



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 & Art Competitions 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>	August – November, 2013 Photo/Art Contests; and Concert and Photography/Art Exhibition planned for Saturday, 9 <sup>th</sup> November, associated with Independent Day
<b>Duration</b>	4 months

#### Objective of activity (one sentence):

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

#### Justification (100 words or less):

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 (400 words or less):

The awareness raising will be built around three inter-related events, photography and art competitions and a concert. The photography competition will run throughout the months of September and October, and will be open to members of the general public, with a theme of “Our Forests, Green Planet” (... or ... “Cambodian Forests for the Future”?). The art competition will be open to secondary school students in schools in Phnom Penh (and Siem Reap?) (... or ... nationwide?). At the end of October, the entries will be judged by a panel of photographers and art specialists, 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 with possible corporate sponsor, Smart, and it is proposed to be held on Saturday, November 9<sup>th</sup>, on the same day of Independent Day. Corporate sponsors will be (distributor of Cannon photographic products) and Smart (telecom company). If the sponsorship happens, they will co-

provide the merchandise as prizes for the photography competition and will organize the concert.

Senior officials from Forest Administration, 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:

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

The benefits of the activity will include:

- Raised awareness about REDD+ among school children, 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 (add lines if necessary):

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	\$2,000.00
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-Qlick 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

<sup>1</sup> Total costs of the concert will be covered by I-Qlick 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.

2	T-shirts (no collar)	1000	\$ 3.00	\$ 3,000.00
3	Hats	1500	\$ 2.00	\$ 3,000.00
Subtotal				\$ 8,500.00
<b>Publication Printing</b>				
1	Brochures (A4)	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

Prepared By

Approved by

**REDD+ Technical Staff**

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