programme, our company agrees to the following statement and commits to implement its provisions:

Our company fully supports the Montreal Protocol on Substances that Deplete the Ozone Layer and its Amendments and our Government's national strategy to phase out ozone depleting substances (i.e. the Country Programme).

In support of that national strategy, our company avoided the production and consumption of CFCs in its operations and/or products by adopting an alternative technology that does not deplete the ozone layer. Furthermore, we will not manufacture or sell any new CFC-using equipment or technology.

We will help create awareness about the Montreal Protocol by informing our shareholders and consumers about our activities related to the phase out of CFCs and how those activities relate to our Country Programme.

Our company will promote ozone-friendly technologies and practices to other companies (including our suppliers and partners) with whom we have business relations to assist them in phasing out their CFCs.

We agree to inform our NOU about how our company has implemented the pledge after 6 months and one year.

(Signature)	
_____	_____
(Printed Name)	(Title)
_____	_____
(Date)	(Company Name)
_____	_____
(Address)	(City, Province/State)
_____	_____
(Postal Code)	(Country)

Our contact person for the pledge follow up is:

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Benefits of joining the pledge can include:

- ◆ National and international public recognition for positive environmental performance
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