

AWARENESS RAISING AND COMMUNICATION OUTREACH PROGRAMME IN LEBANON



LIST OF EVENTS / ACTIVITIES - YEAR 2006- 2008

Since 1998 the NOU facilitated the promotion of the ODS Phase-out Program in Lebanon. Several booklets, brochures, flyers have been distributed. Exhibitions, workshops, seminars and lectures have been conducted, a number of TV spots have been produced, and several press releases and TV interviews were conducted.

As for the year 2006-2008, the following information shows the major public awareness activities conducted by the NOU:

• EVENTS

1- SUMMER AWARENESS CAMPAIGN 2006

June - September 2006

Description: Organization of an outreach awareness campaign during the summer covering all *beaches* and resorts in the country.

Entitled "Stay Sun Safe": The purpose of the Summer Awareness Campaign 2006 entitled "Stay Sun Safe" was to help educate children, their families and the community about the risks of health damage (skin, eyes, immune system) due to overexposure to the sun and especially during the summer season. Moreover, to instruct them about the types of skin sensitivity value.



The sun safe campaign was divided into 4 subsequent parts:

- a- Mobile campaign on Beaches
- b- Scouts Campaign
- c- Stand in Malls / Supermarkets
- d- International Ozone Day

The campaign consist of a mobile caravan circulating on all beaches measuring the skin type for all children and distributing BEADS and BRACELETS that react to UV radiation.

..... UV BEADS



STAY
SUN
SAFE
A. B. C.



.....T-shirts and Caps.....

In addition, distribution of notebooks and fliers will be done in all *malls & scout camps*.



.....Notebooks

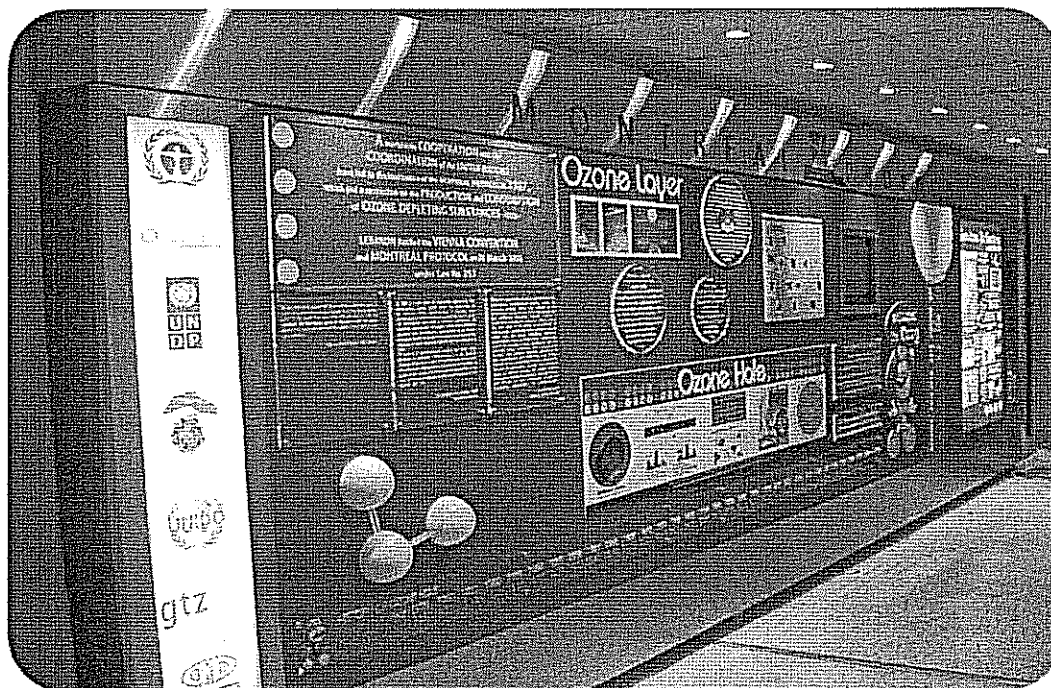
2- 3D INTERACTIVE BOARD: April – June 2007

The Ozone Office executed a 3D interactive board (*width=6m x height=2m*)

The objective of this board is to give, all the visitors of the MoE, an overview of the Ozone layer, the effects of Ozone depletion, the MP operation in Lebanon and all the achievements done by the NOU since 1998.

