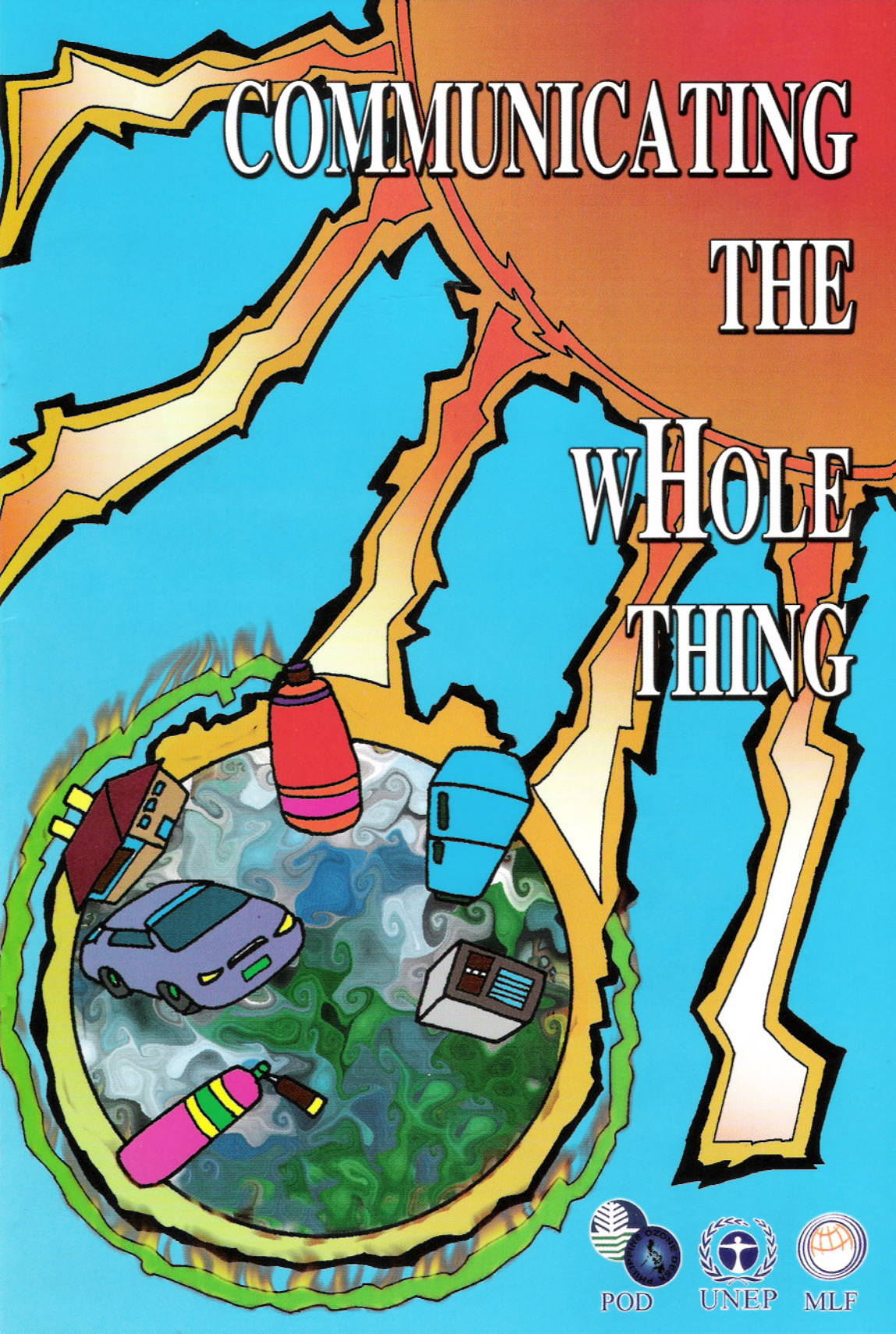


COMMUNICATING THE WHOLE THING



POD



UNEP

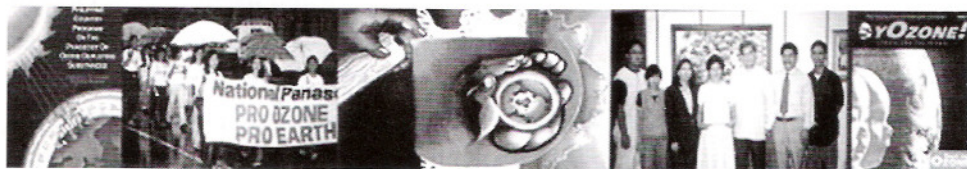


MLF



COMMUNICATING THE whole THING

The Philippine Experience on the UNEP-sponsored Philippines' Information Dissemination Project for the Implementation of the Montreal Protocol on Substances that Deplete the Ozone Layer (1993 – 2001)



United Nations
Environment Programme



Multilateral Fund
for the Implementation of the
Montreal Protocol

FOREWORD

What is the wHole thing? The Hole refers to the Ozone Hole that exists in Antarctica where the ozone layer has become very thin and more harmful ultraviolet rays are able to go through, threatening life on earth.

But that is not the wHole thing. The whole thing, which the project aimed to communicate, is more than the ozone hole. It refers to the information on the importance of the ozone layer, the problem of ozone depletion, what the humans can and should do to solve this global threat and preserve the Mother Earth.

