



**MOBILISE CO-FINANCING
OZONE PROTECTION AND
CLIMATE CHANGE**

Partnership with private sector on
Information, Education
and Communication

**UNEP DTIE
OZONATION
P A R I S
F E B 2 0 1 0**



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context

Past actions during last 20 years under the Montreal Protocol had dramatically protected climate by leading to reduced atmospheric amounts of ozone-depleting substances, compounds which are also greenhouse gases that warm climate.

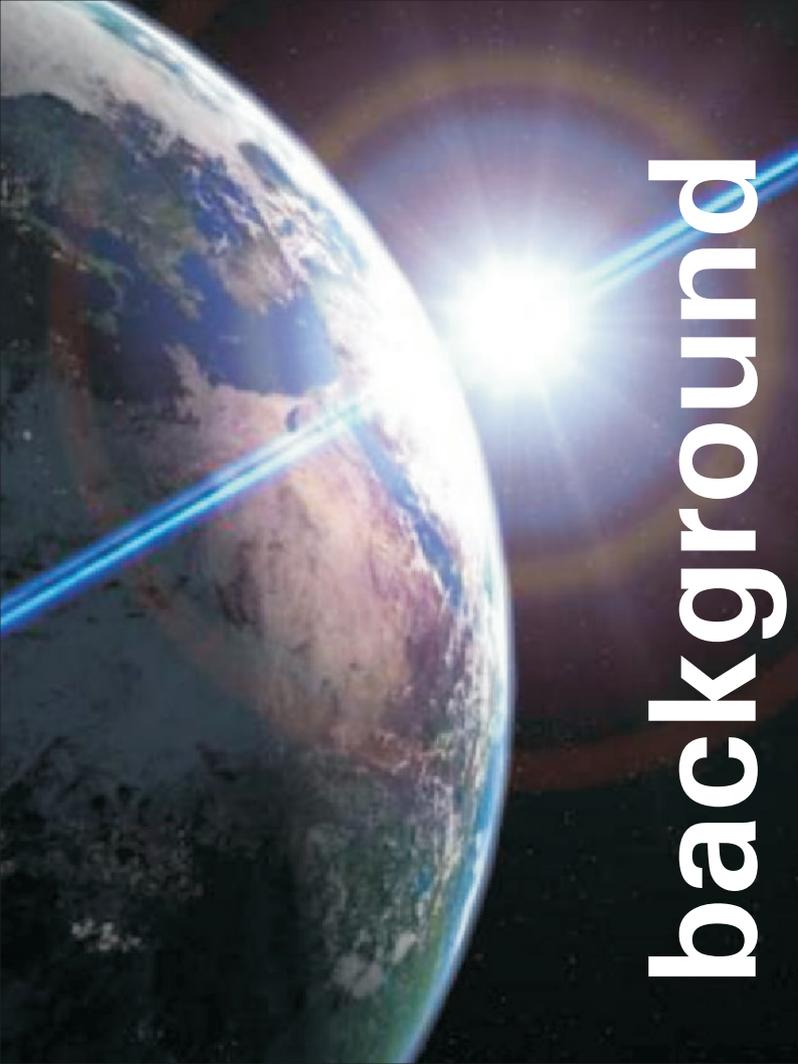
These findings inspired the Parties to the Protocol in 2007 to accelerate the phase out of hydrochlorofluorocarbons (HCFCs)-another group of ozone depleting as well as green house gases - to encourage countries around the world to derive further equally dramatic climate

benefits. This can be achieved by selecting low or zero GWP alternatives, containment of HCFCs, collection and destruction of unwanted ozone-depleting substances, and enhancing the energy efficiency of the appliances using alternatives to HCFCs.

This internal paper recognizes this important mile-stone event and considers the remaining tasks under the Montreal Protocol i.e. servicing the existing CFC based equipment , disposal and management of the CFC banks, remaining phase out of Methyl Bromide and ensuring the sustainability of the phase out of the Ozone

Depleting Substances (ODS) that has already taken place. It proposes enhancing existing and new partnerships with the private sector that has played and continues to play very constructive and positive role in implementing the Montreal Protocol.

