

Assessing the Effectiveness of Training and Awareness Raising Activities of the UN-REDD Programme in Viet Nam (2009-2011)

UN-REDD PROGRAMME

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Acknowledgements

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Disclaimer

The views expressed in this report do not necessarily reflect the views of RECOFTC – The Center for People and Forests, UN-REDD or any organization linked to the assessment team. Opinions and errors are the sole responsibility of the authors.

Executive Summary

This report presents the main findings, conclusions and recommendations from an assessment of the effectiveness of Training and Awareness Raising (T&AR) implemented by the UN-REDD Viet Nam Programme between October 2009 and December 2011. The assessment itself was carried out between December 2011 and April 2012.

The objective of the UN-REDD Viet Nam Programme is to assist the Government of Viet Nam in developing an effective REDD regime in Viet Nam and to contribute to reduction of regional displacement of emissions. A critical outcome of the Programme is improved institutional and technical capacity for national coordination to manage REDD activities in Viet Nam. The UN-REDD Programme works at the national level and pilots field activities in two districts of Lam Dong Province.

In the context of this assessment, effectiveness is defined as the extent to which T&AR for forest stakeholders contributed to developing the necessary capacity for getting REDD+-ready at national, sub-national and local levels.

It is unrealistic to expect that just one initiative implemented over two years is able to achieve REDD+-readiness in any country. Therefore, it is no surprise that major capacity development efforts need to continue during Phase II of the UN-REDD Viet Nam Programme, although the Programme activities contributed significantly to REDD+- readiness, especially in Lam Dong Province and among VNForest officials. Key successes include the important progress made in raising general awareness and a thorough “Free Prior, and Informed Consent” process, which was successfully completed in 2010.

Are T&AR activities prepared to respond to needs for REDD+ development in Viet Nam?

The Programme conducted a capacity building needs assessment and prepared a communication and awareness raising strategy. The strategy identifies the key audiences, key messages and media to communicate messages. The capacity building needs assessment was done in the second part of the Programme, and did not contribute to the preparation of the strategy. It is obvious that both the strategy and needs assessment should have been done earlier, and should have been integrated better. The Programme should have done a better needs assessment.

Are T&AR activities delivered effectively?

The Programme was only partly effective in delivering the T&AR. It made significant efforts to reach its audience by employing a rich amount of media, organizing a large number of T&AR activities, and developing various materials.

Key concerns:

- Overall, the materials resemble propaganda documents for REDD+ and the UN-REDD Programme. REDD+ has been mainly portrayed as a source of income or benefits. Potential risks and costs associated with implementation of REDD+ have rarely been discussed, nor have they been properly communicated.
- There has been too much room for interpretation of the implications of the different key messages for the various levels. Although key messages found in the printed communication materials may be clear for some, it was obvious that community members need more explanation in order to extract the right message. This was observed particularly during trainings and workshops.
- Monitoring and Evaluation has been weak. Though information has been collected for some (training) events, monitoring and evaluation systems are not in place. These systems are needed to collect, manage, and process data for effective knowledge management.
- The training focused on the pilot sites and on forestry officials. Only few non-forestry sector REDD+-stakeholders were involved in the trainings and workshops. Even from

within the sector, only a small number of officers attended all workshops and trainings. Stakeholders like women groups, private sector representatives, the youth, school children, and civil society organizations were underrepresented.

- Until the submission date of this report, there is no training manual on REDD+ contents is available in the Programme.

Have T&AR activities contributed to intended objectives?

While the T&AR efforts reached a high number of people and improved their understanding on climate change and REDD+ issues, a lot of relevant groups were not reached enough, especially from outside the pilot area, and outside the forestry sector. Training has provided participants with (basic) knowledge on different thematic areas of REDD+, and with communication and facilitation skills. Training contributed particularly to the capacity of the FPIC facilitators and the village facilitators. While most interviewees expressed improved knowledge on climate change and REDD+, further discussion between them and the assessment team indicated that the new knowledge does not make them ready for REDD+, yet.

Key Recommendations

- Considering its unique mandate, the Programme should aim to be the leader in information generation and dissemination on REDD+ in Viet Nam. It should profile itself as the key facilitator for policy development, capacity building, networking, and information sharing towards achieving REDD+-readiness in Viet Nam.
- The Programme should develop a strategy and plan for T&AR in Phase II, which should be clearly linked to planning and implementation within the National REDD+ Programme (NRP). This will guide the processes, tools, and resources needed; and should become a primary focus in the initiation and planning stages of Phase II.
- The Programme should prepare annual and quarterly T&AR plans during Phase II, covering aims, objectives, topics, media, and resources. Lessons learned during Phase I should be clearly addressed. This should emanate from the strategy, and should be communicated broadly amongst the actors of REDD+ to allow discussion and sharing of the experiences, especially with key actors, and specialized service providers from Viet Nam and abroad. The Programme should actively seek to promote its approaches beyond the main target groups and partners.
- The Programme should develop systematic monitoring and evaluation (M&E) of investments in T&AR during Phase II. Building on the objectives and aims of the strategy and plan, the M&E system should include criteria and performance indicators, tools for data collection and analysis, human resources needs, action plans, and budgets. Specific indicators and measures to keep track of the outputs, and the outcomes of the Programme – both quantitatively and qualitatively – are needed. While data collection and management should be a continuous responsibility of the Programme staff, some level of independent M&E is needed to assess effectiveness, and advise on enhancing performance.

