



Cambodia REDD+ Activity Cover Page

Title of Activity:

Finalization of communications materials on REDD+

Related Activities UN-REDD Workplan:

1.4 Stakeholders provided with information on REDD+ and the National REDD+ Readiness process (Activities 1.4c: Development of awareness raising materials, tools, and outreach; and 1.4d: Awareness raising events for key groups within government and outside)

Objectives of Activity:

To contribute to increased public support for REDD+ by raising awareness among a number of stakeholder groups, including the general public, communities, indigenous peoples, NGOs/CSOs, and the government.

Brief Description:

The UN-REDD Communications Strategy and the Cambodia REDD+ Communications Strategy both identify a number of audiences for communications and awareness raising about REDD+. The RTS has undertaken several activities to identify high priority communications needs in terms of topics, audiences, and means of delivery. As a result of these prioritization activities, misperception of REDD+ leaflet, videos, posters and TV and radio programmes have been designed.

The posters and videos have all been approved by the multi-stakeholder communications review committee, which reviewed them for technical content, relevance, consistency with international and RGC policies, and suitability of language for the proposed audiences. The TV and radio scripts make the same points as the videos and posters.

In order to finalize the content, a joint meeting of all four Technical Teams will be held to review misperception of REDD+ leaflet, the videos, posters and TV and radio scripts for technical accuracy.

Key Outputs:

- The activity will have the following expected outputs:
1. misperception of REDD+ leaflet
 2. Videos and posters for use in awareness raising events.
 3. Regular, monthly TV shows discussing various aspects of REDD+.
 4. Increased awareness about REDD+ and forest protection among the general public and therefore increased public support for REDD+.

	Signature	Name and Function	Date
Developed by:		Thy Heang, Communications Officer	09/06/2014
Implemented by:		REDD+ Taskforce Secretariat CHHUN DELUX	09 June 2014
Approved by:		UN-REDD Programme Director	16/06/2014



UN-REDD
PROGRAMME



Cambodia REDD+ National Programme

UNDP PROJECT No. 00078446

(#40, PreahNorodom Blvd, Khan Daun Penh, Phnom Penh, Kingdom of Cambodia, 3rd Floor)

CONCEPT PAPER

Finalization of Communications Materials on REDD+

1. Background

The Cambodia REDD+ Communications Strategy, approved by the REDD+ Taskforce in December 2013, has the following **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+.

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

By comparing existing materials with priorities identified through the multi-stakeholder survey and baseline awareness assessment, it was possible to identify high priority gaps that need to be filled. These included:

	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	Drivers	Drivers	Co-benefits	Drivers	Drivers	Incentives
	Incentives	Incentives	Incentives	Incentives	Incentives	Incentives	Safeguards
	Safeguards	Safeguards	Safeguards		Safeguards	Safeguards	Co-benefits
	FPIC	MRV	MRV		FPIC	FPIC	
	Monitoring	Monitoring	Monitoring		Monitoring	Monitoring	
	Co-benefits	Co-benefits	Co-benefits		Co-benefits	Co-benefits	

Consequently, the RTS began to prepare communications materials as follows:

Misperception of REDD+ Leaflet

In order to solve some misunderstandings of multi-stakeholders a Q&A leaflet was designed. The leaflet will also help to raise awareness of how REDD+ will be implemented and about REDD+ generally.

Videos

In order to proceed most efficiently, a series of four posters were prepared on the topics of:

- i) Co-benefits
- ii) Monitoring and MRV
- iii) Safeguards, including FPIC
- iv) Incentives for REDD+

Reflecting the priorities identified, the videos are primarily targeting communities, including monks and indigenous peoples, CSOs and NGOs, but may also be used to raise awareness among government and academia too.

All four video scripts have been approved by the multi-stakeholder communications review committee.