The objective of this 3D interactive board is to give, all the visitors of the MoE, an overview of the Ozone layer, the effects of Ozone depletion, the MP operation in Lebanon and all the achievements done by our office since 1998. The Board includes an LCD screen to display all our TV spots and documentaries. In addition, there is a part where we can put on view our leaflets, brochures, flyers, CDs and all the other awareness tools.

..... 3D Interactive Board



3- National /International Contests for Best Poster, Best Magazine Article and Best Paper April – Nov 2007

On the occasion of the 20th Anniversary of the Montreal Protocol for the protection of the Ozone Layer, the National Ozone Unit and the Service of Guidance and Awareness - Ministry of Environment, organized 3 National/ International Contests for Best Poster, Best Magazine Article and Best General Audience Paper; an activity that aimed to involve the general public about the "Ozone Depletion Problem".

The Participants were from different categories:

- General Public
- Media Companies
- Journalists
- Freelancers
- Universities and School Students



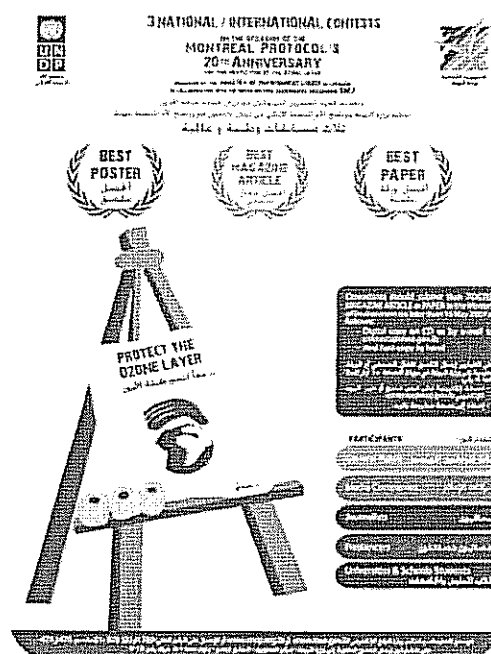
Billboard

Announcing the contests in a large-scale campaign:

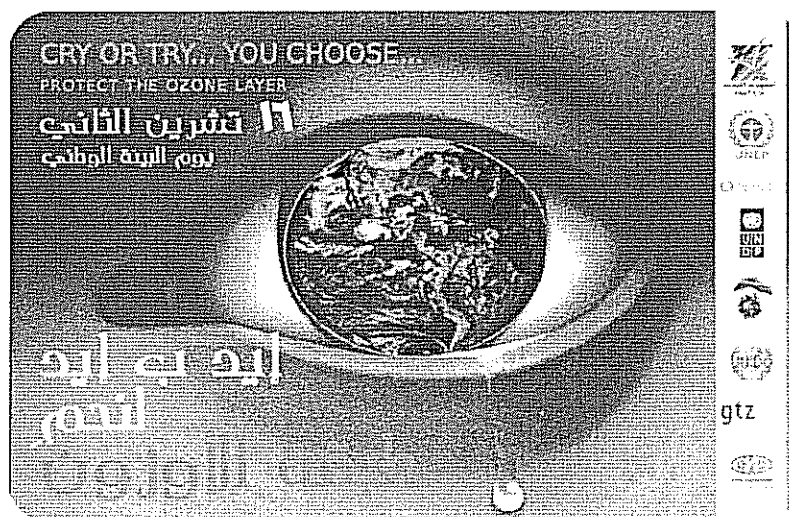
- a- 170 Road Billboards
- b- 7000 Posters & 8000 Fliers in schools, universities, supermarkets, malls, coffee shops, restaurants, hospitals, clubs & others
- c- Ads in local newspapers, magazines, universities magazines (4 major Newspapers)
- d- 40 000 SMS
- e- 80 000 Mass Mail
- f- TV & Radio Talk Shows
- g- Media Press releases
- h- Websites of both Ministry of Environment www.moe.gov.lb and UNDP Country Office www.undp.org.lb

SMS

"Win a National/ International contest "Protect the Ozone Layer": Best Poster, Article & Paper. For info call 1789 ext 476 / 429; www.moe.gov.lb or www.undp.org.lb