When the Ozone Hole was discovered in the early 1980s, governments took immediate steps in response to the problem of ozone depletion. On September 16, 1987, developed and developing countries signed a landmark agreement known as the Montreal Protocol on Substances that Deplete the Ozone Layer where states committed to reduce and eventually stop their production and consumption of Ozone Depleting Substances (ODS).

The Department of Environment and Natural Resources (DENR) through the Philippine Ozone Desk (POD) of the Environmental Management Bureau (EMB) is the coordinator for the implementation of the Montreal Protocol in the Philippines. It is tasked to ensure that the country fulfills its commitment of eliminating ODS according to the phase-out schedule laid down by the Montreal Protocol.

In cooperation with other government agencies, POD prepared the Philippine Country Program for ODS Phaseout. This specified the schedules and laid out the plans, programs and activities expected to facilitate an orderly and sustainable phaseout of ODS. Knowing the importance and usefulness of ODS in the Filipinos' daily lives, the national strategy to phase out ODS is striking a balance between the supply and demand of ODS in the country. Controlling the supply can be achieved by import control through a licensing system, and controlling ODS demand can be achieved by usage control through investment projects and information, education and communication (IEC) campaigns. Informing the public about ozone layer issues will result in an orderly and sustainable ODS phaseout.

The Philippines' Information Dissemination Project (IDP) is a project that educated the general public, especially the consumers and industries, about the need to protect the ozone layer and adopt ozone-friendly lifestyles. This publication is a report on the IDP. It presents why and how the IDP was conceptualized and implemented, exhibits the key players of the project, and reveals the strengths and weaknesses of the project.

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COMMUNICATING THE
WHOLE THING

BACKGROUND

On September 16, 1987, countries around the world signed a landmark international agreement designed to protect the earth's ozone layer. This treaty came to be known worldwide as the Montreal Protocol on Substances that Deplete the Ozone Layer. It stipulates the eventual phase-out of production and consumption of ozone depleting substances (ODS) within a specified period of time. Ozone depleting substances, especially chlorofluorocarbons (CFCs), and similar substances deplete the protective ozone layer in the atmosphere, and their continued use must be stopped by the year 2010. These compounds have previously been used extensively in industry as refrigerants, foam-blowing agents, and aerosol propellants. Since then, the treaty has been amended to include other harmful substances that can damage the ozone layer. The continued use of CFCs and related ozone depleting substances, if unchecked, will significantly deplete the earth's protective ozone layer that shields our planet from damaging ultraviolet (UV-B) radiation.

A year after the landmark treaty signing, the Philippines joined the ranks of other signatory countries. The Philippine Senate ratified the international agreement making it into law, and the DENR through the Philippine Ozone Desk (POD) of the Environmental Management Bureau (EMB) became the coordinator of the local counterpart program.

The First Philippine Country Program on the Phaseout of Ozone Depleting Substances was drawn up outlining the country's activities, plans and phase-out schedules to fulfill its obligation to the program. Funding was provided by an international Multilateral Fund for the Implementation of the Montreal Protocol to assist developing countries in phasing out ODS.

A major component of the program is an information and education campaign to educate the public about the ozone layer, the hazards of ozone depleting substances and ways and means to eliminate their use.

THE PHILIPPINES INFORMATION DISSEMINATION PROJECT (IDP)

On May 17, 1994, the Philippine Information Dissemination Project was formally launched. With a project cost of US\$200,000, it was funded by the Multilateral Fund and implemented by the United Nations Environment Programme (UNEP) through the DENR.

The project outlined the activities and undertakings to inform and educate the public in general, and the policy makers and industry leaders in particular, about the hazards of ozone depleting substances, the options available, and the ways to eliminate their use.

The project also aimed to share its experiences in implementing the Montreal Protocol through the ODS Officers Network for Southeast Asia and the Pacific (ODSNET/SEAP).

IMPLEMENTATION OF THE PHILIPPINE INFORMATION DISSEMINATION PROJECT

The development of the IDP came in four phases:

PRELIMINARY/ PRE-IMPLEMENTATION PHASE (1991-1994)

In March 21, 1991, the Philippine Senate ratified the Montreal Protocol. Consequently, by May 1991, a country study entitled "A Study on ozone-depleting substances in the Philippines" was completed by the DENR with the assistance of the Commission of European Communities (CEC). The

results of this study were used to obtain current information on the demand and consumption of CFCs and other ODS in the country. The study also identified the short and long term options of the phase-out period and its costs. It also provided the necessary baseline information required towards the formulation of strategies and policies to regulate, control and eventually eliminate the use of ODS as required in the Montreal Protocol.

After the country program, a UNDP-assisted Information Program composed of committee members from the NGO Likhaan Foundation, DENR-EMB and the United Nations Development Programme (UNDP) conducted a series of conferences and workshops called the "Information Campaign Program on Ozone Depleting Substances" on ODS and alternatives with participants from industry and trade organizations, technical and engineering associations, and other science and technology engineers. The emphasis of the activities was to provide necessary knowledge and skills in the



handling, processing and disposal of refrigeration and air-conditioning substances and to provide information about their non-ozone depleting alternatives.

