

Cambodia REDD+ Activity Cover Page

Title of Activity:

Preparation of awareness raising videos for the Cambodia REDD+ Programme

Related Activities UN-REDD Workplan:

1.4 Stakeholders provided with information on REDD+ and the National REDD+ Readiness process

Objectives of Activity:

To prepare for subsequent disseminations to all partners a series of four videos for awareness raising on key aspects for REDD+ for all stakeholders

Brief Description:

An analysis of awareness raising needs and existing materials in Cambodia identified gaps that need to be filled. One of these gaps was a series of videos on key aspects of REDD+, namely:

- Safeguards, including FPIC
- Benefit distribution
- Co-benefits
- MRV and monitoring

RTS has prepared video scripts for all four videos and these have been reviewed and accepted by the Communications Review Committee and the relevant Technical Teams. Stylistically, the videos will follow the “*Introduction to REDD+*” video, produced by the Global Canopy Programme, and already translated into Khmer by the RTS.

A video production company needs to be contracted to produce the videos. Because of the need for high quality products that are stylistically aligned with the “*Introduction to REDD+*” video, the tender should be national and international.

Key Output:

Four videos, in Khmer with English sub-titles:

- Safeguards, including FPIC
- Benefit distribution
- Co-benefits
- MRV and monitoring

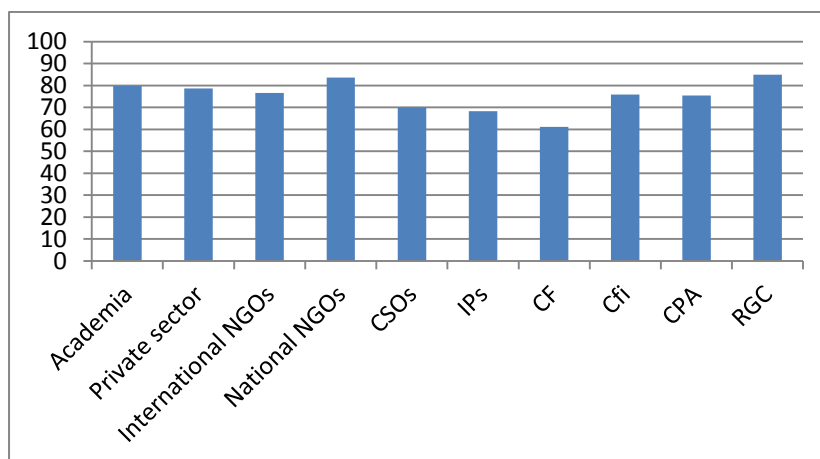
	Signature	Name and Function	Date
Developed by:		Thy Heang, Communications Officer	
Implemented by:		Head REDD+ Taskforce Secretariat	
Approved by:		UN-REDD Programme Director	

CONCEPT PAPER

Preparation of awareness raising videos for the Cambodia REDD+ Programme

1. Background

There is a demonstrated need for awareness raising on REDD+ for all stakeholders in Cambodia. The results of an awareness survey among participants at the Consultation Group selection workshop in September, 2013 illustrated overall awareness by stakeholder group:



It is certain that awareness levels among stakeholders in general will be well below the level of those who were participants at the workshop.

Since May, 2013, RTS has been facilitating a process to produce a common set of awareness raising materials for use by all partners in raising awareness about REDD+ in Cambodia. This is to guard against inaccurate messages being disseminated and to ensure high quality awareness raising events. At the beginning of this process, an on-line survey was conducted to identify awareness raising needs. Partners were asked to identify which products are essential on nine topics related to REDD+, for 7 stakeholder groups. The results of the survey were then matched against existing materials to identify gaps.

This gap analysis identified the need for the following videos:

Monks	Local comms	IPs	Private sector	Government	CSO/NGO	Academia
Incentives FPIC Co-benefits	Incentives Safeguards FPIC MRV Co-benefits	Incentives Safeguards FPIC Co-benefits		Incentives MRV	Safeguards MRV Co-benefits	Safeguards

It was concluded that videos could be produced that can be used for all six stakeholder groups. This resulted in the production of the following four videos:

- Safeguards and FPIC
- Incentives (Benefit sharing)
- Co-benefits

- MRV and monitoring

RTS produced draft video scripts. These were submitted to the Communications Review Committee and approved, subject to minor edits¹. The scripts have also been submitted to the relevant Technical Team for review and approval.

In 2013, RTS cooperated with the Global Canopy Programme to translate a video entitled “*Introduction to REDD+*” into Khmer. This video has subsequently been used in numerous events, and for various stakeholder groups. Because it is anticipated that several videos may be used together in future awareness raising events, there is a strong rationale for producing new videos that are stylistically similar to the “*Introduction to REDD+*” video, which is an animated video.

Because of the need for high quality and a good match stylistically, the tender should be international to increase the number of potential contractors.

2. Objective

To produce a set of four videos on key aspects of REDD+ to be used in raising awareness on REDD+ among all stakeholder groups in Cambodia.

3. Expectation

An enhanced understanding of REDD+ among all stakeholders in Cambodia.

4. Activities

- Contract a video production company:

An open, international tender should be offered to select a video production company that is able to produce high quality videos that are stylistically compatible with the “*Introduction to REDD+*” video.

- Provide oversight in video production:

The RTS Communications Officer will work closely with the video production company to ensure accuracy and quality of the final video, including English sub-titles for each scene.

- Record Khmer voice-over:

If the contracted production company is in Cambodia, the voice-over can be produced at the same time as the video. However, if the contract is with an international company, production of the voice-over will need to be undertaken following video production.

- Dissemination of completed videos:

All four videos will be posted on the Cambodia REDD+ website. They will also be copied onto DVDs for dissemination to those without internet access.

5. Output:

Four videos on:

- Safeguards and FPIC
- Incentives (Benefit sharing)

¹ The MRV and monitoring video script is still being reviewed

- Co-benefits
- MRV and monitoring

6. Roles and Responsibilities

The REDD+ Taskforce Secretariat will:

- Develop and publish the tender.
- Assess the tenders and select the successful bidder
- Establish a contract with the successful bidder
- Provide oversight of the work undertaken by the contractor.
- Arrange for Khmer voice-over.
- Disseminate final products.

7. Budget

Activity	Budget
Publishing of tender	300
Video production company tender (estimated): 4 videos @ \$5,000/video	20,000
Miscellaneous	500
Total	20,800

8. Time frame

Activity	Estimated duration to complete	Time period
Issuing tender (open for 2 weeks)	2 days	7 Feb, 2014
Assessment of bids	1 day	22 Feb, 2014
Contracting	4 days	27 Feb, 2014
Video production (1 month)	1 month	27 March, 2014
Khmer voice-over	1 week	3 Apr, 2014
Dissemination	1 day	4 Apr 2014