Secondary Recommendations

- The Programme should enhance efforts to reach beyond the forestry sector (e.g. the agricultural, education, and finance sectors), and should go beyond the primary stakeholder groups to include private sector, other line ministries/departments, NGO's and CSO's, women, and youth.
- Based on the content of the NRP and the latest UNFCCC COP decisions, the Programme should review its key messages for new and existing audiences, start using existing media better, and explore the potential of alternative media.
- Based on the work in Lam Dong Province during Phase I, the Programme should build a cadre of village-level facilitators for T&AR, and should strengthen their capacity to reach

out to local people. At the local level, the T&AR activities should be action oriented, i.e. should include a follow-up plan for ground-level work that would require for example the collection of additional information from forests and communities, the adoption of new forest management activities, the establishment of new institutions

- The Programme should continue to develop journalists' capacity. Working with a core group of journalists, the Programme should prepare opinion pieces and reports, for publication in magazines, journals and newspapers. It is furthermore recommended to prepare a journalist's guide on the role of forests in climate change mitigation.
- The Programme should seek the advice from external specialists and Sub-Technical Working Groups for the development of its key messages. It should ensure that these messages are relevant and meaningful to stakeholders at different levels, especially at the local level.
- The Programme should give more attention to effective communication at local level, by working with those speaking ethnic minority languages, and building their understanding on REDD+ and climate change.
- The Programme should continue to produce video clips, but consider their purpose and their use more carefully. They should be carefully planned and, based on a strong script, produced by professionals. If means allow, air time from TV stations could be bought to broadcast the video clips or short versions of them..
- The Programme should maintain and distribute a quarterly newsletter both digitally and printed, to a emailing list and in hard copy, to relevant stakeholders, including various government departments and bureaus, mass organizations, civil society organizations, schools, and village halls. It is suggested to involve mass organizations in the dissemination of the newsletter. The newsletter should contain enough "popular" items to attract readers alongside opinion pieces, debates and policy information.
- Finally, but importantly, the Programme should further develop, and improve the REDD+ Website.

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List of acronyms

BDS	Benefit Distribution System
CSO	Civil Society Organization
FAO	Food and Agriculture Organization of the United Nations
FPIC	Free, Prior and Informed Consent
M&E	Monitoring and Evaluation
MARD	Ministry of Agriculture and Rural Development
MOLISA	Ministry of Labor, Invalids and Social Affairs
MRV	Measuring, Reporting and Verification
PCM	Participatory Carbon Monitoring
RECOFTC	The Center for People and Forests
REDD	Reducing Emissions from Deforestation and Forest Degradation in Developing Countries
STWG	Sub-technical Working Group
T&AR	Training and Awareness Raising
TOR	Terms of Reference
TOT	Training of Trainers
UNDP	United Nations Development Programme
UNEP	United Nations Environment Programme
UN-REDD	The United Nations Collaborative Program on Reducing Emissions from Deforestation and Forest Degradation in Developing Countries

INTRODUCTION

The United Nations Collaborative Programme on Reducing Emissions from Deforestation and Forest Degradation in Developing Countries (UN-REDD) combines the efforts of three UN Organizations¹ in supporting countries to prepare for REDD+. UN-REDD National Programmes support a variety of processes that assist in the preparation of national REDD+ strategies and contribute to the preparedness of all forest sector stakeholders for the changes that REDD+ will generate.

Viet Nam was among the first countries to implement UN-REDD National Programme activities. The UN-REDD Viet Nam Programme (hereafter referred to as the Programme) started in August 2009 and the first phase will be completed by June 2012. The objective of the UN-REDD Viet Nam Programme is to assist the Government of Viet Nam in developing an effective REDD regime in Viet Nam and to contribute to reduction of regional displacement of emissions. A critical outcome of the Programme is improved institutional and technical capacity for national coordination to manage REDD activities in Viet Nam. The UN-REDD Programme works at the national level and pilots field activities in two districts of Lam Dong Province.

RECOFTC – The Center for People and Forests – assessed the effectiveness of the training and awareness raising (T&AR) activities implemented between October 2009 and December 2011 (see Annex 1 for the Terms of Reference). The objective of the assessment was to review the effectiveness of the T&AR to guide the Programme in its Phase II implementation, to guide the National REDD+ Program and to inform other countries getting ready for REDD+.

RECOFTC led the assessment and closely coordinated with the UN-REDD Viet Nam Programme. The Programme recruited a national consultant to work in close collaboration with the RECOFTC Country Program Coordinator at every stage of the assessment. The initial design of the assessment and coordination of the process was done through the regional office of RECOFTC.

This report presents the results of the assessment. It first describes the assessment framework and methodology, presenting criteria for effectiveness assessment and methods for data collection and processing. Next, different stages in the T&AR development process are assessed and findings are presented disaggregated by step and product / service. Based on the findings, conclusions are drawn and recommendations for potential next steps are presented.

¹ The Food and Agriculture Organization of the United Nations (FAO), the United Nations Development Programme (UNDP), the United Nations Environment Programme (UNEP).

1 THE ASSESSMENT METHODOLOGY

1.1 The Assessment Framework

In the context of this assessment, effectiveness is defined as: the extent to which Training and Awareness Raising, in the framework of the Programme, contributed to developing the necessary capacity for getting REDD+-ready at national, sub-national and local levels.

The assessment framework (Table 1) was developed in consultation with the UN-REDD Programme. The framework considers criteria for products and processes, quality and reach, contents and presentation, cost effectiveness of some selected efforts, and inclusiveness. It guides the assessment in answering the following questions:

1. *Are T&AR activities prepared to respond to needs for REDD+ development in Viet Nam?*

The assessment looked at relevant needs assessments and their links with the National REDD+ Program development. It also looked at the selection of target audiences, and at the development of a comprehensive T&AR strategy under the Programme.

2. *Are T&AR activities delivered effectively?*

The assessment examined the initiation and development process of the T&AR products/services, the tools and media against the target groups, the language, the target groups' understanding, the suppliers of the T&AR services, and the evaluation of each activity.

3. *Have T&AR activities contributed to intended objectives?*

The assessment compared the actual outcomes against the expected ones, looked for evidence for changes in knowledge, skill and behavior of target audiences, and change in responsibilities. The assessment tried to attribute this to the capacities targeted at by the T&AR.

1.2 The Assessment Approach and Methods

The assessment team collected primary and secondary data. Semi-structured individual interviews at national (Hanoi), provincial (Lam Dong), district (Lam Ha and Di Linh), and communal (Phu Son and Bao Thuan) levels (Figure 1) were organized. At the village level, (R'Teng 2 and Ko La Tangu) individual and group interviews were conducted. Altogether 53 people were interviewed, including 11 women (21% of the interviewees).