Posters

In order to proceed most efficiently, a series of four posters were prepared on the topics of:

- i) Drivers of Deforestation and Forest Degradation
- ii) Monitoring and MRV
- iii) Safeguards, including FPIC
- iv) Incentives for REDD+

Reflecting the priorities identified, the posters are primarily targeting communities, including monks and indigenous peoples, CSOs and NGOs, but may also be used to raise awareness among government and academia too.

All four posters have been approved by the multi-stakeholder communications review committee.

TV and radio

In addition to posters and videos, the RTS is targeting the general public through a series of TV and radio programmes on the following topics:

Topic	Issues to be addressed
What is REDD+	Just the basics – greenhouse gas, climate change, forests as big repository of carbon which can be released as CO ₂ and add to climate change
Deforestation and Forest Degradation	Global, regional and national deforestation rates, forest degradation and the causes (the drivers)

REDD+ activities	What can be done – at the national and the local level
Costs and benefits of REDD+	Opportunity costs, costs of doing activities and benefits from having forests, livelihood, NTFPs etc.
Results-based REDD+	What does it mean? Reference level and forest monitoring to assess results.
Benefit sharing	What is benefit sharing, how will it work and who should benefit?
Safeguards	What are safeguards? Why do we need safeguards?
Non-carbon benefits	The value of having forests, a little bit overlap with cost and benefits of REDD+!
Challenges with REDD+	Drivers don't disappear and the demands for land (for agriculture and cities) continue to add pressure on forests.
Stakeholders Engagement	How different stakeholders are involved in the REDD+ implementation

2. Objective

To finalize videos, posters and TV and radio programmes.

3. Expectation

Enhance awareness of REDD+ among various target audiences in Cambodia

4. Activities

A joint meeting of all four Technical Teams will be convened at a suitable location in Sihanoukville (on 1st July 2014) to finalize the materials. Each TT will be invited to finalize the technical content of the misperception of REDD+, videos, posters, and TV/radio programmes relevant to their mandated technical area. These are:

Team	Video	Poster	TV/radio script
Demonstrations team:		<ul style="list-style-type: none"> • Drivers 	<ul style="list-style-type: none"> • Deforestation and Forest Degradation • REDD+ activities • Challenges with REDD+
MRV and Monitoring team:	<ul style="list-style-type: none"> • Monitoring and MRV 	<ul style="list-style-type: none"> • Monitoring and MRV 	<ul style="list-style-type: none"> • Results-based REDD+
Safeguards team:	<ul style="list-style-type: none"> • Safeguards • Co-benefits 	<ul style="list-style-type: none"> • Safeguards 	<ul style="list-style-type: none"> • Safeguards • Non-carbon benefits • Stakeholders Engagement
Benefit Distribution team:	<ul style="list-style-type: none"> • Incentives 	<ul style="list-style-type: none"> • Incentives 	<ul style="list-style-type: none"> • Costs and benefits of REDD+ • Benefit sharing

The agenda of the full-day meeting is shown in Annex 1.

5. Outputs:

The activity will have the following expected outputs:

- Finalized communications materials on various aspects of REDD+.
- Increased awareness about REDD+ and forest protection among the general public and therefore increased public support for REDD+.

6. Roles and Responsibilities

- RTS Communications Officer: prepare agenda and materials for meeting.
- RTS Finance Officer: make logistical arrangements for the meeting
- Interim Technical Advisor and other facilitators: manage the meeting to secure the results.

Annex 1: Agenda for Joint Meeting of Technical Teams on Communications Materials

Time	Topic	Responsibility
8:45-9:00	Registration	RTS
9:00-9:15	Introductory remarks	H.E. Dr. Chea Sam Ang, Chair of the REDD+ Taskforce
9:15-10:00	Review of Communications Strategy and activities undertaken to implement the strategy	Communications Officer
10:00-10:20	Q&A/Discussion	Facilitator
10:20-10:40	Break	
10:40-11:00	Overview of videos, posters and TV/radio programmes	Communications Officer
11:00-11:15	Q&A/Discussion	Facilitator
11:15-12:00	Preliminary meeting of 4 Technical Teams to organize work for the afternoon	Facilitator Demonstrations: Pheakkdey Facilitator Safeguards: Delux Facilitator MRV: Kimhy Facilitator Benefit Sharing: Heang
12:00-13:30	Lunch	
13:30-15:30	Meeting of 4 Technical Teams	
15:30-16:00	Report back in plenary	
16:00-16:20	Summary and next steps	Communications Officer
16:20	Closing	Chair of the REDD+ Taskforce

