



## BRAZILIAN HCFC PHASE OUT MANAGEMENT PLAN (HPMP)

# PLAN OF COMMUNICATION ACTIVITIES FOR THE 30<sup>TH</sup> ANNIVERSARY OF THE MONTREAL PROTOCOL

Brasília, March 2017



Por meio de:



Empoderando vidas.  
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## PLAN OF COMMUNICATION ACTIVITIES FOR THE 30<sup>TH</sup> ANNIVERSARY OF THE MONTREAL PROTOCOL

### 1.0 Introduction

September 2017 marks the 30<sup>th</sup> anniversary of the Montreal Protocol. Adopted in its namesake Canadian city in 1987, the Protocol has since been promoting mechanisms designed to protect the ozone layer. It went down in history in 2009 as the first environmental treaty universally ratified by 197 countries.

The Multilateral Fund for the Implementation of the Montreal Protocol (MLF), which was established in 1990 to provide technical and financial assistance to developing countries with funds from developed countries, is one of the mechanisms that ensure the successful implementation of this international treaty.

The Protocol sets targets for phasing out substances that deplete the ozone layer (known as ODS), which acts as a filter around our planet to protect living beings from ultraviolet rays. These targets are valid for all signatory countries, in compliance with the principle of common but differentiated responsibilities.

Over the years, the Protocol has been amended and adjusted for different purposes, such as introducing other types of control measures, adding new controlled substances to the list, and accelerating phase-out schedules. These amendments to the Montreal Protocol are named after the places where they are approved: London (1990), Nairobi (1991), Copenhagen (1992), Bangkok (1993), Vienna (1995), Montreal (1997), Beijing (1999), and Kigali (2016).

The Kigali Amendment – which establishes controls to phase out consumption of hydrofluorocarbons (HFCs) under the Montreal Protocol – was another historical landmark, because for the first time the Protocol also included substances that do not deplete the ozone layer but affect the global climate system.

Over these 30 years, Brazil has been a forerunner in phasing out ODS.

Under the coordination of the Ministry of the Environment (MMA) and relying on the support of the implementing agencies – United Nations Development Program (UNDP), Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH and the United Nations Industrial Development Organization (UNIDO) – Brazil has carried out technological conversion projects in the foam, refrigeration and air conditioning, solvents, agriculture, pharmaceutical and other chemical industry sectors and trained over 30,000 refrigeration and air-conditioning technicians.

In the three decades since the Montreal Protocol was adopted, Brazil has managed to phase out the consumption of approximately 17,000 tonnes of substances with Ozone Depleting Potential (ODP) such as CFCs, halons, CTCs and methyl bromide in agriculture. Currently, the Montreal Protocol is focused mainly on completely phasing out production and consumption of hydrochlorofluorocarbons (HCFCs) across the globe by 2040.

According to UN data, the States Parties to the Montreal Protocol have phased out about 98% of ozone-depleting substances, thereby preventing more than two million cases of skin cancer every year. The results achieved after 30 years of the Protocol show the importance of continuing to act to protect the ozone layer through a successful partnership between the government, the productive sector and society.

Thus, all information concerning the Montreal Protocol should be disseminated to both the target audience of projects implemented under the Protocol and the public, which benefits from actions designed to protect the ozone layer.

The purpose of this document is to propose a communication plan for actions and activities related to the implementation of the Montreal Protocol in Brazil, with emphasis on the celebration of the 30<sup>th</sup> anniversary of the Protocol in 2017.

## **2.0 Visual identity**

For the target audience to identify the 30<sup>th</sup> anniversary of the Montreal Protocol across all actions and activities carried out under the Protocol, it is essential to create a standardized visual identity.

For this purpose, the 30<sup>th</sup> anniversary seal of the Montreal Protocol shown below, which was released in April by the Montreal Protocol Secretariat and translated into Portuguese, must be considered.



This logo, which consists of the 30<sup>th</sup> anniversary seal and the 2017 campaign slogan, should be used across all communication channels of the HPMP/Montreal Protocol in Brazil (websites and social media of both the government and agencies), as well as in publications and communication materials to be prepared to promote the 30<sup>th</sup> anniversary of the Montreal Protocol. The visual identity of all communication materials created must use the same colours and pattern as this logo.

### **3.0 Social media communication**

Considering the social media visibility of the partners in the implementation of the Montreal Protocol in Brazil, it is suggested not to create a social media site for posting contents on the Montreal Protocol and/or its projects alone, as this would require a comprehensive plan to reach a significant number of engaged users and is already being done by UNDP and the Ministry of the Environment on their social media channels.

Therefore, using the social media channels of these two partners, which have around 110,000 and 507,000 connected users respectively, is a way of giving more visibility to Montreal Protocol projects in Brazil.

As the social media audience is very diverse, it is suggested that explanatory and didactic posts about the 30-year history of the Montreal Protocol are published to boost public interest and engagement.

