



CAMBODIA REDD+ PROGRAMME

Plans for distribution and use of communications materials

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Review of 5 steps for Common Communications Materials

- 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



Review of 5 steps for Common Communications Materials

- Steps 1-3 covered in previous presentation
- This presentation will address Steps 4-5



Step 4: Production of Materials

Based on survey of needs (Step 1), and compilation and review of existing materials (Steps 2-3), high or medium priority communications products were identified as gaps (type, topic, audience)



Step 4: Production of Materials

These priority gaps have been organized into “packages”.
For example: Priority gaps for videos ...

	Monks	Local comms	IPs	Private sector	Government	CSO/NGO	Academia
Video	Incentives FPIC Co-benefits	Incentives Safeguards FPIC MRV Co-benefits	Incentives Safeguards FPIC Co-benefits		Incentives MRV	Safeguards MRV Co-benefits	Safeguards



Step 4: Production of Materials

RTS is now producing the following package of videos:

Video 1: Incentives/Benefit Sharing, targeting monks, local communities, IPs, but also government

Video 2: Safeguards, including FPIC, targeting monks, local communities, IPs, CSOs, but also academia

Video 3: Co-benefits, targeting monks, local communities, IPs, and CSOs

Video 4: MRV, targeting local communities, government and CSOs



Step 4: Production of Materials

- For those existing products which are assessed by the review committee as being approved for general use subject to modification, the originator of the product will be requested to make the required modifications. If necessary, some financial support might be provided for the modifications.
- If the originator declines to make the modifications, RTS will decide whether to seek to make the modifications or produce a new product



Step 5: Dissemination and Use of Materials

- Those materials not approved by the review committee may not be used for REDD+ awareness raising in Cambodia.
- How this will be “policed” is not yet decided – CG may play a role



Step 5: Dissemination and Use of Materials

- Approved materials will be posted on the REDD+ Cambodia web-site and may be downloaded
- RTS will also produce hard-copy versions which will be available for all partners to use in awareness raising
- Partners will also be encouraged to print/produce the materials themselves



Thank You

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