This year the International Day for the Preservation of the Ozone Layer was celebrated on September 16 worldwide under the theme “32 Years and Healing”. It marked the success achieved during the implementation of the Montreal Protocol on Substances that Deplete the Ozone Layer and raised awareness of the further steps, leading to ozone layer recovery and returning to 1980 values by the 2060s.

In 2019, UNDP Ukraine joined the global celebrations of the World Ozone Day and focused its outreach activities on the awareness-raising in social media, including climate change social media campaign, Ozone Action awareness-raising campaign, video adjustment, translation and dissemination of the Secretary-General's Message on the International Day for the Preservation of the Ozone Layer among Ukrainian population through UNDP Ukraine website etc.
CONTENTS

01 Climate Change Social Media Campaign

02 Ozone Action awareness-raising campaign

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1 Climate Change Social Media Campaign Concept

Introduction

Taking into account the World Ozone Day celebration on September 16 and the UN Climate Action Summit on September 23, UNDP Ukraine conducted a joint social media campaign, devoted to the climate change issue, which is deeply connected with the ozone layer depletion and healing.

Aim

The social media campaign focused on the awareness-raising among Ukrainians on the climate change topic through the dissemination of information on how the issue can be tackled in a daily life of every Ukrainian citizen.

Details

Channel: Facebook
Duration: two weeks
Languages: English, Ukrainian
2 Ozone Action Awareness-Raising Campaign

Concept

In the lead up to the International Day for the Preservation of the Ozone Layer, UNDP Ukraine together with the GEF Small Grants Programme Ukraine conducted the Ozone Action awareness-raising campaign.

The “Ozone Action” campaign is being conducted as part of a grant programme entitled “Protecting the Earth Against Ozone Depletion and Mitigating Climate Change in Ukraine: Targeted Capacity Building and Awareness Raising.” The programme is part of a UNDP project called “Initial Implementation of Accelerated Hydrochlorofluorocarbon (HCFC) Phase-Out in the Countries with Economies in Transition (CEIT) Region,” which is being implemented with the support of the Global Environment Facility.

The social media campaign is aimed at raising awareness on the ozone layer protection, the Montreal Protocol and the Kigali Amendment to it, climate change mitigation and adaptation.

Details

Channel: Facebook
Duration: April, 2019 - ongoing
Languages: English, Ukrainian
Ozone Action Awareness-Raising Campaign

Did you know that there are almost 100 chemicals that deplete the ozone layer - the part of the Earth’s atmosphere that protects us from the effects of UV radiation? In 1987, a multilateral environmental agreement – the Montreal Protocol – was adopted to regulate the production and use of these chemicals.

To raise awareness among young Ukrainians about protecting the ozone layer, a UNDP/GEF project organizes “Ozone Action” events throughout Ukraine. This time the educational event went south: 150 children and 40 educators in summer camps in Berdiansk, Zaporizhzhia Oblast, joined the national series of events. Taking part in the engaging interactive format of a quest and thematic board games, they learned how to protect our ozone layer and act to prevent climate change.

The event was organized as part of a grant programme entitled “Protecting the Earth Against Ozone Depletion and Mitigating Climate Change in Ukraine: Targeted Capacity Building and Awareness Raising.”

More about the project: http://bit.ly/2LrUhbc
#SDG13
2 Ozone Action Awareness-Raising Campaign

Content

UNDP Ukraine / ПРООН в Україні
Published by Iryna Tarnavska ⏭ June 26
Viewing: English

With our summer activities in full swing, we’re continuing to spread the word about ozone layer protection among school students under the “Ozone Action” campaign. During an event at the Antey summer camp in Kyiv Oblast, around 250 children aged 7-14 learned about day-to-day actions that everyone can take to protect the planet’s ozone layer. Camp leaders were also trained as “Ozone Action” game facilitators, enabling them to further share their knowledge with children at other summer camps.

The “Ozone Action” campaign is being conducted as part of a grant programme entitled “Protecting the Earth Against Ozone Depletion and Mitigating Climate Change in Ukraine: Targeted Capacity Building and Awareness Raising.” The programme is part of a UNDP project called “Initial Implementation of Accelerated Hydrochlorofluorocarbon (HCFC) Phase-Out in the Countries with Economies in Transition (CEIT) Region,” which is being implemented with the support of Global Environment Facility.

Find out more about the project: http://bit.ly/2KdEuAl

UNDP Ukraine / ПРООН в Україні
Published by Iryna Tarnavska ⏭ June 13
Viewing: English

Do you know what causes the ozone layer depletion, and how the layer can rebuild? To promote an environmentally conscious lifestyle and contribute to achieving the UN Sustainable Development Goals, UNDP, with the support of the Global Environment Facility, has launched a series of activities called “Ozone Action” for school students at children’s summer camps in Ukraine.