The interviews covered Programme staff (PMU), Government officers at all levels, consultants (trainers), journalists and reporters, FPIC facilitators, and villagers (Limitations to the Assessment

With more time and resources, more consultations with people indirectly involved and affected by the Programme could have been conducted. Given the high number of activities conducted, materials developed, and people reached, it was not possible to review all aspects of the T&AR activities in depth.

Samples were taken where they were deemed most critical to the Programme, and efforts to include a wide range of stakeholders in the consultation were made. Only one commune in each district and one village per commune were visited. The choice to focus on Phu Son and Bao Thuan commune and R'Teng 2 and Ko La Tangu was recommended by the Programme, as these were the sites where the Programme had been most active with T&AR activities.

Table 2, with additional details in Annex 2). An online survey was conducted through the REDD network mailing list, with 20 responses. Results from another online survey conducted by the Programme in late 2011 were also consulted. Secondary data provided, mostly through the Programme –including articles from national journals, and communication materials-, were also assessed.

Figure 1: Location of Lam Ha and Di Linh districts of Lam Dong Province

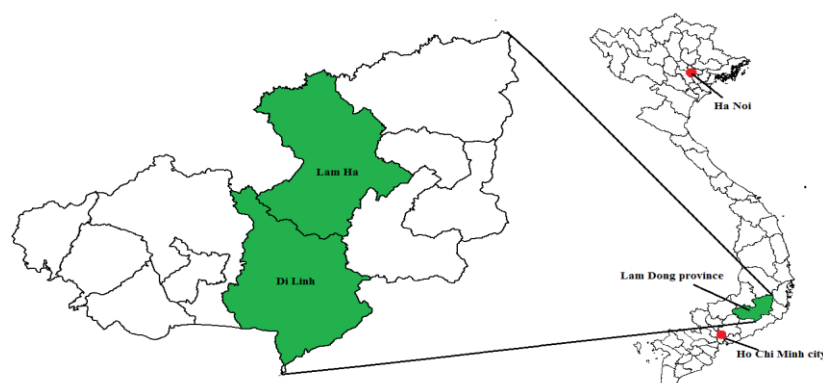


Table 1: Framework for Assessing Training and Awareness Raising

Categories	Criteria	Primary Information Sources
T&AR Strategy	Needs Assessment available	General Project Documentation
	Strategy available	
For selected Products/Services		
Initiation of T&AR Product/Service	Rationale clarified Objectives clarified and available Target Audience clearly defined and stratified Approach clearly defined (prior to design)	Concept Notes for T&AR Products and Services
	Competent Service Providers selected	Documentation of Selection Process
Development of T&AR product / service	REDD+ Concepts clear and accurate Language appropriate Presentation/ Layout attractive Key Message clear Contextualized (based on needs, customs, culture, concerns and beliefs)	T&AR Products - Participants Survey
	Inclusive	Interviews with Target Audience, UN-REDD PMU Staff, Services Providers
Delivery of T&AR Product / Service	Accessible	Interviews with Target Audience
	Understandable	Evaluation Forms - Participants Interview
	Targeted Participants stratified	T&AR products - Evaluation Form -Participants Interview
	Organization smooth Participation high	Evaluation forms – Reports - participant interviews
Use of T&AR Product / Service	Job Performance improved Job Descriptions adapted Follow Up Action Plan available	Interview

Monitoring of T&AR Product / Service	Plan, Budget and Staff for monitoring available	UN-REDD PMU Staff interview - report
	M&E Plan reviewed and revised regularly Costs match Budget	Report

1.3 Limitations to the Assessment

With more time and resources, more consultations with people indirectly involved and affected by the Programme could have been conducted. Given the high number of activities conducted, materials developed, and people reached, it was not possible to review all aspects of the T&AR activities in depth.

Samples were taken where they were deemed most critical to the Programme, and efforts to include a wide range of stakeholders in the consultation were made. Only one commune in each district and one village per commune were visited. The choice to focus on Phu Son and Bao Thuan commune and R'Teng 2 and Ko La Tangu was recommended by the Programme, as these were the sites where the Programme had been most active with T&AR activities.

Table 2: Number of people interviewed

Location	Total	Women
Classified according to Geographical Location		
- National (Hanoi)	9	4
- Provincial (Lam Dong)	9	1
- District (Lam Ha and Di Linh)	12	4
- Commune (Bao Thuan of Di Linh and Phu Son of Lam Ha)	4	0
- Village (R'Teng 2 of Lam Ha and Ko La Tangu of Di Linh)	19	2
Classified according to Relationship to the Programme		
- Government (managers/ decision makers)	6	1
- Service providers (trainers, designers)	3	0
- Media reporters (radio, TV, newspaper)	3	1
- Beneficiaries (Gov technical staff, FPIC facilitators, villagers)	39	7
- Programme officers (UNREDD Viet Nam Programme staff)	2	2
Total	53	11

2 MAIN FINDINGS

2.1 Preparation of T&AR at strategic level

A communication and awareness raising strategy was prepared in mid 2010, and a capacity building needs assessment was conducted in 2011. Preparations for the communication and awareness raising strategy were made in mid 2010 by a team of international and national communication experts. The development process included consultations with different stakeholders at national and local levels as well as previous needs assessments for climate change communication and awareness raising done by various organizations in the country. The strategy identifies the key audiences, the key messages (Box 1), and suggest the media to get the key messages to each audience. It also includes a proposed work plan until the end of Phase I.

Though the strategy should have been prepared earlier, i.e. at the inception stage of the Programme, it appears to be a useful document in that it guides the communication and awareness raising efforts. No specific budget line allocated for implementation of the strategy, although

substantial funding was available for conducting and awareness raising activities. Since June 2011 the strategy was not updated.

