

16 SENTABR - XALQARO OZON QATLAMINI HIMOYA QILISH KUNI

OZON - HAYOT UCHUN

*Ozon qatlami
himoyasining 35 yilligi*



Report on
OZONE DAY IN UZBEKISTAN

UNDP/GEF project: Complete HCFC Phase-out in Uzbekistan through
Promotion of Zero ODS Low GWP Energy Efficient Technologies

Content

OVERVIEW.....	3
ACTIVITIES IN THE FRAMEWORK OF WORLD OZONE DAY	4
Online workshop at Customs	4
Awarding ceremony of the online contest	4
Animation clips presentation	5
Promo materials	8

OVERVIEW

In Uzbekistan, the awareness-raising campaign devoted to the International Day for Preservation of the Ozone Layer was organized by UNDP and the State Committee of the Republic of Uzbekistan for Ecology and Environmental Protection. The purpose of the campaign was to raise public awareness about the preservation of the ozone layer, the consequences of its depletion and the protection of Nature, in particular the ozone layer.

The campaign supported expanding the scope of activities and improve networking with partner institutions such as the State Customs Committee, Ministry of Mahalla and Family Affairs of Uzbekistan, the Center of Women Inventors of Uzbekistan. In its turn, productive networking with women institutions helped to attract women from educational institutions and communities to ensure gender balance in the contest and other activities.

The campaign kicked off several activities amongst which:

- Workshop with the State Customs Committee on export/import of ozone depleting substances and equipment containing and depending on them;
- Online contest “Ozone for life”
- Presentation of two animation clips on importance of the Ozone layer

Contest "OZONE FOR LIFE"

• Best Videoclip
 • Best Article
 • Best Poem

**Deadline to submit:
September 10, 2020**

☑ The contest welcomes creative works dedicated only to the protection of the ozone layer, its importance and the consequences of ozone layer depletion.

☑ You can visit www.o3.uz for additional info on contest and Ozone layer.

The banner features logos for the State Committee of the Republic of Uzbekistan for Ecology and Environmental Protection, the Ministry of Mahalla and Family Affairs, the Center of Women Inventors, UNDP, and GEF. It also includes a stylized globe with buildings and trees, and a road leading towards the contest details.

ACTIVITIES IN THE FRAMEWORK OF WORLD OZONE DAY

Online workshop at Customs

On the eve of the International Day for the Preservation of the Ozone Layer, UNDP, State Customs Committee and State Committee for Ecology and Environmental Protection held an online scientific/practical workshop on the detection of ODS in export-import operations and on the e-validation of the import of goods through the online interface platform "Single Window". The conference was also mutually beneficial by sharing the overall goal and role of each stakeholder in the joint project: Complete HCFC Phase-out in Uzbekistan through Promotion of Zero ODS Low GWP Energy Efficient Technologies

The event snapshot posted at [UNDP Uzbekistan Facebook page](#).



Awarding ceremony of the online contest



The event was organized on-site and online (in order to make the participation possible for the winners and partner organizations in the regions). The venue of the award ceremony located at partner organization’s facility, where the winners from Tashkent were invited to the event. During the award ceremony everyone had a chance to enjoy the presentation of the winners’ best poems and videoclips. Accordingly, the winners were awarded with prizes, diplomas and certificates. In its turn, the Heads and representatives. of involved committee and ministries congratulated and thanked