The country program was headed by a steering committee composed of

different government agencies such as the:

- Department of Trade and Industry (DTI)
- Department of Finance (DOF)
- Department of Science and Technology (DOST)
- Department of Health (DOH)
- Department of Foreign Affairs (DFA)
- National Economic Development Authority (NEDA)
- Senate and Congress representatives
- Industry representatives

In 1990, Republic Act 6969 or the "Toxic Substances and Hazardous and Nuclear Wastes Act of 1990" was instituted giving priority to legislations concerning ozone depleting substances. Then in 1992, a Senate Resolution entitled "A Resolution for the Ratification of the Amendments to the Montreal Protocol" was then approved.

It was around this time that the Philippine Ozone Desk was created by the DENR Environmental Management Bureau to facilitate and coordinate the ODS phase-out projects and policies.

The roles of POD are the following:

- . To ensure compliance of timetable set to phase out ODS in the country
- . To strengthen procedures for restricting ODS imports
- . To coordinate with relevant government agencies
- . To supervise/monitor phase-out projects
- . To evaluate effectiveness of phase-out activities
- . To collect national data on ODS consumption

PHASE ONE (1994 – 1996)

The signing of the UNEP Project Document between the DENR and UNEP on May 17, 1994 officially launched the Information Dissemination Project. Along with this, the conceptualization of the Draft Information Plan and the production and distribution of the first batch of multimedia outputs went underway.



PHASE TWO (1996 – 1998)

In May 1997, the Philippine Information Agency (PIA) conducted a baseline survey entitled "Metro Manila Residents' Knowledge and Opinions about the Ozone Layer, its Status and Current Efforts to prevent its Depletion". The study revealed that Metro Manila residents have little knowledge about the ozone layer or its importance.

It was during this time, that the jurisdiction of the IDP funds was transferred from the EMB to the DENR Central Office, enabling the easier mobilization of funds for the IDP information activities.

Another major development was the renaming of the Montreal Protocol Secretariat to the Philippine Ozone Desk in 1998 to adapt to the new conditions and demands of the public.

PHASE THREE (1999 – 2001)

In contrast to the flurry of activities in the second period, there was a slowing down in the IDP activities for this period. The 1998 national and local elections and their consequent changes in administration also brought about changes in the DENR leadership. This time, the jurisdiction of the POD was given back to the EMB. Nevertheless, through the sheer initiative and creativity of the POD staff members, a few cost-effective yet high-impact activities were still accomplished.

In 1999, an updated Country Program was produced, with funding assistance from the United Nations Development Programme (UNDP).

This period was significant in that it showed the continuing interest of the country to pursue its commitment towards the protection of the ozone layer.

THE PHILIPPINE EXPERIENCE: IDP ACTIVITIES AND PROGRAMS

Although the Montreal Protocol is supposed to be a worldwide effort to save the earth's ozone layer, the IDP in the Philippines considered approaches that had a natural appeal to the Filipinos. Credit goes to the creative minds of the POD management, staff, and advisers who realized that a more effective way of introducing the idea of environmental concern to the people is through their "cultural temper".

Filipinos are an innately hospitable people with a strong sense of community and social interaction. It is not difficult to gather an initially curious crowd to listen to some laudable cause that needs the involvement of the whole community. Bearing this in mind, the IDP lined up a number of programs and activities that would appeal to the adults and youth alike.

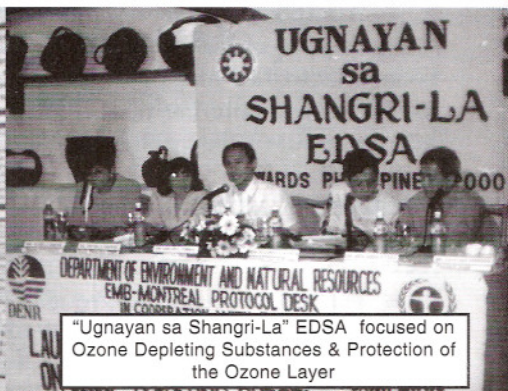
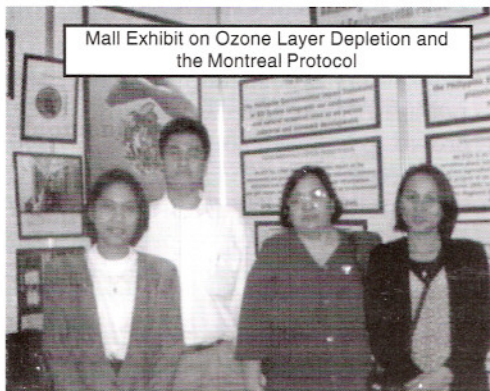
PHASE ONE (1994 – 1996)

The first phase of the IDP strategically targeted the more enthusiastic and energetic sector of the youth. Between the years 1994 and 1996 were held a series of youth-oriented activities like the "Save the Ozone" Youth Walk Rally and the Youth 95 Forum on the Environment, both



reminiscent of the Filipino's "fiesta culture". The YOZONE- Youth for the Ozone Magazine, brochures, primers, and articles published in various newspapers and magazines composed the print media campaign of Phase One. Also launched was the First Philippine Country Program. There were TV guest appearances for the ASEAN ODS Officers Meetings.

