

## **Bhutan**

1. On 14<sup>th</sup> September (because it is a working day), the ozone mascots (Bhutanese version of ozzy and Zoe ozone) will visit Ministers and high ranking government officers to get pledges from them on protection of the ozone layer. These will be short message or pledges which will be compiled. In addition, these mascots will also visit schools to spread the message of the day and collect pledges. There will be photo ops for all pledges taken. This collection will then be produced into a small album and printed as such. The idea is to get sectors to commit themselves to this cause and document every sector and individual Ministers and their commitment.
  
2. In the late afternoon, we have a program to celebrate the ozone Day publicly. It is to take place in the clock tower (centre of town) where we will have a program with Chief Guest as the Gyaltshen Her Majesty Jetsun Pema Wangchuck , the Queen of Bhutan and Ambassador of ozone. Other guests will include Ministers ( The Minister in Charge of Environment, Minister of Works and Human Settlement, Minister of Economic Affairs and Minister of Education, Deputy Minister (Privy Council)) and other government officials, Resident Coordinator of UNDP, other agencies, Civil Societies, students etc. During this event, we plan to distribute our advocacy materials like school schedule, pens and badges of ozone messages.
  
3. In the evening, a huge public concert in the capital (thimphu) at the clock tower square, featuring popular local singers led by Ugyen (the most popular singer in Bhutan). The music industry in the recent years have really taken off and has caught the interest of the youth in Bhutan. We believe that it is one of the best ways to disseminate information and create awareness. At this event we have planned the following:
  - to have a huge board in the background of the stage which will project all the ozone videos and clips and messages while the bands are playing.
  - The theme and ozone messages will be displayed all around the stage areas.
  - There will be distribution of pamphlets to the crowd with the ozone theme song and Ugyen (the singer) is to get the crowd to sing it along with the band during the concert.
  - We also plan to have our Ozone mascots to mingle with the crowd during this time and be a constant reminder of the issue at hand.