UNEP OzonAction aims, by following approaches defined in this paper , to promote ozone and climate friendly phase out activities during the 'second phase' of the Montreal Protocol and more importantly enable the developing countries to accrue significant climate benefit.



background

The recent financial crisis that followed the food and energy crisis has turned into economic downturn representing a significant upheaval in the working of the private sector. The central imperative of moving forward however, remains pinned to the sustainable business opportunities that stand out in such crises. These opportunities related to clean and green business in general, and those related to getting rid of Green House Gases and enhancing energy efficiency in particular, are poised to provide immediate climate benefits while implementing the Montreal Protocol.

These opportunities are now more likely than ever before. They would help in mainstreaming the sustainable and climate friendly technologies and policies in the future agenda. The governments which are in the

process of bailing out of the private sector and the financial institutes are seriously engaging themselves in integrating such opportunities in the bail out package.

Way back in 1999, United Nations invited the international business community to enter into a Global Compact with the UN and civil society. The Global Compact, which is a voluntary initiative, envisions a more sustainable and just world with partnership as its cornerstone. It envisages that in the course of business, companies' fulfillment of their corporate social responsibilities through compliance with internationally recognized principles concerning human rights, labor and the environment will lead to the emergence of a sustainable global economy. The core of the Global Compact embodies in its nine principles (Annex I) covering human rights, labor



standards and environmental practices. The underlying objectives of the Compact is that the private sector should support a precautionary approach to environmental challenges; undertake initiatives to promote greater environmental responsibility; and encourage the development and diffusion of environmentally-friendly technologies.

In July 2000 the UN Secretary-General issued "Guidelines on Co-operation between the United Nations and the Business Community". In 2004, UNEP set up the

'Guidelines on Cooperation between UNEP and the Business Community'. These would be the guiding principles for co operation proposed under this paper.

UN Secretary General Ban Ki-moon has stated "The United Nations and Business need each other. We need your innovation, your initiative, your technological powers. But business also needs the United nations. In a very real sense, the work of the United Nations can be viewed as seeking to create the ideal enabling environment within which business can thrive."

The timing could not be better than now to leverage the benefits of partnerships with the private sector for climate change mitigation and ozone layer protection. Recent findings by scientists and technologies regarding the climate benefits of continued and strengthened implementation of the Montreal Protocol indicate that reduction in CO2 equivalent emissions and economic gains by improving the energy efficiency of appliances during the phase out of HCFCs will be significant. The climate benefits of ODS destruction and of adopting best practices for ODS banks are also noteworthy. Such opportunities need to be made known to governments, civil society and individuals through concerted IEC (Information, Education and Communication) activities. Partnership with the private sector will be an important tool to achieve this.

Business can contribute to such partnerships through its expertise (e.g. communication) and its extensive contacts with clients. They exploit economies of scale in knowledge generation and dissemination and thereby can help to build capacity in developing countries about environmental issues of concern. The lessons and experience of the phase out of CFCs and other ozone depleting substances (ODS) so far shows that private sector partnerships can raise action-oriented awareness among consumers, children and the general public to support national compliance objectives related to the Montreal Protocol.

The UNEPDTIE OzonAction programme already has a strong track record of partnership with the private sector on IEC activities. It now aims to apply the same type of partnerships to spread key



messages, share case studies, inform about technology options and other information on the climate benefit of phase out of ODS and particularly HCFCs.

Such work should be done such that it is a win-win-win situations are created. It should achieve environmental goals related to ozone protection and climate protection, corporate goals of expanding business opportunities and improving companies' image, and promote corporate social responsibility.

RefrigerantsNaturally, a CSD registered partnership facilitated by UNEP OzonAction, is an excellent model of such a partnership. This proposal is for the private sector who wants to work with UNEP OzonAction on the projects which will help to aware the society with the challenges of climate change and opportunities to address it.

This paper also builds on the recent discussions in the 25th Governing Council of UNEP particularly based on GC paper 25/3 under 'Mobilization of resources from the private sector and other major groups

in accordance with applicable United Nations rules and procedures' (Annex II) and decision related to Long-term strategy on the engagement and involvement of young people in environmental issues. The paper GC 25/3 lays down the key priority area to partner with the Private sector which includes advocacy, promoting policy dialogues and services related to UNEP's activities. The decision on Long term strategy on working with youth includes seeking additional extra budgetary resources for the purpose of implementing the strategy and also invites the Executive Director to seek additional

private sector funding to ensure full implementation of the strategy;

In line with above this paper is intended to lay at the strategy and approach to leverage private sector potential in IEC activity.





definition

General Assembly resolution 58/129 of 19 December 2003 defined partnership as :
"Voluntary and collaborative relationships between various parties, both state and non state, in which all participants agree to work together to achieve a common purpose, or undertake a specific task and to share risks and responsibilities, resources and benefits."