Mall Exhibit on Ozone Layer Depletion and the Montreal Protocol



"Ugnayan sa Shangri-La" EDSA focused on Ozone Depleting Substances & Protection of the Ozone Layer



Attention: Metro Manila's Youth Leaders and Environmentalists

Mga Kabataan at Kababayan, SALI NA!

1999 Youth Walk-Rally for Clean Air and the Ozone Layer

Tema: "Save Our Sky - Be Ozone Friendly" and "Clean the World, Clean the Metro"

SABADO, SEPTEMBER 18, 1999

alas 8:00 - 11:00 ng umaga

Mula SM-City North/UP-Diliman hanggang Quezon City Hall

Around 1,000 youth leaders and environmental advocates will assemble on September 18 (starting at 8:00 a.m.) at SM-North City EDSA and UP Diliman and stage a walk-rally to Quezon Memorial Circle (bordering Quezon City Hall). Upon arrival, the "Save our Sky, Save the Ozone Solidarity Program" will follow where DENR officers, youth and student leaders, young legislators, and industry representatives would declare their solidarity messages for Mother Earth.

inilahendog sa inyo na

Department of Environment and Natural Resources (DENR)-Environmental Management Bureau (EMB)-Philippine Ozone Desk (POD), National Movement of Young Legislators (NMYL)-NCR, DECS Youth Center * United Nations Environment Program at mga NGOs

Mga convenors at supporters:

DENR Secretary Antonio Centiles * DENR-EMB Director PETER A. ABAYA * Manila's Vice Mayor Del de Guzman * QC Councilor Ding Dang Awarado * San Juan Councilor Marcelo Zamora * Manila Councilor Cita Astala * United Nations Development Program * Environment NGOs * Student Councils * Business and Industry members, et al.

Para sa laradadagang kaalaman, tumawag (tawag lang):

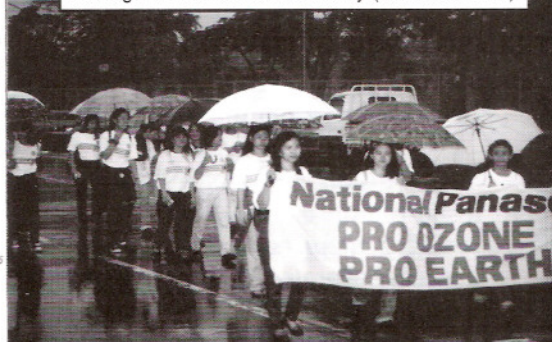
Agnes at Tanya (DENR-EMB Philippine Ozone Desk) - 525-2344 (tawag) or 529-6676 loc. 2100
n kay Jojo Ocampo (National Movement of Young Legislators) - 921-3418 (tawag) or 434-6804

SURPRISE GIFTS, T-SHIRTS, CAPS, BUTTONS, AND FOOD
WILL BE PROVIDED FOR THE RALLYISTS!

IPAGTANGGOL ANG KALIKASAN!



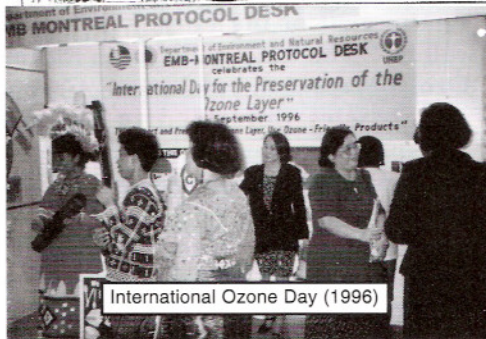
Braving the rain: Youth Walk-Rally (1995 and 1999)



TV guesting for the representatives of the ASEAN ODS Officers Meeting with former Senator and former DENR Secretary Heherson Alvarez (1995)



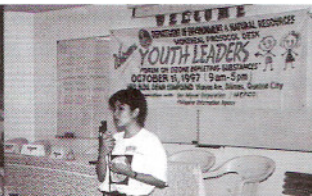
Winning Entries to the 1997 "Protect the Ozone On-the-Spot Painting Contest"



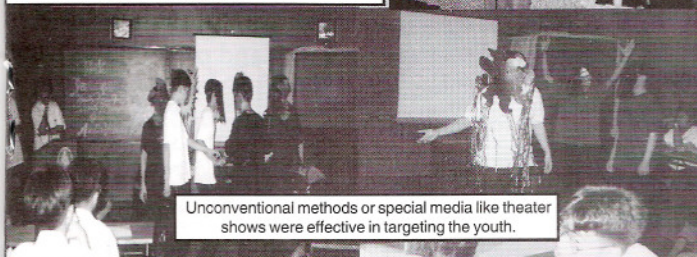
International Ozone Day (1996)



The Youth: Always a Potent Force in Environmental Advocacy



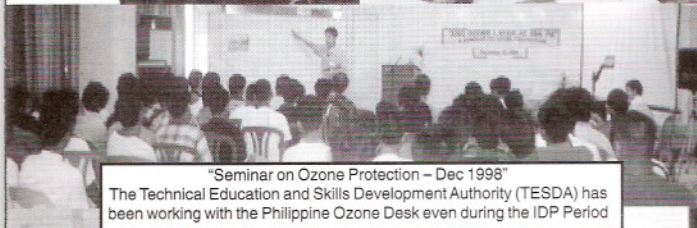
Youth Leaders' Forum on ODS



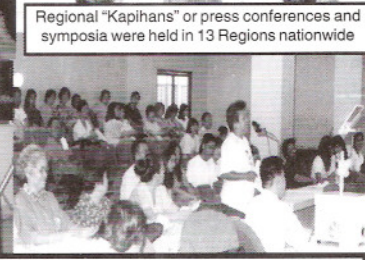
Unconventional methods or special media like theater shows were effective in targeting the youth.



