



**World Television Award on
- Category Science/Environment -
“COOLING WITHOUT WARMING:
HOW TO CONTRIBUTE TO THE PROTECTION OF THE OZONE LAYER
AND PROMOTE GREATER CLIMATE BENEFITS”**

As part of the UNEP-AIBD collaboration on activities relating to creating awareness on low GWP alternatives to HCFCs

CRITERIA & REGULATION

Background

Ozone layer depletion and its linkages with climate change are ones of the most critical challenges to humanity in the XXI century. The impacts of such environmental issues encompass people of any nationality, ethnicity, language, religion and educational background. They are global problems, which concern everyone.

Through the Montreal Protocol on Substances that Deplete the Ozone Layer, the global community is implementing regimes and plans in order to phase out ozone depleting substances (ODS). Since most ODS are also global warming gases which contribute to climate change, phasing out ODS not only protects the ozone layer but also helps prevent climate change.

In 2007, the Parties to the Montreal Protocol took an important step by accelerating the phase out of Hydrochlorofluorocarbons (HCFCs), chemicals mostly used in refrigeration, including air-conditioning units, refrigerators and various types of manufacturing processes. HCFCs not only destroy the stratospheric ozone layer, which is essential to life on Earth, but they are also powerful greenhouse gases that contribute to climate change.

For more information, please visit UNEP DTIE OzonAction website: <http://www.unep.org/OzonAction/>

Media has a critical role to play in providing access to accurate and balanced information and in creating a better understanding among people about ozone layer depletion, its linkages with climate changes and green economy as well as its impacts on people's day-to-day life. Awareness raising activities are essential for encouraging the development of constructive initiatives, especially among the industry to solve the problems. Awareness raising activities also help ensure the success of the implementation of the Montreal Protocol at the global, regional and national level as they are a tool to help engage key stakeholders, specifically the industry in ODS phase out.

The 8th World Television Award emphasizes the pivotal role that the industry could play to ensure the total phase out of ODS and it also recognizes the important role that media has played for more than 20 years in outreaching stories about ozone layer protection. The Award invites TV producers to submit their programmes, which communicate the messages, and stories about ozone-related issue, especially on the HCFC phase out challenges and the industry's contribution to HCFC phase out processes.

Genres

Documentary, Short documentary/TV report, Docu drama, Edutainment/Infotainment TV programme

Length

A maximum of 90 minutes.

Criteria

1. The programme must effectively highlight the ozone and climate linkages related issues using an understandable and attractive manner with the emphasis on the role of the industry in phasing out ODS. It should also be inter-connected with people's lives in order to underline the impacts on human beings.
2. Information given in the programme must be accurate and easy to pick up.
3. The programme could either focus on a local, regional or on global point of view.
4. The programme should provide positive solutions and perspectives.
5. The programme should be creative and innovative with the ability to capture audience's attention, and offer excellent production values.
6. The programme could target any types of audiences. However the treatment should fit with each target audience's standard expectations and level of understanding/knowledge.
7. The programme must have been aired or must be scheduled for broadcasting in its originating country on national and/or any private TV network.
8. The programme must have been produced in the last 24 months before submission.
9. The programme must be either in English or in any other language with English subtitles.

Open to all TV producers

⇒ All types of television producers, including public service broadcasting organizations, private networks, free lancers etc. are invited to participate in this competition.

⇒ Each producer/organization **can submit up to two TV programmes.**

Tape format

Programmes must be submitted in the following format:

- Three BetaCam SP Tapes
- Three DVDs

Three BetaCam Tapes, Three DVDs and submission form available at <http://www.aibd.org.my/worldtv> should be sent to Ms. Juliette Vivier at the following address:

⇒ Asia-Pacific Institute for Broadcasting Development – AIBD
2nd Floor, Bangunan IPPTAR
Kompleks Angkasapuri,
50614 Kuala Lumpur, Malaysia

Closing date

1st April 2011

Jury

Jury members are senior media managers from various countries. In addition, the Head or representatives of UNEP DTIE OzonAction will be one(s) of the jury members to select the winning programme

Prize

⇒ US\$5,000.00 cash in favor of the producer & his/her broadcasting organization

⇒ A trophy and a certificate presented by the Asia-Pacific Institute for Broadcasting Development (AIBD)

Note

⇒ The announcement of the winner will be made on the AIBD website from 2nd May 2011.

⇒ The winner will be invited to attend the Asia Media Summit 2011 (AMS), 24-25 May 2011 in Hanoi, Vietnam, a global gathering of broadcasters.

⇒ The AIBD Director and the Head of UNEP DTIE OzonAction will hand over the prize to the winner during the AMS.

⇒ A video clip of the winner's programme will be screened during the AMS as well as during the AIBD General Conference organized in Mongolia, from 25 to 28 July 2011.

⇒ UNEP DTIE OzonAction has the right to use the programme or some part of the programme for any awareness-raising purposes but credits will also be given to the producer.