Box 1: Key messages recommended by the communication and awareness raising strategy

Depending on the audience, the Programme's communication needs to focus on the following questions:

- What is climate change?
- What is the impact of climate change on forest communities?
- How does deforestation and forest degradation contribute to climate change?
- What is REDD+?
- What is the UN-REDD Programme?
- What is REDD?
- What is the difference between REDD+ and the UN-REDD Programme?
- How are communities/people/Viet Nam impacted by REDD+?

The capacity building needs assessment was conducted only in early 2011², covering Lam Ha and Di Linh districts of Lam Dong Province. Fieldwork was conducted in March 2011 and a draft report was prepared in May 2011. A half-day workshop was organized in June 2011 to discuss the findings from the assessment (documented in a draft report³) and the next steps. The workshop was attended by around 45 participants, representing Hanoi-based organizations as well as representatives from Lam Dong, Ha Tinh, Ca Mau, Lao Cai, Ninh Thuan and Bac Kan provinces (i.e. the provinces expected to be in Phase 2 of the Programme).

The capacity building needs assessment and the recommendations for training modules exist only on paper. There is no separate training plan. Since the capacity building needs assessment was conducted after the communication and awareness raising strategy was finalized, it could not inform the preparation of this strategy.

Neither the strategy nor the needs assessment was translated into a more detailed work plan for T&AR. In addition, human resources working on T&AR under the Programme are insufficient. There is no dedicated personnel responsible for developing a training strategy and coordination of training activities. A full-time officer was hired in February 2011 to be responsible for communication, awareness raising, and networking. Developing training programs and coordinating training activities were not explicitly tasked to this officer.

At the strategic level, the assessment observed that

- The monitoring and evaluation of both T&AR were not conducted consistently and systematically.
- There were human resources gaps related to the planning, monitoring, evaluation and reporting for training, but also for awareness raising: No Programme staff was explicitly assigned with these tasks, and the gap was not filled through consultants or short-term assignments, although expertise is available in Viet Nam.

These gaps at the strategic level in turn contributed to shortcomings at the implementation level of T&AR products and services (see Section 2.2).

² In collaboration with RECOFTC's Grassroots Capacity Building for REDD+ Project.

³ Draft version of the report used for the Workshop in June is available at http://vietnam-redd.org/Upload/Download/File/006b_Revised_Report_8_June_11_En_2558.pdf

Table 3: Summary of assessment results on training and awareness raising strategy

Categories	Criteria	Main Findings
T&AR Strategy	Needs assessment done	Capacity Building Needs Assessment was done in early 2011 but report remains a draft and was not used to inform strategic and operational planning.
	Strategy available	Communication and Awareness Raising strategy prepared in mid 2010 and provides guidance to communication and awareness raising activities. Not specific on training.

2.2 The development and delivery of T&AR products and services

The Programme developed a rich amount of products and services and delivered a large number of T&AR services to reach different audiences (see annex 3 for more detail):

1. *Training*: During 2010 and 2011, 12 different trainings, benefiting around 400 participants, were organized. Each training took 2-3 days and they aimed to enhance communication, facilitation, writing, and participatory carbon monitoring skills. See Annex 3.1.
2. *Workshops*: The Programme supported the organization of 34 different awareness raising workshops at regional, national, provincial, district and commune levels. The Programme also facilitated discussions in technical meetings, particularly the sub-technical working groups (STWG) on benefit distribution system (BDS), local implementation, Measurement, Reporting and Verification (MRV) and the recently launched STWGs on governance, private sector engagement, and safeguards – See Annex 3.2 and 3.3. In addition, 12 commune-level and 78 village-level awareness-raising workshops were organized during the course of the Free, Prior, and Informed Consent (FPIC) process.

Altogether, over 7,000 participants benefited from these events. 770 of these attended the ‘technical workshops’ and over 6,000 participated in FPIC events at commune and village levels.

3. *Posters/briefs/leaflets/flyers/booklets/newsletters*: Around 35 sets of posters, briefs, flyers, booklets, etc. on climate change, REDD+ and the Programme were produced between 2010 and 2011. Standing out here are the posters used during the FPIC process at the local level.

Other materials introduce the Programme, climate change, REDD+, and specific issues like FPIC, R factor⁴, BDS. Two newsletters in Vietnamese language on the Programme and on REDD+ at national and international level were produced. The first issue was also published and printed in English. These materials were distributed during various international, regional, national and local events – see Annex 3.4 and Annex 3.5

Both English and Vietnamese have been used. One FPIC document and a summary of the Programme document were produced in written K’Ho language⁵.

4. *News items in newspapers reviews/journals*: It was not possible to take stock of all news items published in newspapers, reviews, or journals. Information collected by the

⁴ The R-coefficient is a payment coefficient which has been designed to address the delivery of co- benefits in the design of the BDS. The R- coefficient introduces an artificial weighting of REDD+ performance – based payments which favors beneficiaries according to the various social environmental and geographical consideration.

⁵ K’Ho language is spoken by the K’Ho people, the main local ethnic group living in the pilot sites of the Programme.

Programme indicated that 10 items appeared in the national press (Viet Nam Investment Review, New Rural, Ecological Economy, Forests and Environment, and Agriculture and Rural Development). Records – up to July 2010- show that 21 news items about the Programme were published in different online newspapers and on websites. No records are available for the local newspaper (Lam Dong). Details can be found in Annex 3.6

5. *Radio*: It was not possible to take stock of all news items broadcasted on local radio. However, it is obvious that climate change and REDD+ were broadcasted on the local news as some local interviewees indicated hearing the news on the radio. Most notably is the use of local language (K'Ho) in broadcasting news on the radio since the time of the FPIC process.
6. *Video clips*: The Programme produced nine video clips during the past two years, mostly focusing on introducing the Programme, REDD+ and specific issues, such as FPIC and PCM. The clips vary in length between one minute and up to more than 12 minutes. Both Vietnamese and English are used. See Annex 3.7
7. *Website*: The Programme hosts a website at <http://vietnam-redd.org>, and although this website is not a Programme website, a lot of the communication by the Programme on REDD+ and on the Programme is done through the website. In general, the website appears to be useful for those interested in learning about REDD+ in Viet Nam.