Regional "Kapihans" or press conferences and symposia were held in 13 Regions nationwide



"Seminar on Ozone Protection - Dec 1998"
The Technical Education and Skills Development Authority (TESDA) has been working with the Philippine Ozone Desk even during the IDP Period



World Class: In 1997, RP received "Outstanding National Ozone Unit Award for the Implementation of the Montreal Protocol" & "Leadership in the Phase out of Ozone Depleting Substances in the Solvent Sector" from U.S. Environmental Protection Agency (USEPA).



OZONE JINGLE

Ozone layer ay manipis na hanay sa kalawakan
Pananggang lumulubok sa mundong ibabaw
Ultraviolet rays sasanggahin kang tunay
Nang ano mang uri ng buhay 'di masira't
pumanaw

Ating tangkilikin produktong ligtas sa
mapanganib
Na kemikal na sa ozone layer sumisira

Ozone layer ay gabay sa kalusugan
Mata't balat maaalagaan
Lamang-dagat pagyamanin
Klima'y gaganda
Puno't halamang sisigla
Inang mundo'y ligtas na
Kalikasa'y pagyamanin
Ozone layer sana ay ingatan

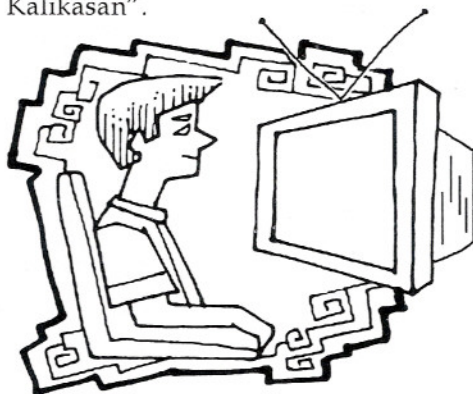
This song was aired nationwide in radio, television and movie outlets.

The highlight of Phase One was the International Ozone Day celebration in September 1995. Major participants were various youth organizations like National Youth Commission, DENR Youth Desk, Philippine Youth Environment Network (PYEN), National Movement of Youth Legislators (NMYL), Earth Savers Movement, and Environmental Advocates Students Collective (EASC). The involvement of these groups proves that the "bayanihan spirit" is not lost on the youth. A common advocacy is best served through collective and cooperative efforts.

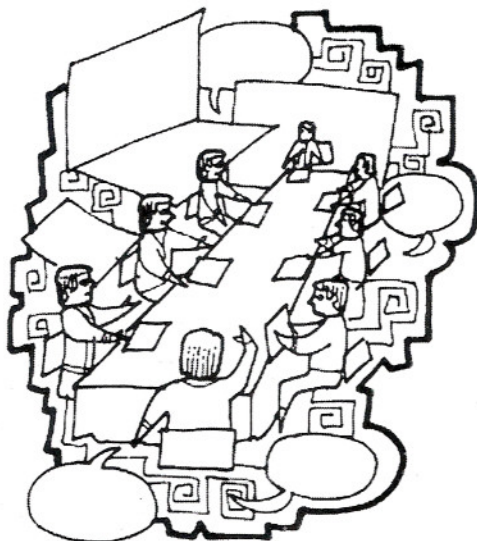
PHASE TWO (1996 -1998)

This next phase was marked by a more aggressive tri-media campaign involving print and broadcast media, and symposia on the protection of the ozone layer by informing and educating the public about the hazards of ozone depleting substances.

The Filipino's penchant for radio and TV dramas as a favorite pastime gave rise to campaigns such as a 60-second radio jingle in Filipino, a 35 mm film plug, 60-second TV and film advertisements (also shown in 200 cinemas nationwide), and a 20 minute documentary film called "Payong ng Kalikasan".

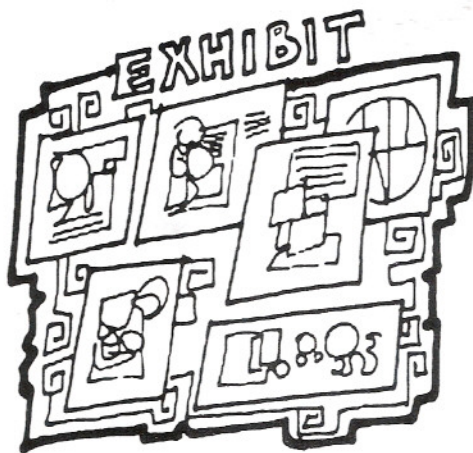


A spin-off from informal neighborhood gatherings and talks over cups of coffee is the Regional Kapihan, a symposium-cum-press conference held in 16 regions across the country. These Kapihans captured media interest and triggered audience participation in the ODS phase-out program. The advantage of these regional gatherings is that each forum discussed the issues and provided resolutions on specific and manageable levels according to the unique conditions of their region.

