

# UN-REDD Communications Resources

REDD+ Day at FAO  
May 2012



# Presentation Overview

- **UN-REDD Programme Workspace and Website**

- [www.unredd.net](http://www.unredd.net)
- [www.un-redd.org](http://www.un-redd.org)

- **Other Corporate Communications Resources**

- Publications, posters, videos, other online tools

- **Communications Plans: 2012 and beyond**

- **FAO and REDD+**



# The Workspace: www.unredd.net



- Primary tool for internal communications
- 800+ members
- All members can share updates and edit contents

UN-REDD COLLABORATIVE ON-LINE WORKSPACE

UNFCCC COP Decisions | UN-REDD Financial Updates | Public UN-REDD | Good REDD+ Links | Contacts

Select Language

search (people, topics .)

Home All Documents In Countries Global Partners Discussion Forum Calendar SharedDocs \*\*

**UN-REDD PROGRAMME**

The United Nations Collaborative Programme on Reducing Emissions from Deforestation and Forest Degradation in Developing Countries

FAO UN D P UNEP

**REDD+ In the News**

Go-REDD+ questions whether REDD+ will work in fragile states

Lessons from the 3 year implementation of 1st pilot UN-REDD programme in Viet Nam

New publication: A framework for integrating biodiversity concerns into national REDD+ programmes

View all

**What's Happening**

— Nigeria REDD+ University, 19-21 March

The Nigeria REDD+ University takes place 19-21 March in Calabar, Cross River State, the pioneer state in Nigeria for REDD+. The UN-REDD Programme will provide technical and financial support to this event that intends to foster understanding and multi-stakeholder dialogue on REDD+ and to serve as public inception of Nigeria's REDD+ Readiness Programme. Read the agenda and find more information here.

— Updates from Panama, Paraguay, and Ecuador

There have been recent achievements in Panama, Paraguay, and Ecuador in their REDD+ Readiness processes. Read about their progress here.

— Documents for Eighth Policy Board Meeting Available

Written by Reem Ismail  
Thursday, 01 March 2012 00:00

Documents related to the Eighth Policy Board meeting (25-26 March) in Asunción, Paraguay can be accessed in Eighth Policy Board (PB8) folder.

The documents are also available on the public web site here.

Last Updated on Thursday, 15 March 2012 18:01

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# The Website: [www.un-redd.org](http://www.un-redd.org)

- Primary tool for external communications
- 1 million+ hits per month (60,000+ unique visitors)

The screenshot shows the UN-REDD Programme website homepage. At the top, there is a banner with the text "UN-REDD PROGRAMME" and "The United Nations Collaborative Programme on Reducing Emissions from Deforestation and Forest Degradation in Developing Countries". Below the banner is a search bar with "Web" and "Site" options and a "GO" button. The main content area is divided into several sections:

- Home:** A vertical menu with links to "About UN-REDD Programme", "About REDD+", "Policy Board", "Media Centre", "Resources and Publications", "Events", "Vacancies", and "Contacts".
- News:** A section with two news items. The first is dated "13 March 2012" and is titled "UN-REDD Programme eighth Policy Board meeting documents now available". The second is dated "14 March 2012" and is titled "Is REDD+ in its present form achievable by all?".
- Go-REDD+:** A section with a link to "Read the latest issue of GoREDD+, which looks into the question, Is REDD+ in its present form achievable by all?".
- National Programmes:** A section with a link to "Moving Ahead with".
- Media Centre:** A section with a link to "What is the Sound of a Tree".
- News Alerts:** A section with three alerts, including "Lessons from the 3 year implementation of 1st pilot UN-REDD programme in Viet Nam" and "Go-REDD+ questions whether REDD+ will work in fragile states".
- Download the February 2012 Newsletter here:** A link to the "UN-REDD Programme Newsletter".
- Newsletter Archive:** A link to "Subscribe now!".
- Quick Links:** A section at the bottom right.

Logos for UN, D.P., and UNEP are visible in the top right corner of the banner. Social media icons for YouTube, RSS, Twitter, Facebook, and LinkedIn are located in the "Follow us on" section. A Google Translate widget is also present.



