

Tata Young Receives Prestigious US Environmental Protection Agency Montreal Protocol Award

Bangkok, 5 October 2010 – Tata Young, Asia’s pop music sensation, was awarded this year’s Montreal Protocol Award of the United States Environmental Protection Agency (USEPA) for raising public awareness on the importance of protecting the ozone layer - a notable effort that contributes to the achievement of the Millennium Development Goals (MDGs) on environmental sustainability.

The Award, which recognizes individuals and organizations who are making a difference in protecting the environment through their demonstrated commitment and extraordinary contributions, was presented to Ms. Young by Judith B. Cefkin, the U.S. Embassy Deputy Chief of Mission and Dr. Young-Woo Park, UNEP’s Regional Director and Representative for Asia and the Pacific during a ceremony yesterday at the Foreign Correspondents’ Club of Thailand (FCCT) in Bangkok.

The USEPA highlighted Ms. Young’s work with OzonAction Programme in the Division of Technology, Industry and Economics of the United Nations Environment Programme (UNEP). One of the singer’s first projects with OzonAction was a public service announcement (PSA) entitled “My Ozone Wish” that encourages people to stop using products that contain ozone depleting substances.

Ms. Young, who has record labels with Sony Music, also uses her concerts to inform the public about protecting the ozone layer. At the mega launch of her third album “Ready for Love” in Bangkok last year, the “My Ozone Wish” PSA was screened, and a special sticker saying “Protect yourself, protect the ozone layer” was placed on the album’s cover which later sold over 10,000 copies.

“It is an honor for me to be recognized by the U.S. Environmental Protection Agency, and I will continue to use the power of music to capture people’s hearts and encourage them to take action to protect the ozone layer and to help prevent climate change,” said Ms. Young upon receiving the award.

The Montreal Protocol, signed by 196 countries, was designed to reduce and eventually eliminate ozone-depleting substances. The phase-out of ozone-depleting substances, including hydrochlorofluorocarbons (HCFCs) in air conditioning and refrigeration equipment, necessitates a long-term commitment from all developed and developing countries alike. HCFCs and some of the alternatives, such as hydrofluorocarbons (HFCs), are global warming gases, and their continued production and emissions contributes to climate change. Parties to the Montreal Protocol in 2007 accelerated the HCFC phaseout with a view toward increasing climate protection. In November, Parties will consider two amendment proposals concerning HFC reduction to ensure stronger climate protection.

“We would like to thank Tata and her management team for their wonderful efforts,” said Dr. Young-Woo Park. “UNEP’s OzonAction Programme is looking forward to working with her in the future to raise public awareness on ozone layer protection and its strong linkages with climate change, which is one of the Millennium Development Goals (MDGs),” added Dr. Park.

Tata Young’s award ceremony follows the celebration of two other special occasions, the 2010 International Ozone Day on 16 September and the launch of a new UNEP brochure entitled “*Stand Up for the Ozone Layer and the Millennium Development Goals.*” This pocket size booklet explains in simple language how protecting the ozone layer can also contribute to the achievement of the Millennium Development Goals (MDGs) by the 2015 target. The MDGs are a set of eight concrete and specific development goals adopted by 189 world leaders committed to achieving by 2015 as part of the Millennium Declaration signed at the United Nations Millennium Summit in 2000. These time-bound Goals are: 1) end extreme poverty and hunger; 2) achieve universal primary education; 3) promote gender equality and empower women; 4) reduce child mortality; 5) improve maternal health; 6) combat HIV/AIDS, malaria and other diseases; 7) ensure environmental sustainability and 8) develop a global partnership for development.

“The latest review of the MDG Goal 7 on environmental sustainability has found it regressing and lagging behind. The impacts of climate change directly threaten the achievement of the MDGs as they push the poor and vulnerable deeper into poverty,” said Mr. Minar Pimple, Regional Director of the UN Millennium Campaign Asia and the Pacific Regional Office. “The need to address climate change concerns, including the rapid depletion of ozone layer, is deeply intertwined with the long-term efforts to achieve the MDGs to end global poverty. Thus a climate change strategy should have the MDGs and poverty reduction at its core,” he explained.

Mr. Pimple also added that the outcome of the recent UN MDG Review Summit in New York last month attended by over 150 world leaders illustrated that push to achieve the MDGs has been accelerated through renewed global partnership.

The Ruamrudee International School students and the Kaya Green Band also performed “Fix That Hole”, a song about ozone layer protection during the ceremony. The song was written by the Kaya Green Band from the Philippines last year for the 2009 International Ozone Day Celebration.

The award ceremony was hosted by the United Nations Environment Programme, Division of Technology, Industry and Economics (UNEP DTIE) OzonAction Programme, the United Nations Millennium Campaign (UNMC), Ruamrudee International School (RIS) and the United States Embassy in Thailand.

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NOTES TO EDITORS:

United Nations Environment Programme (UNEP)

Created in 1972, UNEP represents the United Nations’ environmental conscience. Based in Nairobi, Kenya, its mission is to provide leadership and encourage partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations. UNEP’s Division of Technology, Industry and Economics - based in Paris - helps governments, local authorities and decision-makers in business and industry to develop and implement policies and practices focusing on sustainable development. The Division leads UNEP’s work in the areas of climate change, resource efficiency, harmful substances and hazardous waste.

Montreal Protocol on Substances that Deplete the Ozone Layer

The Montreal Protocol on Substances That Deplete the Ozone Layer is an international treaty designed to protect the ozone layer by phasing out the production and consumption of a number of substances believed to be responsible for ozone depletion. The treaty was opened for signature on September 16, 1987 and entered into force on January 1, 1989. Since then, it has undergone five revisions, in 1990 (London), 1992 (Copenhagen), 1995 (Vienna), 1997 (Montreal), and 1999 (Beijing). Due to its widespread adoption and implementation it has been hailed as an example of exceptional international cooperation "Perhaps the single most successful international agreement to date..."

UNEP Division of Technology, Industry and Economics (DTIE)’s OzonAction Branch

The OzonAction Branch of the United Nations Environment Programme’s Division of Technology, Industry and Economics assists developing countries and countries with economies in transition (CEITs) to enable them to achieve and sustain compliance with the Montreal Protocol. With this programme’s assistance, countries are able to make informed decisions about alternative technologies and ozone-friendly policies. The Branch has the distinction of implementing more than 1,000 projects and services that benefit more than 100 developing countries and 17 CEITs, plus other services that assist another 40 developing countries.

OzonAction Programme: www.unep.fr/ozonaction

Multilateral Fund: www.multilateral.fund.org

Ozone Secretariat: www.ozone.unep.org

The **United Nations Millennium Development Campaign (UNMC)** was established by UN Secretary General Kofi Annan in 2002. The Campaign supports citizens’ efforts to hold their governments to account for the achievement of the Millennium Development Goals. The Millennium Development Goals were adopted by 189 world leaders from the north and south, as part of the Millennium Declaration which was signed in 2000. These leaders agreed to achieve the Goals by 2015. Our premise is simple: we are the first generation that can end poverty and we refuse to miss this opportunity. For more information, visit www.asiapacific.endpoverty2015.org.

For more information on The U.S. EPA Montreal Protocol Awards, please visit the US EPA website at:
<http://www.epa.gov/ozone/awards/index.html>

The brochure “Stand Up for the Ozone Layer and the Millennium Development Goals” is available at the following website: <http://asiapacific.endpoverty2015.org/ozone2010>