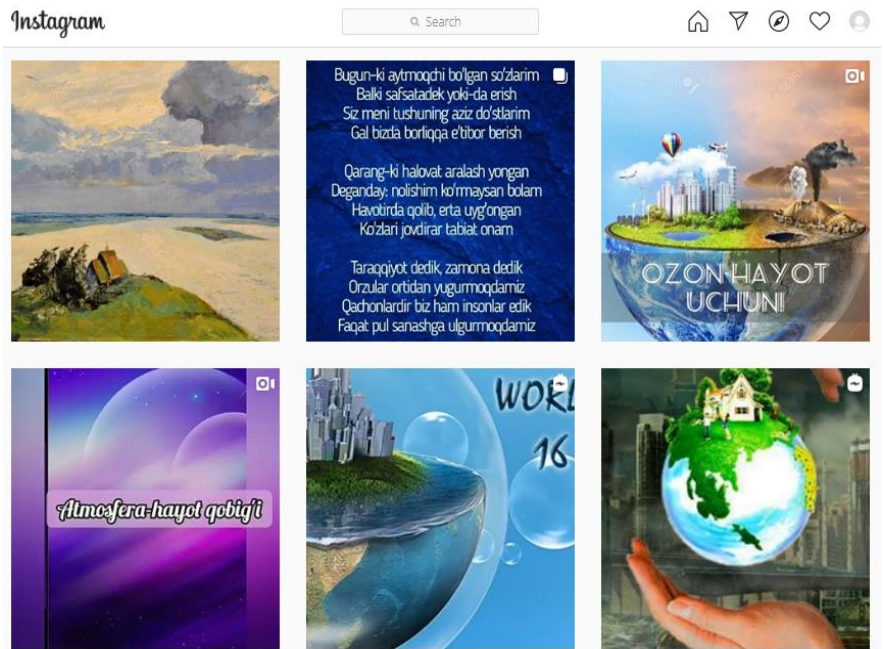
all participants for their invaluable efforts in raising awareness about the importance of the ozone layer through their creative productions.

The participation and interest of women in this contest was highlighted separately, as the topic of Ozone layer included demonstration of some technical knowledge in this sphere. The representatives of the media took interviews and highlights in order to cover the event through TV channels of the country.



Entries received to the contest

In total, 22 poems, 28 videoclips and 18 articles were received during the contest. Based on criteria, all materials focused on the importance of the ozone layer, the consequences of ozone layer depletion and the protection of Nature, in particular the ozone layer. The contest welcomed entries in Uzbek, Karakalpak, Russian or English languages. Participants posted their materials on Facebook, Instagram and/or other social media under the hashtags #ozon_hayot_uchun , #ozan_katlami_va_men, or #mening_oilam_va_ozon_katlami.

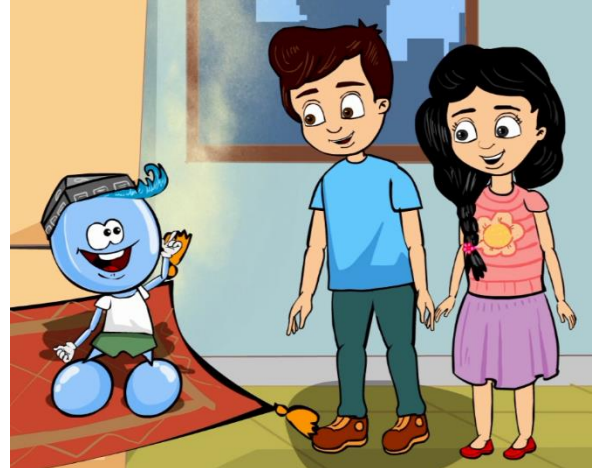
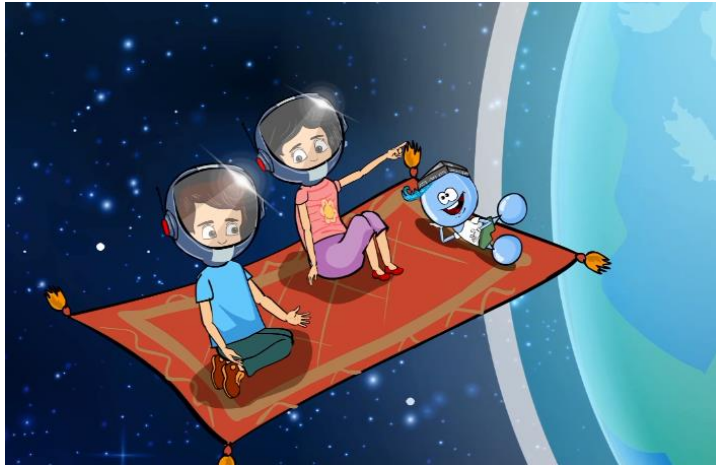


Animation clips presentation

Correspondingly, the participants of the event appreciated the premiere presentation of the two animation clips prepared by UNDP project team. The clips aimed at raising public awareness about the ozone layer and are available in Uzbek, Karakalpak and Russian languages. The first, the so-called "Magic ozone shield" was well-developed for children's audience. Event participants, giving very positive comments, offered to broadcast the clip via kids' channels in local TV and share with schools of the country. The second "Lesson on the preservation of the ozone layer" targets adult audience and explains about ozone layer's role in our life, pros and cons of using chemical substances in home appliances and



shares recommendations on what we can do to safeguard ourselves and take care of appliances to minimize negative impact on the ozone layer. Both clips received a lot of positive feedback from the audience.