Annex 2: Suggested participants for Joint Meeting of Technical Teams on Communications Materials**Total Estimation: 57 people**

	Members of REDD+ Taskforce	(02people)	
01	H.E. Chea Sam Ang	Chair of Taskforce	FA
02	Mr. Kim Nong	Vice chair of Taskforce	GDANCP
	Safeguards Technical Team	(09people)	
01	Mr. Lao Sethaphal	Member Safeguards Team	FA
02	Mr. ChhunDelux	Member Safeguards Team	FA
03	Mr. Sum Cheat	Member Safeguards Team	GDANCP
04	Mr. Kim Sokha	Member Safeguards Team	FiA
05	Mr. Phan Bun Thoeun	Member Safeguards Team	MIME
06	Mr. Chut Savuth	Member Safeguards Team	MoI
07	Mr. Sar Thlay	Member Safeguards Team	CG
08	Mr. Chheut Chhorn	Member Safeguards Team	CG
09	Mr. Smoeun Boreyroth	Member Safeguards Team	CG
10	Mr. Hong Hei	Member Safeguards Team	MLMUC
	Benefit sharing Technical Team	(9people)	
01	Mr. Long Rathanak koma	Member Benefit Sharing Team	FA
02	Mr. Neab Keng	Member Benefit Sharing Team	FA
03	Mr. Lim Bunna	Member Benefit Sharing Team	FA
04	Mr. Va Samnang	Member Benefit Sharing Team	MEF
05	Mr. Heng Hong	Member Benefit Sharing Team	GDANCP
06	Mr. Chan Sopheap	Member Benefit Sharing Team	FiA
07	Ms. Sang Sokunthy	Member Benefit Sharing Team	MIME
08	Mr. Yang Meng Seang	Member Benefit Sharing Team	MoI
09	Mr. Kim Narong	Member Benefit Sharing Team	CG
10	Mr. Sao Theang	Member Benefit Sharing Team	CG
11	Mr. Vong Dara	Member Benefit Sharing Team	CG
	Demonstration Technical Team	(08 people)	
01	Dr. Hort Sothea	Member Demonstration Team	FA
02	Mr. Seng Ratanak	Member Demonstration Team	GDANCP
03	Mr. You Chanpraseth	Member Demonstration Team	FiA
04	Mr. Im Vithurith	Member Demonstration Team	MIME
05	Mr. Mam Buntharith	Member Demonstration Team	MoI
06	Ms. Hou Kalyan	Member Demonstration Team	CG
07	Mr. Rith Bunroeun	Member Demonstration Team	CG
08	Mr. Sum Sokun	Member Demonstration Team	CG
09	Ms. Soun Pinkanika	Member Demonstration Team	MEF
10	Mr. Seab Kimsrim	Member Demonstration Team	FA
	MRV and REL Technical Team	(08 people)	
01	Mr. Khorn Saret	Member MRV/REL Team	FA
02	Mr. Leng Chivin	Member MRV/REL Team	FA
03	Mr. Seab Kimsrim	Member MRV/REL Team	FA
04	Mr. Sokha Sophoarn	Member MRV/REL Team	GDANCP/MoE
05	Mr. Seng Leang	Member MRV/REL Team	FiA
06	Mr. Heang Bora	Member MRV/REL Team	MIME

