



## Meeting on Finalization of Communications Materials on REDD+

9-10<sup>th</sup> July 2014  
Preah Sihanouk Ville

### 1. Background

The Cambodia REDD+ Communications Strategy was approved by the REDD+ Taskforce in December 2013. Target audiences identified in the Strategy include journalists/media agencies, the general public, communities, monks, indigenous peoples, NGOs, CSOs, government, academia and the private sector. In 2013 the RTS undertook a number of activities to ensure that high quality communications materials are available to raise awareness among all of these groups. Activities included:

- Compilation of all existing materials
- Formulation and administration of a multi-stakeholder communications review committee to review all materials for quality in terms of technical content, consistency with international and RGC policies, and suitability for the target audiences
- Multi-stakeholder survey on communications priorities
- Baseline assessment of awareness on REDD+ among 11 stakeholder groups

As a result of these activities, high priority awareness raising products were identified. These include:

- A brochure on “Misperceptions about REDD+”
- Four videos about various topics to complement the Introduction to REDD+” video
- Five posters about various topics
- A series of TV and radio programmes
- FAQs on REDD+

### 2. Objective of the Meeting

To finalize videos, posters and TV and radio programmes.

#### **Tentative Agenda (for Joint Meeting of Technical Teams on Communications Materials)**

Time	Topic	Responsibility
<b>DAY I</b>		
8:45-9:00	Registration	RTS
9:00-9:15	Opening remarks	H.E. Dr. Chea Sam Ang, Chair of the REDD+ Taskforce Mr. Kim Nong Deputy Chair of the REDD+ Taskforce
9:15-10:00	Review of Communications Strategy and activities undertaken to implement the strategy <ul style="list-style-type: none"> <li>• Intro communications strategy</li> <li>• Summarising the activities that have done and implementing the strategy</li> <li>• Introduce the purpose of the meeting</li> </ul>	Ms. Thy Heang, Communications Officer
10:00-10:20	Q&A/Discussion	Facilitator (Dr. Tim Boyle)
<b>10:20-10:40</b>	<b>Break</b>	

10:40-11:40	Overview of materials (Misperception about REDD+, Videos, Posters and TV/radio programmes)	Ms. Thy Heang, Communications Officer
11:40-12:00	Q&A/Discussion	Facilitator (Dr. Tim Boyle)
<b>12:00-13:30</b>	<b>Lunch</b>	
13:30-14:15	<b>Misperception about REDD+:</b> Discussion of 4 Technical Teams	Facilitator Demonstrations: Mr. Nguon Pheakkdey Facilitator Safeguards: Mr. Chhun Delux Facilitator MRV: Mr. Khorn Saret Facilitator Benefit Sharing: Long Rathanak Koma
14:15-15:00	<b>Four Video Scripts:</b> Discussion of 4 Technical Teams	Facilitator Demonstrations: Mr. Nguon Pheakkdey Facilitator Safeguards: Mr. Chhun Delux Facilitator MRV: Mr. Khorn Saret Facilitator Benefit Sharing: Long Rathanak Koma
<b>15:00-15:20</b>	<b>Break</b>	
15:20-16:00	<b>Five Posters:</b> Discussion of 4 Technical Teams	Facilitator Demonstrations: Mr. Nguon Pheakkdey Facilitator Safeguards: Mr. Chhun Delux Facilitator MRV: Mr. Khorn Saret Facilitator Benefit Sharing: Long Rathanak Koma
16:00-17:00	Report back in plenary	All (Facilitator: Dr. Tim Boyle)
<b>DAY II</b>		
09:00-09:15	Summary of DAY I	Mr. Khun Vathana, Head of RTS / Mr. Uy Kamal, Deputy Head of RTS
09:15-10:45	<b>TV and Radio Programmes:</b> Discussion of 4 Technical Teams <i>(Take break whenever needed)</i>	Facilitator Demonstrations: Mr. Nguon Pheakkdey Facilitator Safeguards: Mr. Chhun Delux Facilitator MRV: Mr. Khorn Saret Facilitator Benefit Sharing: Long Rathanak Koma
10:45-11:15	<b>FAQs on REDD+:</b> Discussion of 4 Technical Teams	Facilitator Demonstrations: Mr. Nguon Pheakkdey Facilitator Safeguards: Mr. Chhun Delux Facilitator MRV: Mr. Khorn Saret Facilitator Benefit Sharing: Long Rathanak Koma
11:15-12:00	Report back in plenary	All (Facilitator: Dr. Tim Boyle)
<b>12:00-13:30</b>	<b>Lunch</b>	
13:30-14:00	Summary and conclusions	Dr. Tim Boyle
14:00-14:30	Next steps	Ms. Thy Heang, Communications Officer
14:30-15:00	Others: Consultation on National REDD+ Strategy	Mr. Chhun Delux and Mr. Nguon Pheakkdey
15:00-15:15	Closing Remarks	H.E. Dr. Chea Sam Ang, Chair of the REDD+ Taskforce