All posts should be accompanied by a photo or illustration aligned with the visual identity of the 30<sup>th</sup> anniversary of the Montreal Protocol and mention the partners in the implementation and coordination of the Protocol in Brazil, namely: Ministry of the Environment (MMA), Brazilian Institute of Environment and Renewable Natural Resources (IBAMA), United Nations Development Program (UNDP), Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, United Nations Industrial Development Organization (UNIDO).

It is essential that all partners agree on a schedule for posting the contents on their social media channels.

This effort should be coordinated and approved by all HPMP implementation partners and their respective press offices.

### **3.1 Hashtag**

For the Montreal Protocol team in Brazil to control the contents published on social media channels to promote the 30<sup>th</sup> anniversary of the Montreal Protocol, it is suggested to create a hashtag to be used in all online materials and partnership campaigns that allow users to share photos and posts using the hashtag.

Hashtag selected: *#30AnosProtocoloDeMontreal*  
(*MontrealProtocol30Years*)

### **3.2 Flickr**

With the aim of gathering professional photos of missions, meetings, projects and events supported and/or organized by the implementing agencies of the Montreal Protocol in Brazil, it is suggested to create a joint account on Flickr.

Flickr is a platform that allows internet users to upload and save images. It can be used both on the web and on mobile devices. Besides Flickr, other

tools such as RSS feeds, emails or external blogs can be used to disseminate these images.

Ideally, the images should be organized into thematic albums, with captions and credits. In addition, the photos should be high resolution and have a minimum size of 6 MB.

Copyright should be published under an Attribution-NonCommercial-Share Alike license, as shown below.

#### Under the following terms:



**Attribution** — You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.



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**ShareAlike** — If you remix, transform, or build upon the material, you must distribute your contributions under the same license as the original.

**No additional restrictions** — You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits.

## 4.0 Video production

Videos are visual elements that allow viewers not only to access the content but also see who the partners are, who the people involved in the implementation of the Montreal Protocol in Brazil are, how this implementation process takes place in practice, and what the companies that implement conversions to phase out Ozone Depleting Substances (ODS) are like – not to mention that they are also an easily accessible didactic tool.

For this reason, it is suggested that some videos are produced to better promote the 30<sup>th</sup> anniversary of the Montreal Protocol and the projects implemented in Brazil.

#### **4.1 Videos on the implementation of projects**

For supporting the dissemination of projects implemented in Brazil by the partner agencies of the Montreal Protocol, it is suggested that some videos are produced as mini-documentaries.

To align with the UN 2030 Agenda and the Sustainable Development Goals (SDGs), these videos should highlight the SDGs that can be associated with the project.

To ensure consistency across the videos produced by the different implementing agencies, it would be interesting if all videos ended with the same pattern. This pattern should be a white screen highlighting the logo of the Brazilian Hydrofluorocarbons Phase Out Management Plan above and the logos of all implementing agencies and the coordinating institution of the Montreal Protocol projects in Brazil below, in the following order: UNIDO, GIZ, UNDP, IBAMA, MMA.

To make the videos more accessible and allow them to be shared with other countries, particularly for teams directly involved in the implementation of the Montreal Protocol, mainly in Panama, the United States and Canada, it is suggested that all videos produced are subtitled in Brazilian Portuguese and English.

##### **4.1.1 Demonstration Project for the Management of Chillers**

With the conclusion of the Demonstration Project for the Management of Chillers (BRA/12/G77), it is important to produce a video on this initiative to recap and visually record the results achieved through this project. Among them, the following deserve special mention: three international seminars held in the cities of Rio de Janeiro, Fortaleza and São Paulo; two technical courses delivered in the cities of Brasília and São Paulo; four retro-commissioning

case studies, two of which in private buildings in São Paulo and two in public buildings in Cuiabá and Fortaleza; two technical publications for the sector.

Given the technical visit of two Multilateral Fund consultants in early May to evaluate this project, the video is another element to support the dissemination of the results achieved by the initiative.

#### **4.1.2 Demonstration Project on ODS Waste Management and Final Disposal**

While the UNDP-implemented Demonstration Project on ODS Management and Final Disposal (BRA/14/G72) was started only recently, it is important to produce a video to first explain what ODS are and why substances like CFCs – which are no longer produced and need to be recycled, regenerated or destroyed – still exist. In addition, the Regeneration and Storage Centres (CRAs) supported by the project will likely be already equipped by the middle of this year, which would include the dissemination of the result to be highlighted and bring interesting visual content to the video.

#### **4.1.3. Project for the Refrigeration and Air-Conditioning Servicing Sector**

With respect to the project for the RAC servicing sector implemented by GIZ, a series of videos should be produced for disseminating important technical information in a didactic way so as to raise awareness among refrigeration technicians involved in the installation and maintenance of refrigeration and air conditioning equipment and among the general community concerned (all partners and sectors involved in the HPMP). The focus will be on disseminating best practice actions to avoid HCFC leakages.

##### **4.1.3.1. Educational video**

The purpose of this educational video, which should have a didactic approach (e.g. “Did you know that...”), is to make all those involved in the servicing sector and the community in general more aware of the importance of paying

attention to actions designed to protect the ozone layer. The aim will be to provide essential information about best practices in refrigeration and air-conditioning systems (leakage reduction). It is suggested that the video is produced in an animation or draw my life format.

