



UN-REDD  
PROGRAMME



## Cambodia REDD+ National Programme

UNDP ROJECT No. 00078446

(#40, Preah Norodom Blvd, Khan Daun Penh, Phnom Penh, Kingdom of Cambodia, 3<sup>rd</sup> Floor)

### CONCEPT PAPER

<b>Title of activity</b>	Photography Competition and Concert
<b>Outcome/output from Results Framework</b>	Output 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)
<b>Anticipated timing</b>	Early May – Late June, 2013 Photo Contest; and Concert and Photography Exhibition planned for Saturday, June 22 <sup>nd</sup> , associated with World and Cambodia Environment Day
<b>Duration</b>	2 months

#### Objective of activity:

To raise awareness about climate change, the role of forests, and REDD+ among the general public and others.

#### Justification:

Effective implementation of REDD+ requires broad-based support from all stakeholders. Such support can only come once basic awareness of the issues has been raised. Table 1 in the UN-REDD Communications Strategy lists the Private Sector, Civil Society, Journalists/Media agencies, and the general public among key audiences external to UN-REDD in Cambodia. This activity will contribute to raising awareness among all these groups. As stated in the Communications Strategy, key messages conveyed will include:

- 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 is committed to reducing emissions from deforestation and forest degradation.

#### Approach:

The awareness raising will be built around two inter-related events, a photography competition and a concert. The photography competition will run throughout the month of May, with a theme of “Our Forests, Green Planet”. At the end of May, the entries will be judged by a panel of photographers, representatives of corporate sponsors, and the UN-REDD Communications Officer. Social media (Facebook) may also be used to assess entries. Winners will receive prizes provided by corporate sponsors. Winning entries will be displayed during the concert.

The concert will be organized by corporate sponsors, i-Click and Smart, and it is proposed to be held on Saturday, June 22<sup>nd</sup>, in between World Environment Day (June 5<sup>th</sup>) and Cambodia Planting Day (July 09<sup>th</sup>). Corporate sponsors will be i-Click (distributor of Cannon photographic products) and Smart (telecom company). They will co-provide the merchandise as prizes for the photography competition and will

Senior officials from Forest Administration (or Ministry of Environment, and other Ministries/Agencies) will open the concert. At the concert, REDD+ and UN-REDD promotional materials will be used and distributed, including banners, posters, brochures, hats, t-shirts and stickers, etc. A booth for REDD+ Cambodia/UN-REDD will distribute materials and other REDD+ partners will have the opportunity of having booths (at their own cost). Students from the Department of Media and Communications, Royal University of Cambodia will assist in design of the hats, t-shirts and stickers, and will be involved in promotion of the photography competition and concert.

#### Key Outputs:

The outputs of the activity will be:

- A REDD+/Cambodia photography competition
- A concert, serving as a venue for awareness raising

The benefits of the activity will include:

- Raised awareness about REDD+ among the general public, media, civil society and private sector
- Increased support to the efforts of the RGC to develop a REDD+ Programme in Cambodia

#### Background Documents, including ToR for any personnel to be recruited:

A schematic outline of the activity is found at the following location on the Cambodia REDD+ website:

<http://www.cambodia-redd.org/category/document-centre/photo-contest>

#### Budget:

Item	Amount
Personnel (consultants, etc.)	0
Travel costs	\$1000.00
Contracts:	
Dept. of Media & Communication, Royal University of Cambodia (design of materials)	\$2,500.00
Share Cost to Concert Event	\$2,000.00
Photography group (organization of photography competition)	\$2,000.00
Rewards to the (10) winners	
Supplies (Banners, brochures posters, stickers, hats, t-shirts, pen, etc.) (detailed attached)	<b>\$21,500.00</b>
Concert/Facility costs: None ( <b>contribution from private sector:</b> i-Click and Smart (contribution to concert costs, including provision of booth for awareness raising) <sup>1</sup> )	\$15,000.00
Miscellaneous (contingency)	\$1,000.00
<b>TOTAL</b>	<b>\$47,000.00</b>

Breakdown of promotional materials costs				
No.	Items	Unit	Unit Price	Total
<b>Silk Printing</b>				
1	T-shirts (Polo)	500	\$ 5.00	\$ 2,500.00
2	T-shirts (no collar)	1000	\$ 3.00	\$ 3,000.00
3	Hats	1500	\$ 2.00	\$ 3,000.00

<sup>1</sup> Total costs of the concert will be covered by I-Click and Smart Companies if they agree to support. However, if they don't, the budget of the concert will be made by the Cambodia REDD+ National Programme.

				Subtotal	\$ 8,500.00
<b>Publication Printing</b>					
1	Brochures	3000	\$ 0.50	\$ 1,500.00	
2	Posters (A2)	1500	\$ 1.00	\$ 1,500.00	
3	Banners (2mx3m)	5	\$ 50.00	\$ 250.00	
4	Banners (X-Stand)	20	\$ 40.00	\$ 800.00	
5	Banners (on the stage)	2	\$ 50.00	\$ 100.00	
6	Stickers	4000	\$ 0.30	\$ 1,200.00	
7	Photo books	1000	\$ 3.00	\$ 3,000.00	
8	Newsletters (2/4 pages)	1500	\$ 0.50	\$ 750.00	
9	Photo story book	1000	\$ 3.00	\$ 3,000.00	
10	Pen	2000	\$ 0.30	\$ 600.00	
11	Backdrop	1	\$ 300.00	\$ 300.00	
				Subtotal	\$ 13,000.00
				<b>Total</b>	<b>\$ 21,500.00</b>

**Note:** Price is in USD