4- MP Contests Results + National Environment Day :
16 November 2007



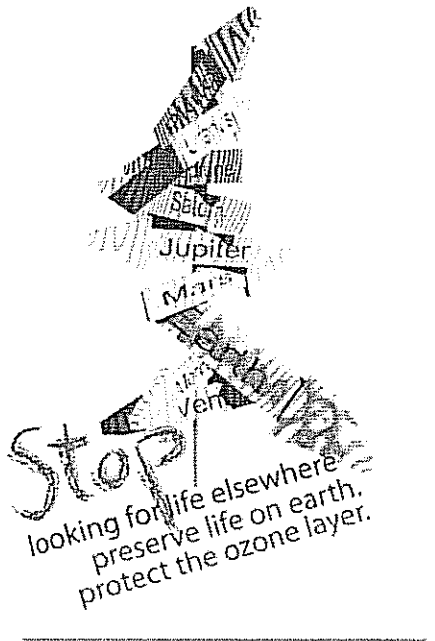
The purpose of this event was to celebrate the success that Lebanon have made, to announce the results and the Winners of the 3 National/International Contests "BEST POSTER, BEST PAPER & BEST MAGAZINE ARTICLE" and to distribute the certificates and prizes for the winners and schools.

The results were announced during the National Exhibition in November 16, 2007, the date of the National Environment Day in Lebanon.

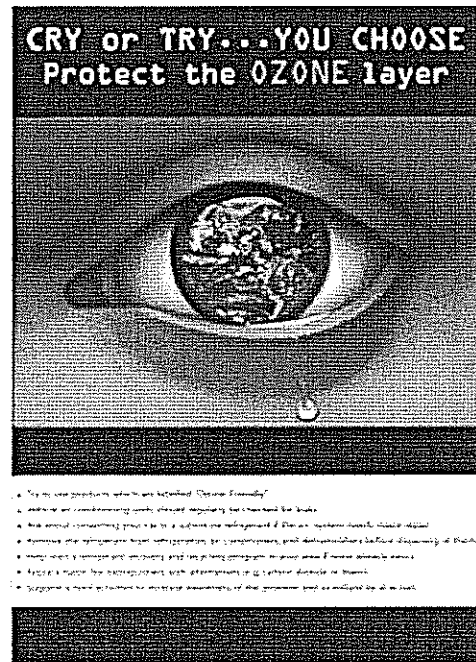
This event took place at the Lebanese University campus -Hadath-, School of Arts.