#### **4.1.3.2. Success stories**

For this video, one or more technicians who have completed one of the training courses offered by the project should be invited to talk about their lives and daily routine (before and after the course), with the aim of showing how the content they learned in the course has added value to their professional lives and helped prevent leakages, thus actually contributing to preserving the ozone layer.

If this style of video reaches a wide audience and is well accepted by the sector, it is suggested that a series of videos be produced with different profiles of technicians, using the same success case approach.

#### **4.1.3.3. Videos on courses**

With an advertising approach, these videos should show the training courses for refrigeration technicians and interview some of the participants, as well as representatives of the partners in the implementation of this project, for disseminating information on both the importance of the HPMP in Brazil during these 30 years of the Protocol and the training and capacity-building of technicians in the refrigeration and air-conditioning sector.

#### **4.2 Video on ODS control in Brazil**

Produce a video on the procedures implemented by IBAMA and the Brazilian Federal Revenue Service for controlling ODS in Brazil, with the aim to inform the interested sectors and disseminate control actions that are essential for Brazil to achieve the goals of the Montreal Protocol.

### 4.3 Testimonial videos

Some actors played a key role in the implementation of ozone layer protection projects funded by the Multilateral Fund during the 30 years of existence of the Montreal Protocol. Therefore, testimonial videos should be produced telling the Protocol's 30-year history from the perspective of people who are part of it.

For this purpose, each testimonial should be released separately in short videos (no longer than two minutes). It is also suggested to create a standard visual identity for all these videos, considering the visual identity for the 30<sup>th</sup> anniversary of the Montreal Protocol mentioned in item 2.0. It is extremely important to make it clear to interviewees that the videos should focus on actions designed to implement the Montreal Protocol, without any institutional advertising.

The list below, which will be subject to the evaluation and approval of the MMA and partner agencies involved in the implementation of the Montreal Protocol in Brazil, provides suggestions of people to be interviewed.

- Everton Lucero (Secretary at SMCF)
- Magna Ludovice (General Coordinator at CGPO)
- Rafael da Soler (MRE - DCLIMA)
- Debora Cruz (MAPA)
- Kasper Koefoed (Head of UNDP Montreal Protocol Unit for Latin America - Panama)
- Ana Paula Leal (Manager of UNDP Montreal Protocol Unit in Brazil)
- Stefanie von Heinemann (Manager of GIZ's Montreal Protocol Unit in Brazil)
- Marina Ribeiro (Former Manager of UNDP Unit - Brazil)
- Miguel Quintero (International Consultant, member of FTOC)
- Paulo Altoé (Co-chair of FTOC)
- Roberto Peixoto (Co-chair of RTOC)

- Liamarcia Silva Hora (Consultant, former member of MMA with over 20 years of experience on the topic)
- Sueli Carvalho (Former Director of UNDP Montreal Protocol Unit - NY)
- Paulo Neulaender Junior (ABRAVA)
- Thiago Pietrobon (ABRAS)
- Orlando Galdino da Silva (ABRIPUR)
- Giuseppe Santanchè (ABIQUIM)

## **5.0 Partnership with subways**

As the Montreal Protocol projects are targeted at technicians and specialists in the refrigeration, air conditioning and polyurethane foam sector and considering that this target audience uses public transportation, particularly subways and trains in major Brazilian capitals, we believe it would be very interesting to establish a partnership with these modes of transportation for disseminating information on the protection of the ozone layer and on the 30<sup>th</sup> anniversary of the Montreal Protocol. In addition, thousands and even millions of people use these means of transportation daily, meaning that this action would also reach a lay audience that is not yet aware of the activities carried out under the Montreal Protocol, thus increasing the visibility of communication actions.

The purpose of this partnership is to place stickers on trains in September to promote the 30<sup>th</sup> anniversary of the Montreal Protocol, as well as to disseminate this material in subway and TV stations within the possibilities of each subway line.

### **5.1 São Paulo Subway (Line 4)**

São Paulo is a strategic city to publicize the actions of the Montreal Protocol, as much of the target audience of the Protocol's actions in Brazil lives in this city.

The social media sites of the São Paulo subway system also show very impressive numbers. Disseminating the partnership and actions of the

Montreal Protocol in these social media channels would significantly support the dissemination of information about the 30<sup>th</sup> anniversary of the Montreal Protocol.

