


**CAMBODIA REDD+ PROGRAMME**

**Update on REDD+ Communications
and Gender Lessons Learned and
Establishment Plan**

5th Taskforce Meeting
06 June 2014
Prepared by Thy Heang



Communications Update

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1. TV and Radio Programmes

- To contribute to increased public about forest protection and to support for REDD+ by raising awareness among the general public
- Regular, monthly TV and radio programmes discussing various aspects of REDD+.
- Channels: TVK and RNK
- 9 TV shows and 9 Radio shows, with the same topics
- Topics: What is REDD+ , Deforestation, REDD+ activities, Costs and benefits of REDD+, Results-based REDD+, Benefit sharing, Safeguards, Non-carbon benefits, and Challenges with REDD+

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2. Videos and Posters

- To contribute to the compilation of a set of common awareness raising materials for use by all partners in raising awareness about REDD+ in Cambodia, videos and posters will be designed to address key messages for a variety of audiences.
- **4 Videos in Khmer and subtitle in English:** Safeguards and FPIC, Incentives for REDD+, Co-benefits, and MRV & Monitoring
- **5 Posters in Khmer:** Safeguards, including FPIC, Incentives for REDD+, Drivers of Deforestation and Forest Degradation, MRV and Monitoring, and Co-benefits

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3. Green Cycle Tour

- **Dates: Saturday, 05 July 2014**
- To promote the public image of REDD+, engage the public in taking action to help the forests, and to celebrate Arbor Day (09 July)
- The project combines two events in one day: Cycling and Tree Planting.
- Average distance: 15-20 km with around 200 people
- Destination: will be decided in consultation with Forestry Administration and/or GDANCP.
- The location for the end of the tour must be suitable for the planting of many trees.

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Others Communications Materials

- **Newsletter:** Issue 5th
- **COP Decisions Booklet:** was finalized in English
- **REDD+ Glossary:** was finalized in English
- **Data-web search engine:** (for REDD+ glossary)
- **Misconception on REDD+:** is under review process both in Khmer and English
- **Others**

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Gender Lessons Learned and Establishment Plan

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Lessons Learned

- Global attention on the gender issue.
- Many countries in Asia, Africa, and EU are now working on including gender as also one of the immediate issues in REDD+ process and **attracting funding support**
- Some countries are working to develop a gender strategy as a core measure and a guide for gender to be addressed during REDD+ implementation.

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Gender Establishment Plan

- A team with a few experts and/or gender representatives
- Reviewing and consulting with technical teams and other stakeholders to address gender
- Raising awareness on gender and REDD+
- Short lived team
- Funding from FCPF and UN-REDD (Targeted Support) is reserved.

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Thank You!

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