



**United Nations  
Environment  
Programme**

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**Eighteenth Meeting of the Parties  
to the Montreal Protocol on  
Substances that Deplete the Ozone Layer**  
New Delhi, 30 October–3 November 2006

**Celebration of the 20<sup>th</sup> Anniversary of the Montreal Protocol and  
the 2007 International Year of the Ozone Layer**

1. The Secretariat has identified three primary goals for our celebration activities to highlight the:
  - (a) Fact that global cooperation to address environmental threats is doable;
  - (b) Role of both developed and developing country governments in achieving real environmental gains, and as a means of raising public awareness that will in turn buttress political will to complete the ozone protection mission;
  - (c) Indispensable role of and partnership with industry, scientists and Civil Society in the success of the Protocol with collateral benefits for other Multilateral Environmental Agreements (MEAs).
  
2. Our activities will be divided into five main areas of concentration:
  - (a) The development of pointed factually correct information for inclusion in a press kit that will be designed to maximize national and international exposure and will be usable after the first quarter of 2007;
  
  - (b) The holding of seminars on the Protocol designed to share our experience with, among others, other MEAs and the press. Currently envisioned is one seminar on the Sunday immediately preceding the MOP. Funding permitted, regional seminars would also be held during the year;

(c) The holding of a technology fair in parallel with the MOP designed to highlight the technological innovations brought about by the Protocol and newer green technologies;

(d) The giving of recognition to those that have worked so hard to make the Protocol a success. Recognition awards would be given a strategic times during the year and some awards would be given during the MOP;

(e) Other activities.

3. An overview of the activities envisioned is included in the annex to this document. The Secretariat has not included any cost estimate of these activities as there are likely to be influenced by the level of participation, the venues indicated for different activities and more broadly by the planning and operations of the National Organizing Committee that the Host Government will set up.

## Annex

### Section I: Information/Press Kit for 20<sup>th</sup> Anniversary

One key goal will be to maximize press coverage on both a national and international basis in an effort to both celebrate the success of the Protocol to date, and also instill the notion that there is still more to be done before the ozone layer can be considered safe for future generations. The information package is currently envisioned in at least 3 languages to include:

1. **A three to four page primer on the Montreal Protocol**, covering in a simple to understand way the chemicals controlled by the Protocol, the manner in which they have been phased out and seamlessly replaced, the magnitude of the phase-out, some reasons for its success to date (including the Multilateral Fund), and, the challenges ahead.
2. **A set of standardized “country story” reports from each Party** that outlines the countries’ accomplishments and includes contacts for national officials, stakeholders and champions, information on how much the country phased out, examples of successful projects.
3. **A list of international contacts (with summary of importance) who would be available for comment** including UN personnel, historic figures in the Protocol, authors of books, key current representatives of the Parties, award winners including Nobel laureates.
4. **A note from the Secretary General and the Executive Director, and potentially Op Ed pieces** from which quotes can be lifted.
5. **20 questions and answers on ozone science**
6. **20 questions and answers on key ozone issues**
7. **Brochure on the Protocol** to include such things as the historic progress, the institutions created, the technological innovations, the health benefits, the lessons learned and the unfinished agenda
8. **Brochure on the Multilateral Fund**
9. **Our Planet special issue on the 20<sup>th</sup> Anniversary**
10. **Preparation of a set of graphics that can be used by the Parties and press**
11. **Preparation of a disk with B-Roll that can be used by visual media**

In addition, the Secretariat will collaborate with UNEP DTIE on a special edition of the Ozone Action newsletter, and will work with the other implementing agencies to include in the information kit products that they are doing on their work.

## Outline for Protocol Brochure (Number 7 above)

Forward

1. From theory to action
2. The Montreal Protocol
  - Negotiation - global cooperation
  - Key components
  - Structure and Key institutions (graph and explanation)
3. Accelerating the Phase-out based on Science (history and impact graph)
4. The Multilateral Fund
  - Idea/Structure
  - Technology transfer
  - Capacity Building and the role of NOUs
5. Achievements of the Protocol to date
  - Reductions
  - Lives saved
  - New Technologies
6. Lessons learned
7. Challenges ahead
8. Appendix – Key Milestones chart, key contacts