The actions planned to take place in São Paulo subway lines are as follows:

<b>Activity</b>	<b>Suggested Date</b>	<b>Action</b>	<b>Responsibilities of the Montreal Protocol Team</b>	<b>Responsibilities of the São Paulo Subway Team</b>
Train wrapping	October or November 2017	Place stickers on turnstiles in subway stations to be defined  Place stickers on the inside of trains	<ul style="list-style-type: none"> <li>- Design the stickers;</li> <li>- Bear all costs related to the production and design of the stickers;</li> <li>- Publicize the action and partnership with the subway system on UNDP/HPMP websites and social media platforms;</li> <li>- Include the Line 4 subway logo in the design of the stickers.</li> </ul>	<ul style="list-style-type: none"> <li>- Make space available for stickers to be placed on trains and turnstiles;</li> <li>- Determine on which stations the stickers designed to promote the Montreal Protocol can be placed;</li> <li>- Indicate suppliers and costs for UNDP;</li> <li>- Publicize the action and partnership on the São Paulo subway website and social media channels;</li> </ul>
TV Minuto	October or November 2017	Publicize commemorative cards featuring actions under the Montreal Protocol on TV Minuto	<ul style="list-style-type: none"> <li>- Prepare the content to be released, according to the standards set for TV Minuto.</li> </ul>	<ul style="list-style-type: none"> <li>- Make airtime available on TV Minuto for broadcasting a commemorative card per week, based on a previous schedule set for the subway system.</li> </ul>

## **5.2 Brazilian Company of Urban Trains (CBTU)**

The Brazilian Company of Urban Trains (CBTU) which is in charge of managing trains and subways in the cities of Belo Horizonte, João Pessoa, Maceió, Natal and Recife.

Establishing a partnership with this company will not only give greater visibility to Montreal Protocol projects, particularly in the Brazilian

northeast region, but will also save the effort of having to talk to each of the local administrations.

The CBTU is managed by the Ministry of Cities. While the company has shown interest in establishing a communication partnership with the partner agencies in the implementation of the Montreal Protocol in Brazil, it is still necessary to identify what activities and actions they can offer.

<b>Activity</b>	<b>Suggested Date</b>	<b>Action</b>	<b>Responsible: Montreal Protocol Team</b>	<b>Responsible: São Paulo Subway Team</b>
Train wrapping	October or November 2017	Place stickers/banners on stations to be defined  Place stickers on trains	<ul style="list-style-type: none"> <li>- Design the stickers;</li> <li>- Bear all costs related to the production and design of the stickers;</li> <li>- Publicize the action and partnership with the subway on the UNDP/MPHP sites and social media platforms;</li> <li>- Include the logo for the subway, CBTU and the Ministry of Cities in the design of the stickers.</li> </ul>	<ul style="list-style-type: none"> <li>- Make space available for stickers to be placed on trains and turnstiles;</li> <li>- Determine on which stations the stickers designed to promote the Montreal Protocol can be placed;</li> <li>- Indicate suppliers and costs for UNDP;</li> <li>- Publicize the action and partnership on the São Paulo subway website and social media channels;</li> </ul>
TV Minuto (Belo Horizonte)	October or November 2017	Publicize commemorative cards featuring actions under the Montreal Protocol on TV Minuto	<ul style="list-style-type: none"> <li>- Prepare the content to be released, according to the standards set for TV Minuto.</li> </ul>	<ul style="list-style-type: none"> <li>- Make airtime available on TV Minuto for broadcasting a commemorative card per week, based on a previous schedule set for the subway system.</li> </ul>

## 6.0 Web page restructuring

For updating and adapting the presentation of online contents to the target audience in a more user-friendly and more modern way, it is necessary to redesign the Montreal Protocol websites managed by UNDP and the Ozone

Layer Protection section on the website of the Ministry of Environment managed by the Ozone Layer Protection General Coordinating Board (CGPO).

