CAMBODIA REDD+ PROGRAMME

Review of Communications Strategy and activities undertaken to implement the strategy

Thy Heang

9 July, 2014

Key Talking-points

1. Introduction to communications strategy
2. Summary of activities that have been undertaken in implementing the strategy
3. Introduction to the purpose of the meeting

Introduction to Ccommunications Strategy

CAMBODIA REDD+ NATIONAL PROGRAMME

Overview

- At its 3rd meeting, the UN-REDD PEB instructed the RTS to prepare a UN-REDD Communications Strategy, which was approved at its 4th meeting
- At its 4th meeting, the UN-REDD PEB requested the NPD to seek approval of the REDD+ Taskforce to have UN-REDD lead the preparation of a Cambodia REDD+ Communications Strategy.
- The Taskforce agreed, and the Cambodia REDD+ Strategy was approved by the REDD+ Taskforce in December 2013.

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.

Key Outputs

- 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.

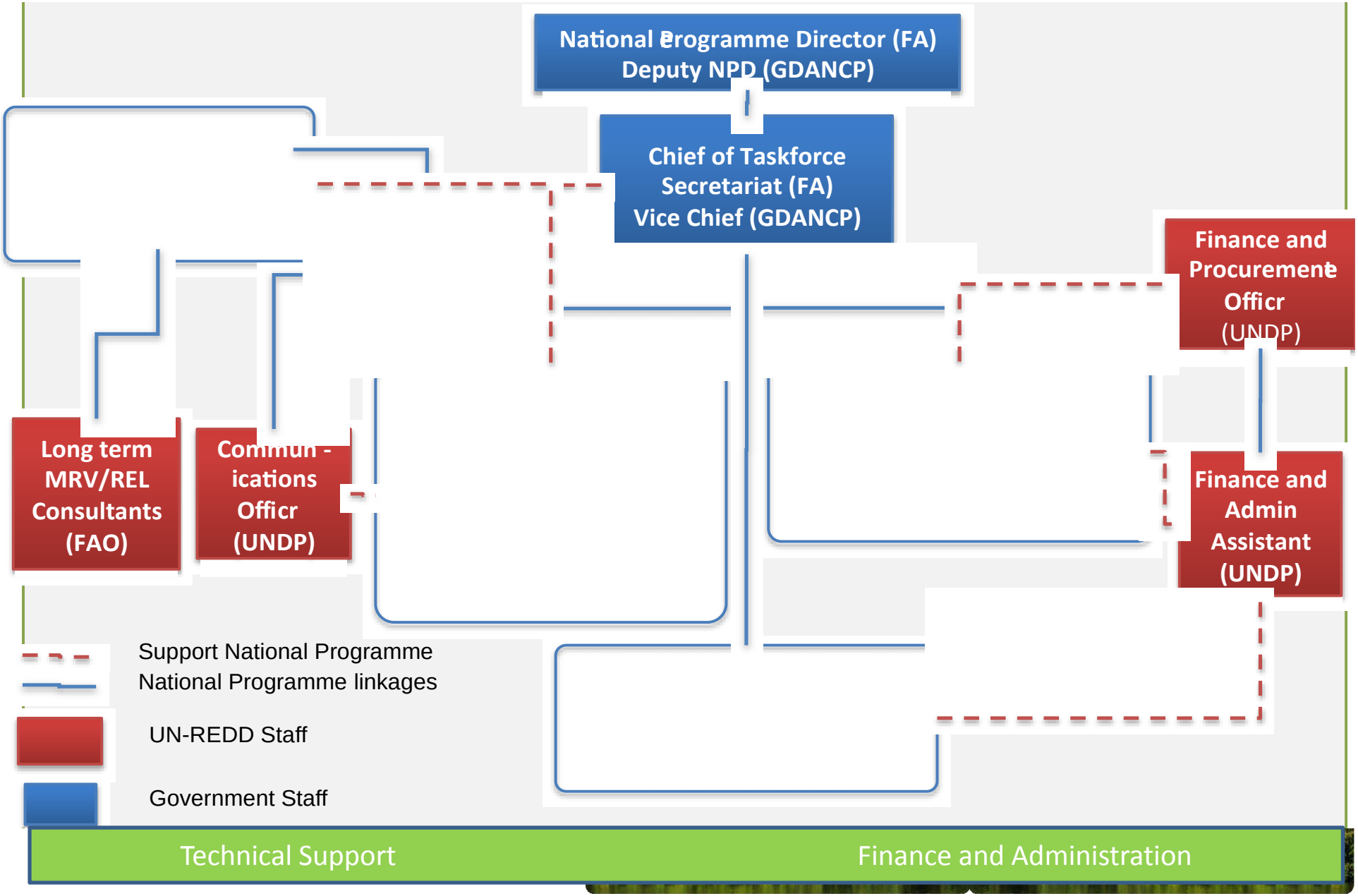
Important Messages to Communicate

- 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.