### **It is also our intent to:**

- **Try to initiate commercials/ads** in national and international media celebrating the success of the Montreal Protocol (letter to be sent out to Parties asking them to do outreach to press with suggestions on how to approach local press and some information from press package noted above; Secretariat will prepare material that can be used for newspaper inserts and do outreach to international media to continue through the year)
- **Working with the CAP team to put together a video** with clips from key current and historic figures, the statements of whom can be written out for quoting. We would desire to get people such as the Secretary General, UNEP's Executive Director, Nobel Laureates, Former UNEP's EDs and historical or current important figures from the host government and developed and developing countries – we recognize the need to scope and initiate this activity as soon as possible. We may request national execution of clips and then edit and fold them together in any video we create. We will invite the Secretary General of the UN to the celebration and seminar we will hold contemplating.
- **Consider setting up booths at the conference to record oral history and getting assistance from interns for the project**

The Secretariat has designed the following draft template that could be filled in by each Party with a goal of enabling local press to get more involved in the story (paragraph 1 (b) on page 1). Individual lines could be expanded or deleted depending on national circumstance.

### **Template for Country Story Information**

**[Name of Country] Participation in Implementing the Montreal Protocol**

**Ratified Montreal Protocol on:**

**National Entity Primarily responsible for Implementation of the Protocol is:**

**The primary contact for Press inquiries**

Name  
Entity  
Address  
Phone Number

**Amount and kind of ozone depleting substances consumed/used by the country during early years and latest amount of consumption reported for the chemicals facing the earliest phaseout:**

|                      | Early Use | 2005 Use |
|----------------------|-----------|----------|
| CFCs (1986)          |           |          |
| Halons               |           |          |
| Carbon Tetrachloride |           |          |
| Methyl Chloroform    |           |          |

**Number of Projects/Activities funded in the country**

**Amount of money approved for the country**

**Examples of key projects (where applicable)**

Foams Project:

Name of Firm and contact with phone number  
Brief Description of project and accomplishment

Refrigeration Project

Name of firm and contact with phone number  
Brief description of project and accomplishment

Aerosols Project

Name of firm and contact with phone number  
Brief description of project and accomplishment

Halon Project

Name of firm and contact with phone number  
Brief description of project and accomplishment

Projects working with schools or universities

Name of institution and contact with phone number

Brief description of project and accomplishment

**Important national stakeholders and or champions who have helped in implementation and might speak to press**

Name, affiliation, and contact phone number

Name, affiliation and contact phone number

**Check the Implementing agencies that have helped country to achieve reductions**

- World Bank
- UNIDO
- UNEP
- UNDP

**Name and Coordinates of Other Key Contacts Including:**

- Delegates to Protocol Meetings
- Any national or international award winners
- National members of Panels or Executive or Implementation Committees

## **Section II: Seminar**

**Proposal:** A one day seminar immediately prior to the MOP will be held. It will be divided into a keynote and 5 key sessions. Among the important ideas would be to note lessons learned and applicability to Millenium Development Goals, Bali Strategic Plan and other MEAs

Keynote: The Importance of the Montreal Protocol as an example of the potential success of global cooperation

1. The initial development stage and the role of science
2. The implementation stage
3. Public/Private Partnerships
4. The Multilateral Fund experiment – Lessons on Technology transfer and Capacity Building
5. The future of the Montreal Protocol including key challenges ahead
6. Montreal Protocol - Lessons Learned and Applicability to other issues

Invitees to the seminar will include journalists and Presidents of the Bureaux and the CEOs of other conventions.

While one seminar is envisioned for the Sunday preceding the MOP, funding permitted, we can envision holding seminars in each region during the year – possibly back to back with

network meetings, with the aim of reaching out to local and regional press and scholars, and enhancing the interest in the Protocol during this year. The content of the seminars would be shifted somewhat to address the challenges faced by the individual regions. Depending on the status of recognition selection, those seminars could be used to give recognition awards to winners in the regions.

