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# The Importance of Leadership and Innovative Activities for the Successful Implementation of the Montreal Protocol

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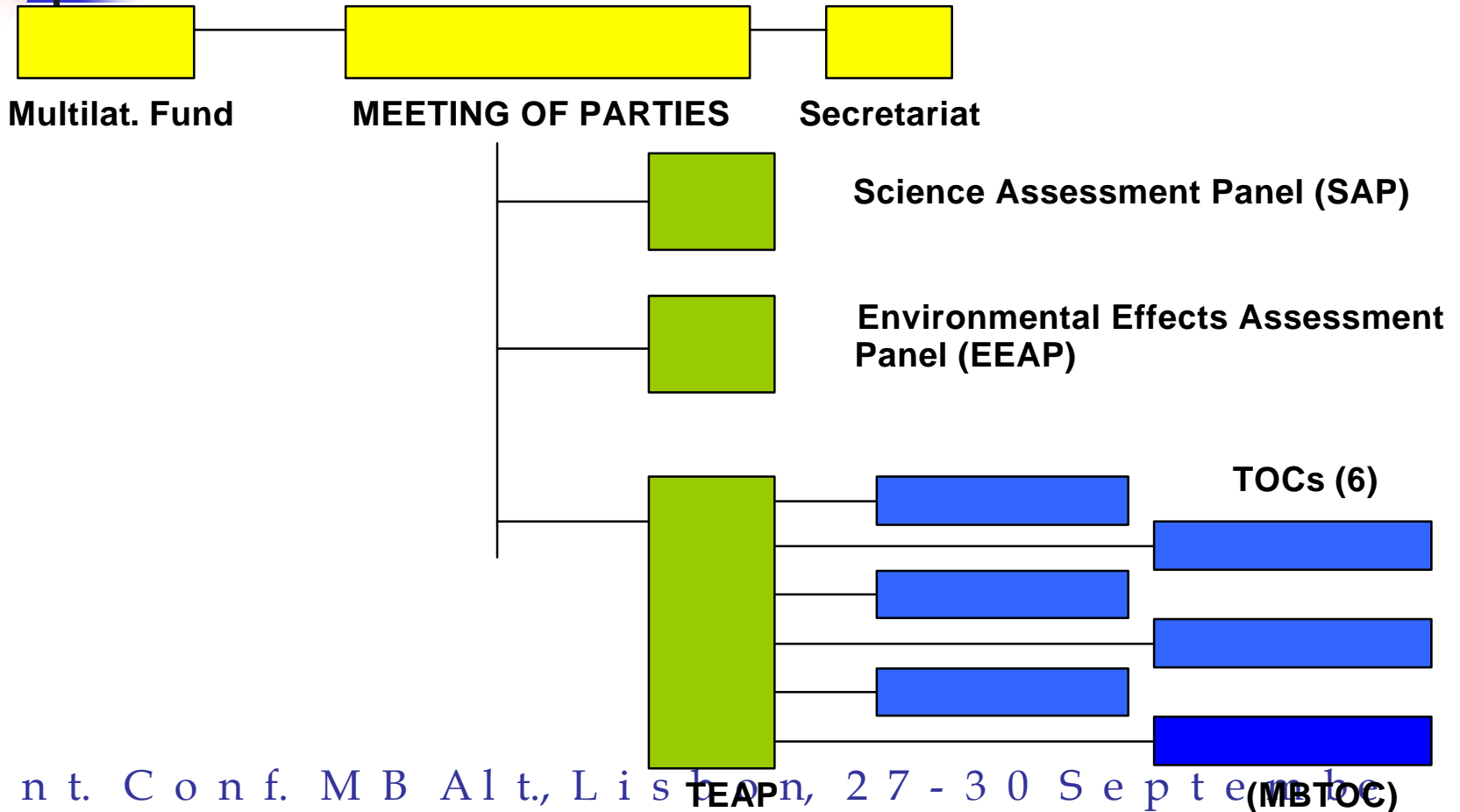


# Assessment Panels - TEAP

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- Scientific Assessment Panel
- Environmental Effects Assessment Panel
- Technology and Economic Assessment Panel
- Assessments 1989, 1991, 1994, 1998, 2002
- Six Technical Options Committees
- MBTOC established 1993 after the publication of the first science / technology report on MB - ozone

# Scheme



Int. Conf. MB Alt., Lisbon, 27 - 30 September (MBTOC)



# Circle of Rejection, Development, Acceptance

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- Even after the theory that ODS are the direct cause for ozone depletion world-wide, commercial introduction of alternatives involved -involves- three distinguishable phases



# Rejection

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- Scepticism, defensiveness
- Advantages of old ODS emphasised



# Development

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- Development of alternatives
- Consortiums of industries for global solutions
- Market transformation starts to become irreversible



# Acceptance

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- Phase when economic and environmental/ technical performance outweighs the old substance (s)



# Examples

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- Aerosol propellants in 1987
- HCFCs versus HFCs in refrigeration
- HFC-134a in refrigerators
  
- Often development necessary of modified / new products (competitive advantage)
- New chemical often more expensive (however, in a relative sense this is less important)





# List of innovative activities

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- Teams of experts for globally valid solutions
- Taxing of CFCs after phase-out
- Anti dumping measures
- Public activities to promote ZZZ - free
- ENGO support for green alternatives



# Corporate leadership

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- Corporate leadership “trademark” Protocol
- Business support important in all phases
- First to market leadership
- Collaborations and partnerships
- Awarding individuals - corporate leadership



# Methyl Bromide

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- 1997: MB control schedule
- Science: ozone layer at its most vulnerable state
- Assessments in 1998 and 2002 -- MBTOC-- describing wide range of alternatives for MB in soil fumigation and post harvest
- Progress reports every year updating knowledge



# Methyl Bromide

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- Users of MB arguing against phase-out
- Public awareness not focused on MB
- ENGOs involved are less active / less funded
- Cost increases are paid by small users, not global companies
- MB substitutes to be demonstrated under local circumstances / local registrations



# Regulations

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- Regulations for CFCs and HCFCs
- Regulations for MB, although continued used defended by many developed country governments
  - Alternatives registration
  - Agricultural business seen as different in a country's economy
- CUE process



# Critical uses

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- CUE requests in 2003 and 2004 for use beyond
- USA request for CUEs exceeds requests from others
- MBTOC will recommend CUEs on technical grounds
- Market fragmentation important argument
- Amounts approved for CUEs likely to form a major setback for companies that invested in alternatives



# Leadership and innovation necessary

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- MB companies should also be involved in (development of) alternatives
- User associations for exchange of experience
- Awareness campaigns and training of growers
- International product labelling
- Registration of alternatives co-ordinated
- Funding schedules and agricultural subsidies



# Business implications

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- Users of MB vulnerable to CUE decisions
- Products labelled with MB may disqualify from “organic” labelling and profits
- Competitive advantage fading as alternatives may outperform MB
- Financial consequences from being the last to convert to “modern, new” practices





# Conclusion: bottom-line thinking

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- Protect product and brand reputation
- Minimise special pleadings
- Reward innovation and cost savings
- Going from toxic to strategic pest control
- Act before others act for you !