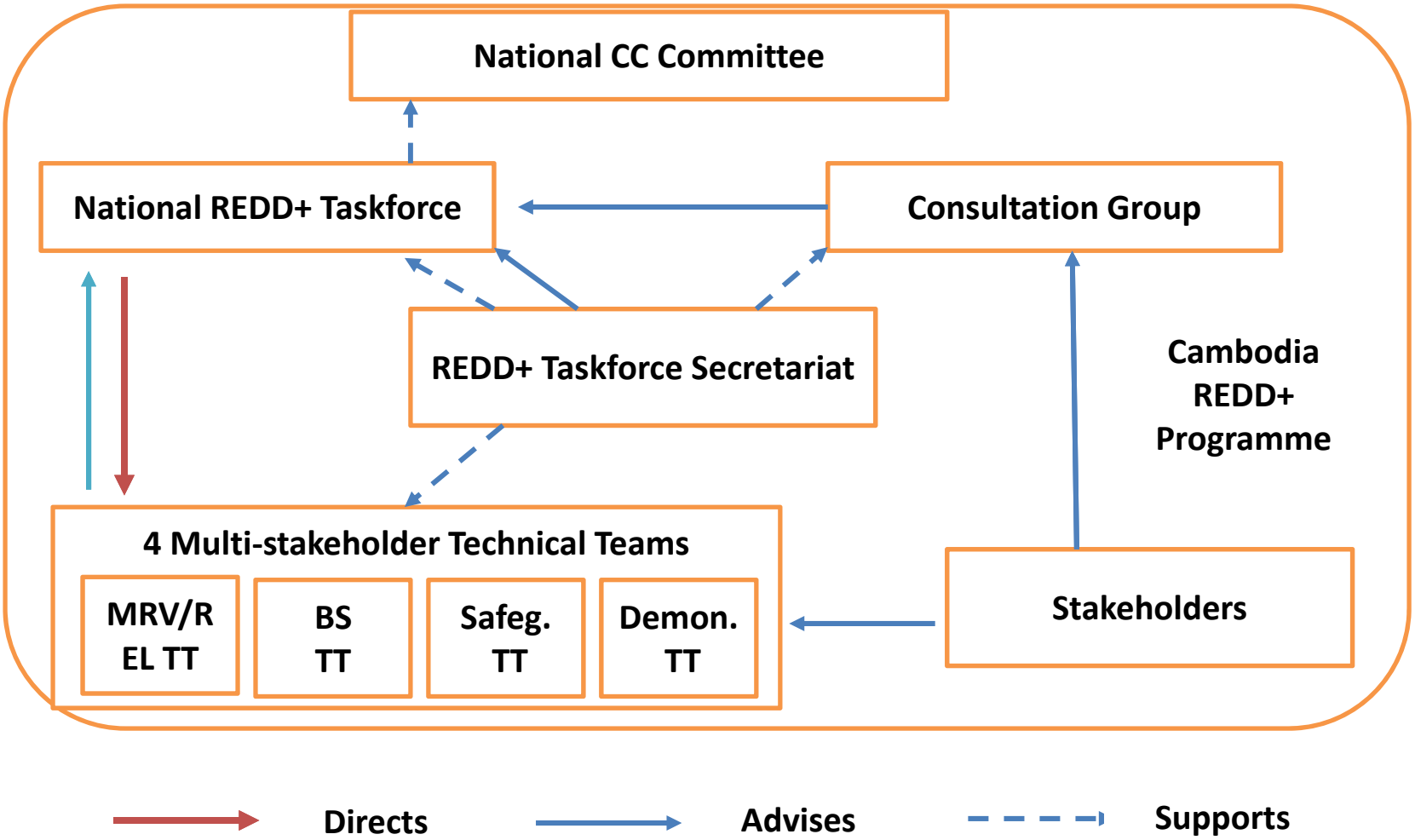
Audiences to be targeted through the Communications Strategy

