

---

---

# **REDD+ Communications Strategy**

---

**November 2013**

Heang Thy

REDD+ Taskforce Secretariat

---



**Table of Acronyms**

AWP	Annual Workplan
DNPD	Cambodia Climate Change Alliance
FA	Forestry Administration
FACE	Funding Authorization and Certificate of Expenditures
FAO	Food and Agriculture Organization of the United Nations
FIA	Fisheries Administration
GDANCP	General Department of Administration for Nature Conservation and Protection
HACT	Harmonized Approach to Cash Transfers
HRTS	Head of REDD+ Taskforce Secretariat
ITB	Invitation To Bid
LTA	Long Term Agreement
MAFF	Ministry of Agriculture, Forests and Fisheries
MoE	Ministry of Environment
NIM	National Implementation Modality
NPD	National Programme Director
PB	UN-REDD Policy Board
PEB	Programme Executive Board
QWP	Quarterly Workplan
REDD	Reducing Emissions from Deforestation and Forest Degradation
REDD+	Reducing Emissions from Deforestation and Forest Degradation in developing countries; and the role of conservation, sustainable management of forests and enhancement of forest carbon stocks in developing countries
RGC	Royal Government of Cambodia
RFP	Request For Proposal
RFQ	Request For Quotation
RT	REDD+ Taskforce
RTS	REDD+ Taskforce Secretariat
TA	Travel Authorization
TO	Technical Officer
ToR	Terms of Reference
TS	Technical Specialist
UNDP	United Nations Development Programme
UNEP	United Nations Environment Programme
VCRTS	Vice Chair of REDD+ Taskforce Secretariat

## I. Introduction

The Cambodia REDD+ Programme is a comprehensive programme ensuring coordination and cooperation among multiple partners in building REDD+ readiness, in order to reduce emissions of greenhouse gases from deforestation and forest degradation.

Communications are an essential tool in building readiness, since all stakeholders need to be aware of REDD+ and Cambodia's efforts to prepare to implement REDD+. The communications strategy outlines how to achieve collaboration and work activity within the Cambodia REDD+ Programme. It is designed to ensure that information on the Cambodia REDD+ Programme is communicated effectively to other stakeholders in Cambodia and internationally.

This document outlines the key messages, audiences, geography, and communications resources to be covered for the rest of the readiness phase, specifically REDD+ Phase 1, as defined under the Cancun Agreement, paragraph 73. The communications strategy has been created based on a review of experiences in other countries and experiences in developing and implementing a strategy for UN-REDD/Cambodia. It is also based on the Cambodia REDD+ Roadmap, and other relevant documents. The strategy includes a framework for action and measurable targets for performance.

## II. Goal and Objectives

**Goal:** To enhance communication with all relevant stakeholders to raise awareness and disseminate knowledge on REDD+ issues, in relation to Climate Change, in the country.

**Objectives:** The Strategy seeks to achieve four objectives.

1. To enhance understanding of climate change and REDD+ concepts, carbon financing and forest conservation among different stakeholders to increase their understanding of and participation in REDD+.
2. To enhance understanding of forest related policies and environmental issues among forest adjacent communities and other stakeholders in Cambodia.
3. To strengthen relationship and communication with the Cambodian news media to enhance wider coverage of climate change and REDD+.
4. To enhance the knowledge and understanding of all relevant stakeholders on all technical issues related to REDD+ readiness and implementation in Cambodia.

Given the Goal and Objectives stated above, the following are the key outputs to be achieved through the Communications Strategy:

- Increased awareness and understanding of REDD+ and the National REDD+ Planning process in Cambodia amongst key stakeholders at national level and in particular within key government bodies

- A shared knowledge base amongst stakeholders and
- A strong working relationship and collaboration amongst academic institutions, communities, CSOs, donors, government institutions, IPs group, private sector, and all relevant stakeholders.