These guidelines define the Business Sector as:

- a) For Profit, and commercial enterprises or business;
- b) Business associations and coalitions (cross-industry, multi-issue groups; cross-industry, issue-specific initiatives; industry focused initiative) including but not limited to corporate philanthropic foundations.



the private sector

UNEP OzonAction &

UNEP DTIE OzonAction works closely with partners from business and industry to advance its mission and activities to provide the countries with Capacity building and technology support .The core objective in such partnership is to encourage decision-makers to show greater care for humans and environment through long term objective of sustaining the phase out of ODS and derive other environmental benefits. Air line industry, financial sector, Media, have also worked as partner with UNEP DTIE OzonAction. (Annex IV). The partnerships included the multi-nationals like Dutch Phone Company, Sony video game, Unilever, Coca Cola, McDonald's, Viola etc. (Annex 3).

UNEP OzonAction's approach to partnerships with the private sector is distinctive because of the explicit focus on environmental compliance and the ethical principles that support its mission and values .UNEP OzonAction enters into partnerships that usually seek to achieve well-defined and specific outcomes, for example the country's compliance with the Montreal Protocol.

UNEP OzonAction reserve the right to choose their partners on a case by case basis and to undertake research in support of such decisions.

A critique of partnership

- Public Private Partnerships have elicited strenuous objections. The types of questions that have arisen include:
- Are partnership desirable and under what circumstances, from a societal point of view?
- What are the appropriate criteria for the selection of candidate companies, industries and activities, and how are such criteria developed?
- How can interactions be structured and monitored in order to avoid or deal with conflicts of interest?
- How can partnerships be made to function in accordance with principles of good governance?
- Do partnerships with private sector promote its 'green image' and provide the basis for; green wash"?
- Following analysis helps in addressing above critique:

Drivers of Partnerships in IEC for ozone layer protection & climate change

1. Drivers for Private Sector

- The Multilateral Fund provides financial assistance based on the incremental cost required for eliminating ODS. The cost required for getting climate and economic benefits may not be included in such funding, as such benefits would help consumers as well as the private sector. There is interest in partnership such initiative.
- The capacity of the industries in developing countries including small and medium scale businesses has now been built through the activities of the Multilateral Fund for eliminating the remaining ODS. They are in much better position now to avail themselves of climate and economic benefits from implementation of the Montreal Protocol. Hence, it is in a business' interest to work in partnership to get such additional benefits.
- The year 2007 was important in terms of enhancing awareness among civil society on environmental issues, particularly climate change. Companies can improve their public image by associating themselves with UNEP, ozone protection and climate protection, which helps with their public relations.

2. Drivers for UNEP

- UNEP should not rely entirely on the limited resources of the Multilateral Fund. It has an obligation to seek supplemental funding that will build on the initial Multilateral Fund objectives.
- Some ozone protection and climate activities may be ineligible under Multilateral Fund rules, therefore outside funding is essential.
- The Executive Committee has taken decisions to approach other institutions with the objective of identifying individual, regional or multilateral funding mechanisms suitable for partnership in order to achieve additional climate benefits. (Decision 55/43).
- With limited financial resources, increased capacity, and a growing demand for assistance, it is essential to mobilize additional resources for the global environment. Partnership expands the resources available to finance environmental objectives;
- Partnership is an important indicator of the strength of UNEP's commitment to advance the Montreal Protocol, and donors appreciate that UNEP is seeking other sources of funding.
- Partnership helps ensure the success and local acceptances of those projects by linking them to sustainable development, and thereby maximizes and sustains their impacts.



Win-Win Solutions

The UNEP OzonAction is looking to its business partners to assist with the biggest economic challenge and opportunity facing the international community to worldwide sustainable growth. To be precise the private sector must be a key player in integrating the developing world into the global economy in order to raise the issues like Ozone and climate change.

As a place where business can make its voice heard and engage in dialogue with policy makers and other stakeholders from all countries, the OzonAction is helping to bring the private sector to the table to solve global problems as partners rather than adversaries.