In Cambodia	• Academia/research institutes • Donors/UN Agencies • Government agencies (decision makers including Legislatures, Politicians, and Government bodies including central and local government.) • Development partners • Private Sector • International NGOs • National NGOs • Civil Society • Indigenous Peoples • Journalists/Media agencies • General public
Outside Cambodia	• Donors/UN Agencies • International NGOs • International academia • Journalists/media

REDD+ Taskforce Secretariat Structure



Management of REDD+ Readiness



CAMBODIA REDD+ NATIONAL PROGRAMME

Key Mediums for REDD+ / Corporate Communications Resources

- Fact-facts/Event Flyer
- Lessons Learned booklets
- Newsletter
- Programme leaflet
- Website
- Social Media
- Contact Database
- Media relations (including, publications, newsletters, statements, etc., to the media and general people.)
- Awareness raising and communications, including training, meeting, workshops, etc.

2. Summary of activities that have been undertaken in implementing the strategy

- RTS convened a meeting of various partners who agreed to create a set of common communication materials to be used by all partners in raising awareness about REDD+. It was agreed that the Communications Officer would produce a workplan for this initiative. The workplan included:
  - Compilation of all existing materials
  - Establishment 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
- Initial communications materials produced (video, newsletter, brochure)

Summary of workplan progress for the common set of materials

The process involves the following steps	Status
1. In-person and on-line survey of partners' perceptions on communications/ awareness raising needs	Complete (June/July 2013)
2. Compilation of existing materials	Complete
3. Review of compiled materials	On-going
4. Preparation and dissemination of approved materials	Done and on-going
5. Filling gaps	Started and on-going

Compilation of communications materials process

- The goal of the initiative is to collectively collect, assess, and 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.
- All 4 steps required to achieve the goal were also applied
  - Step 1: Identify the required communication products
  - Step 2: Produce draft version of each product
  - Step 3: Review each product, modify if necessary, and approve
  - Step 4: Make all products available to all partners

Results of on-line survey: identification of gaps

	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
Poster	Drivers Incentives Safeguards FPIC Monitoring Co-benefits	Drivers Incentives Safeguards MRV Monitoring Co-benefits	Drivers Incentives Safeguards MRV Monitoring Co-benefits	Co-benefits Incentives	Drivers Incentives Safeguards FPIC Monitoring Co-benefits	Drivers Incentives Safeguards FPIC Monitoring Co-benefits	Incentives Safeguards Co-benefits
Brochure/ booklet	Governance FPIC MRV Monitoring Co-benefits	Drivers Governance Safeguards MRV Monitoring Co-benefits	Governance Safeguards MRV Monitoring Co-benefits	Governance Safeguards FPIC MRV Co-benefits	Governance FPIC MRV Co-benefits	Governance FPIC MRV Co-benefits	Governance FPIC MRV Co-benefits
Story book	Drivers Governance Incentives	Drivers Governance Incentives Safeguards FPIC Monitoring Co-benefits	Drivers Governance Incentives Safeguards FPIC Monitoring Co-benefits			Safeguards	
Role play scripts		Intro to CC/REDD+ Drivers Governance Incentives Safeguards FPIC	Intro to CC/REDD+ Drivers Governance Incentives Safeguards FPIC				

Filling the gaps

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

Filling the gaps

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

Other REDD+ Communications Products

- Fact-facts/Event Flyer for REDD+ Concert
- Lessons Learned booklets on Consultation Group Selection Process
- REDD+ Quarterly Newsletters
- Programme leaflet on REDD+
- Cambodia REDD+ Website
- Social Media: Facebook, Twitter, and LinkedIn.
- Contact Database: Contact list of different stakeholder groups
- Awareness raising and communications, including training, meeting, workshops, etc.
- Media relations: newsletter is regularly shared to all related stakeholders, etc.
- etc.

3. Introduction to the purpose of the meeting

- To finalize videos, posters and TV and radio programmes, and other products

- We will look at these two days:
  - A brochure on “Misperceptions about REDD+”
  - Four videos about various topics
  - Five posters about various topics
  - A series of TV and Radio Programmes
  - FAQs on REDD+

Q&As

Thank You

Ms. THY Heang
Communications Officer
Email: heang.thy@undp.org
Website: www.cambodia-redd.org

Overview of materials

Thy Heang

9 July, 2014

Overview of the Materials

1. A brochure on “Misperceptions about REDD+”
2. Four videos about various topics
3. Five posters about various topics
4. A series of TV and Radio Programmes
5. FAQs on REDD+

(Look at each file in separate sheet)

Q&As

Thank You

Ms. THY Heang
Communications Officer
Email: heang.thy@undp.org
Website: www.cambodia-redd.org