



UNEP's Global Video Competition on Ozone Layer Protection

Background information

Why is the Ozone Layer threatened?

The ozone layer is important because it absorbs ultraviolet (UV) radiation from the sun, preventing most of it from reaching the Earth's surface. Intense UV radiation is damaging to all forms of life. It causes harmful effects such as increased skin cancer and eye cataracts, plant growth is diminished, the aquatic food chain is modified, etc. The ozone layer also controls the temperature distribution of the Earth's atmosphere, never allowing it to become too hot or too cold. With a damaged ozone layer, the Earth can suffer devastating weather conditions.

Some man-made chemicals containing chlorine and bromine, when released into the air, gradually infiltrate all parts of the atmosphere, including the stratosphere. The chemicals are broken down in the stratosphere due to the high level of solar UV radiation. This frees the extremely reactive chlorine and bromine atoms that take part in a complex series of reactions leading to ozone depletion.

International Response: A strong international consensus that the ozone layer needs to be protected has developed over the past 15 years. The first steps towards turning consensus into global action culminated into the 1987 Montreal Protocol on Substances that Deplete the Ozone Layer.

Purpose of the Competition:

To encourage television news coverage, independent video production and other interactive media on environmentally responsible themes in order to raise awareness of ozone related issues.

Additional information can be found from your National Ozone Unit or on the Internet at:



UNEP DTIE's OzonAction Programme Web Site :
www.uneptie.org/ozonaction.html



NASA's ozone research program Web Site ; the Total Ozone Mapping Spectrometer (TOMS) The site features the latest statistics, trends and findings on the ozone layer: <http://jwocky.gsfc.nasa.gov/>



Images, footage and other awareness raising materials can be found, downloaded or ordered from the Television Trust for the Environment (TVE): <http://info.tve.org/index.cfm>

The Video Competition is now terminated. *Winners* were announced on October 19, 2001 in Colombo, Sri Lanka.

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Concept note

The need to raise awareness about ozone protection remains one of the big challenges in ensuring the complete phase out of ozone depleting substances (ODS). Public information and awareness raising activities have been implemented both at a country and a global level, by each developing (Article 5) country and by UNEP through the [OzonAction Programme](#). However, these activities have been targeted more towards industry and other institutional stakeholders in ozone protection.

As part of the move to intensify efforts to raise awareness on the general public level on the importance of ozone protection, UNEP received approval from the Executive Committee of the Multilateral Fund for a project to organise a **video competition** to be implemented in countries with economies in transition and developing country Parties to the Montreal Protocol. This project was seen as a substantial attempt to broaden the reach of UNEP's awareness raising efforts by using video as a media. Winning videos will be used widely in the developing countries and dubbed into local languages to further help them in their awareness raising and communication efforts.



Why a Global Video Competition?

1. To encourage both professional and amateur video enthusiasts or film makers to focus their efforts on the subject of ozone depletion using a media they are most familiar with;
2. To develop strategic partnerships with the media to continue raising awareness about the ozone problem and challenges;
3. To compile high quality video documentaries produced by the participants into image banks that can be dubbed and used by National Ozone Units (NOUs) for their local communication and information activities about ozone protection.

How the Competition was conducted:

This **Global Video Competition** was organized through the NOUs and coordinated by the Regional Network Coordinators ([RNCs](#)) and the Regional offices of UNEP. This regional approach was taken to respond to the initiative to regionalise awareness raising projects.

The RNCs, with the assistance of the Regional Information Officer adjusted the [Terms and Conditions](#) for the competition - prepared by the OzonAction Programme - to fit the needs of their region. They were also responsible for the outreach of this project through their network member countries, while encouraging each country to organise their own national competitions.

Each country was requested to arrange their own national competition and select up to a maximum of 3 winners per country. These winning entries were sent to the Regional Office to determine a Regional winner. Once the regional winners were identified (**each region could select 2 winners**), these entries were then sent to Paris for the selection of a global winner.

The producer of the winning entry was announced at the 13th meeting of the Parties in

Colombo, Sri Lanka in October. This film is also likely to be shown at the Berlin International Environmental Film Festivals (December 3-6, 2001). Each **regional** and **global** winners received a certificate and a cash award for their film.