### III. Key Messages for REDD+

Key messages will continue to communicate about the activities and emphasize the progress and results of the Cambodia REDD+ Programme. Messages will focus on tangible examples of achievements and lessons learned.

**The following overarching messages are important to communicate:**

- REDD+ is a critical response to climate change, and can play a key role in achieving broader development goals for improved livelihoods.
- The Royal Government of Cambodia (RGC) is committed to reducing emissions from deforestation and forest degradation
- The Cambodia REDD+ Programme is guided by broad principles, including respect for the rights of all stakeholders, environmental sustainability and capacity development.
- The Cambodia REDD+ Programme supports and promotes the REDD+ concept as defined through the UNFCCC process.

In communicating the messages listed above, certain general information is important. This includes:

**What is REDD+?**

REDD+ is an initiative under the United Nations Framework Convention on Climate Change (UNFCCC), and stands for Reducing Emissions from Deforestation and Forest Degradation, conservation of forest carbon stocks, sustainable management of forests and enhancement of forest carbon stocks. It's a global effort that provides incentives to developing countries to reduce emissions and enhance removals of greenhouse gases from forests.

REDD+ is a mechanism to create an incentive for developing countries to protect, better manage and wisely use their forest resources, contributing to the global fight against climate change. REDD+ strategies aim to make forests more valuable standing than they would be cut down, by creating a financial value reducing emissions and enhancing removals from forests. Performance is measured in tonnes CO<sub>2</sub> and is the difference between an agreed reference level/baseline and the actual emissions or removals measured in the accounting period. Emissions can be calculated by comparing carbon stocks at two different points in time where a loss of carbon stocks means net emissions and an increase in carbon stocks means net removals. Once the result is assessed and quantified, the final phase of REDD+ involves payments to developing countries for positive results achieved.

REDD+ therefore represents a cutting-edge climate initiative that aims to tip the economic balance towards sustainable management of forests so that their formidable economic, environmental and social goods and services benefit countries, communities, biodiversity and forest users while contributing to important reductions in greenhouse gas emissions.

REDD+ goes beyond deforestation and forest degradation, and includes the role of conservation, sustainable management of forests and enhancement of forest carbon stocks. These are referred to as the five eligible REDD+ activities.

Rules and modalities for REDD+ including financing are still being negotiated at the international level. This means implementation of REDD+ has to evolve taking the outcome of the negotiations into account. This also means that financing for REDD+ until now has been driven by donors supporting countries in addition to countries own effort for getting ready for REDD+ and payments for results has been confined to the voluntary carbon market.

#### **How are communities and people in Cambodia impacted by REDD+?**

REDD+ implementation can support local communities in Cambodia in their efforts to reduce deforestation and forest degradation through a participatory approach, based on democratic governance principles. Indigenous peoples and local communities in particular are essential to the success of REDD+ because they have for centuries played a historical and cultural role in the sustainable management of these forests, which often lie within their ancestral and customary lands. Inadequate mechanisms for equitable and effective participation of indigenous peoples, forest-dependent communities and marginalized populations such as women and the poor in natural resource management and land use decisions could seriously compromise the delivery of local, national and global benefits and the long-term sustainability of REDD+ investments.