07	Mr. Kim Soben	Member MRV/REL Team	CG
08	Mr. NokVen	Member MRV/REL Team	CG
09	Mr. Seak Sophat	Member MRV/REL Team	CG
10	Ms. Huot Naborey	Member MRV/REL Team	FA
11	Mr. Uy Kamal	Member MRV/REL Team	GDANCP/MoE
12	Mr. Pen Vuthdavann	Member MRV/REL Team	MLMUC
13	Mr. Sreng Sopheap	Member MRV/REL Team	Mol
14	Mr. Shigeru Ono	Member MRV/REL Team	JICA Expert
	REDD+ Taskforce Secretariat	(13 people)	
01	Mr. Khun Vathana	Head of RTS	RTS
02	Mr. Uy Kamal	Vice head of TRS	RTS
03	Mr. Lun Kimhy	Programme Coordinator	RTS
04	Ms. Pan Thida	Finance& Procurement officer	RTS
05	Ms. Thy Heang	Communication officer	RTS
06	Mr. Teng Huort	Admin Assistant	RTS
07	Ms. Duk Sireivathana	Finance Assistant	RTS
08	Mr. Ngoun Pheakkday	Intern	RTS
09	Mr. Timothy Boyle	REDD+ Technical Expert	RTS
10	Mr. Mathieu VanRijn	FAO Technical Specialist	RTS
11	Ms. Seangly Kheang	National Programme Assistant	RTS
12	Ms. Moeko Saito Jensen	Programme Analyst	UNDP

កំណត់បង្ហាញរឿង (Activity Note)

កម្មវត្ថុ (Objective):	សំណើសុំធ្វើការរៀបចំកិច្ចប្រជុំមួយជាមួយនឹងក្រុមការងារបច្ចេកទេស ដើម្បីពិនិត្យចុងក្រោយទៅលើឯកសារ និងសម្ភារៈ ដើម្បីធ្វើការបោះពុម្ពផ្សព្វផ្សាយ
យោង(Reference):	សកម្មភាព 1.4 Stakeholders provided with information on REDD+ and the National REDD+ Readiness process (Activities 1.4c: Development of awareness raising materials, tools, and outreach; and 1.4d: Awareness raising events for key groups within government and outside)

ការប្រញាប់ (Urgent)

យោបល់មន្ត្រីជំនាញ (Comment/Activity Note by Technical Staff)

យោងតាមកម្មវត្ថុខាងលើ សូមលោកប្រធានមេត្តាពិនិត្យ និងផ្តល់ការអនុម័ត ទៅលើឯកសារទេសស្រាវជ្រាវលើការរៀបចំកិច្ចប្រជុំជាមួយនឹងក្រុមការងារបច្ចេកទេស ដែលគ្រោងនឹងធ្វើឡើងនៅទីរួមខេត្តព្រះសីហនុ នៅថ្ងៃទី០១ ខែកក្កដា ឆ្នាំ២០១៤។ គោលបំណងនៃកិច្ចប្រជុំនេះ គឺដើម្បីពិនិត្យចុងក្រោយទៅលើឯកសារ និងសម្ភារៈផ្សព្វផ្សាយស្តីពីដេបូកដែលបានគ្រោង ដើម្បីធ្វើការបោះពុម្ពផ្សព្វផ្សាយនាពេលបន្ទាប់។ កិច្ចប្រជុំនេះ គឺត្រូវបានគ្រោងរៀបចំឡើង បន្ទាប់ពីមានការស្នើសុំពីក្រុមការងារបច្ចេកទេស និងកិច្ចពិភាក្សាជាមួយនឹងឯកឧត្តមប្រធាន។

ដូច្នេះសូម V/HRTS និង D/NPD មេត្តាពិនិត្យ និងអនុម័តលើឯកសារទេសស្រាវជ្រាវ និងគោលបំណង ដូចបានជម្រាបជូនខាងលើនេះ ដោយអនុគ្រោះ។

ថ្ងៃទី១០ ខែមិថុនា ឆ្នាំ២០១៤

ដើម្បីបញ្ជាក់ យោងតាមការណែនាំរបស់លោកប្រធានមេត្តាពិនិត្យ និងអនុម័តលើឯកសារទេសស្រាវជ្រាវ និងគោលបំណង ដូចបានជម្រាបជូនខាងលើនេះ ដោយអនុគ្រោះ។

