



UNITED NATIONS ENVIRONMENT PROGRAMME

Programme des Nations Unies pour l'environnement Programa de las Naciones Unidas para el Medio Ambiente

Программа Организации Объединенных Наций по окружающей среде

برنامج الأمم المتحدة للبيئة

联合国环境规划署



International Day for the Preservation of the Ozone Layer 2014

16 September 2014

“Ozone Layer Protection: The Mission Goes On”

Ideas for Events

Below are some suggestions of what to include in your Ozone Day 2014 event, based on previous years' events. If you have any other ideas, please e-mail ozoneinfo@unep.org.

Secretary-General's message

Disseminate the Secretary-General's message on the International Day for the Preservation of the Ozone Layer, which will be shared in due course, to local media and your web outlets.

Success stories

Develop a series of human-interest stories about ozone layer protection successes in your country/region, which could be featured on social media outlets, websites, handouts and posters. Each story could end with the theme of the day.

Social media sharing

Share social media posts (e.g., Facebook banners and messages; Twitter posts) with your friends and followers and also encourage them to share them with their networks.

Art competition

Approach art colleges/centres, universities and schools, and invite artists to develop a proposal for a piece of art (such as a sculpture) that can be displayed in a public space, linked to the theme of the day. Launch the competition now, and then announce the winning artist and piece on before 16 September.

Commemorative event/reception

If a commemorative event is more suited to your context, you could organize a gathering to take stock of the achievements made in protecting the ozone layer in your country/region.

Concert

Ask a singer/pop group/band to support ozone layer protection efforts and perform a concert during the day. This could be linked to the theme of the day.

Debate or panel discussion

Organize a debate or discussion around ozone-related issues that are important locally, ideally linking the subject matter to the theme of the day. This could include environmentalists from UN agencies, NGOs, the Government and other participants such as journalists and academia. The talk could be broadcast on TV or radio.

Ozone fair/exhibition

Ask stakeholders to showcase their work at a public exhibition.

Ozone awards

Host a rewards ceremony for journalists who do a good job in covering ozone layer protection issues in the local media or industries and NGOs for their outstanding contribution to ozone layer protection efforts.

Ozone speed-dating

Organize an event during which various ozone layer protection initiatives are presented to potential supporters (donors or providers of technical support). Presenters are paired with potential backers, and they have a few minutes to explain what they do, why their work is important and what type of support they need. Instead of doing this one on one, projects could be briefly presented to a group.

Op-ed and/or newspaper supplement

Develop an interesting op-ed piece or a series of articles for a local newspaper or magazine around the theme.

Photo exhibit

Organize a photo exhibition around ozone layer protection and its importance in your country. Ideally, the theme would be linked to the display.

Press conference

Organize a press conference linked to the theme. Depending on your local context, the angle could be recent successes or even just explain ozone layer protection efforts, and line up appropriate interviewees to amplify key messages.

Private-sector contest

Organize a contest for private-sector involvement in ozone layer protection efforts, notably the phase-out of hydrochlorofluorocarbons (HCFCs). The objective is to encourage the private sector to contribute to ozone layer protection efforts at the country level in a coordinated, transparent and complementary way. The winning company could receive an ozone layer protection trophy.

Public spaces

Promote the day in public spaces using banners or electronic billboards illustrating the theme.

Race/marathon

Organize a sporting event such as a marathon. You could get T-shirts or numbers printed with the Ozone Day theme.

Roadshow

Have teams of people set up booths or presentations in public spaces (shopping centres, markets etc.), and sensitize the public about ozone protection activities.

Theatre

Ask a local theatre group to support the day with a performance that could be linked to the theme of the day.

Video screening

Invite guests to watch relevant video related to ozone layer protection or approach cinemas and public spaces with screens to ask if you can broadcast the content there. Available videos include:

- The Antarctic Ozone Hole -- From Discovery to Recovery, a Scientific Journey:
<https://www.youtube.com/watch?v=AU0eNa4GrgU>
- The Arctic & the Ozone Layer: Stabilizing our Environment and Climate:
<https://www.youtube.com/watch?v=4VI8AKGY-tY>