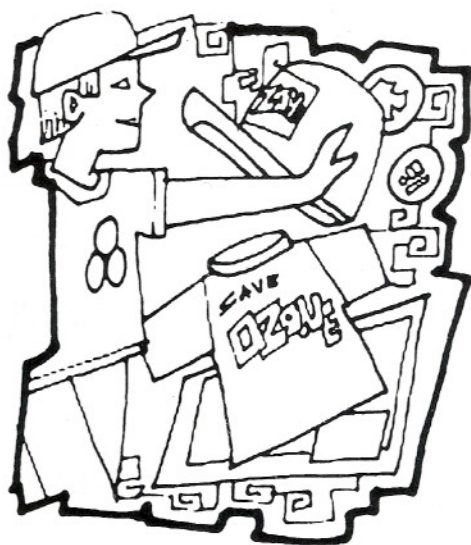


A bigger, special press conference called "Ugnayan sa Rembrandt" was aired live on television and radio, with subsequent delayed telecasts nationwide. Its highlight was the awarding of Plaques of Appreciation to partner industries who have supported the IDP and to companies that use "ozone-friendly" technology in the manufacture of their products. In a country that is fond of holding beauty and talent contests at the drop of a hat, the awarding ceremony of this conference shifts the spotlight on more significant contributions that merit recognition.

Also held in Phase Two were more youth forums, poster-making contests, and exhibits. There were more press releases and advertisements in major newspapers, primers, brochures, posters, and comic inserts, and the distribution of promotional giveaways such as T-shirts, pins, caps, etc.



Other major activities were the International Ozone Day celebration and the "Forum on Alternative Non-ODS Technologies and Recognition Day for Ozone-Friendly Products".



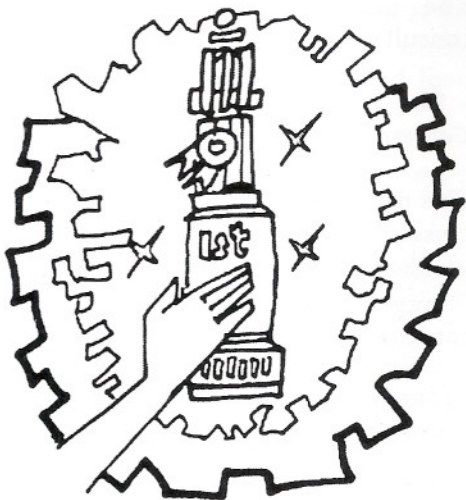
PHASE THREE (1999 – 2001)

The last phase of the IDP merely carried over the earlier programs such as the celebration of International Ozone Day and of Earth Day, Youth Seminars, poster-making contests, Kapihans, and the distribution of brochures, primers, calendars, posters, and other IEC materials. All these were accomplished despite the temporary setbacks caused by changes in the national political administration – proof of the Filipino's resilience and resourcefulness.

AWARDS AND ACHIEVEMENTS

In 1997, the Philippines was awarded the "Outstanding National Ozone Unit Award for the Implementation of the Montreal Protocol" by the United Nations Environment Programme (UNEP).

In the same year, the country received another award for "Leadership in the Phase-out of ODS in the Solvent Sector" from US Environmental Protection Agency (EPA).



KEY PLAYERS IN THE PHILIPPINE INFORMATION DISSEMINATION PROJECT

- The United Nations Environment Programme (UNEP)

The UNEP acted as implementing agency of the Information Dissemination Project. It also served as advisory group for the DENR-Philippine Ozone Desk and managed IDP project funds.

- The Philippine Ozone Desk (POD)

Originally the Montreal Protocol Secretariat, it was the focal agency in implementing the Information Dissemination Project.

- The Philippine Information Agency (PIA)

The PIA played a big role in the production of most of the multi-media products, and acted as facilitators in the group discussions and seminars.

- DENR Regional Offices

The DENR regional offices acted as distribution points for information on the ozone and ozone depleting issues. The offices also acted as local consultants for companies in a region.

- The DENR-Youth Desk (Special Concerns Office)

This office mobilized and coordinated closely with major organizations of youth and student groups including the Sangguniang Kabataan, student councils and out-of-school youth.

- Youth Organizations and Youth Serving Agencies

Various youth organizations played a big role in disseminating information to the youth and students of various schools and universities.

- Trade Associations and Grant Recipients

Trade and professional organizations sponsored various multi-media materials, youth seminars, fora, press conferences and the Kapihans. Some of these companies are the Refrigeration Engineers Associations, Pollution Control Association of the Philippines, Polysterene Packaging Council of the Philippines, among others.

- Non-Government Organizations, Environmental Groups and Private Sector

These groups functioned as partners of the project. Environmental groups include the Haribon, Green Forum, Lingkod Tao-Kalikasan, and Friends of the Earth. Partner Industries include Matsushita Electric Philippines and San Miguel Corporation, among others.