The remaining part of this section discusses the effectiveness of each of the above products and services. It disaggregates training from awareness raising. Towards the end of this section it illustrates the integration of both through an exploration of the FPIC process.

2.2.1 Trainings

Between 2010 and 2011, the Programme organized 12 trainings⁶ with around 400 participants:

- Three training courses (3-5 days each) for forestry officials at national and provincial levels introduced climate change, REDD+ issues (e.g. what is REDD and REDD+, REDD+ concepts, monitoring of REDD+ implementation), and introduced the UN-REDD Viet Nam Programme.
- Writing and communication were the focus of more training for forestry officials. According to VNFOREST officers, around 80 articles on forest development were received (55 from the provincial staff who participated in these training). The participants questioned the relevance: writing articles for journals and newspapers is not their task. No system is available in the Programme to monitor the follow-up of this training as it was assumed to be conducted by VNFOREST.
- Three trainings for FPIC facilitators (one starter and two refresher), covered basic introduction to climate change, REDD+ issues, the Programme, FPIC and facilitation/communication skills. The participants were hired to implement the FPIC process at the village level. A number of communication materials, including posters and leaflets, and a manual for FPIC facilitators (interlocutors) were also used for the training and in the implementation of FPIC⁷.
- Two trainings covered awareness raising and knowledge dissemination; facilitation and communication skills, for local facilitators. They facilitated awareness raising on climate

⁶ In addition, UN-REDD Programme staff members also made presentations on the UN-REDD Viet Nam Programme and its communication in two Training of Trainers events organized by the Center for Sustainable Rural Development.

⁷ See Points 1 through 4 under FPIC documents at <http://vietnam-redd.org/Web/Default.aspx?tab=project&zoneid=110&lang=en-US>

change and REDD+ in their villages. Here also, various communication materials and a manual for village facilitators were used during and after the trainings⁸.

- Four technical training on opportunity cost analysis were organized for provincial and district officials; on the use of historical forest status maps and assessment of forest displacement by GIS and remote sensing technology for government officials at national and provincial levels; and two trainings on participatory carbon monitoring for district officials and villagers.

The assessment found that training contributed significantly to build up the capacity of two groups of facilitators (third and fourth bullet points above): the FPIC facilitators, who undertook the FPIC process in 78 villages in Lam Ha and Di Linh in 2010⁹, and the village facilitators, who are currently working in the two above districts. In these cases, the training closely informed the action and the knowledge and skills gathered from the training seems to be directly relevant to the work of the beneficiaries. The following challenges remain:

- *Planning:* Due to weak strategic planning the impression is that, with the exception of FPIC, the training happened rather ad hoc. Training was not always in the annual work plans but appeared only in the quarterly plans. Weak planning further transpired in the development process itself, when setting objectives, developing training plans, material and methods. Since it is difficult to manage, monitor and evaluate such processes for their effectiveness if they are not properly planned: Monitoring and evaluation starts with the planning.
- *Time allocation:* Most training events were perceived to be too short to discuss issues in depth, and to have discussions on the implications that REDD+ might have for forest management and for local people. The assessment further observed that the limited time allocation, limited the understanding of the participants.
- *Institutionalization of training capacity:* Trainers were mainly engaged as consultants. The Programme did not build up a group of core trainers for future use at different levels.
- *Training materials:* REDD+ is new, continuously developing, and is surrounded with debate over its feasibility, the challenges for implementation, and the benefits and risks. This challenges the design of materials for both training and awareness raising. The knowledge, information, and training capacity is not readily and widely available. Even though, increasingly more and better materials are being produced, and expertise is becoming more widespread. Therefore more attempts could have been made to look around for what is already in use, by others.
- *REDD+ information:* REDD+ concepts were often explained in simple ways, often too simplistic, particularly for local audiences. REDD+ for example was simplified to ‘preserve forests for more benefits’. Further, difficulties and inconsistencies in translating technical terms from English to Vietnamese (e.g. definition of REDD+, additionality, leakage) sometimes confused participants. Most importantly, REDD+ has been mainly portrayed as a source of income. Risk and costs associated with implementation of REDD+ have been rarely discussed during training.
- *Key messages:* Although the communication and awareness raising strategy indicated the key messages to be communicated (see Box 1), these should have been better communicated to trainers to ensure that all trainers consistently use the same messages.
- *Target audiences:* Most training targeted either forestry officials or local facilitators. There was little emphasis on involving civil society organizations, and private sector; let alone non-forest sector stakeholders, and actors. Even within the forestry sector, training was only

⁸ See Points 12 and 13 under Programme Documents at <http://vietnam-redd.org/Web/Default.aspx?tab=project&zoneid=110&lang=en-US>

⁹ see Points 5 and 6 under FPIC documents at <http://vietnam-redd.org/Web/Default.aspx?tab=project&zoneid=110&lang=en-US>

provided for a limited number of certain organizations. Training mainly focused on participants from VNFOREST headquarters at the national level; on Sub-DOF (Forest Sub-Department) and Sub-FPD (Forest Protection Sub-Department) at the provincial level; and on the Forest Protection Unit (FPU) at the district level. Within these organizations, only a few officers were trained (e.g. only four officials in Lam Dong Sub-DOF and three officials in Sub-FPD).

- *Focus and contents:* A question was raised whether some topics were relevant for the officers (i.e. article writing).
- *Gender:* The gender imbalance was also an issue: most participants were men. In the village facilitator training, no woman was present. Although there may be a requirement in terms of women and ethnic minority participation in training events, their participation was limited.
- *Number of participants per event:* With around 400 participants in 12 courses, the average number of participants lies around 33, with the real numbers ranging from 21 to 59. 6 events had more than 30 participants. This is too high to allow for enough discussion and exchange between participants on the training topics.
- *Monitoring & Evaluation:* Course evaluation was often conducted at the end of the training but the evaluation forms were not consistent across courses. No self assessment was done before and after the training and no M&E plan after the training.

