

Ozone Day by DIW 2016

16 September 2016



As part of the Montreal Protocol Community, Thailand continues to raise awareness with various sectors about the importance of ozone protection. The celebration of International Ozone Day is one of the channels that the Thailand's National Ozone Unit (Thai NOU) used to distribute information and enhance awareness of the general public. This year 16 September 2016, Thai NOU celebrated the International Ozone Day at the Ministry of Industry. The targeted audiences included government officers and

staff in the Department of Industrial Works (DIW) and enterprises that were at DIW to contact with the government. There were approximately 150 participants in this event.



The Deputy Director General of DIW made his statements on general public and protection of the ozone layer and climate change. Following the statements, two activities "Ozone Quiz" and "Ozone Slogan" were launched in the event. For the Ozone Quiz, series of questions were asked to participants, who would find answers from the roll-ups displaying information related to general information about ozone layer, the Montreal Protocol and the government strategies to phase-out ozone depleting substances. This allowed attendances of the International Ozone Day celebration to gain knowledge on the ozone layer preservation. Participant who won each quiz was awarded with the ozone gift. For the Ozone Slogan, participants were asked to write their



opinion how the public can contribute to the ozone layer protection and climate in accordance with the theme “Ozone and climate: Restored by a world united” and complemented tagline “Working towards reducing global-warming HFCs under the Montreal Protocol”.



To widen the public on the ozone and climate change, participants were invited to take a photo with the ozone mascot and share their photo in social media e.g. facebook etc. Those who successfully share their photo in the social media would be awarded with the ozone gift.

Apart from the above event, DIW also outreached the ozone day celebration through the following channels:

- Interview of Director of International Treaties and Strategies Bureau (which houses the Thai NOU) regarding the Montreal Protocol with the linkage o climate change by NBT TV channel, which was broadcasted on 19 September 2016;
- Radio broadcasting in JorSor100 Radio network (traffic reporting channels) regarding international ozone day celebration;
- Publishing in Ministry of Industry’s article and newsletter;
- Posting Thai version of UN’s Secretary General message for Ozone Day 2016 on DIW’s facebook and DIW’s website;



