



World Television Award 2012 on - Category Science/Environment -

“PRESERVING THE OZONE LAYER AND PROTECTING THE EARTH”

CRITERIA & REGULATION

Genres

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

Length

A maximum of 30 minutes.

Criteria

1. Using an interesting and understandable approach, the programme must communicate how ozone layer preservation activities protect the earth and all its inhabitants, underscoring its impact on human lives. The programme should stress the need for the phase-out of the ozone-depleting substances (ODS) in the industry and highlight its importance in protecting the ozone layer and at the same time, contributing to mitigation of GHGs.
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/director **can submit up to two TV programmes.**

Format and Shipment

⇒ Programmes must be submitted in **DVD** format.

⇒ **3 DVD** are requested for each programme submitted.

(If possible, organizers would appreciate to get also Beta SP tape)

The DVD and submission form available at <http://www.aibd.org.my/worldtv> should be sent to Ms. Geraldine Mouche at the following address:

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

Closing date

16th April 2012

Jury

Jury members are senior media managers from various countries and regions. 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 14th May 2012.

⇒ The winner will be invited to attend the Asia Media Summit 2012 (AMS), 29-30 May 2012 in Bangkok, Thailand, a global gathering of broadcasters.

⇒ The AIBD Director and UNEP representative 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 Kathmandu, Nepal from 25 to 27 July 2012.

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

Background

In the 1980s, the world discovered that man-made chemicals called ozone-depleting substances (ODS) emitted in the atmosphere destroy ozone molecules in the stratosphere, leading to the thinning of the Ozone Layer and the Antarctic Ozone Hole and causing harm to all life forms on earth. Hence, on September 16, 1987, countries drew up an agreement called the Montreal Protocol on Substances that Deplete the Ozone Layer and committed to reduce and eventually phase-out production and consumption of ODS following an agreed timetable.

In recent years, scientists discovered that most of the ODS that are being phased out under the Montreal Protocol are also powerful greenhouse gases (GHGs) which contribute to climate change. Hence, the total phase-out of chlorofluorocarbons (CFCs) and other ODS starting 1 January 2010 brought significant impact in climate change mitigation.

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. Developing countries are targeting to freeze in baseline consumption (2009-2010 average) by 2013 and 10% reduction by 2015.

In order to meet their HCFC phase-out targets, countries are focusing on the phase-out of HCFCs in the industry, consisting of manufacturers of products and equipment that contain HCFCs or use HCFCs in the production processes.

For more information, please see attached “Briefing on Ozone Layer Protection, the Montreal Protocol and the Phase-out of HCFCs” and 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. Through the media, messages regarding the need to phase-out HCFCs will reach the industry and encourage them to shift to ozone-friendly and climate-friendly alternative technologies. In addition, the awareness of the general public would create a demand for environment-friendly appliances.

The World Television Award Science/Environment category 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 outreach stories about ozone layer protection. The Award invites TV producers to submit their programmes, which communicate the messages, and stories about ozone-related issue.