Table 4: Summary of assessment results on training activities

Categories	Main findings
Initiation of training activities	<p>Trainings happened more on an ad hoc basis than as the result of systematic planning. Although the rationale for specific trainings was clarified in the terms of reference for the trainings, the trainings did not always connect clearly enough to Programme objectives.</p> <p>The Programme did not develop a group of experts that systematically organized all trainings and that can be mobilized for further expansion.</p> <p>Trainers were externally hired through a rigorous process (especially for FPIC), but even if the contents and approaches were discussed with them, it did not necessarily translate into adequate delivery. Moreover, the trainers hired were often leading national experts, but not necessarily good trainers, as not all of them have good communication skills.</p> <p>At the Programme management level, there was no dedicated staff member working on training – despite the fact that training is being considered as a major vehicle for developing skills for REDD+ readiness and capacity building being a major objective of the UN-REDD Programme.</p>
Development of training activities	<p>There was not enough discussion and deliberation when selecting and interpreting the REDD+ concepts and processes for the training purposes and audiences. For example, costs and risks of REDD+ implementation were not enough explored, and such information was often missing from the trainings.</p> <p>The Programme often relied on outside experts to develop the technical content, and in some cases it was difficult to judge the experts' understanding of the subject matter.</p> <p>Key messages were not always consistently communicated by all trainers in cases where a group of trainers delivered the training. Although there was no evidence of trainers contradicting each other in one course, interviewees indicated that different training sessions not always made logical sense to them.</p> <p>Further, training focused too much on government staff (especially of VNFOREST), and not enough on non-government actors, such as CSO or private sector.</p> <p>Generally efforts were made to contextualize and adapt the training to the local context, but there is still room for improvement. In some cases, participants were of the opinion that the training needed to be better targeted, arguing that the skills introduced are not part of the skills needed to perform their jobs (e.g. article writing).</p>

Delivery of training activities	<p>The training generally reached the stakeholder group for which it was designed. The low numbers of women and ethnic minority participants is indicative of their weak representation at the stakeholder groups targeted.</p> <p>Vietnamese language was used for the trainings, but some technical terms remained difficult to translate as there are no words for them in Vietnamese. Some concepts also required basic scientific literacy. Although the training was delivered in Vietnamese, the training was not always fully understandable by all participants, especially local people.</p> <p>The information provided on REDD+ was insufficient, which resulted in a partial understanding of REDD+: concepts were explained simply, but as with the course design this was sometimes too simple.</p> <p>Too much lecturing and too little time for practice, discussion and field observation. Although various visual aids (flip charts, posters, computer presentations) were developed, there is room for improvement in unpacking the concepts for different levels using simple and accessible tools.</p> <p>The organization of training events was usually smooth.</p>
Monitoring of training activities	<p>There was no plan for M&E. Nevertheless information on the trainings was collected at the reaction level, allowing gauging participants' appreciation. This was not done systematically, so it is difficult to generalize. More critically however, is M&E of the learning and the application after the training, which is generally missing from the whole process. This is critically important not only for the success of the training, but for the Programme as a whole. No budget or HR provisions for the M&E. Plan, budget and M&E staff not available, and M&E is done "on the side" of other commitments.</p>

2.2.2 Awareness Raising

Details can be found in Annex 4.

2.2.2.1 Workshops

Although there is still room for improvement¹⁰, the commune and village level workshops organized under the FPIC process (90 workshops altogether, excluding review workshops) were implemented well due to two main reasons. First, significant efforts were made in designing and preparing for the process as a whole, as well as for each event at commune and village levels. An enormous amount of time from Programme staff and its partners was invested, and a number of national consultants and locally selected FPIC facilitators were mobilized. Secondly, and most importantly, there was continuous reflection and learning among the FPIC team. Attention was not only given to the training and design of the process at the beginning, considerable effort and time were spent on reflecting after each round of FPIC, addressing gaps and redesigning the next step. For example, the dissemination of information at the village level improved in each phase (total of three phases) of the process, covering more channels (e.g. use of mobile team to visit different households). The Programme also made an effort to use K'Ho to improve communication.

The remaining 34 workshops generally provided a chance for a large number of participants at different levels to learn on climate change and REDD+, and to discuss different issues related to REDD+.

Nevertheless, the following challenges have been identified (see Annex 4 for more details):

- *Workshop preparation and facilitation:* A large number of people, and people with different backgrounds, including Programme staff, VNFOREST, staff from the provincial Department of Agriculture and Rural Development, or consultants facilitated the workshops. Some facilitators did not fully understand the Programme and its communication strategy.

¹⁰ See Nguyen et al. November 2010. *Evaluation and Verification of the Free, Prior and Informed Consent Process under the UN-REDD Programme in Lam Dong Province, Vietnam.*

- *Key messages:* While the communication strategy indicated key messages for different audiences (Box 1), key messages for each workshop were not always (clearly) communicated by the facilitator (and to a certain extent to the speakers). This confused some participants. Interviewees at local level were sometimes confused about whether the facilitator was communicating on behalf of the Programme or of his/ her own organization.
- *Understanding on REDD+:* The understanding of participants on REDD+ remained incomplete after attending workshops. The main reasons were insufficient time for detailed discussion and insufficient information provided.

Information on challenges to participate in REDD+, and on the associated costs and risks of REDD+ were generally missing. Benefits and costs, and opportunities, risks and challenges related to REDD+ implementation also need to be presented clearly. Any discussion on risks, costs or constraints related to REDD+ requires time and presents, in the short term, risks for progress on REDD readiness. However, such information deserves attention as any decision made on REDD+ implementation, in the long term, has to be based on full, objective and accurate information.

- *Audience:* Although the workshops reached a large number of people, and local language was used to improve communication to ethnic minorities, a wider audience was generally missing. Participants from non-forestry sectors were limited. In addition, no events were organized targeting youth, i.e. the younger generation who would become decision makers in ten or twenty years.