#### **IV. Target Audiences for Communications on REDD+**

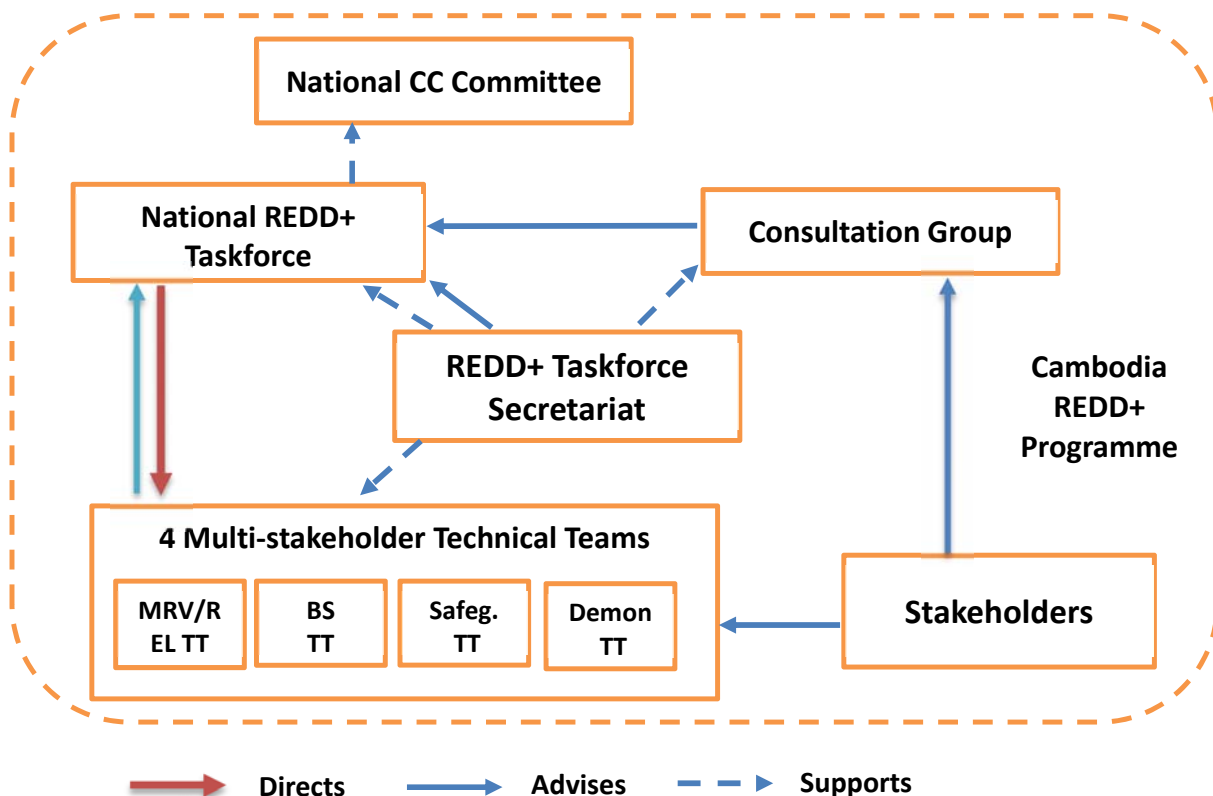
To reach specific interests and aspirations of all stakeholders, the target audiences can be divided into internal (within Cambodia) and external audiences (international). These are grouped as shown in Table 1, below:

**Table 1: Categories of audiences to be targeted through the Communications Strategy**

<p><b>In Cambodia</b></p>	<ul style="list-style-type: none"> <li>• Academia/research institutes</li> <li>• Donors/UN Agencies</li> <li>• <b>Government agencies</b> (decision makers including Legislatures, Politicians, and Government bodies including central and local government.)</li> <li>• <b>Development partners</b></li> <li>• <b>Private Sector</b></li> <li>• <b>International NGOs</b></li> <li>• <b>National NGOs</b></li> <li>• <b>Civil Society</b></li> <li>• <b>Indigenous Peoples</b></li> <li>• Journalists/Media agencies</li> <li>• General public</li> </ul>
<p><b>Outside Cambodia</b></p>	<ul style="list-style-type: none"> <li>• Donors/UN Agencies</li> <li>• <b>International NGOs</b></li> <li>• International academia</li> <li>• Journalists/media</li> </ul>

To assist in understanding the distinction among these audiences and the types of communications required for different groups, it is useful to describe the operational structure of the Cambodia REDD+ Programme:

**Figure 1: Management of REDD+ readiness in Cambodia**



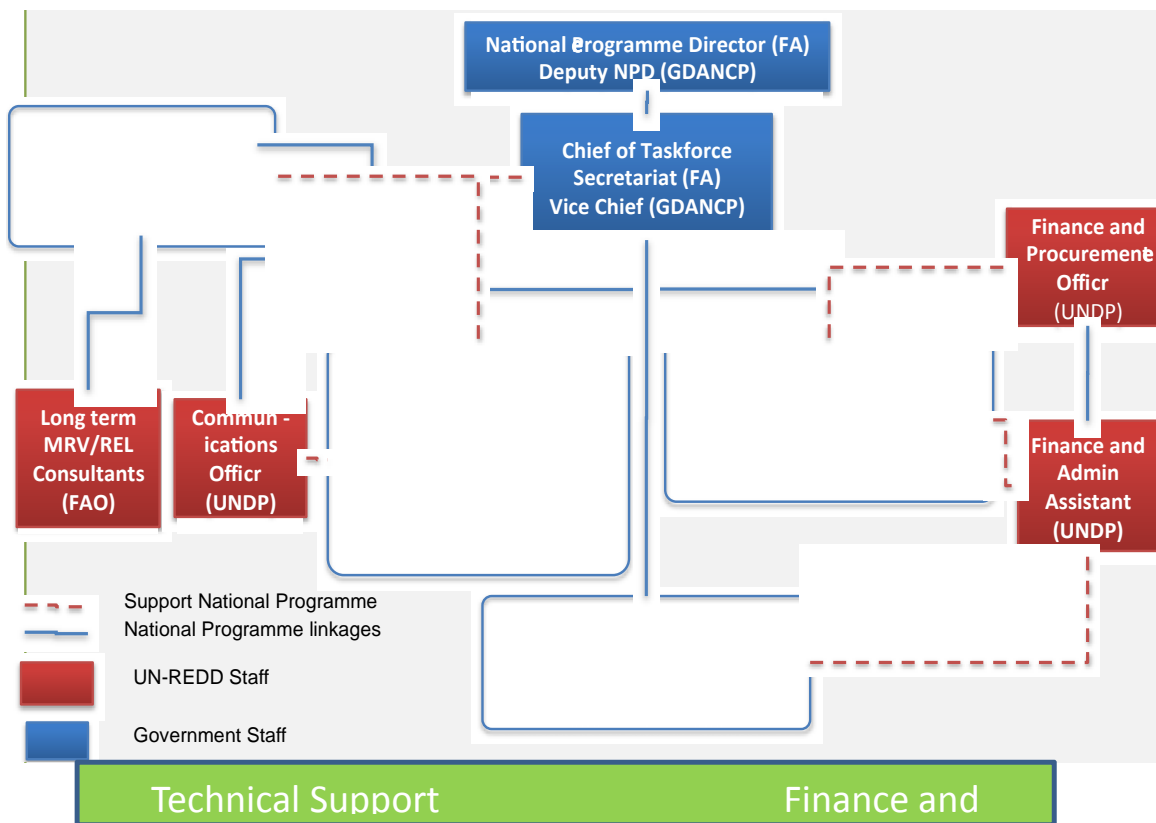


Figure 2: Structure of the Cambodia REDD+ Taskforce Secretariat

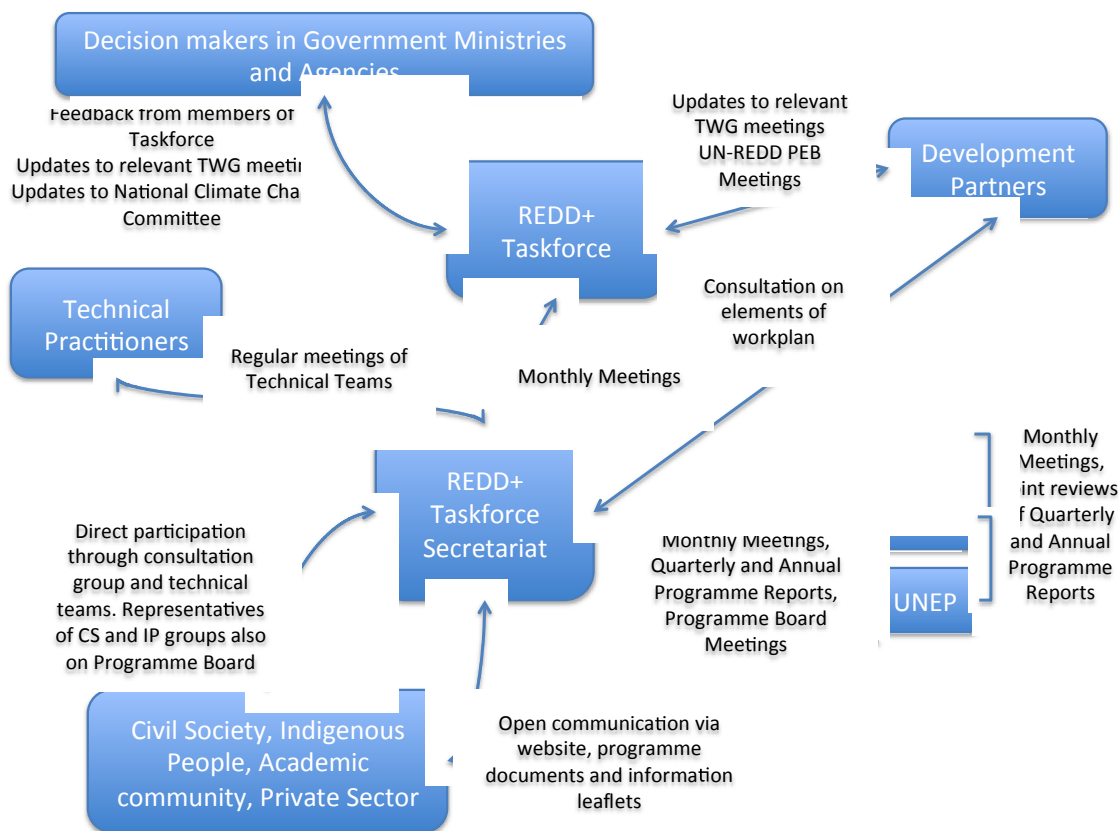
## V. Programme Communications

**Importance of Audiences-** Each target audience is important in itself to the success of the Cambodia REDD+ Programme, but the audiences also reinforce each other. The Government is important because it will implement REDD+; the local pilot communities are important because they will provide real-world information about how REDD+ operates; the forestry sector is important because its cooperation is essential to achieve REDD+ goals; the general public is important because its support for action on climate change and REDD+ will help ensure continued political support; and the international community and donors are important because they will ultimately decide whether or not REDD+ will continue after the first phase of the project implementation.

### a) Communications within Cambodia

Communication between the National REDD+ Taskforce and its Secretariat and among these bodies and external stakeholders is critical to the success of the Cambodia REDD+ Programme. Channels of communication are provided along with information on the means of communication among these groups. Further information is provided in the notes below in Figure 3.

Figure 3: Required communications within Cambodia



1. **Communication among RT and Government Ministries and Agencies** – Communication among these groups is facilitated by bimonthly Taskforce meetings which provide a forum for discussion across government. Representatives within the Taskforce are responsible for feeding information gained within these RT meetings back to their respective ministries and agencies. The RTS will also provide updates on a regular basis to the National Climate Change Committee and relevant Technical Working groups (TWGs).
2. **Communication between the RT and Development Partners** – Members of the RT or RTS will provide updates to relevant TWGs (such as TWG FR., Land, and Fisheries). Specific development partners may also be invited to attend RT meetings when required to discuss specific strategic or technical issues.
3. **Communication between RT and RTS** – this will occur through bimonthly meetings of the RT with the RTS being responsible for providing updates on programme progress. The RTS is also responsible for the dissemination of information on programme progress (including planned studies and outputs) to the RT in advance of meetings and circulating minutes of meetings to all members.
4. **Communication between the RTS and Development partners** – the RTS will consult with development partners at a technical level on specific studies and activities. It will provide a central

hub for coordination and communication of activities and the development of a joint work plan for use by the RT.