# Other Corporate Communication Resources

## For Wide REDD+ Audiences:

- Annual “Year in Review” report
- Monthly newsletter
- Video content
- UN-REDD Programme leaflet
- Banner series
- FCPF/FIP/UN-REDD pamphlet
- FAQs & Social media channels

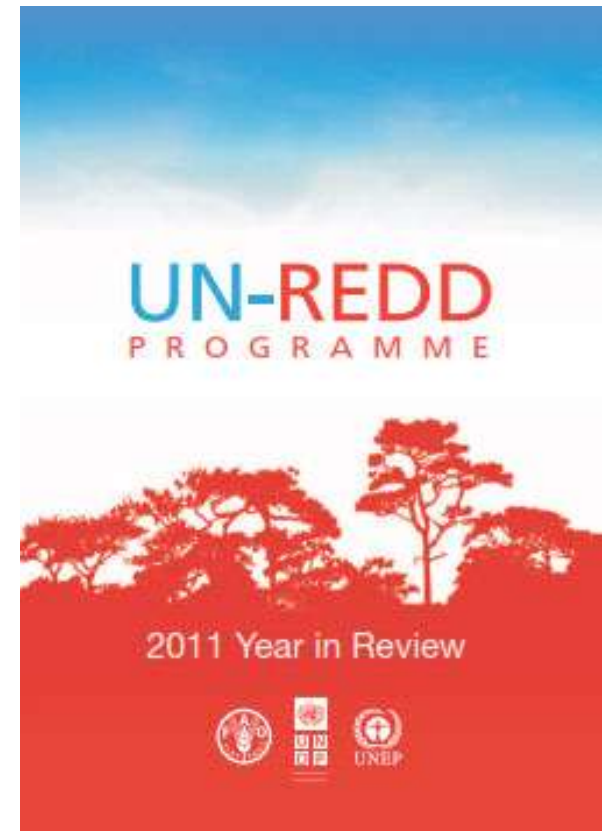
## For Technical REDD+ Audiences:

- Lessons Learned booklet series
- Policy Brief series
- “Perspectives on REDD+”
- Guidance for the Provision Information on REDD+ Governance
- Country Brochures on MRV



# For Wide Audiences

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**UN-REDD**  
PROGRAMME

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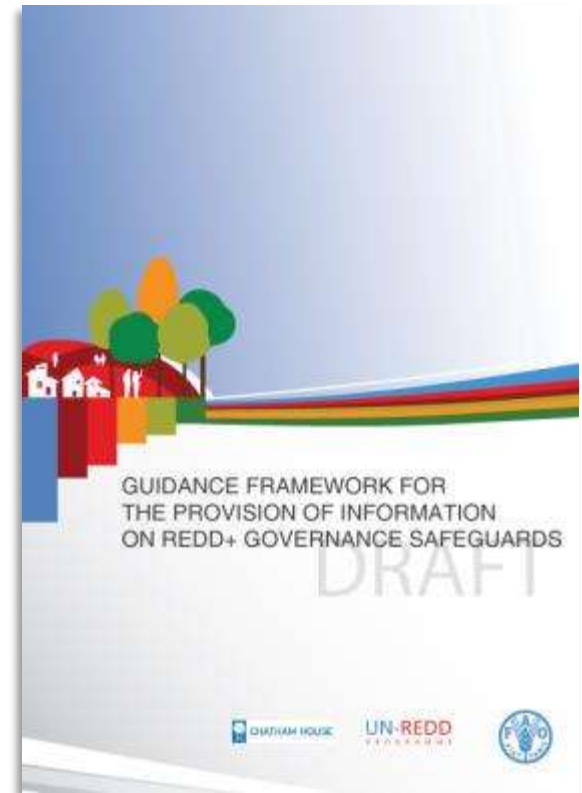
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# Communications Plans: 2012 and beyond

- **Finalizing 2012-2015 corporate external communications strategy** to service the five-year Programme Strategy
- **Lessons learned booklets for Africa and LAC**
- **2-3 more Policy Briefs in 2012**



# FAO REDD+ Portal

- Provide one-stop for FAO Information on REDD+
- Offer a brief overview of what REDD+ means
- Provide a gateway to FAO activities that contribute to REDD+ implementation.



Reducing emissions from deforestation and forest degradation - REDD+

FAO logo

Reducing emissions from deforestation & forest degradation

**REDD+**

**REDD+ actions**

FAO's longstanding work in forestry and agriculture contributes to all of the REDD+ actions outlined in the UNFCCC Cancun agreement on REDD+. Ever since it was founded, FAO has supported its Member Nations to improve agriculture, forestry and fisheries to reduce hunger and protect the environment. This experience and expertise will make a crucial contribution to REDD+ implementation.

All of the actions covered by REDD+ are inter-related and need to address them in a reasonably cross-cutting. For the purpose of this site, we have grouped FAO activities that contribute to REDD+ in the following categories:

- Deforestation
- Forest degradation
- Forest management

**FAO links**

- ▶ FAO Forestry, Forestry and Climate Change

**External links**

- ▶ UN REDD+ Programme
- ▶ UNFCCC REDD+ Web Platform

last updated: Monday, December 15, 2011

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# Thank-you!