The UNEP launched in March 1999 guidelines for voluntary environmental role reporting

by business. Over 20 corporations from around the world agreed to serve as pilot tests.

It brings together different stakeholders from different sectors to collaborate towards the achievements of well defined common goals or projects and complement each others capacities and resources, share the risk, costs and benefits.

It makes available the benefits of new technologies, especially in information, education and communication.

It brings diversity and dynamism to a project. The interests are of different natures for the partners. Importance of process of negotiation and information sharing.

Approach

- Following elements will be used for the seeking of partnerships:
- Identify the need to join hands with the private sector and justification of the needs based on ExCom (MLF) and /or GC decisions.
- Identify the need to join hands with the private sector and justification of the needs based on ExCom (MLF) and /or GC decisions.
- Identify and make initial contact with a suitably-high level person within the company who understands the environmental context and can make decisions about cooperation.
- Looking for existing partnerships of UNEP, other UN agencies, other

- Implementing Agencies, National Ozone Units etc with Private sector to explore the possibility of expanding the collaboration.
- Identify the activities which will be useful for the society in the respective country. It could be in the form of:
- Projects which could be developed under the collaboration between UNEP and the private organizations.
- Capacity building activities such as workshops and trainings for staff in the private organizations. UNEP and the private organizations could work together to develop this initiative.
- Develop an appropriate communication methodology for making proposal for partnership. Involve local people for the implementation.
- Ensure that proposed partnership follows UNEP

and ExCom's latest guidelines.

- Investigate whether the organizations involved in environmental activities have functional resource mobilization mechanisms to supplement public financing for environmental activities. Also, review the organizations' profile and passed work if they have been involved with any activities which are harmful or impacts the environment.
- Approach to appropriate authority in the private sector seeking for partnership.
- Internal clearance within UNEP or DTIE about the proposed cooperation framework, cooperation agreement and use of UNEP name and logo need to be sought.

Use of the UNEP Name & Emblem

Following guidelines will be followed in close consultation with Information Manager of OzonAction and DCPI-Nairobi.

a) In principle, and subject to the appropriate terms and conditions, a business entity may be authorized to use the name and emblem on a non-exclusive basis.

b) The use of the name and emblem must be expressly approved in advance in writing and upon such terms and conditions as may be specified. Request for permission to use the name and emblem should be submitted by the relevant Division director to the Office of the Executive Director, who

will submit it for legal review.

c) The use of the name and emblem by a business entity may be authorized, even if it involves the making of profit, so long as the principal purpose of such use is to show support for the purposes and activities of UNEP OzonAction, including the raising of funds for the Organization, and the generation of profit by the business entity is only incidental.

d) The use of the name and emblem may be authorized for the following purposes:

- To support the purposes, policies and activities of the organization /programme



- To assist in the raising of funds for the Organization/ programme
- To assist in the raising of funds for entities that is not part of the Organization/ programme. But which are established to achieve the purposes and policies of the Organization/ programme.
- e) When authorized, the use of the name and/or emblem shall be in accordance with the written specifications usually in a memorandum of Understanding, provided by UNEP.

f) With appropriate written approval, and subject to appropriate conditions on the time, manner and scope of such use, the use of a modified UNEP emblem may be exclusively authorized to a limited number of business entities in connection with the promotion of a special event or initiative, including fund-raising for such event or initiative.

e) With respect to design of publications and the placement of emblems (UNEP logo), requirements of the UNEP division of Communications and Public Information should be followed.

Modalities

Modalities for entering into partnerships with the business community, which are distinct from procurement activities, require flexibility in order to reflect the particular purposes and objectives of the partnerships.

a) Direct contribution by the business partner: The agreement would be subject to the applicable Financial Regulations and Rules, i.e., the purposes of the contribution would have to be consistent with the policies, aims and activities of the OzonAction and that generally, the contribution would not entail any financial liabilities to the UNEP OzonAction.

b) Indirect contribution by the

business partner through the establishment of a charitable organization or foundation: A relationship agreement would be established between the partners and the charitable organization or foundation, laying out the terms of the relationship, including the issues related to the use of the name and emblem, liability,

c) Partnership in technical assistance projects: This modality would involve either two direct bilateral agreements with the business partner and with the government of the country in which the assistance would be carried out, or a tripartite agreement among the business partner and the government and UNEP OzonAction.

d) partnership in cooperative projects: This modality, whereby UNEP OzonAction and business partner jointly develop a product or service.

