

**Public Awareness Activities Thailand's Ozone Protection and Recovery CY 2007**

**List of Public Awareness Activities in 2007 - IS Project**

<b>Typ of Media</b>	<b>Description</b>	<b>Traget Group</b>	<b>Remark</b>
<b>A. Printing Materials</b>			
1. Ozone Action Education Pack	Translation Ozone Layer Protection information from UNEP in Thai.	- Students	5,000 units
2. Ozone Newsletter	To provide informationon on Ozone Layer Protection, alternative technologies and update Thailand ODSs Phaseout's news and activities. (2 issues/year)	- Public People - Enterprises - ODS Users	2,000 units
3. Ozone Note Book	Information on Ozone Layer Protection, alternative technologies and law measure is inserted. (both of Thai and English)	- Public People	2,000 units
<b>B. Publication</b>			
1. DIW's Journal	Articles about HCFCs.	- Enterprises - ODS Users	1 article
<b>C. Radio &amp; Electronic Media</b>			
1. VCD: Ozzy Ozone	Translation "Ozzy Ozone" in Thai (Subtitle)	- Students	1,000 units
2. Radio Spot	Spot: Ozone OK By You, a minute radio spot for raising the Ozone Layer Protection and promote the slogan "Ozone OK By You" (350 spots)	- Public People	3 mounts
3. Website	To Update information on the work under ODSs Phaseout Project.	- Public People	
<b>D. Special Activities</b>			
1. International Ozone Day	<u>Activities:</u> Press visit at TV3, 5, 7, 9, and TITV, talk show with famous actors and actresses on how to protect ozone layer, playing games for disseminating ozone related knowledge and small exhibition.  <u>Venue:</u> Esplanade Cineplex	- Public People - Medias	Half a day

**Public Awareness Activities Thailand's Ozone Protection and Recovery CY 2007**

Typ of Media	Description	Traget Group	Remark
2. Ozone Roadshow	Raising awareness among Thai students on lifesyles impact from ozone layer destruction and cultivation the thought for protecting and recovering ozone layer. Provide Knowledge about Ozone Layer such as What is Ozone?, Ozone life cycle, Why is Ozone so critical?, How is Ozone gone? Ozone Depleting Substances, How can we revive Ozone?,The Montreal Protocol on Substances that Deplete the Ozone Layer and Thailand ODS Phaseout Project by Mr. Ozone. and game "How to select ODS free products and services?"	- Students and teachers in central area in Thailand	30 secondary schools

**List of Public Awareness Activities in 2007 - NCFCP Project**

Typ of Media	Description	Traget Group	Remark
<b>A. Printing Materials</b>			
1. Poster	To provide information about - What is Ozone? - Ozone life cycle - Why is Ozone so critical? - What are Ozone Depleting Substances (ODSs)? - Can we revive Ozone? - Thailand ODSs Phaseout Project	- Students - Relating Agencies	30,000 units Provide to 2,366 secondary schools and relating gencies and governments

**Public Awareness Activities Thailand's Ozone Protection and Recovery CY 2007**

Typ of Media	Description	Traget Group	Remark
<b>B. Others</b>			
1. Stop CFCs T-Shirt	To encourage people to protect ozone layer under the slogan "Let's Protect Ozone Layer"	- Public People	2,500 units
2. Shopping Bag	To reduce pastic bag and encourage people to protect ozone layer under the slogan "Let's Protect Ozone Layer"	- Public People	4,000 units

**Public Awareness Activities Thailand's Ozone Protection and Recovery CY 2006**

**List of Public Awareness Activities in 2006 - IS Project**

Typ of Media	Description	Traget Group	Remark
<b>A. Printing Materials</b>			
1. Ozone Note Book	Information on Ozone Layer Protection, alternative technologies and law measure is inserted. (both of Thai and English)	- Public People	2,000 units
2. Post-it-note	Post-it-note with slogan "Ozone OK By You"	- Public People	1,000 units
3. Mobile Car	To promote Mobile Air-conditioning System (MAC) inspection activity.	- Public People	6,500 units
<b>B. Publication</b>			
1. DIW's Journal	Articles about HCFCs and Halon.	- Enterprises	2 articles
2. DIW's Pamphlet	Articles about Chiller and Ozone International Day.	- ODS Users	2 articles
<b>C. Radio &amp; Electronic Media</b>			
1. Radio Spot	Spot: Ozone OK By You for raising the Ozone Layer Protection and promote the slogan "Ozone OK By You" (350 spots) on Virgin Soft 10.MHz.	- Public People	3 months
2. Flash Animation on Website	To raise the Ozone Layer Protection and promote the slogan "Ozone OK By You" on www.pantip.com and www.kapook.com	- Public People	5 months
3. Website	To Update information on the work under ODSs Phaseout Project.	- Public People	1 year
<b>D. Special Activities</b>			
1. International Ozone Day	<u>Activities:</u> - Public to TV3, 5, 7, 9, TITV, UBC, Virgin Soft, INN News and Newspaper. - Talk show with famous actors and actresses on how to protect ozone layer. - Mobile Air-conditioning System (MAC) inspection.  <u>Venue:</u> Union Mall Department Store	- Public People	Half a day

**Public Awareness Activities Thailand's Ozone Protection and Recovery CY 2006**

<b>Typ of Media</b>	<b>Description</b>	<b>Traget Group</b>	<b>Remark</b>
2. Ozone Roadshow	Raising awareness among Thai students on lifesyles impact from ozone layer destruction and cultivation the thought for protecting and recovering ozone layer. Provide Knowledge about Ozone Layer such as What is Ozone?, Ozone life cycle, Why is Ozone so critical?, How is Ozone gone? Ozone Depleting Substances, How can we revive Ozone?,The Montreal Protocol on Substances that Deplete the Ozone Layer and Thailand ODS Phaseout Project by Mr. Ozone. and game "How to select ODS free products and services?"	- Students and teachers in eastern area in Thailand	25 secondary schools