



UN-REDD
PROGRAMME



Cambodia REDD+ Activity Cover Page

Title of Activity:

Design and delivery of TV and radio programmes on REDD+

Related Activities UN-REDD Workplan:

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)

Objectives of Activity:

To contribute to increased public support for REDD+ by raising awareness among the general public through TV and radio programmes.

Brief Description:

The UN-REDD Communications Strategy and the Cambodia REDD+ Communications Strategy both identify the general public as one of the audiences for communications and awareness raising about REDD+. The main avenue for such awareness raising to date has been the REDD+ Concert, held in December, 2013.

NGO Forum has been organizing weekly radio programmes on the environment and natural resources, which have been broadcast on **xxxx channel**. These programmes have a format of questions-and-answers with an expert, followed by a phone-in session. However, since the series cover a broad range of issues, REDD+ has only featured a few times so far.

The proposal is to develop this initiative into a series of TV and radio programmes, to be broadcast weekly. The RTS will work with NGO Forum and others on this initiative.

Key Outputs:

The activity will have the following expected outputs:

1. Regular, weekly TV and radio programmes discussing various aspects of REDD+.
2. Increased awareness about REDD+ and forest protection among the general public and therefore increased public support for REDD+.

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



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CONCEPT PAPER
Design and delivery of TV and radio programmes on REDD+

1. Background

The Cambodia REDD+ Communications Strategy, approved by the REDD+ Taskforce in December 2013, has the following **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+.

Two of the identified audiences for the Strategy are:

- Journalists/Media agencies
- General public

In relation to the **general public, including news media**, the Strategy states:

"Although the general public can be difficult to define, effort needs to be made to raise the general public profile of REDD+ to help increase political support for forest conservation. The contribution of forests to mitigate climate change must be conveyed to urban audiences and others that may not encounter forests in their day-to-day lives. This is not just as an end in itself, but to help reinforce to the Government the importance of combating climate change. As the news media will convey messages about REDD+ to the general public, it's important that strong and lasting contacts are made across TV, Radio, Newspapers and Magazines."

Recognizing the objectives and approach identified in the REDD+ Cambodia Communications Strategy, this activity seeks to deliver on key outputs by raising awareness among the general public through TV and radio programmes.

Also consistent with the overall approach of the Cambodia REDD+ programme, the activity builds on experiences of important partners, in this instance the NGO Forum, which has been organizing regular radio programmes on environmental and natural resources issues. Some of these programmes have covered issues of REDD+, but because the thematic coverage is so wide, relatively few such programmes have been broadcast so far.

The format of the radio programmes can be based on the existing NGO Forum broadcast, consisting of a Q & A session with a designated expert, followed by phone-in questions. For the TV programmes, a panel debate will be the preferred format.

The subject matter for the broadcasts will be aligned with issues that are known to be poorly understood, especially among the general public. This includes the role of forests in climate change (both the contribution of deforestation and forest degradation to greenhouse gas emissions as well as the role of forests in mitigating climate change), drivers of deforestation and forest degradation, sustainable forest management, protected area management, community management of forests, etc.

2. Objective

To contribute to increased public support for REDD+ by raising awareness among the general public through TV and radio programmes.

3. Expectation

Enhance awareness of REDD+ among the general public and the media in Cambodia

4. Activities

- In consultation with broadcast partners, agree on an appropriate format for both radio and TV programmes:

The RTS Communications Officer will collaborate with staff of NGO Forum and potentially other partners, and with potential broadcasters, in reviewing experiences with the existing radio broadcasts and identify an appropriate format for radio and TV programmes.

- Identification of themes for individual programmes:

The RTS Communications Officer will review results of awareness surveys and identify potential topics for weekly broadcasts over a 9 month period (35-40 topics). The initial list will be reviewed by partners including RGC officials and non-governmental organizations, and a final list drawn up. The list of topics may be subject to further revision. For example, if it becomes clear that some topic requires more in depth coverage than was originally foreseen, a further programme on that topic may be organized, displacing another topic.

- Arrange for experts and other interested parties to participate in the broadcasts:

The RTS will work closely with other partners in identifying experts and other potential participants. For example, depending on the topic, members of community-managed areas might discuss issues with RGC officials or other experts. Depending on the format of the programmes, one or more participants will be identified for each programme. It is expected that all participants will be Khmer speakers, although the potential exists, in exceptional circumstances, for non-Khmer speakers to participate with interpretation.

- Manage and oversee production and broadcast of programmes:

The RTS will oversee production and broadcast to ensure that the quality meets expectations, and will make arrangements for the programmes to be accessible on the Cambodia REDD+ web-site following broadcast.

5. Outputs:

The activity will have the following expected outputs:

- Regular, weekly TV and radio programmes discussing various aspects of REDD+.
- Increased awareness about REDD+ and forest protection among the general public and therefore increased public support for REDD+.

The radio and TV broadcasts will be linked to the Cambodia REDD+ web-site and so will be available

after the broadcast dates.

6. Roles and Responsibilities

The REDD+ Taskforce Secretariat will:

- Further develop the concept in collaboration with NGO Forum and other potential partners.
- Discuss and agree on the format of the TV and radio programmes with the broadcaster.
- Identify suitable topics for the programmes.
- Make arrangements for appropriate participants in each broadcast.
- Oversee and manage the process and ensure availability of the broadcasts through the Cambodia REDD+ web-site.

7. Budget

Activity	Budget
Production and dissemination of programmes	10,000
Miscellaneous	1,000
Total	11,000

Cost is in USD

8. Time frame

Activity	Estimated duration to complete	Time period
Identification of broadcaster	5 days	15 Mar 2014
Agreement on formats	10 days	25 Mar 2014
Agreement on topics	15 days	10 Apr 2014
Organization of first and subsequent broadcasts	20 days for initial broadcast, then on-going	30 Apr 2014
Total	50 days (then on-going)	