UNEP Paris organised the selection of the final winner(s) in Paris. They also provided the RNCs with an information package to launch this project, including:

- [Terms and Conditions](#) of the competition
- Entry form
- An [Information Package](#) to explain to applicants what the competition is for and why it is important to protect the ozone layer
- Advice on how this can be launched in the countries

Outputs expected after the competition

The project expected to increase the awareness of the general public on ozone protection, through a wider announcement of this competition on a national level.

The video images collected from this competition will form part of the UNEP OzonAction Programme Image Resource Bank that developing countries can consult for their awareness programmes.

Specific outputs will include at least 2 regional winning videos from each region, which could be used by the countries and UNEP in other awareness raising efforts.

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Terms and Conditions



Video Competition Topic: **PROTECT THE OZONE LAYER!**

The topic of the television/video reports and productions are required to be on the Ozone Layer and the need to protect it from environmental degradation. We welcome any entries on Ozone themes from every category and level of production (from amateur to professional). Each work will be judged solely on its own merits!

Organisation

1. The organisation of the **Global Video Competition** is in the hands of UNEP's Division of Technology, Industry and Economics OzonAction Programme.
2. National competitions will be organised by each respective country's National Ozone Unit (NOU). Video entries at the national competition will be forwarded to the Regional offices.
3. For each Region (Africa, South Asia, South East Asia, Latin America & Caribbean, West Asia/Middle East), **two** finalists will be selected amongst the participants and awarded prizes. These **10** regional finalists will then be entered into the Global Competition. Two will be selected by a Jury as **Global Finalists** and again granted a prize. Honourable mentions receive a certificate.
4. National and Regional winners will be announced on September 16, 2001. Global Finalists will be announced at the 13th Meeting of the Parties in Colombo, Sri Lanka in October 2001.

Criteria

The competition is open to **anyone** interested in producing a video, film or report on this topic-- from students to retirees or from amateurs of any background to media professionals. This may be your first video or film on ozone issues or your 50th. Persons may participate as individuals or as representatives of television stations and/or independent production companies.

Restrictions:

1. The competition is open only to residents of **developing** countries, excluding UNEP employees, Regional representatives, Officers and Directors of Ozone Units and members of the immediate family or persons living in the household of the above mentioned employees, representatives, Officers or Directors.
2. Participants must be 18 years of age or more.
3. We encourage new productions to be created, however, entries produced within the last 2 years are also acceptable and may be from 2 to 20 minutes long.
4. Films, videos, reports or productions shown or broadcast elsewhere are also acceptable entries for the competition.
5. This is a news, video, audio and/or interactive media competition. However, works shot on film for video release are acceptable, as are film originals edited on video.

Entry format

Entries should preferably be submitted in broadcast quality format, such as Hi-8, Digital 8, Betacam, etc., however, VHS tape or other interactive formats will be accepted. Please submit the original master copy as all winning entries will be transferred to a large format copy for broadcasting as awareness raising materials.



All entries must be clearly marked with title, total running time (TRT), and the entrant's name, address and phone number. Scripts and a photograph of the participant must be submitted along with the video.

Language: All entries with spoken or written word other than English, French or Spanish must be prepared for an English speaking audience (sub-titles, voice over).

Deadline:

Video entries, completed entry form and script must arrive to **your National Ozone Unit (NOU)** by August 15, 2001. If you don't know your NOU's address, please contact your [RNC](#) for more information.

The winning regional video entries, completed entry form and script must arrive at UNEP DTIE OzonAction Programme's Paris, France office by September 30, 2001.

Additional Conditions

- i. Entries cannot be returned.
- ii. While all possible care will be taken in handling entries, the organisers will not assume any responsibility for loss or damage to entries.
- iii. By submitting your entry to the competition, you forego copyright and authorise UNEP and [TVE](#) to duplicate and broadcast your video/film for non-profit and awareness raising purposes. Author's credits will remain.
- iv. Selected entries will be used and distributed world-wide to promote the protection of the ozone layer and to stimulate action.

Jury and Judgements of Videos

- A professional jury will judge the Global Video Competition.
- Jurors: Regional juries will be composed of media professionals and Regional Ozone Officers. For the regional finalists, a jury to be composed of media professionals and scholars will be selected by UNEP DTIE's OzonAction.
- The winning works from each Regional competition will be sent to the UNEP DTIE OzonAction Programme in Paris, France where the jury will select the Global Finalists.