5. **Communication among the RTS and Stakeholders outside Government (including academic, civil society (national and international NGOs and local CSOs at provincial level), community networks, IPs, media agencies, private, etc.) and development partners** – Communication will occur through two main forums: (1) Public information sharing through the programme website or other public platforms (awareness workshops, trainings etc.), with mechanisms provided for feedback. (2) Existing governance structures – the Consultation group is a forum for communication among different stakeholders, while technical teams will provide opportunity for regular engagement on specific technical issues.

#### **b) Communications outside Cambodia**

As potential funders of REDD+ post-2012, the international community, particularly donors of REDD+, must be included as a key audience of this communication strategy. Any progress in the Cambodia REDD+ Programme, and lessons learned needs to be conveyed to the international community. Boosting awareness of REDD+ in Cambodia, such as through media coverage, should be used to reinforce the lessons learned for the international community.

REDD+ in Cambodia will mainly engage the international community and donors through the dissemination of lessons learned presentations, documents, brochures, and videos. This will most likely take place at various international conferences and events.

## **VI. Coordination with other REDD+ readiness initiatives /Capacity Building Strategies in Cambodia**

To coordinate communication activities among actors, there is a need to develop strong linkages with all stakeholders. Capacity building is also a key element of the Cambodia REDD+ Programme. Therefore, there is a significant need to raise understanding of REDD+ and build the technical skills to support its implementation. For the purpose of this report, target constituencies for coordination, communication and capacity building have been divided into the following groups:

**Core Team** – Members of RT, RTS, Consultation group, Technical Teams – members of this team will drive the REDD+ development process. It is critical that the RT, RTS and Consultation group have a strong understanding of the overall concepts of REDD+ and REDD+ readiness. Members of technical teams will require an understanding of where their work fits into the broader programme as well as more in-depth knowledge in their technical area.

**Government agencies** – Key staff within agencies, departments, units, that will be responsible for or affected by REDD+ development (these are identified within the REDD+ Roadmap and are represented in the REDD+ Taskforce). These staff will require both increased awareness of REDD+ as a concept and more in-depth training within specific technical areas – joint training activities can provide a valuable tool to improving coordination between units and agencies as challenges are shared and addressed.

**Development partners** – A number of development partner organizations are engaged in REDD+ development. Many, however, have limited experience of REDD+ or existing human capacity to work specifically on it. Engaging these groups will support development of a coherent approach to REDD+ as well as supporting coordination between development partners and government agencies.

**Private Sector** – Private sector actors have only been engaged at a low level in national REDD+ development process. Increasing their understanding will support engagement of key groups.

**International NGOs** – International NGO's have considerable capacity regarding REDD+ and will play a role as both service provider and trainee.

**National NGOs**– National NGOs have been engaged in REDD+ and have the capacity to engage as both service provider and trainee. As many are involved in implementing programmes within the Forest sector, their understanding is very important so that messages they provide to programme participants are balanced and relevant to the national approach.

**Civil Society and IP** – Key representative groups from civil society and IP groups have been engaged in REDD+ development and have a role to play in sharing information. Further support needs to be provided to a broader range of actors and to ensure that training is provided that is relevant to the national programme.

**General public, including news media**- Although the general public can be difficult to define, effort needs to be made to raise the general public profile of REDD+ to help increase political support for forest conservation. The contribution of forests to mitigate climate change must be conveyed to urban audiences and others that may not encounter forests in their day-to-day lives. This is not just as an end in itself, but to help reinforce to the Government the importance of combating climate change. As the news media will convey messages about REDD+ to the general public, it's important that strong and lasting contacts are made across TV, Radio, Newspapers and Magazines.