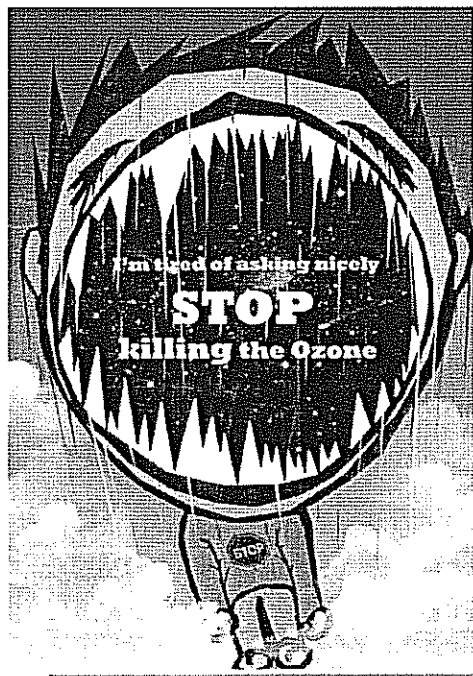
National winners TOP 3



..... 1st National Winner.....
Loyal Attieh

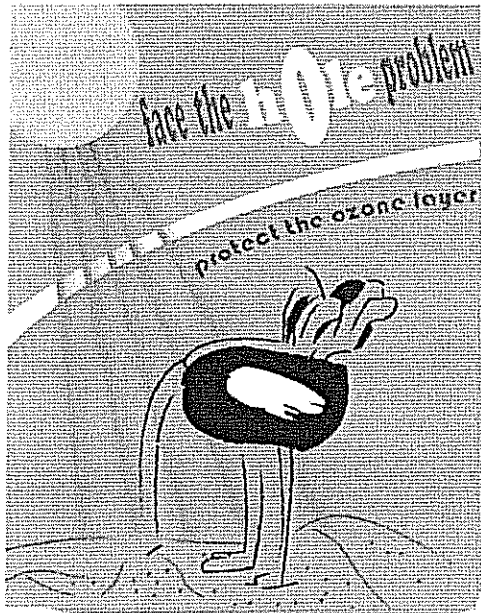


..... International Winner & 2nd National Winner.....
Rana Bark

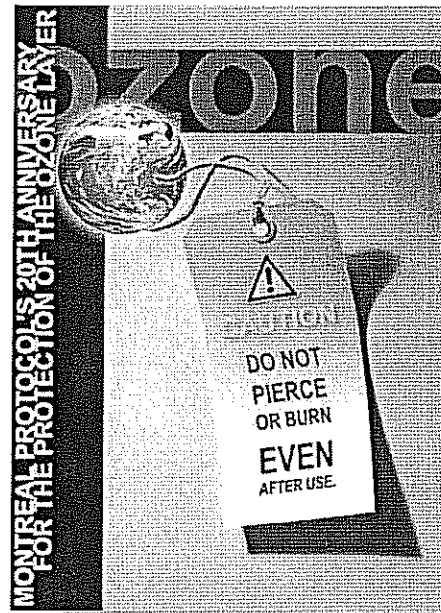


..... 3rd National Winner.....
Maher Diab

International Participants



..... Mark Mouzawak.....



..... Elsy Azar.....

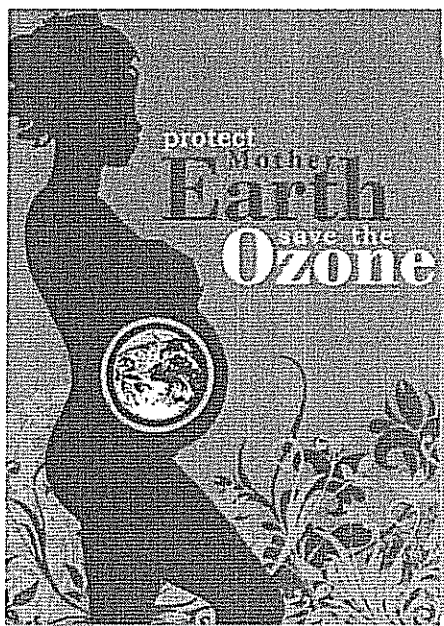


..... Daniella Bou Gharios.....

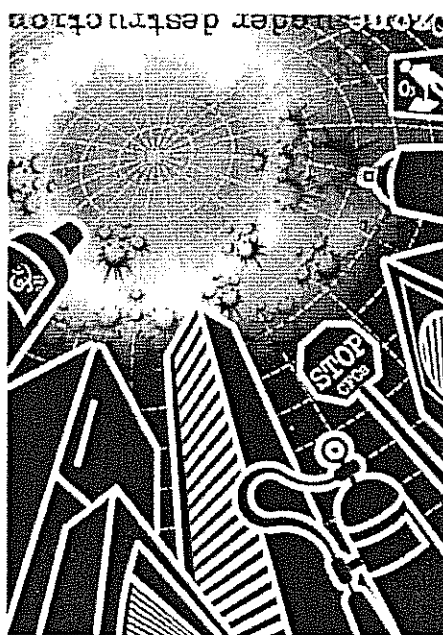


..... Richard Achi.....