There are three broad categories of partnership for an operational point,

Core business operations and value chains : Mobilizing the innovative technologies, processes, financing mechanism, products, services and skills of the business sector to spread awareness and develop and to support the sustainable growth.

Social investments and philanthropy: This includes different types of resource-mobilization support from Business sector and resources from Business sector in form of financial support as well as services, corporate volunteers as well technical expertise and support.

Advocacy and policy dialogue: This partnership is for promoting a concept of corporate responsibility ,and developing norms or guide lines to engage stakeholders in support of UNEP goals.



Proposed next steps

- In preparation of HPMPs ensure participation of private sector upfront as one of the stake holders.
- Engage the private sector in awareness related activities while launching the HPMP preparation.
- Hold private sector partnerships sessions during the thematic and network meetings to identify the possible partnerships.
- Engage the private sector that has benefitted from MLF projects in awareness activities like International Ozone days, Earth day, and Environment day.
- Contact the private sectors from building industry, architects, refrigeration and AC specialists, auto industry, and related businesses to develop the joint awareness and communication programmes that help in getting climate benefit.
- Engage the financial institutes, air-lines industries, tourism industries, transport sector for developing the

partnerships on using/ translating/ disseminating the awareness and education materials produced by OzonAction.

- Specific suggestions on activities are given in the Annex IV

Monitoring and Follow up:

- Head OzonAction would steer these activities with core group from Information and capacity building managers and consultants. RNCs would be the key arms for the implementation, to get additional ideas and the feedback.

- A special advisory group would be convened where necessary. The performance indicators would be set up to gauge the success of OzonAction's efforts.
- This document would be living document and would get realigned as we progress and as further work is done on the communication strategy.

Annex I

Principles of Global Compact

Human Rights

- Principle 1: The support and respect of the protection of international human rights;
- Principle 2: The refusal to participate or condone human rights abuses

Labor

- Principle 3: The support of freedom of association and the recognition of the right to collective bargaining;
- Principle 4: The abolition of compulsory labor;
- Principle 5: The abolition of child labor;
- Principle 6: The elimination of discrimination in employment and occupation

Environment

- Principle 7: The implementation of a precautionary and effective program to environmental issues;
- Principle 8: Initiatives that demonstrate environmental responsibility;
- Principle 9: The promotion of the diffusion of environmentally friendly technologies

Anti-Corruption

Annex II

GC Documents

GC 25/3: Mobilization of resources from the private sector and other major groups in accordance with applicable United Nations rules and procedures:

"15. Partnership between UNEP and the private sector can take many forms, including programmatic partnerships, advocacy, fund-raising or contributions, including in-kind support. UNEP continues to mobilize additional contributions from various non-governmental sources, including non-earmarked payments to the Environment Fund and earmarked contributions in support of priority projects and programme activities.

16. In 2008, UNEP revised its policy towards fund-raising with non-governmental bodies, including the private sector, foundations and individuals. The new guidelines on UNEP partnership with the private sector recognize the importance of engaging the non-governmental sector, which can provide support to UNEP work and the fulfillment of its mission.

17. UNEP will continue to rely on contributions from Governments as the main source of funding for its programme activities. Resource mobilization from the private sector is considered as supplementary and includes the following modalities:

(a) Cooperation in the implementation of the programme of work through joint activities and support provided by financial and in-kind contributions through the mechanism of relevant legal instruments, such as donor agreements and memorandums of understanding, including:

- (i) Direct contributions to the Environment Fund or UNEP trust funds, earmarked contributions;
- (ii) In-kind support to UNEP projects and initiatives, including equipment donations, products and services;
- (iii) Direct support through the provision of cash and in-kind support to UNEP partners, including Governments, businesses, non-governmental organizations, community-based organizations that are involved in the implementation of the programme of work and special initiatives, together with contributions through other mechanisms, such as charitable organizations or foundations;
- (iv) Partnership in technical assistance projects through cooperation with relevant stakeholders, including businesses, Governments, civil society and individuals;

- (v) Partnership in resource mobilization, including fund-raising initiatives in support of UNEP programme of work priorities;
- (vi) Partnership in cooperative projects whereby UNEP and a private partner develop jointly a product or service in line with and in furtherance of the UNEP programme of work priorities or as an input to resource mobilization;
- (b) Cooperation in promoting and advocating the environmental activities of the United Nations and UNEP at the country, regional and global levels;
- (c) Policy dialogue on the main priorities of the UNEP programme of work."