Attempts should also be made to engage with the youth about this issue. Climate change is very much something that affects the future and therefore the lives of the young. It's an issue that resonates deeply with young people.

## **VII. Key Mediums for REDD+ / Corporate Communications Resources/ Activities in 2014**

### **Fact-Facts/Event flyer**

This new flyer will give a macro-level, snapshot/introduction to who we are and what we do. As the Programme progresses, new and more impressive facts can be added. This flyer will be designed as the two central introductory communications resources, especially for prospective donors.

### **Lessons Learned booklets**

The Programme will produce lessons learned booklets for information sharing among relevant stakeholders.

**Newsletter**

The Programme will aim to release 9 newsletters, on a quarterly basis. Newsletter content will continue to focus on the Programme progress, and feature new authors/contributors. Key technical staff in the programme will be encouraged to submit articles for these newsletters.

**Programme leaflet**

The Programme will produce a leaflet for its own programme in align with programme implementation.

**Cambodia-redd.org**

The National Cambodia REDD+ website is a means for information sharing to the public of Programme activities. Throughout the year, the website will be improved and updated to reflect the evolving needs of the Programme.

**Social media**

The National Cambodia REDD+ Programme will promote through social media channels (Twitter, Facebook, blog, YouTube and Wikipedia) and will be used primarily to drive traffic to cambodia-redd.org, and make the Programme easier to find in search engine results.

**Contact Database**

Continue update/add new contact list to database to websites of the Cambodia REDD+ Programme, Cambodia-redd.org.

**Media Relations**

All publications, newsletters, statements and announcements will continue to be sent to media outlets via our growing contact manager database, which currently includes over 100 media contacts, including general interest, environment, economic and science journalists.

The Programme will continue to seek out strategic opportunities to contribute editorials to publications that can reach our target audiences. The Secretariat will continue to be the focal point for media inquiries and interview requests and the TF Chair will continue to be the official spokesperson for the Cambodia REDD+ Programme unless the TF Chair chooses to nominate someone else, depending on the subject matter.

The Secretariat will continue to work with the agencies to build up the list of targeted media contacts in the Programme's contact database.

**VIII. Implementation of Strategy**

This strategy is designed for programme implementation until the end of 2014.

Activities for REDD+ national rollout include the training of local REDD+ facilitators; the set-up of a local REDD+ network; and REDD+ training for Government officials at national, provincial and district level.

Every effort should be made to ensure that communicating about REDD+ and what is learnt from REDD+ is integrated into Government communication on climate change. This linkage of REDD+ activities with Government action should be a priority of the Cambodia REDD+ Programme.

The strategy should be implemented by the Cambodia REDD+ Programme on awareness raising and communications. This would ensure that a full-time officer, who is directly overseen by the Programme Management and which is Cambodia REDD+ Taskforce and together with secretariat as a coordination body under-control by NPD, focuses on the strategy.

To help ensure the success of the strategy's implementation, linkages should also be sought with a number of other initiatives in Cambodia on climate change.

## **IX. Monitoring of implementation**

This REDD+ Communication Strategy needs to be evaluated and revised over time during both the implementation period and beyond to respond to change that might be occurring as far as changes in approaches on REDD+ occurs.

(If successful the strategy should result in:)

- Increased awareness and understanding of REDD+ and the National REDD+ Planning process in Cambodia amongst key stakeholders at national level and in particular within key government bodies
- A shared knowledge base amongst stakeholders and
- A strong working relationship and collaboration amongst academic institutions, communities, CSOs, donors, government institutions, IPs group, private sector, and all relevant stakeholders.

