

Guidelines for National Ozone Units to Celebrate International Ozone Day by engaging the Private Sector



Back ground & context

The International day for the preservation of Ozone Layer (IOD) is celebrated every year on 16th September to applaud the efforts so far by the stake holders in implementing the most successful global environmental accord i. e the Montreal Protocol. At the same time it is also an occasion to vision the challenge that lie ahead in the remaining implementation.

The industry and business have the lion's share in this success so far. Without the ozone friendly technologies that they invented the world would not have been able to phase out 98% of ODS to date.

The potential and power of technology development of business & Industry are extraordinary. The remaining phase out of ODS particularly HCFC, would help significant climate benefits apart from ozone benefits, provided the industry is engaged to continue their efforts with more vigor & innovative strategies.

Looking at this year's IOD theme "Universal participation: Ozone protection unifies the world." We therefore recommend you to celebrate this year's IOD by engaging the private sector. UNEP DTIE OzonAction Programme works closely with partners from business and industry to advance its mission and activities to provide the countries with capacity building and technology support. The core objective in such partnership is to encourage decision-makers to show greater care for human health and the environment through long term objectives of sustaining the phase out of ODS and derives other environmental benefits. There have been good examples of partnership with private sector. Please see <http://www.uneptie.org/ozonAction/partnerships/index.htm>.

These guidelines have been made to support National Ozone Unit's (NOUs) efforts to celebrate International Ozone Day by engaging the private sector. Below are exemplary guidelines to support you in celebrating 2009 International Ozone Day :

Identify the appropriate business & industry partners

- Engage the private sector that have benefitted from MLF projects.
- Contact private sector from building industry, architects, refrigeration and air conditioning sector, auto industry and related businesses.

- Engage financial institutions, airline industries, tourism industries, and similar industry that will help in wider publicity.
- The private sectors should not form partnerships with enterprises that do not promote or focus on the environment or human health such as cigarette and, alcoholic beverage industries, toxic chemicals etc.
- ODS alternative manufacturers, non-ODS equipment manufacturers, R&R machine suppliers, non CFC MDI manufacturers are some of the probable partners.

Hold consultation on how to organize an event.

- Organize consultations with key representatives of private sector.
- Appreciate their role in the implementation of the Montreal protocol or in environmental protection in general.
- Explain the background of International Ozone Day.
- Propose partnership between you and private sector by way of
 1. Arranging seminar with lectures /panel discussions.
 2. Public event with industry, IGO and NGOs for awareness training programmes for R & R.
 3. Education workshop in schools.
- Share the responsibility of organization of the event.

Monitoring and follow up

- The event should be announced indicating the private sector engagement as partner.
- Use news papers ,web sites mobile phones to spread the message .
- Invite press and media (TV/radio).
- Send the detail feedback like report, photos, press cuttings to UNEP CAP Regional offices and its Paris office for compilation and putting on web site.

Examples & Case Studies

- Three major financial Institutes (Indian Overseas Bank, Bank of Maharashtra and Visheshwar Co operative Bank) in India were associated as partners and sponsored the

2005, 2006, 2007 and 2008 IOD events by releasing cartoon books, holding children's film festival and a series of lectures by prominent personalities.

- Fin Air, Air India and now Emirates Airlines are partners in many environmental activities.
- In the year 2008 the event was organized in association with Mall group in Thailand.
- In the year 2008 Industry and Government join hands to Ensure Smooth Transition for Asthma and Chronic Respiratory Disease Patients under langkawi declaration. See <http://www.uneptie.org/Ozonaction/information/mmcfiles/6069-e-InhalersROAP-PR08.pdf>.
- Ulan Batar declaration on public private partnership on addressing environmental crime See http://www.greencustoms.org/reports/workshop/Declaration_Ulan_Bator.pdf.
- Lebanon's NOU convinced refrigeration and foam industry to print 20,000 copies of a children's awareness booklet.
- Lebanon's NOU convinced sunscreen manufacturers to produce 10,000 UV-meter cards and 7,500 UV-rated sunglasses for children.
- Lebanon's NOU partnered with industry to produce a special Ozone Day insert in the newspaper.
- Two major financial Institutes in India supported the Education Pack in four regional Languages including the production of the cartoon film oozy ozone and the Oozy Ozone cartoon books in year 2007.
- One major financial Institute from Pune, India (Vishweshwar Co operative Bank) supported the event of IOD in the year 2008.
- In 2009, events are already planned by India, China, and other countries based on above guidelines.