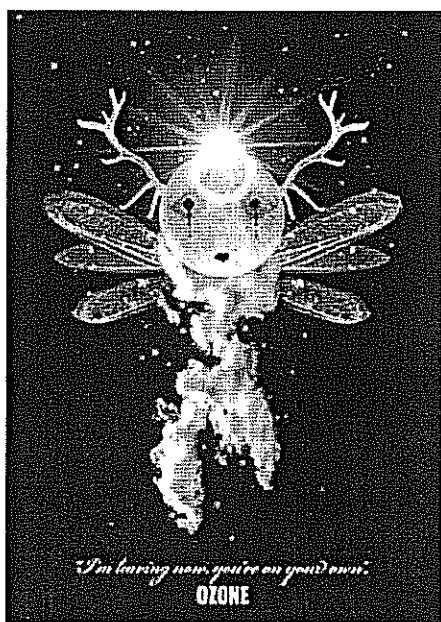
International Participants



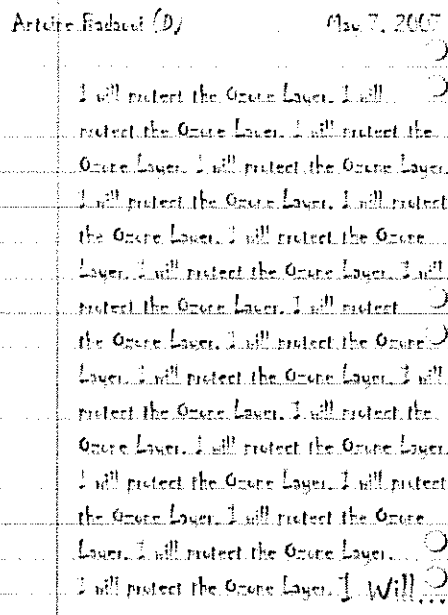
..... Ali Kobeissy



:::: Zarifi Haidar ::::



Maier Diab



:::: Antoine Badaoui ::::

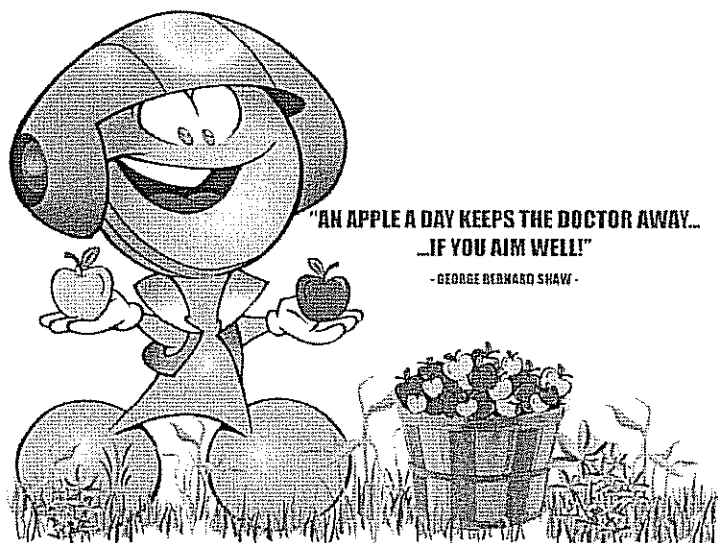
5- O3 Gathering:
09-Oct-2007

On the occasion of the 20th Anniversary of the Montreal Protocol, the Ozone Secretariat honored the Ministry of Environment- National Ozone Unit with the "Implementers Award". The National Ozone Unit invited all the colleagues who have contributed to the successes achieved, to an "O3 Gathering" to celebrate the achievements of the Ministry of Environment under the context of the Montreal Protocol. The **O3 Gathering** took place at the Metropolitan Hotel, and it was followed by an "Iftar".



6- Apple Day:
29-Oct-2007

The National Ozone Unit organized a Healthy Day in the Ministry of Environment entitled: "*An apple a day keeps the doctor away... if you aim well*". During that day, we distributed apples for all the people working in the Ministry.



- **PUBLICATIONS**

Summer Awareness Campaign 2006

June - September 2006

Posters

Package: UV Surf Beads + Wristbands + reproduction of SunSpots UV Sensors Stickers with brochures

3 National /International Contests

April – Nov 2007

Billboards, Posters, flyers, websites, webmail & sms.

Reproduction of Teacher's Guide

June 2007

MP Contests Results + National Environment Day

16 - Nov- 2007

Posters, websites

Reproduction of Children Booklet

Production of Pencil Case

- **PRESS CLIPPINGS**

"AL Liwaa" newspaper: article on the 3D Billboard launching ceremony

06 July 2007

"AL Hayat" newspaper: article on the occasion of the 20th Anniversary of the Montreal Protocol and distribution of the UV Beads.

02 July 2007

"AL Nahar" newspaper: article on the occasion of the International Ozone day

17 July 2007

- **TV/Radio Talk shows**

Monte Carlo: Announcing the 3 National /Intl Contests

Feb 2007

Contest LBCI: Announcing the 3 National /Intl Contests

20-April-2007

Contest Future: Announcing the 3 National /Intl Contests

30-April-2007

LBCI Forecast: Introducing the UV Beads

6-7 July 2007

Reportage Tele Liban: 3D Interactive Board

Oct 2007

Tele Liban: Covering the Contests Exhibition

16 & 18 Nov2007