Awards and Prize Distribution:

Prizes will first be awarded on September 16 for winners within each region (Africa, South Asia, South East Asia, Latin America & Caribbean, West Asia/Middle East).
Regional winners will receive:

- **First prize: \$2000**
- **Second prize: \$1000**

Amongst the 10 Regional winners, **two will be selected as Global Finalists** for the Global Video Competition. These finalists will be announced at the 13th Meeting of the Parties in Colombo, Sri Lanka October 16-19, 2001 and receive:

- **First prize: \$3000 + a trip to Sri Lanka**
- **Second prize: \$2000**

For those winners who are not able to travel, the prizes will be sent to him or her.

Screenings:



Winning entries will be screened at a special awards presentation, at the 13th Meeting of the Parties to the Montreal Protocol in Sri Lanka. These productions will also be presented by UNEP in Berlin, Germany at the Sony Centre Environmental Film Festivals in early December 2001. Finally, they may be broadcast on TVE's weekly slot on BBC World's Earth Report.

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The Winners

All of the videos produced in this competition are winners, regardless of whether they won a prize or not. They show the creative expression of talented individuals and reflect the diversity of cultures and languages applied to the protection of our Earth's ozone layer. The following videos should therefore be seen as the "best of the best".

A note about the video files

These files are streaming videos that must be played on [Windows Media Player](#)

The videos are available in different resolutions: the larger the "Kbps", the higher the video viewing quality and the larger the file size. You should therefore choose the version that best matches the speed of your modem or internet connection, as follows:

- Modem: 28.8 Kbps
- Modem: 56 Kbps
- LAN/ISDN: 100 Kbps
- DSL/Cable: 250 Kbps

National Ozone Units wishing to obtain copies of any of the winning videos should contact Jim Curlin, OzonAction Programme Information Manager at jcurlin@unep.fr



Relaciones Peligrosas

Country: Cuba
Region: Latin America & the Caribbean
Entrant: Mr. Pablo Massip Ginesta
Producer: Arca, Nariz Alhambre
Director: Mr. Pablo Massip Ginesta
Language: Spanish
Format: Betacam SP NTSC
Length: 9'
Prize category: Global Winner/Regional Winner

| [28.8 Kbps](#) | [56 Kbps](#) | [100 Kbps](#) | [250 Kbps](#) |



Tomorrow

Country: Syria
Region: West Asia
Entrant: Mr. Mohammed Karesly
Producer: Ministry of State for Environment Affairs - Ozone Unit in cooperation with UNIDO
Director: Mr. Mohammed Karesly
Language: Arabic
Format: VHS
Length: 8'
Prize category: Global Winner/Regional Winner

| [28.8 Kbps](#) | [56 Kbps](#) | [100 Kbps](#) | [250 Kbps](#) |



Magnificent Sky... Ozone Layer

Country: Georgia
 Region: Countries with Economies in Transition
 Entrant: Nodar Begiashvili
 Producer: Nodar Begiashvili
 Director: Nodar Begiashvili
 Language: Georgian with English subtitles
 Format: Betacam SP PAL
 Length: 15'
 Prize category: Global Winner/Regional Winner

 | [28.8 Kbps](#) | [56 Kbps](#) | [100 Kbps](#) | [250 Kbps](#) |



When the Umbrella has Broken

Country: Indonesia
 Region: South-East Asia and the Pacific
 Entrant: Pusat Pendidikan Film Dan Televisi (P2FTV)
 Producer: Budiayati Abiyoga, Ir
 Director: Kiki Taher
 Language: English
 Format: VHS
 Length: 11' 7"
 Prize category: Regional Winner

 | [28.8 Kbps](#) | [56 Kbps](#) | [100 Kbps](#) | [250 Kbps](#) |



Ozone Action in China

Country: China
 Region: South Asia
 Entrant: Beijing Huadu Film, Television, Culture & Art Co. Ltd.
 Producer: Zhejiang Yue
 Director: Mr. Lin Wang
 Language: English
 Format: Betacam SP
 Length: 19' 34"
 Prize category: Regional Winner

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Proteccion de la capa de ozono