HIGHLIGHTS AND MILESTONES OF THE IDP

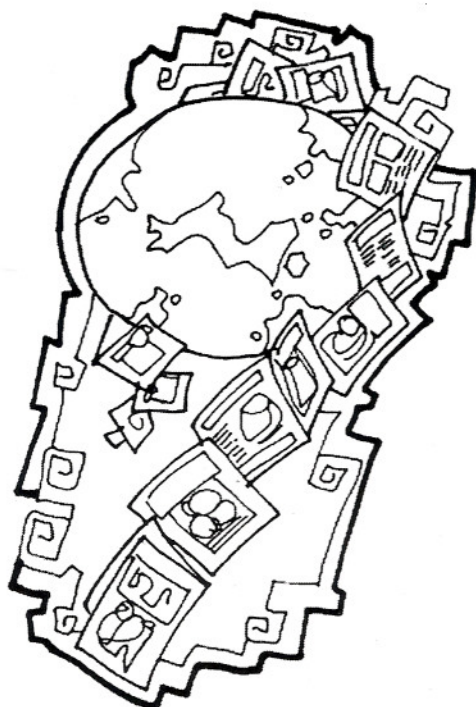
The campaign to protect the earth's ozone layer and stop the use of ozone depleting substances was highlighted by several milestones namely:

1. The satisfactory development and execution of the different Action Plans formulated in the various activities conducted during the Kapihans (regional symposia) as shown by the increased awareness of the participants on ODS and the Montreal Protocol.

2. The successful information dissemination and awareness campaign done by the Philippine Ozone Desk (POD) through the production and distribution of various printed materials and digital multimedia activities and presentations. Some of the materials have been translated into the local dialects for better appreciation in the various regions nationwide.

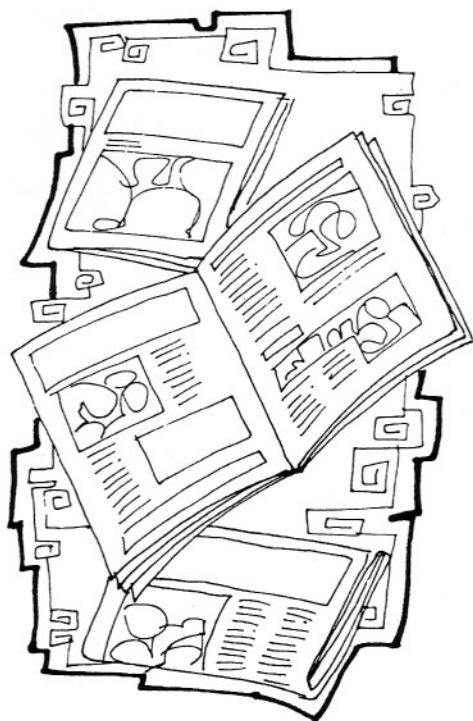
3. The successful conduct of outreach programs such as local and nationwide contests, forums, and seminars that were warmly received by the public.

4. Being able to reach out via the regional Kapihans to the policy makers, local authorities, and industry leaders on the dangers of ozone depleting substances and the alternatives that are available.



5. The effective liaison work with the Philippine Media such as newspapers, and magazines, to reach an even wider national audience and gain support from private individuals and companies.

6. The successful set-up of networks and linkages among various agencies of the DENR, other government units, international organizations, and local stakeholders.

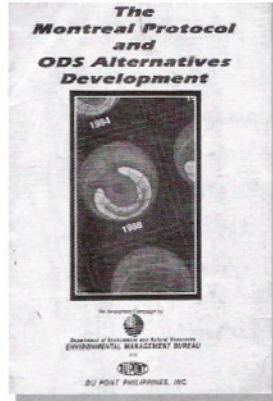
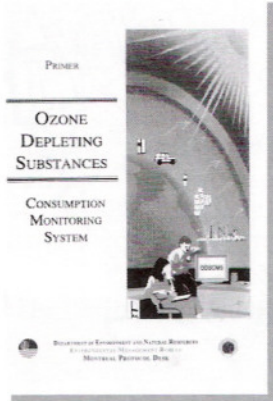


PROBLEMS ENCOUNTERED AND LESSONS LEARNED

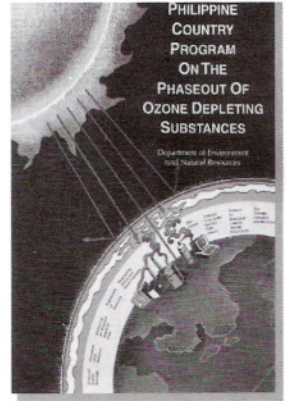
Due to the constantly changing political climate and the leaderships of various government agencies in the country, project delays were inevitable. Other reasons for the delay in the IDP project were the slow and lengthy process in accomplishing project documents.

