AIBD, UNEP OzonAction
Regional Workshop on Understanding Links Between Ozone Depletion and Climate Change
20-22 February 2013
Kuala Lumpur, Malaysia

PROJECT OUTLINE

Aims

The 3-day regional media workshop would engage a selected group of broadcast television professionals from the Asia Pacific region on the current status and challenges in ozone layer protection and its links to combating climate change.

UNEP and AIBD hope to enlist the support of participants and their broadcast organisations to raise awareness at government, industry and public levels, ultimately to be supportive of current to phase out HCFCs in the region.

Objectives

At the end of the workshop, it is hope that the participants will be able to:

- Better understand the linkages between ozone depletion and climate change;
- Have a clearer idea of the basic ozone science, latest status of ozone layer healing, and global ozone treaties including the Montreal Protocol and its current directions;
- Appreciate why the accelerated HCFC phase-out is so important in meeting remaining compliance targets under the Montreal Protocol;
- Identify the key uses of HCFCs in Asia Pacific countries and have an overview of what governments are doing to phase out HCFC use;
- Recognize the role of the media in protecting the ozone layer and its linkages with climate change;
- Deepen their understanding of the importance of reduction of HCFC consumption in the industry to meet the 2013 and 2015 phase-out targets in developing countries
- Explore ideas on how media can encourage Public-Private Partnerships for ozone layer protection;
- Sharpen their interest in ozone - climate linkages in general, and HCFC phase out issues and initiatives in particular; and
- Undertake production of audio-visual content on these issues for broadcast through their own channels.

Content

- A brief history of ozone: causes, scientific evidence and global responses
- The Montreal Protocol: targets, accomplishments, current priorities
- How ozone depletion and climate change are inter-linked
- Lessons of CFC phase out (1990-2010) in the Asia Pacific region
- Montreal Protocol implementation arrangements at national and regional levels
- Current phase-out of HCFCs in air conditioning, refrigeration and other industries
- Energy efficiency benefits of HCFC phase-out
- Communicating ozone layer protection and climate change through the media: challenges, strategies, recent experiences
- Communicating ozone layer protection through broadcast TV: news, current affairs, PSA, documentary and other formats
- Media strategies for targeting the industry in communicating HCFC phase-out messages
- Encouraging Public-Private Partnerships for ozone layer protection

Profile of Participants

- At least 5 years of professional experience in TV content production in news, current affairs, feature or documentary formats.
- TV producers, TV Directors
- Ability to understand, speak and write in English fluently
- Past experience in covering ozone and/or climate change issues is an added consideration, but not a requirement.

Background: Ozone Depletion and Climate Change

The Montreal Protocol is the world's most successful environmental treaty, universally ratified by 197 countries. But it still has unfinished business, some of it not even imagined at the time the inter-governmental treaty – part of the Vienna Convention – was adopted a quarter century ago.

The Protocol has rallied governments and industries worldwide to phase out, or reduce, dozens of chemicals that damage the ozone layer in the upper atmosphere. A landmark was reached in 2010, when the production and consumption of the main group of ozone damaging chemicals, chlorofluorocarbons (CFCs) fully ended.

Already, the treaty has halted further loss of ozone in the Earth's atmosphere, preventing tens of thousands of cases of skin cancer and cataract. If current trends continue, the ozone layer is expected to be restored to its natural levels by 2070.

The treaty has also helped delay global warming by at least a decade. This is because some ozone-damaging chemicals are also global warming: when eliminating CFCs, the Montreal Protocol automatically removed large

volumes of global warming gases from the atmosphere. This is more than what the climate treaty UNFCCC and its Kyoto Protocol have so far been able to accomplish!

However, a bigger challenge remains: the removal of two other gases known as HCFCs and HFCs. Both were originally promoted as substitutes for CFCs in the early days of the Protocol. HCFCs are less ozone-depleting than CFCs, while HFCs are completely ozone-safe. However, both have a high global warming potential -- up to 1,700 times that of CO_2 -- and therefore contribute to climate change.

The Montreal Protocol now encourages the countries to promote the selection of alternatives to HCFCs that minimize impacts on climate change. Refrigeration and air conditioning, the major users of HCFCs, provide a natural link between the phase-out of HCFCs, the energy efficiency and climate change.

Communicating Ozone/Climate: Engaging the media

The media have historically played a key role in raising awareness among government officials, industry leaders and the wider public in efforts to phase out ozone-damaging chemicals. The rapid adoption of the Montreal Protocol itself was prompted by media coverage of the Antarctic 'Ozone Hole' discovered in 1985.

The UNEP OzonAction Programme is currently assisting 33 countries in the Asia Pacific region with the preparation of national HCFC Phase-out Management Plans with support from the Multilateral Fund for the Implementation of the Montreal Protocol. Along with policy and regulatory changes and technical assistance to the relevant industries, raising public awareness through communications activities forms an important element in these plans.

Engaging journalists and broadcasters has been, and still remains, a key plank in UNEP's information, education and communication activities related to ozone.

Over the years, UNEP has worked with an informal network of Asia Pacific journalists, editors and radio/TV producers who take a special interest in ozone related issues at national, regional and global levels.