



WORLD TV AWARDS 2013
CATEGORY SCIENCE/ENVIRONMENT
The Best TV Programme Creating Ozone Safe Generations

CRITERIA AND REGULATION

Genre:

TV Documentary, Short documentary/TV report, Docu drama, Edutainment/Infotainment TV programme, Public Service Announcement/TV Spot

Length:

A maximum of 30 minutes

All the entries will be judged according to the following criteria:

1. The programme must accurately communicate the need to preserve the ozone layer to avoid the negative impact of ozone depletion to the earth and its inhabitants, particularly its effects on health, natural ecosystems, climate and the future generations.
2. The programme must represent an outstanding example of a programme that deals with aspects of safeguarding the ozone layer and its linkages to human life by presenting simple but specific actions that will help this endeavor, such as contributing to the phase-out of ozone-damaging chemicals like HCFCs in air-conditioning and refrigeration.
3. The programme could either focus on a local, regional or on global point of view.
4. The programme should be creative and innovative with the ability to capture audience attention, and offer excellent production values.
5. The programme must have been aired or must be scheduled for broadcasting in its originating country on national and/or any private TV network (broadcasting sheet to be provided).
6. The programme must have been produced in the last 24 months before submission.
7. The programme should use an engaging and easily understandable style. Information presented in the video must be factually accurate.
8. The programme must be either in English or in any other language with English subtitles. It can also be without words.
9. The programme must be the original work of the entrants. Entrants must be able to demonstrate that they have full copyright clearance on all music, image, artwork

⇒ The AIBD Director and representatives of the sponsors will hand over the prize to the winner during the AMS.

⇒ A video clip of the winner's programme will be screened during the AMS as well as during the AIBD General Conference organized in Yangon, Myanmar from 12 to 15 August 2013.

⇒ While copyright of the selected videos will remain with the creators of them, UNEP must be granted the right to use the videos for communications purposes free of charge.

Information:

More information on World TV Awards is available at: www.aibd.org.my/worldtv/

Background:

In the 1980s, the world discovered that man-made chemicals called ozone-depleting substances (ODS) emitted in the atmosphere destroy ozone molecules in the stratosphere, leading to the thinning of the Ozone Layer and the entry of UV-B radiation, causing harm to all life forms on earth. This could result to health problems like skin cancer, eye cataracts that can lead to blindness and weakened immune systems, making man susceptible to all sorts of diseases. The depletion of the ozone layer also damages plant crops, planktons and marine ecosystems, affecting food chain. Children are the most susceptible to these negative consequences.

Hence, on September 16, 1987, countries drew up an agreement called the Montreal Protocol on Substances that Deplete the Ozone Layer and committed to reduce and eventually phase-out production and consumption of ODS following an agreed timetable.

In recent years, scientists discovered that most of the ODS that are being phased out under the Montreal Protocol are also powerful greenhouse gases (GHGs) which contribute to climate change. Hence, the total phase-out of chlorofluorocarbons (CFCs) and other ODS starting 1 January 2010 brought significant impact in climate change mitigation – specifically over 135 billion tonnes of CO₂ equivalent and five times that of the target under the Kyoto Protocol.

In 2007, the Parties to the Montreal Protocol took an important step by accelerating the phase out of Hydrochlorofluorocarbons (HCFCs), chemicals mostly used in refrigeration, including air-conditioning units, refrigerators and various types of manufacturing processes. Developing countries are targeting to freeze in baseline consumption (2009-2010 average) by 2013 and 10% reduction by 2015.

In order to meet their HCFC phase-out targets, countries are focusing on the phase-out of HCFCs in the industry, consisting of manufacturers of products and equipment that contain HCFCs or use HCFCs in the production processes.

Media has a critical role to play in providing access to accurate and balanced information and in creating a better understanding among people about ozone layer depletion, its linkages with climate changes and green economy as well as its impacts on people's day-to-day life. Through the media, messages regarding the need to phase-out HCFCs will reach the consumers and the industry to create a demand for environment-friendly appliances like air-conditioners, and encourage the shift to ozone-friendly and climate-friendly alternative technologies. Media can also change public behavior in caring for air-conditioners to reduce negative impact to

the environment while at the same time, benefiting the consumer through reduced electricity costs.

The World Television Award Science/Environment category emphasizes the pivotal role that the consumers and the industry could play to protect the ozone layer and it also recognizes the important role that media has played for more than 20 years in outreaching stories about the issue. The Award invites TV producers to submit their programmes, which communicate the messages, and stories about ozone-related issue.

Useful materials:

- Montreal Protocol Information Kit (2012):
http://ozone.unep.org/new_site/en/Information/25th_anniversary_info_kit.php
- Vital Ozone Graphics (3rd edition, 2012)
<http://www.unep.org/ozonaction/Portals/105/documents/events/121113-vital-graphics-book.pdf>
- Environmental Effects FAQs (2010):
http://ozone.unep.org/Assessment_Panels/EEAP/eeap-report2010-FAQ.pdf

For more information, please visit:

- **www.unep.org/ozonaction**
- **www.ozone.unep.org**



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ENTRY FORM

Submission deadline: 15 April 2013
Please fill separate form for each entry

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|--|---|--|--|
| Award category | WORLD TV AWARDS 2013 <u>CATEGORY SCIENCE/ENVIRONMENT</u> The Best TV Documentary Creating Ozone Safe Generations | | |
| Programme description | Title in English: | | |
| | Title in original language: | | |
| | Duration (in minutes): | | |
| | Language: | <input type="checkbox"/> English <input type="checkbox"/> Original language with subtitles Specify language: | |
| | Target audience: | <input type="checkbox"/> General <input type="checkbox"/> Specific: | |
| Broadcaster (channel): Date of first broadcast: | | | |



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|--|---|
| <p>Platform of broadcasting used: <input type="checkbox"/> TV <input type="checkbox"/> Internet <input type="checkbox"/> Mobile</p> <p>Has the programme concept been produced for TV broadcasting? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> | |
| <p>Short synopsis (max 200 words):</p> | |
| <p>Format submitted:</p> | <p><input type="checkbox"/> DVD</p> <p>Number of copies: 3</p> |

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|---|--|
| <p>Programme credits:</p> | <p>Production credits (organisations):</p> <p>Executive producer:</p> <p>Director:</p> |
| <p>Organisation and contact information:</p> | <p>Name of the organisation:</p> <p>Address:</p> <hr/> <p>Name of the contact person:</p> <p>Position:</p> <p>Tel:</p> <p>Fax:</p> <p>Email:</p> |



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|---|---|
| Shipping address: <i>(Entry form and Programme)</i> | Asia-Pacific Institute for Broadcasting Development (AIBD) 2nd Floor, Bangunan Teknologi (IPPTAR Lama) Kompleks Angkasapuri 50614 Kuala Lumpur, Malaysia |
| AIBD contact person: | Programme Manager: Ms Geraldine Mouche Email: geraldine@aibd.org.my |
| Website information: | www.aibd.org.my/worldtv |