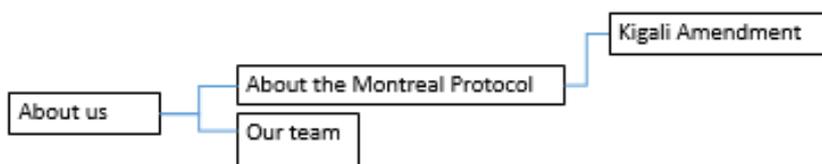
### 6.1 Montreal Protocol Website

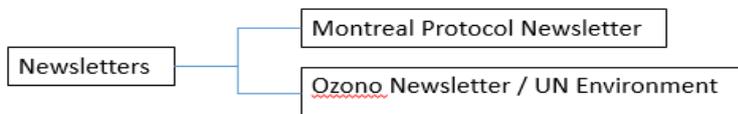
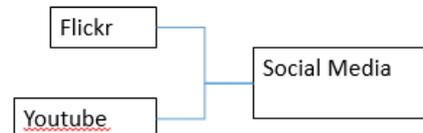
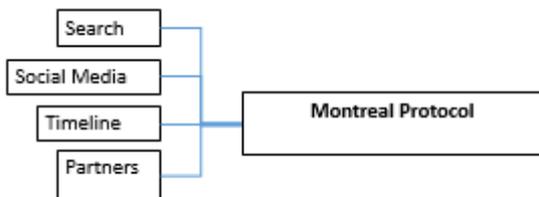
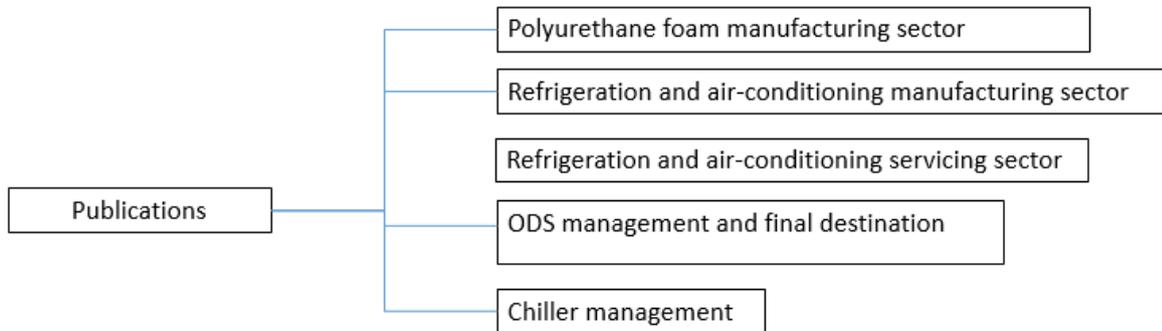
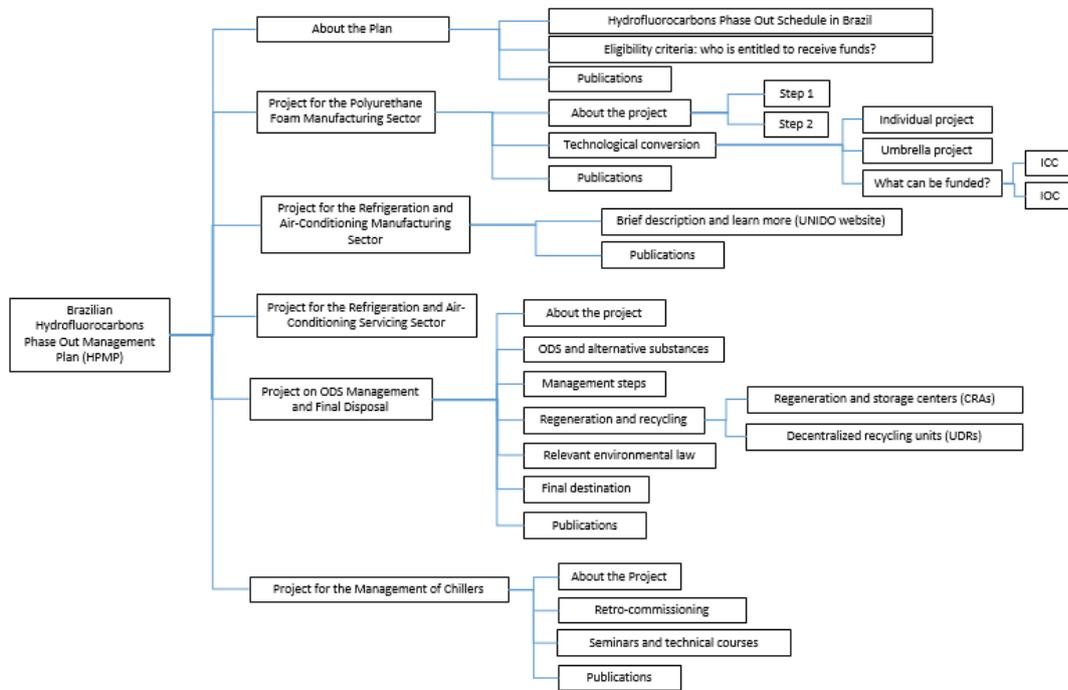
The new website template has been discussed with the Montreal Protocol Implementation and Monitoring Unit (IMU) team at UNDP, together with a company specializing in website design and hosting.

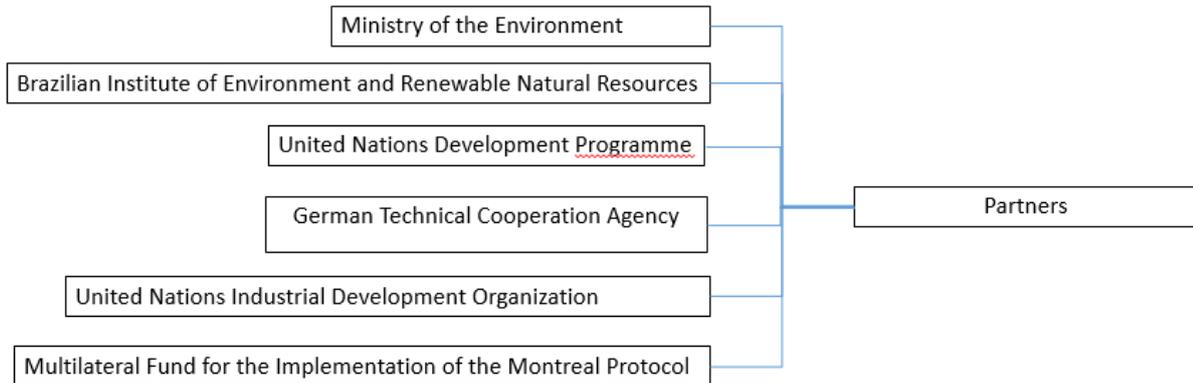
The following schedule has been set for implementation of the website redesign:

- 31/03 Completion of design (including mobile version)
- 14/04 Deadline for sending contents
- 30/04 Completion of programming
- 31/04 Conclusion of implementation
- 02/05 Training

The following flowchart has been agreed for implementation of the new website:







## 6.2 CGPO/MMA Website

Regarding the restructuring of the CGPO website, a previous flowchart and a design proposal for its implementation have been discussed.

