



Ministry of Environment and Spatial Planning of Republic of Serbia  
National Ozone Unit

The International Day for the Preservation of the Ozone Layer this September 16, 2009 was celebrated in the Republic of Serbia through wide range public awareness campaign named "Be Ozone Friendly Consumer".

Campaign creative solution, preparation of awareness material and execution of overall campaign was consigned to the non-governmental organization – the Consumers Association of Vojvodina Region (UZPV), leading organization of consumers in Serbia and member of the National organization of Consumers of Serbia (NOPS) as well as the collective member to the Consumer International (CI). National Ozone Unit supported the campaign through Institutional Strengthening Project Resources as well as through active role in supervising, comments and media cover through PR Office within the Ministry of Environment and Spatial Planning.

The Campaign started on September 16, 2009 on 12 AM until 6 PM on central squares in ten biggest Serbian cities – Belgrade, Novi Sad, Nis, Zrenjanin, Kikinda, Pancevo, Novi Pazar, Krusevac, Sabac and Kragujevac (facilitated with the Consumers Association of Vojvodina Region cooperation with other local consumers organizations) placing information stands while other activists were disseminating on its main streets awareness material – leaflets, posters, T-shirts and balloons.

On information stands, people were in posse to be informed on latest Ministry and NOU activities on Montreal protocol implementation as well as on the main aim of the campaign – advantages of non-CFCs and non-ODS products on the market and their positive sides versus still wide present ODP based refrigeration units and equipment especially ones based on HCFCs.

The activities in all cities were covered by main national daily newspapers as well as local's television and radio stations. People were also invited by the Minister of Environment and Spatial Planning Oliver Dulic M.D. through Ministry web site to visit information stand and to give their effort and participation in Ozone Day celebration in accordance with this year global theme - "Universal participation: Ozone protection unifies the world". Ministry web site also published translated the Secretary-General message on the International Day for the preservation of the Ozone Layer.