

PAKISTAN

Plan for the Celebrations of International Ozone Day, 16 September 2009

Objective

- Sensitize stakeholders on the significance of Ozone Layer and the Montreal Protocol's phase out target (i.e. 1st January 2010) for first generation of Ozone Depleting Substances (ODS) i.e. Chlorofluorocarbons (CFCs), Halons, and Carbon Tetra Chloride (CTC), highlighting the fact that we are in line with this target.
- Inform actions on CFC Metered Dose Inhalers (MDIs) phase out and alternatives to CFC MDIs.
- Create high levels of awareness on Hydro-chlorofluorocarbons (HCFC) accelerated phase out - our recent activities and need for stakeholders' cooperation.

Proposed Plan

- Organize a National Seminar at the Federal capital in collaboration with the implementing agencies (UNDP and UNIDO) and other national stakeholders, to be chaired by the Federal Minister/Secretary for Environment as Chief Guest. The participation of the industry representatives involved in the ODS phase out programmes highlight the government and industry collaboration on environment management issues. Awareness material (distribution of brochures, pamphlets, leaflets and stickers etc.) will be disseminated among the participants of seminar and members of the civil society as well.
- Coordinate with the Provincial Environmental Protection Agencies (EPAs) for organizing seminars/programmes at Lahore, Karachi, Peshawar and Quetta at their own level. The industry will be requested to sponsor the seminars to be organized by the Provincial EPAs. Awareness material on ozone issues will be provided by the Ozone Cell to the EPAs.
- Publish Special Newspapers advertisement highlighting the significance of protection of ozone layer and reducing high Green House Gases (GHG) emissions impact.
- Telecast of interviews of the Federal Minister and Federal Secretary through PTV and other private channels through DD (Media).
- Hold paintings/debates competition among school children in collaboration with the Federal Directorate of Education at the Federal capital and through the Provincial Secretaries for Environment & Education at each provincial capital. We may award certificates and cash prizes to the winners. Ozone Cell will motivate the ODS related industry to make some donations for awarding prizes to the winning students.
- Display banners inscribed with ozone messages at prominent points at Islamabad/Rawalpindi.
- Flow big balloons carrying ODS phase out message at a prominent places at Islamabad and Rawalpindi.
- Broadcast messages on Ozone Layer protection through FM Radio.
- Use small text messages through mobile telephone companies.
- Request Ministry of Defence, Defence Production Division and Ministry of Railways to hold internal awareness activities to implement specific programs for HCFC phase out in their respective organizations.

Target Audience

Industry, technical institutions (National Institute of Science & Technical Education, TEVTA, Sindh Board of Technical Education), local institutions particularly hospitals and those organizations dealing with Asthma/Chronic Obstructive Pulmonary Diseases (COPD), Government officers from Ministry of Commerce, Ministry of Labour & Manpower, Ministry of Health, Ministry of Education, Ministry of Industry, Production & Special Initiatives, Ministry of Environment, Federal Board of Revenue, Ministry of Defense, Defence Production Division, Railways department, Customs and border control authorities, media and members of the civil society.