During the first event in the school camp of educational facility N4 in the town of Bucha (Kyiv Oblast), school children and their teachers tested their art skills, performed a fairytale, and played board games, including one called “Ozone Action” developed as part of the UNDP/GEF project. This is the first game in Ukraine to explain the foundations of the Montreal Protocol and show the ways we can protect the ozone layer through our daily activities.

The event was organized as part of the grant program “Protecting the Earth Against Ozone Depletion and Mitigating Climate Change in Ukraine: Targeted Capacity Building and Awareness Raising,” which is part of the UNDP project “Initial Implementation of Accelerated Hydrochlorofluorocarbon (HCFC) Phase-Out in the Countries with Economy in Transition (CEIT) Region,” implemented with the support of GEF.

Read more about the event: http://bit.ly/2WWd8vN
Find out more about the project: http://bit.ly/2KdEuAl

Minистерство екології та природних ресурсів України
Svitlana Gryschuk Valentina Vasilenko Oksana Химич Alla Tynkevych

Ministère de l'environnement et des ressources naturelles
Svitlana Gryschuk Valentina Vasilenko Oksana Химич Alla Tynkevych

UNDP Ukraine / ПРООН в Україні
Published by Iryna Tarnavska ⏭ June 26
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Read more about the event: http://bit.ly/2WWd8vN
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Ministère de l'environnement et des ressources naturelles
Svitlana Gryschuk Valentina Vasilenko Oksana Химич Alla Tynkevych

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Ministère de l'environnement et des ressources naturelles
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Ministry of Environment and Natural Resources
Svitlana Gryschuk Valentina Vasilenko Oksana Химич Alla Tynkevych
3. Main Facebook Post on World Ozone Day.

Ozone is our protective umbrella, absorbing the harmful ultraviolet radiation from the Sun. So, let's take care of it and make sure it keeps working.

Today we mark 32 years since the adoption of the Montreal Protocol on Substances that Deplete the Ozone Layer - the first ever environmental agreement ratified by all countries across the globe. Its major results are:
- almost 100% termination of the use of harmful substances that deplete the ozone layer
- reduction of CO2 emissions by more than 135 billion tonnes from 1990 to 2010
- ongoing work on preventing a rise in global temperature of 0.4° C by the end of the century!

The International Day for the Preservation of the Ozone Layer is celebrated worldwide today, on September 16! On this special occasion, the UNDP/Global Environment Facility “Ozone Action” initiative is joining in the celebrations and raising the awareness of young people about ozone-related issues across Ukraine – in Irpen in Kyiv region; Zhytomyr, Malyn and Radomyshl in Zhytomyr region; Poltava, Kamianets-Podilskyi, Chernihiv, Melitopol in Zaporizhia region and in Rakhiv, Zakarpattia region.

Young Ukrainians learned more about the ozone layer while playing board games, and participating in quests and drawing contests.

Learn more about the UNDP-GEF project: https://bit.ly/2LJOLi4
**All Facebook Posts on UNDP Ukraine page on 16/09/2019 - World Ozone Day.**

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1. **Post 1:**
   - **Caption:** "Озон – це наша захищеність від сонця.
   - **Content:** Озон – це наша захищеність від сонця.
   - **Image:** A picture of a group of people holding up a sign that says "Protect the Ozone Layer!"

2. **Post 2:**
   - **Caption:** "Всім небезпечність зниження озонового шару.
   - **Content:** Всім небезпечність зниження озонового шару.
   - **Image:** A picture of a person holding a small globe with a heart symbolizing the importance of protecting the ozone layer.

3. **Post 3:**
   - **Caption:** "Міжнародний День захисту озонового шару.
   - **Content:** Міжнародний День захисту озонового шару.
   - **Image:** A group of people with the UN symbol on their t-shirts.

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All posts emphasize the importance of protecting the ozone layer and its significance for human health and the environment.
The global video, devoted to the World Ozone Day 2019 celebration, edited and translated into Ukrainian.
The Secretary-General's Message on UNDP Ukraine Website devoted to the International Day for the Preservation of the Ozone Layer

In Ukrainian.

Link: https://www.ua.undp.org/content/ukraine/uk/home/presscenter/articles/2019/the-secretary-general--message-on-the-international-day-for-the.html
The Secretary-General's Message on UNDP Ukraine Website devoted to the International Day for the Preservation of the Ozone Layer

In English.

Link: https://www.ua.undp.org/content/ukraine/en/home/presscenter/articles/2019/the-secretary-general--message-on-the-international-day-for-the-ozone-layer.html
5. MEDIA MONITORING

WORLD OZONE DAY 2019 MEDIA COVERAGE:

- News Agency "Ukrinform"
  - https://www.ukrinform.ua/rubric-culture/2780768-sogodnimiznarodnjiden-zberezzena-ozonovogosaru.html

- State Ecological Academy
  - https://dea.edu.ua/article/16_versnyamizhnarodnidenzahistuozonovogosharu_zemli

- Khmelnytskyi Regional State Administration
  - https://www.adm-km.gov.ua/?p=63095

- Khmelnytskyi News Portal