Annex III

Partnerships of OzonAction -Past and Present

1. Solar Chill is a global initiative that is developing a climate- and ozone-friendly vaccine cooler that is powered by solar energy and which will directly help improve the health of children in developing countries. The technology is publicly-owned and will be freely available for any company in the world interested in producing Solar Chill units. The partners include UNEP OzonAction, UNICEF, WHO, Danish Technological Institute, Greenpeace, and GTZ Proclaim, Programs for Appropriate Technologies in Health and the private sector companies Vest frost and Danfoss.

2. In 2000, UNEP and US EPA were instrumental in organizing the Alternative Refrigerants Forum in Illinois to promote the adoption of non-CFC and non-HFC refrigerants by multinational corporations, including McDonald's, The Coca Cola Corporation and their competitors. The collaboration resulting from that forum became an

ongoing dialogue between UNEP, Greenpeace, McDonald's, The Coca Cola Corporation and Unilever that later gelled into the Refrigerants, Naturally partnership, first manifesting itself publicly in the 2004 conference in Brussels. Since that time, Refrigerants, Naturally has been officially recognized as a Partnership for Sustainable Development by the UN Commission on Sustainable Development as a voluntary, multi-stakeholder initiative that contributes to the implementation of Agenda 21, Rio + 5 and the Johannesburg Plan of Implementation.

3. The two major Financial Institutions Bank of Maharashtra and Indian Overseas Bank was associated as partner in disseminating awareness material like education pack, oozy ozone cartoon books and VDO.

4. Air India and Fin Air was partner in many environmental activities with UNEP OzonAction.

5. Mc Donald and Coca Cola is partner for refrigerants naturally.

Partnership projects with the private sector from Asia and pacific

- Workshop on preventing illegal trade: Public-private partnership, 26-27 Feb 2007, Hua Hin, Thailand
- Partnering with Private Sector for Preventing Environmental Crime: Combating illegal trade fro compliance with the Montreal Protocol in the Asia Pacific Region, 28-29 June 2007, Ulaan Baatar, Mongolia
- South Asia and SEAP Regional workshop: Phasing out CFC based Metered Dose Inhaler, 13-15 Marh 2008, and Langkawi, Malaysia. The workshop released "Langkawi Declaration on Public-Private Partnership on Phasing-out CFC Metered Dose inhaler".

Private partnership at regional level:

- Thematic meeting on halon management including the visit of the Czech halon bank in Czech

Private partnership at country level:

- Stakeholder consultation on MeBr alternatives in Armenia involving main companies providing fumigation services in the country.
- Stakeholder consultation on MDI alternatives in Albania, Armenia, Turkmenistan involving the Ministry of Health, doctors, NGOs, patient associations.
- Awareness programmes in Bosnia & Herzegovina in schools involved painting competitions and excursions and awards and were supported and co-financed by private companies. The objective was awareness raising of the general public with particular emphasis on school children.

The list of overall partnerships with Government, Private sector and NGO's

Partner	Initiatives
GOVERNMENTS	
Australia	Multilateral Fund
Canada	Multilateral Fund
Czech Republic	Green Customs
	Multilateral Fund
European Commission	Mobile air conditioning
	Multilateral Fund
Finland	Green Customs
	Mobile air conditioning
	Multilateral Fund
Germany/GTZ Proklima	Multilateral Fund
	Solar Chill
Italy	Multilateral Fund

Partner	Initiatives
Japan	Multilateral Fund
Netherlands	Multilateral Fund
New Zealand	Multilateral Fund
Norway	Green Customs
Sweden/Stockholm Environment Institute	Multilateral Fund
United States of America/USEPA	Mobile air conditioning
	Multilateral Fund
International agencies Basel	
Convention Secretariat	Green Customs
Convention on Biological Diversity Secretariat	Green Customs
CITES	Green Customs

Partner	Initiatives
FAO	Global Environment Facility
GEF Secretariat	Global Environment Facility
Interpol	Green Customs
Multilateral Fund Secretariat	Multilateral Fund
Organization for the Prohibition of Chemical Weapons	Green Customs
Ozone Secretariat	Green Customs Multilateral Fund
Rotterdam Convention Secretariat	Green Customs
Stockholm Convention Secretariat	Green Customs
UNDP	Global Environment Facility Multilateral Fund
UNESCO	Education
UNICEF	Solar Chill
UNIDO	Multilateral Fund
World Customs Organization	Green Customs
World Health Organization	Education Solar Chill