## **X. Conclusion**

The document includes a range of practical activities that can be executed with reasonable budget and human resources. The Cambodia REDD+ Programme will benefit from strategic communication.

As outlined in this document, here are the key communications components that should be factored in to the design and execution of all outreach activities:

- Clear vision
- Unique credibility
- Commitment and support
- Workable

- Meaningful benefits
- Ability to execute

If properly implemented, the Communications Strategy will help to give the Cambodia REDD+ Programme the visibility and thought-leadership position that it deserves, while opening new and exciting possibilities. Moreover, it will raise awareness about the Cambodia REDD+ Programme to different stakeholders, including the Government, local pilot provinces, district and community levels, the media, the forestry sector, the general public, and the international community. As a result, communications will inevitably be a central factor to the success of the overall Programme.

## Annex 1: Summary of Audiences, and Means of Communication

Audiences	Nature of Institutions	Message	Tools/Mean	Communications & Coordination
<b>Donors/UN Agencies</b>	More at international Level	Specific focus or aspect of REDD+, such as environmental payment systems Overview of climate change, REDD+, UN-REDD, etc.	Newsletter, Website, Conferences, Workshops, Training	<ul style="list-style-type: none"> <li>- Focal points of respective agencies should meet on a monthly basis to discuss programme progress and have quarterly meetings to review progress reports.</li> <li>- Meeting every 3 months or more regularly if required providing a forum for discussion between senior development partner representatives</li> </ul>
<b>Local Communities/ Indigenous Peoples</b>	Grassroots Level		Conferences, Workshops, Training	<ul style="list-style-type: none"> <li>- Regularly visit to the pilot sites</li> </ul>
<b>Media</b>	National and Grassroots Level	<ul style="list-style-type: none"> <li>- REDD+ is a programme in Cambodia with efforts to improve climate change, forest protection, community improvement and development,</li> <li>- Why REDD+ is important.</li> </ul>	Conferences, Workshops, Training, announcement and important events	<ul style="list-style-type: none"> <li>- With targeting specific journalists and media agencies</li> <li>- Need to be actively engaged in almost of the activities</li> <li>- Messages have to be clear and well-informed to leverage free media coverage.</li> </ul>
<b>NGOs</b>	National and Grassroots Levels		Conferences, Workshops, Training, announcement and important events	
<b>Political/ Government</b>	National Level Less at Local Level		Conferences, Workshops, Training, meeting, and IEC materials, including print and electronic publications	<ul style="list-style-type: none"> <li>- Key staff within agencies, departments, units will be responsible for or affected by REDD+ development.</li> <li>- Require both increased awareness of REDD+ as a concept and more in-depth training within specific technical areas – joint training activities can provide a valuable tool to improving coordination between units and agencies as challenges are shared and addressed.</li> </ul>
<b>Public</b>	Grassroots Level		<ul style="list-style-type: none"> <li>-Awareness raising through workshops, Training, formal and informal meeting and discussion</li> <li>-IEC materials, including print and electronic publications</li> </ul>	

## Annex 2: Audiences and types of communication

Tools/Means	Internal: Sec't	Internal RGC	External Cambodia	External International	Examples
Events		√	√	√	Conferences, meeting, training, workshops, etc.
Website		√	√	√	
Print Media/Press		√			Newspapers, magazines, Newsletter (Khmer/English), etc.
Electronic media		√			TV, Radio, Community Radio, Public Announcement (using loudspeaker)...
Social Media	√	√	√	√	Creation of online pages
Local Community Leaders/Schools			√		Visit, meeting discussion and information sharing
Competitions			√		Video, Writing, Poster, Photos, etc.
REDD+ Championship		√	√		Identify a potential or high profile person to become a champion of the REDD+ Programme in the Media
Group Email/Emailing List	√	√	√	√	To share information among the interested stakeholders in the Cambodia REDD+ Programme
Speeches/Public Speaking		√	√	√	Platform to share information and awareness raising by the key leaders to public audiences