Country: Argentina
 Region: Latin America and the Caribbean
 Entrant: UBATV
 Producer: Gabriel Rocca, Claudia Bustamante, Gabriel Stekolsch
 Director: Gabriel Rocca, Claudia Bustamante, Gabriel Stekolsch
 Language: Spanish
 Format: VHS
 Length: 17' 18"
 Prize category: Regional Winner

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Protégeons la couche d'ozone

Country: Mali

Region: Africa

Entrant: Mr. Diarra N'Golo
 Producer: Centre de services de production audiovisuelle (CESPA)
 Director: Mr. Diarra N'Golo, Seïdina Oumar Dicko
 Format: VHS
 Length: 7'47"
 Prize category: Regional Winner

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**Ozone Layer, Protect the Earth**

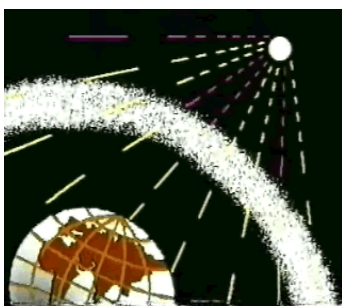
Country: Egypt
 Region: Africa
 Entrant: Dr. Omyma Kamel
 Producer: Media Agency for Cultural & Arts Production
 Director: Mr. Ali Sayed El Ahl
 Language: Arabic
 Format: VHS
 Length: 21'
 Prize category: Regional Winner

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**The Club**

Country: Syria
 Region: West Asia
 Entrant: ...
 Producer: ...
 Director: Mr. Nabil Maleh
 Language: Arabic
 Format: VHS
 Length: 15'
 Prize category: Regional Winner

 | [28.8 Kbps](#) | [56 Kbps](#) | [100 Kbps](#) | [250 Kbps](#) |

**Friendship with Ozone**

Country: Sri Lanka
 Region: South Asia
 Entrant: Mr. G.S. Algama
 Producer: The Open University of Sri Lanka
 Director: Mr. G.S. Algama
 Language: English
 Format: VHS
 Length: 9' 04"
 Prize category: Regional Winner

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PROGRAMME DES NATIONS UNIES POUR L'ENVIRONNEMENT • PROGRAMA DE LAS NACIONES UNIDAS PARA EL MEDIO AMBIENTE

ПРОГРАММА ОРГАНИЗАЦИИ ОБЪЕДИНЕННЫХ НАЦИЙ ПО ОКРУЖАЮЩЕЙ СРЕДЕ

GLOBAL VIDEO COMPETITION ENTRY FORM - Please fill out and return to your NOU

Name of entrant:

Address:

E-mail (if applicable):

Phone:

FAX:

Entry title:

Running time:

Original video format:

Interactive format:

Date completed:

Producer:

Director:

Brief synopsis of entry:

Division of Technology, Industry & Economics
Energy & OzonAction Unit

Tour Mirabeau, 39-43 quai André Citroën, 75739 Paris - Cedex 15, France, Tel: +33.1.44.37.14.50; Fax: +33.1.44.37.14.74
E-mail: unep.tie@unep.fr URL: <http://www.uneptie.org/>

Please list other venues that may have screened or broadcast this video/ report:

Please list any other awards this entry may have won:

How did you hear about this competition?

Mailing

Email

Internet

Friend

Publication which one? _____

Institution which one? _____

Will you permit the use of your entry in a compilation of winning entries to be used in educational settings such as schools, community centres, local educational broadcasts, etc? yes no

Please return to:

Your National Ozone Unit office

Please make copies of this form as needed.

FORMULARIO DE INSCRIPCIÓN

Nombre del participante:

Dirección:

E-mail:

Teléfono:

Fax:

Título:

Duración:

Formato original del video:

Formato interactivo:

Fecha de finalización:

Productor:

Director:

Breve introducción:

Por favor indique otras asociaciones que podrían presentar este video-reportaje:

Por favor indique otros premios que este reportaje podría ganar:

¿Cómo se enteró de este concurso?

Correo_____

E-mail_____

Internet_____

Por un amigo_____

Publicaciones_____¿Cuál?_____

Institución_____¿Cuál?_____

¿Permitiría usted el uso de su reportaje dentro de una compilación de ganadores para ser usado en un marco educativo tales como escuelas, centros comunitarios, presentaciones locales educativas?, etc.

Si_____No_____

Por favor reenviar a :

Poner dirección de la UNO aquí.

Por favor hacer las copias que sean necesarias.