With respect to the schedule, the new webpage is expected to be launched officially on 15 September, along with the celebration ceremony of the International Day of Ozone Layer Protection. However, the website will be made available to the public as soon as possible.

This is the current website:

BRAZIL Services Participate Information access Legislation Information channels

Ir para o conteúdo Ir para o menu Ir para a busca Ir para o rodapé

ACESSIBILIDADE ALTO CONTRASTE MAPA DO SITE

Ministério do  
**Meio Ambiente**

Buscar no portal

Perguntas frequentes Links de interesse Contato Serviços Área de imprensa

PÁGINA INICIAL > CLIMA > PROTEÇÃO DA CAMADA DE OZÔNIO

- Agenda de Dirigentes
- Editais e Chamadas
- Eventos do MMA
- MMA em Números
- Programas do MMA
- Quem é Quem

**ASSUNTOS**

- Água
- Apoio a Projetos
- Áreas Protegidas
- Biodiversidade
- Biomass

**▲ Clima**

- Adaptação
- Convenção Quadro das Nações Unidas sobre Clima
- Energia
- Fundo Nacional sobre Mudança do Clima
- Governança
- Política Nacional sobre Mudança do Clima

**▲ Proteção da Camada de Ozônio**

## Proteção da Camada de Ozônio



O ozônio (O3) é um dos gases que compõe a atmosfera e cerca de 90% de suas moléculas se concentram entre 20 e 35 km de altitude, região denominada **Camada de Ozônio**. Sua importância está no fato de ser o único gás que filtra a radiação ultravioleta do tipo B (UV-B), nociva aos seres vivos.

O ozônio tem funções diferentes na atmosfera, em função da altitude em que se encontra. Na estratosfera, o ozônio é criado quando a radiação ultravioleta, de origem solar, interage com a molécula de oxigênio, quebrando-a em dois átomos de oxigênio (O). O átomo de oxigênio liberado une-se a uma molécula de oxigênio (O2), formando assim o ozônio (O3). Na região estratosférica, 90% da radiação ultravioleta do tipo B é absorvida pelo ozônio.

Ao nível do solo, na troposfera, o ozônio perde a sua função de protetor e se transforma em um gás poluente, responsável pelo aumento da temperatura da superfície, junto com o monóxido de carbono (CO), o dióxido de carbono (CO2), o metano (CH4) e o óxido nitroso.

**Nos seres humanos a exposição à radiação UV-B está associada aos riscos de danos à visão, ao envelhecimento precoce, à supressão do sistema imunológico e ao desenvolvimento do câncer de pele.** Os animais também sofrem as consequências do aumento da radiação. Os raios ultravioletas prejudicam os estágios iniciais do desenvolvimento de peixes, camarões, caranguejos e outras formas de vida aquáticas e reduz a produtividade do fitoplâncton, base da cadeia alimentar aquática, provocando desequilíbrios ambientais.