The Program also organized 3 study tours to Kien Giang, Ca Mau and Latin America (Mexico and Ecuador), provided presentations at meetings, support to technical meetings (those of the sub-technical working groups), national REDD network meetings and internal Programme meetings (see Annex 3.3). Study tours in the context of this assessment are considered to be workshops at field level. The trip to Mexico and Ecuador was organized to build capacity for the participants on financial management and benefit distribution – see more detail in Box 2.

Box 2: Study tour to Mexico and Ecuador – a quick assessment

Time: 09 days, from 5 to 13 April 2011

Participants: 14 people (7 from MARD, 1 from MPI, 1 from MOF, 1 from Lam Dong Province, 3 from the UN-REDD Viet Nam Programme and 1 from FAO). Two participants only joined in Ecuador.

Purpose: To improve the awareness of participants on required components of financial management and benefit distribution for the National REDD+ Program, taking into account essential issues like accountability, transparency and equitability.

Cost: US\$87,149 for the whole trip (US\$ 6,100 per participant on average)

Some key lessons learned as outlined by participants are:

- Comprehensive and up-to-date information system is key for the management of the national REDD+ program.
- Incentives need to be used to attract forest owners to participate in the National REDD+ Program.
- Multiple benefits of REDD+ should be recognized, quantified, analyzed and integrated into the National REDD+ Program.
- Local communities and forest tenure should play an important role in the National REDD+ Programme, and there is a need to enhance the devolution of forest rights.
- Risk management of funds is necessary.
- REDD+ development and implementation should involve different sectors.

Post trip activities: Briefings at benefit distribution working group in April 2011 and at National REDDnet meeting in June 2011 and contribution (by some participants from the study tour) to the REDD+ BDS development in Viet Nam.

Comments from the assessment team: The assessment team sees the trip to Mexico and Ecuador as an important opportunity for Vietnamese participants to learn about financial management and benefit distribution systems. It also recognizes the important learning from the trip by participants. There are a few issues that the team would like to highlight:

- Sharing and learning: an important part of the learning process is sharing and reflecting. From the information collected about the trip, these two aspects were weak during the trip. There was no presentation from the Viet Nam team in both countries visited, which made the visit not only extractive but also less fruitful in terms of getting comments from the hosts. In addition, reflection within the team was done only at the end of the trip, which did not give the participants the chance to jointly learn during the day and to explore any missing information on the next day.
- Participants: the number of participants was relatively large, considering the costs involved. The rationale for the selection of some participants was not clear to the assessment team (at least three¹¹) as they did not play any visible role in REDD+ BDS discussion in Viet Nam. In addition, the participants did not include any representative from CSOs or local-level authorities, who may play a significant role in BDS in REDD+.
- Costs: At individual level, the cost of the trip was relatively high. Less the travel expenses, the cost per day per person was around US\$400. As a result, the cost for the whole trip was high. In comparison, the total budget for training and capacity building was around US\$193,500 in 2010 (including FPIC process but excluding study tours) and US\$28,547 for the first six months of 2011 (again excluding this study tour). Hence, this trip amounted to 25-30 % of the total training and capacity building budget.
- Follow-up: As mentioned above, some participants did not play a visible role in the discussion of REDD+ BDS development in Viet Nam after the tour. The final report from the trip was not clear on the results of the trip and how the lessons learned could be incorporated in the REDD+ process.

Source: UN-REDD Viet Nam Programme and MARD. April 2011. *Mexico – Ecuador Benefit Distribution System study tour: Final Report*. Hanoi, Vietnam

2.2.2.2 Posters, Briefs, Flyers, Booklets, Newsletters

The Programme produced a rich number of posters, briefs, flyers, booklets and newsletters (hereafter referred to as printed materials, see Annex 3.4 for details). In general, the materials have attractive layouts. For materials used in FPIC process (i.e. documents number 4, 5 and 6 in Annex 3.4) consultations with different stakeholders through an iterative process helped ensuring that the final products were appropriate to the local context (see Box 3). The Programme also published material in K’Ho to facilitate a sense of ownership for ethnic minorities. It should be noted that it succeeded in publishing only two documents in K’Ho.

For other materials, the design process also included consultation with different stakeholders but not at the community level. In most cases, request for comments was sent by email and it was not common to receive feedback, unless comment on the draft document was put up in the agenda of meetings. One of these documents was the newsletter, which was intended to be issued on a quarterly basis, starting in 2010. It was not until early 2011, after the Communication officer was hired, that the first issue was published. For this issue, both English and Vietnamese versions were produced electronically and 600 copies of the Vietnamese version were printed for dissemination to the provincial level. Issue 2 was only published in Vietnamese, however, as by then the Programme saw the newsletter as a tool to deliver updated information on REDD+ to Vietnamese audiences (particularly at sub-national level) only. A request for contributions to Issue 3 was sent by the Programme Communication Officer to potential contributors from VNFOREST and Lam Dong REDD working group but no inputs were received. Although it is still considered an appropriate way of providing updated information on REDD+, the production of the newsletter was discontinued due to a lack of contribution from different actors - particularly those exposed to recent development of REDD+- and insufficient follow-up from the Programme.

¹¹ Names omitted.