<p style="text-align: center;"><u>យោបល់អនុប្រធានលេខាធិការដ្ឋាន</u> (Comment by Deputy Chair of CRST)</p> <p style="text-align: center;">ពោលកាមាត់ - ភ្ជាប់ (10-06-2014)</p>	<p style="text-align: center;"><u>យោបល់ប្រធានលេខាធិការដ្ឋាន</u> (Comment by Chair of CRST)</p> <p style="text-align: center;">ពោលភ្នំពេញ - ភ្ជាប់ (10-06-14)</p>
<p style="text-align: center;"><u>យោបល់អនុប្រធានកម្មវិធីជាតិUN-REDDកម្ពុជា</u> (Comment by Deputy National Programme Director)</p> <p style="text-align: center;">គុណភាពខ្ពស់ ១០/០៦/២០១៤ 11/06/2014</p>	<p style="text-align: center;"><u>យោបល់ប្រធានកម្មវិធីជាតិUN-REDDកម្ពុជា</u> (Comment by National Programme Director)</p> <p style="text-align: center;"> 16/06 កំណត់សម្គាល់: 9th & 10th July 2014</p>



UN-REDD
PROGRAMME



CAMBODIA UN-REDD NATIONAL PROGRAMME

UNDP PROJECT No. 00078446

(#40, Preah Norodom Blvd, Khan Daun Penh, Phnom Penh, Kingdom of Cambodia)

លិខិតប្រគល់សិទ្ធិ

ខ្ញុំបាទ **យុន វឌ្ឍនា** ប្រធានលេខាធិការដ្ឋាន REDD+ កម្ពុជា សូមសម្រេចប្រគល់សិទ្ធិជូនលោក **អ៊ុយ កាម៉ាស់** អនុប្រធានលេខាធិការដ្ឋាន REDD+ កម្ពុជាដើម្បីទទួលខុសត្រូវដឹកនាំ និងគ្រប់គ្រងការងារលេខាធិការដ្ឋាន REDD+ កម្ពុជាចាប់ពីថ្ងៃទី ១៩ ខែឧសភា ឆ្នាំ២០១៤ រហូតដល់មានវត្តមានរូបខ្ញុំបាទ ដោយខ្ញុំបាទជាប់កិច្ចការរវល់

ភ្នំពេញ, ថ្ងៃទី១៦ ខែឧសភា ឆ្នាំ២០១៤
ប្រធានលេខាធិការដ្ឋាន REDD+ កម្ពុជា

កន្លែងទទួល

- លេខាធិការដ្ឋាន REDD+ កម្ពុជា
"ដើម្បីជូនជ្រាប"
- លោក អ៊ុយ កាម៉ាស់
"ដើម្បីអនុវត្ត"
- ឯកសារកាលប្បវត្តិ

From: Thida Pan [thida.pan@undp.org]
Sent: Monday, May 26, 2014 2:45 PM
To: sireivathana.duk
Subject: Fwd: Out of office next week

FYI

Sent from my iPad

Begin forwarded message:

From: Kamal Uy <kamaluy@hotmail.com>
Date: May 23, 2014 at 3:45:05 PM GMT+7
To: Kimhy Lun <kimhy.lun@undp.org>, Thida Pan <thida.pan@undp.org>, Vathana <vathana.khun@gmail.com>
Cc: "Kheang, Seangly (FAOKH)" <seangly.kheang@fao.org>, "kimnongmoe@yahoo.com" <kimnongmoe@yahoo.com>
Subject: Out of office next week

Dear REDD colleagues,
I would like to inform you that I will be on mission next week from 28-30 May 2014.
any immediate work can be done on 26 and 27 May.
And after that I may consider to take leave for two weeks (the first two weeks of June).
FYI and regard,
Uy Kamal