



# United Nations Environment Programme

برنامج الأمم المتحدة للبيئة • 联合国环境规划署  
PROGRAMME DES NATIONS UNIES POUR L'ENVIRONNEMENT • PROGRAMA DE LAS NACIONES UNIDAS PARA EL MEDIO AMBIENTE  
ПРОГРАММА ОРГАНИЗАЦИИ ОБЪЕДИНЕННЫХ НАЦИЙ ПО ОКРУЖАЮЩЕЙ СРЕДЕ

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12 August 2005

Dear Heads of National Ozone Units,

We are just about one month from the celebration of the International Ozone Day for the Protection of the Ozone Layer which is held annually on the 16<sup>th</sup> of September. As you know on that day in 1987, the first few countries signed the Montreal Protocol on Substances that Deplete the Ozone Layer.

The celebration this year is of considerable importance for two reasons. Firstly, this year, we have reached what can be called the “mid-point” of the implementation of the Montreal Protocol in the developing countries (50% phase out stipulated for production and consumption of CFCs). Secondly, it also coincides with the UN General Assembly discussion on the Millennium Development Goals and UN Reforms. The purpose of this letter is to provide you with some guidance in preparing the celebration of Ozone Day:

First of all, allow me to draw your attention to what UN Secretary General, Kofi Annan, said in his report entitled *“In Larger Freedom: towards development, security and human rights for all”*, presented to the UN General Assembly in March 2005. This inspiring statement which mentions the positive results of the Montreal Protocol is as follows:

*“Thanks to the Montreal Protocol on Substances that Deplete the Ozone Layer, the risk of harmful radiation appears to be receding — a clear demonstration of how global environmental problems can be managed when all countries make determined efforts to implement internationally agreed frameworks.”*

## 1. Consider the theme for this year:

This year's theme is **“Act Ozone Friendly and Stay Sun Safe”**. The Ozone Secretariat will post information material to support your activities on the International Ozone Day at [www.unep.org/ozone](http://www.unep.org/ozone).

## 2. Take inspiration from examples:

We have a compilation of activities carried out by a number of countries for last year's celebration. These examples (see [www.unep.fr/ozonation/events/ozoneday/2004\\_main](http://www.unep.fr/ozonation/events/ozoneday/2004_main)) could be a source of inspiration for you and you may want to adopt some of them for your country's activities.

We have also put in place some priority messages as part of the “Communication Strategy” developed by UNEP that you can see at [www.unep.fr/ozonation/events/ozoneday](http://www.unep.fr/ozonation/events/ozoneday)

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### 3. Adopt the audio-visual materials

Audio-video media is the most cost-effective way to reach the widest audience. We have produced both TV and radio spots to reinforce the messages on ozone depletion and its effects on human health. We suggest that you contact your country's national or local radio and television channels to diffuse these materials.

The radio spots are available in English, French, Portuguese and Spanish. They are 30 seconds long and reinforce the message of the Ozzy Ozone story. In these spots, Ozzy is diffusing a message from the South and North poles. *In case you would like to translate them into local languages, we can provide you with a script and an international version of the tape for dubbing.*

TV spots are available in English, French and Spanish. There will be three spots, namely "Ozzy and Isabella", "Buy Ozone Friendly Products" and a short advertisement on Ozzy Ozone video. *For translation into other languages, we can provide you with the international version of these spots.*

Ozzy Ozone, who became famous through last year's Ozzy Ozone video, continues to fly high. Therefore, we encourage you to broadcast this video (9 minutes), if you have not yet done so. *We will provide you with the broadcasting quality tape upon request.*

The spots will be sent to you by end of August.

### 4. Take the message to the children – tomorrow's leaders

As you know, the ozone layer recovery is expected in the middle of this century. Hence, today's children will have to accomplish the remaining work to be done.



We are therefore pleased to introduce to you a new comic book for children featuring this colourful character: "**Ozzy Ozone, Defender of Our Planet**".

This comic book will be available in versions in the Arabic, Chinese, English, French, Russian and Spanish languages. It is also easy to translate into the local languages. This comic book is suitable for dissemination in schools in your country. We suggest that you contact your country's national school administration or Ministry of Education and explore if they would agree to distribute it. Please note that due to limited resources, we could only send a limited number of copies. *Please let us know if you are interested in translating the comic book and we shall send you the necessary files.*

A copy of the comic book in English will be sent to you shortly via courier.

### 5. Let the children lead the way: Kid's corner – website for children

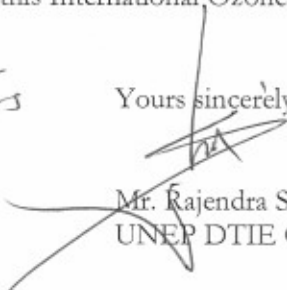
On 16 September 2005, we will also launch a website for children providing information on issues concerning the ozone layer as well as an interactive section where children can play games. The website will be available at [www.ozzy.unep.org](http://www.ozzy.unep.org). This website will also be available on CD upon request.

If you would like to receive the above materials, please contact Ms. Mugure Kibe Ursulet through the following details: email: [mugure.ursulet@unep.fr](mailto:mugure.ursulet@unep.fr); tel: +331 44371463 or fax: +331 44371474.

We wish you success with the organisation of this year's Ozone Day celebrations, and hope to learn about the outcome of your country's celebrations. Please send us samples of all the awareness materials that you are producing for this International Ozone Day.

*my best wishes  
for the celebrations*

Yours sincerely,

  
Mr. Rajendra Shende, Head  
UNEP DTIE OzonAction Branch