



# CAMBODIA REDD+ PROGRAMME

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## Process of Analyzing, Compiling and Reviewing Communications Materials

Presented by Ms. Thy Heang

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# Why Common Communications Materials?

At a meeting held at the Forest Administration on 29 March 2013, various partners engaged in assisting Cambodia to prepare for REDD+, agreed to create a set of common communication materials to be used by all partners in raising awareness among stakeholders about REDD+ in Cambodia.

It was agreed that the RTS Communications Officer would produce a workplan for this initiative.



# Rationale for initiative

a) To ensure consistency, accuracy and quality in communications materials used to raise awareness on REDD+ in Cambodia

b) To make available to all partners high-quality and readily available materials to support their awareness raising activities

c) Through this, to contribute to the full and effective participation of all relevant stakeholders, as required under the Cancun safeguards



# Goal Of the Initiative

The goal of the initiative is to collectively produce a set of high quality communication materials that will be available to all partners, and which can be used in a wide range of settings to convey consistent messages and to raise awareness about REDD+ in Cambodia for all stakeholder groups.



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# Five steps were identified to achieve the stated goal

- Step 1: Identify the required communication products and those which already exist
- Step 2: Compilation of existing materials
- Step 3: Review each product, modify if necessary, and approve
- Step 4: Produce draft version of each missing product
- Step 5: Make all products available to all partners



# Summary of process

The process involves the following steps:

- |                                                                                                     | <u>Status</u>               |
|-----------------------------------------------------------------------------------------------------|-----------------------------|
| 1. In-person and on-line survey of partners' perceptions on communications/ awareness raising needs | Complete<br>(Jun/July 2013) |
| 2. Compilation of existing materials                                                                | Complete /on-going          |
| 3. Review of compiled materials                                                                     | On-going                    |
| 4. Preparation and dissemination of approved materials                                              | Starting now                |
| 5. Filling gaps                                                                                     | Started                     |



# Step 1: Identify the required communication products

- The communication products required for REDD+ was discussed among partners.
- An online survey process was organized requesting all interested stakeholders to identify what communication products were important. A matrix consisting of 9 topics, was prepared showing types of materials and audiences.
- Respondents were also asked to identify which products their organization already had, or were planning to produce.



Topics	Types of Material	Audiences						
		Monks	Local communities	IPs	Private Sector	Gov't	CSOs/ NGOs	Academia
1. Introduction to Climate Change, Uses of Forests, and REDD+ 2. Drivers of deforestation and forest degradation 3. Forest governance, sustainable forest management, community forestry, protected area management etc. 4. Positive Incentives Available Through REDD+ and Benefit Distribution Systems 5. What are Safeguards (including Gender Issues) and How Can They Be Respected? 6. FPIC 7. MRV, Forest Monitoring and Forest Inventory 8. Community Monitoring of Forests 9. Biodiversity Monitoring and Other Co-benefits	Video							
	Poster							
	Booklet							
	Story Book							
	Role Play scripts							

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# Step 1: Identify the required communication products

- A summary matrix was circulated for comment.
- Information on what products organizations already had or planned to produce turned out to be highly inconsistent and incorrect (some organizations claiming many products but having few or none).



## Results of Step 1: Survey

Topic	Number of products voted	
	High priority	Medium priority
Introduction to Climate Change, Uses of Forests, and REDD+	4	17
Drivers of Deforestation and Forest Degradation	1	21
Forest Governance, Sustainable Forest Management, Community Forestry, PA Management	4	20
Positive Incentives and Benefit Distribution Systems	5	18
Safeguards (including Gender) and how they be respected	4	18
Free, Prior and Informed Consent (FPIC)	2	17
MRV, Forest Monitoring and Forest Inventory	2	10
Community Monitoring of Forests	1	17
Biodiversity Monitoring and Other Co-benefits	2	18

Note: “High priority” means the product received  $\geq 75\%$  of all votes; “Medium priority” means 50-74%



# Results of Step 2: Compilation of materials

RTS has obtained materials as follows:

Organization	Video	Poster	Brochure/ booklet	Story book	Role play script
RTS	1		1		
My village	1				
WCS		2			
MoE			1		
NTFP-EP	1	1	2	1	
PACT	2	1	3		
RECOFTC			6		
FiA		1			
Totals	4	5	13	1	0



## Step 3: Review each product

- A voluntary review committee of 8 members was formed.
- Drafts were circulated among all partners for comment as they were obtained.
- The review process considered each product against 6 criteria



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# Step 3: Review each product: Review Criteria

Criterion 1: Relevance for awareness raising on REDD+ in Cambodia: Not relevant/Relevant for specific cases/Relevant generally

Criterion 2: Consistency with texts of the UNFCCC (or other treaties ratified by RGC): Consistent/Not consistent

Criterion 3: Consistency with policies of the RGC: Consistent/Not consistent

Criterion 4: Appropriate for the targeted audience

Criterion 5: Topics covered by the product

Criterion 6: Overall quality of the product (Cultural context, cartoon images, etc.): Not adequate/Adequate with amendments/Adequate





# Thank You!

Ms. Thy Heang  
Communications Officer  
The REDD+ Taskforce Secretariat  
[Heangthy.thy@undp.org](mailto:Heangthy.thy@undp.org)

Website: [www.cambodia-redd.org](http://www.cambodia-redd.org) / <http://www.un-redd.org>

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