Social and mass - media coverage

Public relations and communications teams did their best in disseminating messages about the Ozone Day and its celebration in Uzbekistan and worldwide. On the eve and during the event an article and press releases in Uzbek and Russian languages were shared both directly and through partners with the media and social networks in order to highlight the event moments. The result of the contest was announced on the social media/websites of the partner organizations and on social networks of UNDP.



The list of 37 highlights and articles published:

- 1) <https://www.facebook.com/UNDPUzbekistan/posts/3475799599106563>
- 2) <https://bit.ly/3hQo18X>
- 3) <https://www.o3.uz/en/news/68-ozone-for-life-en.html>
- 4) <https://www.facebook.com/UNDPUzbekistan/posts/3517392874947235>
- 5) <https://www.facebook.com/UNDPUzbekistan/posts/3573817842638071>
- 6) <http://uzswlu.uz/news/view/774>
- 7) <https://darakchi.uz/uz/102442>
- 8) <http://uza.uz/oz/society/di-at-tanhglov-11-08-2020>
- 9) <https://human.uz/cyrl/site/inner/5669>
- 10) <https://www.uz.undp.org/content/uzbekistan/ru/home/blog/2020/blog-article-dedicated-to-the-international-day-for-the-preserva.html>
- 11) <https://human.uz/site/inner/6537>
- 12) xalqsuzi.uz
- 13) <https://darakchi.uz/ru/103445>
- 14) <https://human.uz/ru/site/inner/6517>
- 15) <http://eco.gov.uz/yz/site/news?id=917>
- 16) https://twitter.com/UNDP_Uzbekistan/status/1306244720381906944
- 17) https://twitter.com/UNDP_Uzbekistan/status/1306122604428886016
- 18) https://twitter.com/UNDP_Uzbekistan/status/1305812532653969411
- 19) https://twitter.com/UNDP_Uzbekistan/status/1300313548904714240
- 20) https://twitter.com/UNDP_Uzbekistan/status/1295958196545294336
- 21) https://twitter.com/UNDP_Uzbekistan/status/1293776934380417026
- 22) https://twitter.com/UNDP_Uzbekistan/status/1288852551161585664
- 22) <https://www.facebook.com/UNDPUzbekistan/posts/3622951431058045>
- 23) <http://hudud24.uz/saytimizda-elon-%D2%9Bilingan-ma%D2%9Bola-1-%D1%9Erinni-oldi/>
- 24) <http://eco.gov.uz/yz/site/news?id=999>
- 25) <https://www.facebook.com/Uzecology/posts/3531427426881854>
- 26) <https://www.facebook.com/Uzecology/posts/3533731793318084>
- 27) <https://www.facebook.com/UNDPUzbekistan/posts/3625810614105460>
- 28) <https://www.facebook.com/watch/?v=422266868747085&extid=IgrRI4LH5ZexhYN4>
- 29) <https://www.facebook.com/UNDPUzbekistan/posts/3619698368050018>

Telegram channels that announced the contest:

- | | | |
|---------------------------------|--|--|
| 30) Gov.uz | 33) IUT Student affairs | 36) Yosh ijodkorlar kengashi |
| 31) xushnudbek.uz | 34) TDAU Yangiliklari | 37) State Committee for Ecology (ecogovuz) |
| 32) Mahalla and family ministry | 35) Kashkadaryo Mahalla and family ministry branch | |

Promo materials

The promo materials developed for the day included eco-bags, usb-drivers, powerbanks, and umbrellas, each item has the “Ozon-hayot uchun” (“Ozone for life”) slogan in local language. As the event was also organized online the e-poster was developed based on the posters shared by UNEP page on World Ozone Day 2020.

Promo materials:

