



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

INFORMATION RELEASE

Ozzy Ozone Brings Environmental Messages to the World's Children

AICHI, JAPAN, 29 July 2005. A virtual defender has arrived from space to protect our planet. The colorful and charismatic little molecule known as *Ozzy Ozone*, the stalwart defender of the Earth's stratospheric ozone layer, has for the first time taken human form as a life-size mascot at this week's Children's World Summit for the Environment. More than 840 children from 64 countries had the opportunity to meet Ozzy in person in this southern Japanese city as part of cooperation between the United Nations Environment Programme (UNEP) Division of Technology, Industry and Economics OzonAction Programme and Japan's Save the Ozone Layer Network (JASON), a Japanese NGO working on ozone and climate issues.

The Summit is the premiere international environmental awareness event targeted at 10-14 year olds, and the Aichi event marks the sixth time this event has been held. The main themes of this Summit were energy, forests and biodiversity, water and recycling. Thanks to support provided by the Multilateral Fund for the Implementation of the Montreal Protocol, UNEP and JASON were able to include significant activities related to stratospheric ozone protection.



The *Ozzy Ozone* mascot used entertainment as a medium to convey educational messages to the children. During the plenary session, he introduced the *Ozzy Ozone* video, which has already met with significant global success. *Ozzy* then played "Welcome to Wonder Forest" in which he performed a magic show, and then taught the children how to sing an original song called "Let's Sing What is the Ozone Layer". *Ozzy* also distributed for the first time a new educational comic book entitled "Ozzy Ozone: Defender of Our Planet". At the end, *Ozzy* asked for

feedback from children about the ozone layer protection and gave the children pencil bag kits with *Ozzy*-themed school materials.

The *Ozzy* activities in Aichi were part of a larger strategic project, "Development of effective awareness materials", which is developing awareness and educational materials that can be adapted locally to communicate the ozone issue through television, radio, internet and printed materials, and in particular, teaching aids for children. The project is linked to the *Global Strategy for Compliance with the Montreal Protocol* developed by UNEP OzonAction, and also to UNEP's Tunza project.

In addition to distributed the *Ozzy* materials at the International Children's Summit on the Environment, the OzonAction Programme will share them with National Ozone Units in developing countries for use in national celebrations of International Day for the Preservation of the Ozone Layer on 16 September.

At the Summit, the children wrote a petition to the Secretary-General of the United Nations, Mr. Kofi Annan. A giant canvas that was painted in Aichi will be placed prominently in the front of the United Nations Headquarters in New York when in two months time, when world leaders will meet in the 2005 World Summit to discuss the Millennium Development Goals.



Further information

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The Government of Barbados Ozone Programme developed the *Ozzy Ozone* character for use in their national

awareness campaign. The character is a registered trademark of the Government of Barbados and it is used with permission by UNEP.