
Report on Implementation of the UN- REDD/Cambodia Communications Strategy

November 2013

By Heang Thy

Table of Acronyms

CSO	Civil Society Organization
IP	Indigenous Peoples
NGO	Non-governmental Organization
PEB	Programme Executive Board
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
RTS	REDD+ Taskforce Secretariat

Introduction

The Cambodia UN-REDD Programme communications strategy was approved at PEB-4.

The **Goal** of the strategy is:

To enhance communication with different stakeholders to raise awareness and knowledge management on climate change and REDD+ issues in the country.

To achieve this Goal, the Strategy seeks to achieve three 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+.

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.

Key Products that were proposed to be produced included:

- Web-site: cambodia-redd.org
- Newsletter
- Programme leaflet
- Social media
- Fast-Facts/Event flyer
- Lessons Learned booklets

UN-REDD Cambodia**Communications Strategy Update**

- Database

Implementation to date

The following activities have been conducted and outputs secured since approval of the strategy:

Web-site

Cambodia-redd.org was launched on May 1st, 2013. Since that time it has been regularly updated and has received 489 visits.

Newsletters

Two editions of the Cambodia REDD+ Quarterly Newsletter have been produced, and the third edition is currently being compiled. 4,000 copies in Khmer and 1,000 copies in English are printed for each edition, and the newsletters are also posted on the web-site.

Programme brochure

A brochure describing the Cambodia REDD+ Programme has been produced in Khmer and English. 4,000 copies in Khmer and 1,000 copies in English have been printed.

Social media

A Cambodia REDD+ Programme Facebook page has been created, and news items are regularly posted. Currently, the page has received 420 "Likes", and is most popular among the 18-24 year age group.

Communications needs assessment

An on-line survey was conducted to allow staff of partner organizations to record their views on which communication materials are most important, across nine topics, for seven different audiences, and encompassing 5 types of communications materials. All existing materials were collected from partners, and used to identify gaps in communications materials (see below).

Awareness baseline assessment

A survey was designed and circulated at the beginning of the Consultation Group selection workshop in order to assess stakeholders' perceptions and actual knowledge of REDD+. The results have been drafted into a report.

Common communications materials

A multi-agency initiative is generating a common set of materials for awareness raising on REDD+ in Cambodia. A voluntary multi-stakeholder communications review committee has reviewed, or is currently reviewing 31 communications materials. Twelve reviews have been completed, with two products approved for general use, two for specific uses, three approved subject to amendments, 4 not approved, and one awaiting a decision.

Videos/posters

UN-REDD Cambodia**Communications Strategy Update**

The RTS translated a video entitled “Introduction to REDD+”, produced by the Global Canopy Programme, into Khmer, before the strategy was approved. This video has been widely utilized. However, based on experiences from the field and comments of the review committee, efforts are currently underway to revise and improve the video.

Leading efforts to fill the gaps identified through the communications needs assessment (above), the RTS has produced video scripts for 4 videos, targeting monks, local communities, IPs, government, CSOs/NGOs, and academia:

- Safeguards, including FPIC
- Incentives
- Co-benefits
- MRV

Two posters, on safeguards, including FPIC, and incentives, have also been drafted and are currently undergoing review.

Study tour

From October 30th to November 1st, three country delegations, from Myanmar, Sri Lanka, and Viet Nam, visited Cambodia to learn about experiences with stakeholder engagement and communications. All three delegations reported that they intended to replicate Cambodian communications initiatives to develop a REDD+ glossary, establish a multi-stakeholder review committee, and undertake an awareness baseline assessment. Materials related to each of these processes were subsequently shared with the delegations.

At the same time, the RTS hosted the UN-REDD/Papua New Guinea Communications Officer to gain knowledge from Cambodian experiences.