### **Section III: Technology Fair**

**Proposal:** Have a technology fair running parallel with the Seminar and MOP

The Secretariat has not had experience with organizing an event such as this, but we would note that some of the long term participants in the Protocol have. In addition, some parties and NGOs have expressed interest in supporting this activity. It is hoped to enlist these and other interested participants to work with the host government to organize this event. At the technology fair, or at some prominent place in the meeting building, an exposition would be set up for:

- historic Protocol memorabilia including cartoons and posters;
- winning entries from national contests held in schools and the like; and
- any photo contest we may hold

### **Section IV: Awards for the 20<sup>th</sup> Anniversary of the Montreal Protocol**

It is recognized that we can not celebrate the 20<sup>th</sup> anniversary without providing recognition to those that have contributed to the success of the Montreal Protocol. At the same time, the Secretariat recognizes that awards have been given at least three times before – specifically on the 10<sup>th</sup> anniversary of the Vienna Convention, the 10<sup>th</sup> anniversary of the Montreal Protocol, and the 20<sup>th</sup> anniversary of the Vienna Convention. In that light, we are leaning toward limiting our recognition of the earlier award winners, and giving more physical awards to different individuals and institutions. Awards would be given at different times during the year and at different times during the meeting (eg: at reception event, after seminar, after regional seminars, during the MOP.), but one consolidated awards brochure would be prepared for the MOP. Awards panels would be established for each award grouping

1. **Recognition of Assessment Panels**
2. **Recognition of Multilateral Fund Secretariat and Implementing Agencies**
3. **Co-Chairs Poster** – Poster recognizing all of the co-chairs of the OEWG
4. **Recognition of participants in the process**

**Proposal:** Several categories of award winners – Call for nominations from Parties:

- **Pioneers/Founders/Visionaries award** Recognizing extraordinary contributions in the creation of the infrastructure of the Montreal Protocol
- **Contemporary Advancers awards:** Recognizing extraordinary contributions of those who took the vision of the founders and advanced it to address more modern issues

- **Implementers** – recognizing extraordinary contributions from some of the people whose hard work on the country level to help make the Protocol’s phaseout goals a reality – Physical awards – three per region – this includes NOUs.
- **Innovators** – Recognizing the extraordinary contribution of companies/entities whose daring and/or hard work found and/or spurred the widespread implementation of alternatives or alternative technologies that enabled the phaseout to take place
- **Partners Awards** – Recognizing the work of NGOs, other civil society, and partner international agencies in the implementation of the Montreal Protocol
- **Best Projects Recognition** – all countries – criteria to be established with help of Fund Secretariat and IAs.

**5. Monetary Awards - Announce at Meeting of the Parties with Web notice and sending out notification to entities recommended by Parties**

- **Award for Best Poster** – Regional contest
- **Award for Best Paper** – contest for best new article submitted for publication before July in areas of law, policy, science, and technological innovation between January and July
- **Best news article** - Awards for best news articles written between January and July of 2007. Two awards for international – two awards for each region for local coverage.
- **Innovative public awareness award**

**Section V: Other Activities**

1. **Celebration Dinner: Proposal:** Hold a 20<sup>th</sup> Anniversary celebration dinner on September 16. Request assistance from the host government. The Secretariat would hope to have a celebrity guest speaker
2. **Announcements of Pledges:** The Secretariat will work with others to do outreach during the year in an effort to get various entities to pledge further action on protecting the ozone layer.
3. **Theme/Slogan Ideas/Logo:** The Secretariat will work with artists and the host government in an effort to develop a logo for the meeting. Themes that we believe we could use and have emblazoned on posters, commemorative coins and pins include:

The Montreal Protocol  
1987-2007  
20 Years of Progress

The Montreal Protocol  
1987-2007  
A Success in the Making

The Montreal Protocol  
1987-2007  
Protecting the Ozone Layer for this and  
future generations

The Montreal Protocol  
1987-2007  
United Nations Environment  
Programme

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The Montreal Protocol  
1987-2007  
Working to Protect the Ozone Layer

The Montreal Protocol  
1987-2007  
Together we can protect the earth

The Montreal Protocol  
1987-2007  
Global Co-operation at its Best

The Montreal Protocol  
1987-2007  
Working for our common future

The Montreal Protocol  
1987-2007  
Proof that co-operation pays

The Montreal Protocol  
1987-2007  
Celebrating 20 years of progress

4. **Scholarships or Fellowships:** The Secretariat has initiated discussions on the idea of mobilizing resources to endow scholarships in the name of key contributors to the Protocol process.
  5. **Student Art Contests:** The Secretariat will encourage countries to hold their own national contests and we will display the national award winners or designated entries of note.
  6. **Photo Contest:** We will reach out to film/memory makers to see if we can get one to sponsor a photo contest.
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