### Mecanismo de Destruição do Ozônio

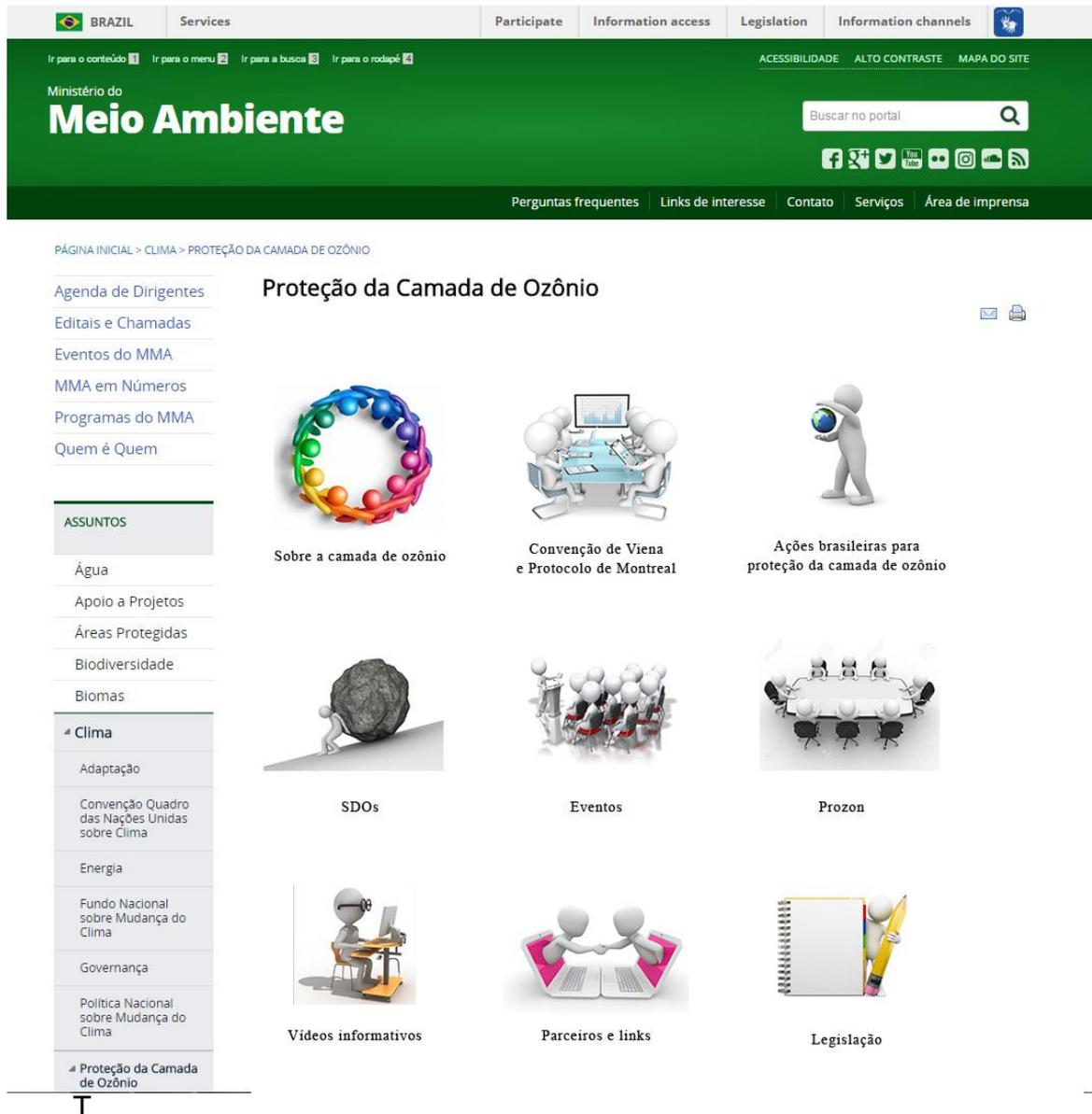
O ozônio é naturalmente destruído na estratosfera superior pela radiação ultravioleta do Sol. Para cada molécula de ozônio que é destruída, um átomo de oxigênio e uma molécula de oxigênio são formados, podendo se recombinar para produzir o ozônio novamente. Essas reações naturais de destruição e produção de ozônio ocorrem de forma equilibrada.

Apesar da sua relevância, a **camada de ozônio** começou a sofrer com os efeitos da poluição crescente provocada pela industrialização mundial. Seus principais inimigos são produtos químicos como **Halon, Tetracloreto de Carbono (CTC), Hidroclorofluorcarbono (HCFC), Clorofluorcarbono (CFC) e Brometo de Metila**, substâncias controladas pelo Protocolo de Montreal e que são denominadas Substâncias Destruidoras da Camada de Ozônio - SDOs. Quando liberadas no meio ambiente, deslocam-se atmosfera acima, degradando a camada de ozônio.

### Destruição do Ozônio:

Em 1928, quando se desenvolveu os CFCs, o pesquisador Thomas Midgley acreditava que tais substâncias seriam inofensivas na atmosfera terrestre por serem quimicamente inertes, além de serem fáceis de estocar, de

The image below shows a suggested design template that could be used:



The flowchart should be organized according to the following proposed topics:

**Ozone Layer Protection**

- *About the ozone layer*  
*Informative text*  
*Add an updated infographic of the ozone layer hole*

*Access to the newsletter*

- *Vienna Convention and Montreal Protocol*  
*Informative text*  
*Add the Kigali Amendment*
  - ✓ *Substances controlled by the Montreal Protocol*
  - ✓ *Implementing agencies*

- *Substances controlled by the Montreal Protocol*

*Introductory text*

- ✓ *HCFCs*
- ✓ *CFCs*
- ✓ *Methyl Bromide*
- ✓ *Halon*
- ✓ *Carbon Tetrachloride*
- ✓ *Methyl Chloroform*
- ✓ *HFCs*

- *Brazilian Actions to protect the Ozone Layer*

*Introductory text*

- ✓ *Brazilian Hydrofluorocarbons Phase Out Management Plan (MPHP)*

*Introductory text*

▪ *Step 1*

- *Project for the Polyurethane Foam Manufacturing Sector*
- *Project for the Refrigeration and Air-Conditioning Manufacturing Sector*
- *Project for the Refrigeration and Air-Conditioning Servicing Sector*
- *Project for the Management of Chillers*
- *Demonstration Project on ODS Waste Management and Final Disposal*

- ✓ *National Methyl Bromide Phase Out Plan in the Floriculture Sector*
- ✓ *National CFC Phase Out Management Plan*