INFORMATION MATERIALS PRODUCED

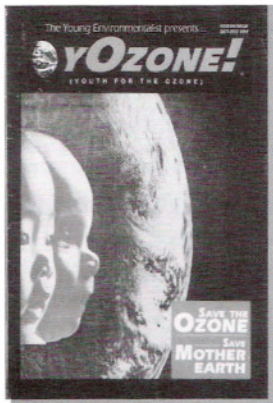
*Brochures on the Montreal Protocol and the Different
Ozone-Depleting Substances*



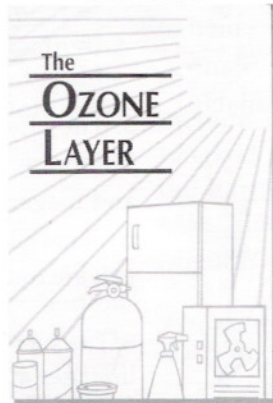
*The First Philippine
Country Program
(1993)*



*"YOZONE - Youth for the
Ozone" magazine (1995)*



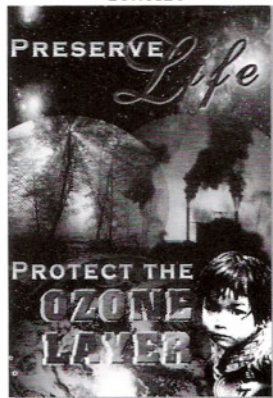
*Primer on the Most
Frequently Asked
Questions about the
Ozone Layer*



*Pins and caps were distributed
during special events like Ozone
Day*



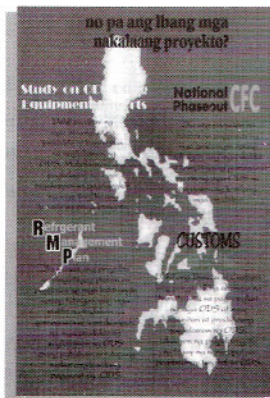
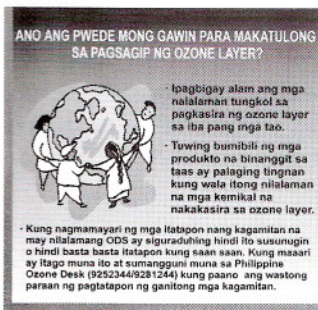
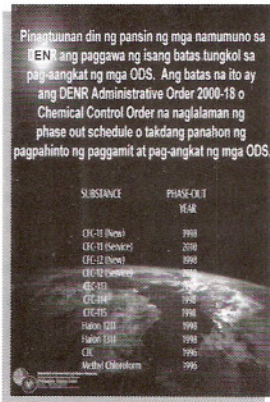
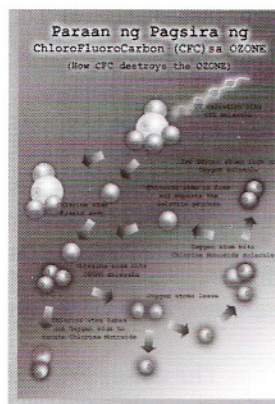
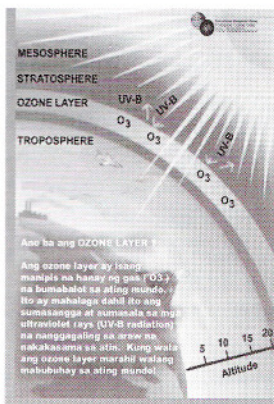
*Winning Entry of
Electronic Poster Making
Contest*



*Flyers on the Different
Ozone-Depleting
Substances (ODS)*



Different posters on Ozone Layer Protection were produced and distributed



All in all, the project that was initially planned for 20 calendar months took 120 calendar months to complete, from the period of its inception in 1991 up to its conclusion in the year 2001.

In spite of all the problems encountered, it was the dynamic nature of the project and the flexibility afforded to the work program that enabled it to adjust to the government's policy directions as well as the changing socio-economic conditions of the country.

The use of print, broadcast media, and mass mobilizations such as parades, rallies and demonstrations was effective in eliciting the involvement of the public. In addition, the regional Kapihans not only increased the awareness level of the public on a national scale but also encouraged local participation.

THE RECOMMENDATIONS

There is still much to be done to help improve the current efforts towards the complete phase-out of ozone depleting substances.

- The establishment of a Project Management Unit (PMU) of the Philippine National CFC Phase Out Plan under the EMB will have a big role in continuing the information dissemination of ODS.

- Better coordination between the POD and the EMB Education and Information Division (EEID) will lead to better consolidation of efforts on environmental education in the country.

- Post activity case studies or surveys can help to measure the level of awareness gained by the public during the course of the IDP.

- The education campaign on the ozone and ODS should be institutionalized to reach a greater audience.

- More private companies can be further tapped for greater interest and involvement in protecting our ozone layer. Such companies can be encouraged to exercise corporate citizenship and socially responsible practices for the environment.

- Future plans and projects should be able to transcend socio-political conditions of the country.

- The emergence of new multi-media technologies and information technologies can be harnessed to further enhance the appreciation of the public. Technologies such as the internet, not only reduce the cost of information dissemination, but also reach a wider audience.

THE PRESENT CHALLENGES

Presently, there are three on-going projects under the POD: the Institutional Strengthening Project (ISP), the National Methyl Bromide Phase-out Strategy and the National Chlorofluorocarbon Phase-out Plan.

The most important challenge to these projects at present is its sustainability in terms of the objectives as set forth in the Country Program and the continuation of the various programs and activities that have been crucial to its success.

It is of vital importance that the DENR, through the support of the government continue to strengthen its role and commitment as protector of our ozone layer and of our environment.



*Republic of the Philippines
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