Partner	Initiatives
World Bank	Global Environment Facility Multilateral Fund
NGOs	
Eco-Schools	Education
Environmental Investigation Agency	Multilateral Fund
Environment Online	Education
Greenpeace	Refrigerants, Naturally Solar Chill
Institutions	
Danish Technological Institute	Solar Chill
Programs for Appropriate Technologies in Health	Solar Chill
SPREP	Multilateral Fund
TERI	Mobile air conditioning
Private sector	
Air India	Airlines
Air Mauritius	Airlines

Partner	Initiatives
Air Namibia	Airlines
Air Senegal	Airlines
British West Indies Airlines	Airlines
Coca Cola Company	Refrigerants, Naturally
Danfoss	Solar Chill
Delphi	Mobile air conditioning
Fiat Research Centre	Mobile air conditioning
Finnair	Airlines
General Motors	Mobile air conditioning
McDonald's Corporation	Refrigerants, Naturally

Partner	Initiatives
TAP	Airlines
Unilever	Refrigerants, Naturally
Varig	Airlines
Vestfrost	Solar Chill
<i>UNEP Divisions</i>	
Division of Environmental Conventions	Green Customs
UNEP Regional Offices / Division of Regional Cooperation	Green Customs

Annex IV

Indicative list of activities for Partnership

Activity	Possible source of co financing
Education to children on ozone layer Protection	Private sector which have production Related to children. For example : Stationery, Ice cream Mfg.,
Awareness on Ozone with Climate Linkage	Financial institutes, private sector who is benefited from Montreal Protocol
Information exchange and training on Energy efficiency of RAC applications	Private sector who are engaged in ODS

Activity	Possible source of co financing
	replacement to low GWP activity
<p>Ozone Journalist fellowship programme An annual fellowship programme for journalists (print and TV) from under the age of 35 who will be paid a special grant to research and write on ozone themes and attend key events connected with compliance activities. UNEP DTIE OzonAction Programme will select a journalist from each region and the grant will be given subject to a specified proposal or output that they must agree to submit by the end of the year. (See http:// www.seapabkk.org / fellowships/fel2005.html for an example of how such a fellowship programme can be designed)</p>	Partnership with major international news stations

Activity	Possible source of co financing
<p>Special ozone layer page on social networking site The popularity of social networking sites can be tapped by creating a special "Friends of the Ozone Layer" network on a site like Facebook. This could be done by enlisting advocates from within the Facebook space, such as existing groups dedicated to global warming and climate change. Strategies could then be devised for how to increase traffic to the network by having special sponsored contests and prizes for visitors to the site. Funds for a specific ozone related cause could also be generated via this network.</p>	Partnership with Facebook, Hi5 etc.
<p>Ozone and lift media A new and fast growing trend on the internet is the use of innovative ways of increasing traffic to your website, by placing links strategically on other high traffic sites. Regional Network could approach big international portals which may be willing to allow ozone page linkages on their web pages or chat boxes. Yahoo / Google / YouTube / MSN/ Hotmail are potential starting points. UNEP DTIE OzonAction to explore the possibility of partnering with these web pages.</p>	Partnership with Yahoo, Google, YouTube, Hotmail etc.

Activity	Possible source of co financing
<p>Commemorating phase out sites The shut down of industrial plants using ODS chemicals could be publicized and commemorated for future generations by installing a memorial plaque at the site. A pilot project of this kind has already been done by SRF in India when its halon plant was shut down in 2006. A small museum exhibiting photographs of the machinery and narrating the story of how the plant was shut down could also be set up at such sites to add to the interest. This initiative should be initiated in 2009 to commemorate CFC site.</p>	Partnership with ODS producers, RACs etc
<p>Ozone celebrity brand ambassadors Partnership with international film/music companies etc As with many other UN organizations, UNEP could enroll the services of celebrities as "ozone brand ambassadors". The celebrities chosen could be the ones who have worked with UNEP or UNEP DTIE OzonAction before. In the same way, NOUs could also enroll national celebrities in their own countries for the ozone cause. The ambassadors should start their work on promoting 2010 ODS Phase-out deadline.</p>	Partnership with international film/music companies etc