- *Dissemination of information*

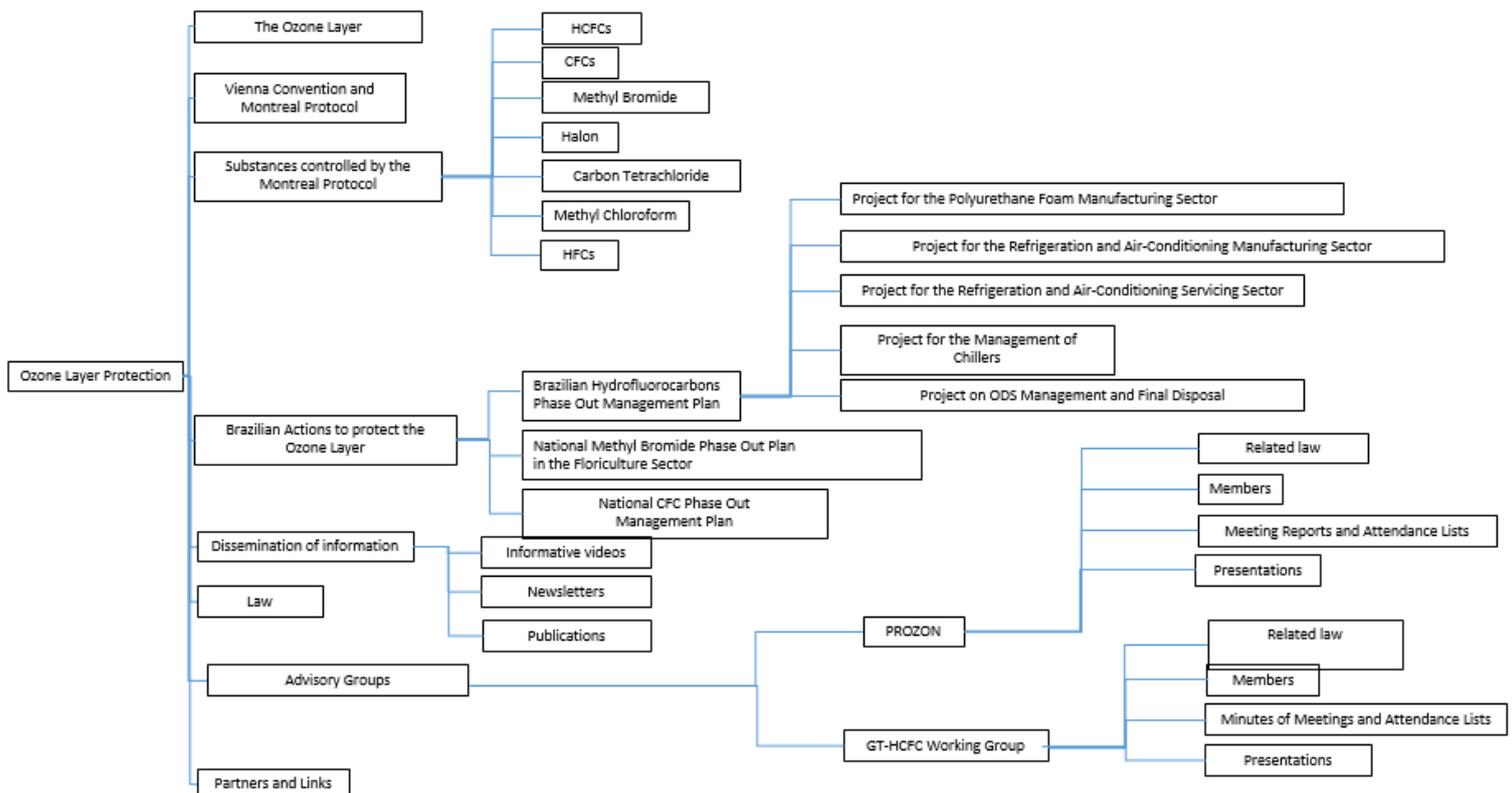
- *Informative videos*
- *Newsletters*
- *Publications*

- *Law*

- *Advisory Groups*

- *PROZON*
    - *Related law*
    - *Members*
    - *Minutes of Meetings and Attendance Lists*
    - *Introductions*
  - *GT-HCFC Working Group*
    - *Related law*
    - *Members*
    - *Meeting Reports and Attendance Lists*
    - *Presentations*
- *Partners and Links*

The flowchart with the topics listed above is shown below:



To publicize the 30<sup>th</sup> anniversary of the Montreal Protocol, it is suggested to hand out commemorative gifts featuring the motto of the Montreal Protocol for 2017 and the 30<sup>th</sup> anniversary logo. These gifts should be given free of charge to a specific target audience selected by the Montreal Protocol implementation team in Brazil.

### **7.1. Technical ruler for refrigerants**

All technicians who successfully complete one of the courses on best practice, as well as other relevant target audiences selected by the Montreal Protocol implementation team in Brazil, will be given a technical ruler that provides easily accessible information on refrigerants (Celsius/Fahrenheit and bar/psi).