Activity	Possible source of co financing
<p>Messaging on company products Mass products which have some brand association with "ozone friendliness" may be willing to allow placement of ozone messages on their packaging or product itself. There are many other opportunities which can be exploited, for instance food products sector, the cosmetics industry, other UV protection products like sunglasses, public transport companies, airlines etc. At least one such tie-up should be developed as a pilot initiative, which can then be used as a model to build partnerships with other companies.</p>	Partnership with consumer product companies
<p>Ozone messaging through music Music celebrities could be approached to compose a special ozone song which can be downloaded off the internet. They could also be asked publicly endorse ozone messaging as "ozone layer envoys" during their road shows and events. A tie up with a major music channel like MTV or a major music company like Sony Music could be explored to find ways in which ozone messaging can be done at big music events that they are organizing or featuring on their channel. The first event which could start</p>	Partnership with international music companies

Activity	Possible source of co financing
<p>initiating is to use music industry/ products/ events in celebrating the 2010 ODS phase-out deadline.</p>	
<p>Ozone messaging through youth based consumer products Large youth clothing brands could be approached to incorporate ozone messaging on a range of their products (particularly eco-friendly product lines) which would also give them an environment friendly image.</p>	Partnership with consumer product companies
<p>PSA contest on YouTube Online video sites like YouTube have started to pose a strong challenge to the monopoly of broadcast television, and are likely to grow even further in popularity as access to digital technologies grows. A good way to use the popularity of such sites would be to institute a special award for the production of 30 second PSAs on the ozone layer on YouTube, with the prize of a good quality camcorder or an editing set up to the winner. Prizes could be sponsored by a camcorder manufacturing company like Canon or Panasonic or a manufacturer/ supplier of editing hardware / software like Apple. Google</p>	Partnership with YouTube and other social networking websites

Activity	Possible source of co financing
<p>(the company that recently bought over YouTube) could also be enlisted as a potential partner, as their philanthropic arm has recently announced prioritization of support to climate change related initiatives.</p> <p>The contest could be publicized through school and colleges (particularly those technologically equipped with digital video resources) to ensure widespread participation by young people.</p>	
<p>Creating a Wiki page on ozone for schoolchildren</p> <p>This is a simple and interesting interactive activity that can be done by schoolchildren with extensive access to the resources of the internet under the supervision of a knowledgeable teacher. A wiki is a web page which allows posting and contributions from multiple users on a particular theme. A pilot project of this kind could be taken up in which students of two schools partner with each other to create such a page; one of these being a school with access to computer and internet resources; and the other being a resource poor school. This could then become a model project that could be replicated by NOUs at the country level as well, in local languages. If the</p>	<p>Partnership with Wiki and other educational websites</p>

Activity	Possible source of co financing
<p>project is successful, a special contest could be organized by UNEP DTIE OzonAction with certificates awarded to the best Wiki.</p>	
<p>Model United Nations Environment Programmed (UNEP) for schoolchildren</p> <p>This is a very popular activity in schools across the region, whereby students come together and simulate the functioning of UNEP bodies. Such a forum could be used to simulate a model UNEP discussion on the Montreal Protocol policy and compliance targets. A pilot initiative could be tried out in one school and then replicated in other schools where the model UNEP programme is already being conducted. Key meetings connected with compliance activities, such as the Meeting of the Parties (MOP) could also be simulated.</p>	<p>Partnership with any private organizations which are willing to support educational activities</p>
<p>Outreaching Primary and secondary education packs</p> <p>It is important to engage private sector in adopting the packs (by translation and/or by appropriate country specific changes) and with their support hold series of the workshops in school. This should become an on going activity where in private sector and</p>	<p>Number of private sector enterprises, foundations and financial institutes have shown interest and this</p>

Activity	Possible source of co financing
foundations be engaged.	momentum should be built further
Outreaching Ozzy-Ozone cartoon series: The translation and distribution by the private sectors like banks, airlines, tourism industry, restaurants and others would be welcome by the private sector	In the past we have good experience. We should now use that experience to launch dissemination in organized way.
Outreaching key messages games: Industry associated with children (toys are us, McDonalds etc) could promote the games developed by OzonAction, print the messages on their products, restaurants, trays, packaging	There is need to make organized approach for such outreach.

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