FPIC communication materials were widely distributed at commune and village levels during local-level meetings as well as during later events – see Annex 3.5. Posters were hung in public places at commune and village levels. For other materials, the Programme made significant efforts to distribute them during various events organized by the Programme and during international, national and sub-national events attended by the Programme staff. Digital versions of some materials are available on the website¹². Printed materials were also mailed to DARD, Sub-FPD and Sub-DOF of Lam Dong Province. In addition materials were sent to five other provinces (namely Binh Thuan, Ca Mau, Ha Tinh, Bac Kan and Lao Cai) that are potential pilot provinces for Phase II of the UN-REDD Programme. However, there is no mailing list was available at the PMU for systematic distribution

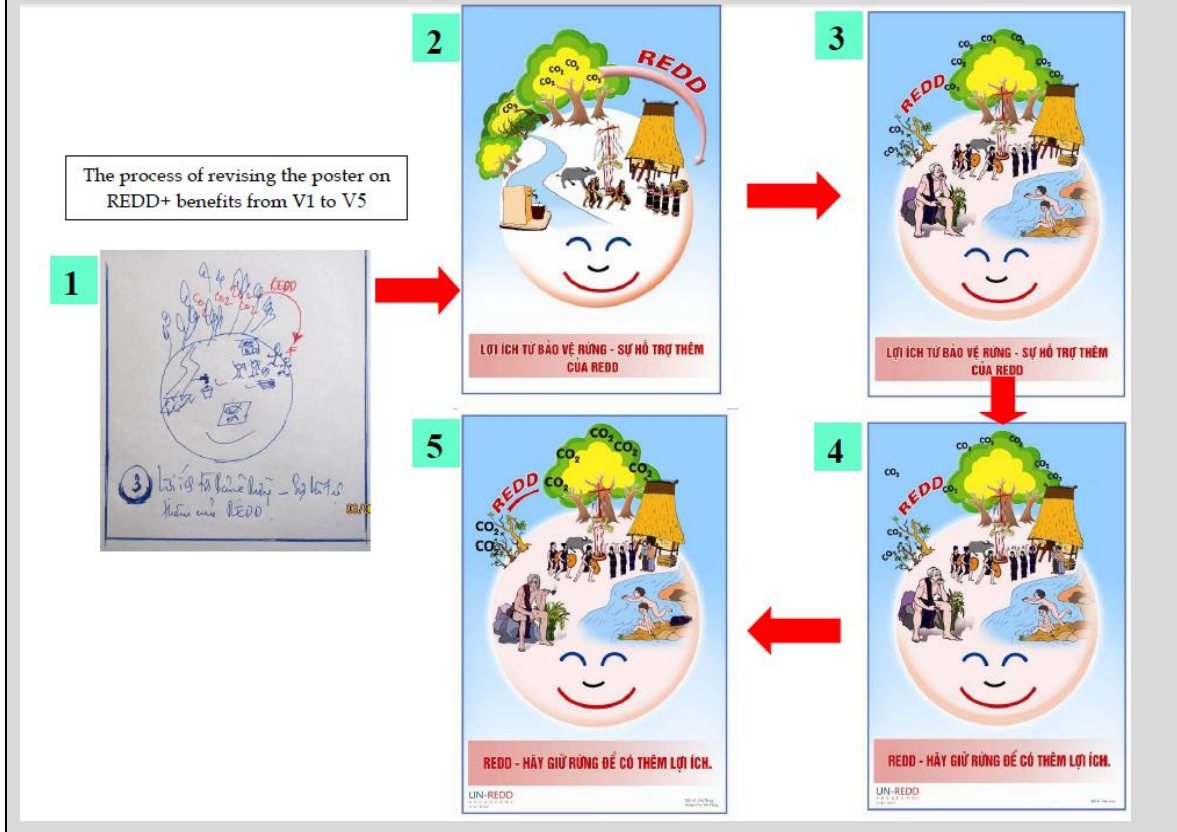
Several issues may have affected the effectiveness of printed materials for awareness raising (see Annex 4 for more details):

- *REDD+ contents*: Similar to training and workshops, materials were diverse, and rich in content, but insufficient attention was given to risks, constraints and costs of the implementation of REDD+. These issues were not presented easy enough for local people to understand. Overall, the materials still look like propaganda documents for REDD+.
- *Key messages*: Although key messages of the materials may be clear for some, it was obvious during the assessment that people need more explanation to extract the right message. It should not be assumed that by simply distributing materials, recipients read and understand content and messages.
- *Accessibility*: Although efforts were made to distribute the materials, forestry sector representatives and local people in the two pilot districts could not always access them. Numerous key stakeholders never received materials as they were not targeted at all with awareness raising.
- *Language*: Despite the effort of the Programme to produce material in K’Ho language, it had not the desired effect as most K’Ho people cannot read K’Ho.

¹² See FPIC documents and Programme Documents at <http://vietnam-redd.org/Web/Default.aspx?tab=project&zoneid=110&lang=en-US>

Box 3: Development of poster for the FPIC process

It was a long process to prepare the final version of the posters. This poster below, for example underwent several rounds of revision. We circulated the first design for comments from different people. We went to the community to ask for their opinion and we got useful feedback. For example, the way the old man held the tobacco pipe was not suitable; the wine jar was to be added, the positions of the dancers were not correct. We listened to them and then changed the poster the way it looks now (from interview with Mr. Tran Phong – the designer).



2.2.2.3 Newspaper and journal articles

The Programme also made efforts to build a relationship with the press in order to improve outreach. In 2011, at least ten news items related to REDD+ and/or the Programme were published on national magazines (see Annex 3.6). Except for one article in the Vietnam Investment Review authored by a consultant (Figure 2), others were written by reporters from the respective press, based on information provided by the Programme.

Interviews with local journalists and Programme staff indicated that news items also featured in local newspapers but no examples and statistics are available. While there is not enough evidence to provide a thorough assessment, a few issues are noted (see Annex 4 for more details):

- *Coverage:* Press coverage mainly focused on news and was mostly based on information provided by the Programme. There was little, if any in-depth analysis or reporting by journalists.
- *Journalists' capacity:* The lack of in-depth reporting might be attributed to the capacity of the journalists to understand and to cover such a new initiative as REDD+. The Programme planned to provide training to journalists on REDD+, but the plan did not materialize as the consultant was too busy to undertake the training, and as there was insufficient commitment from the Programme to push this forward.

- *Uptake*: Uptake of the Programme's key messages is currently limited particularly at the national level due to the limited popularity of the media that are currently covering the Programme.
- *Coverage of REDD+*: the current press coverage of REDD+ is sporadic as it is mainly covered in news items. Expansion to more thematic forums, and through other media, such as the Internet, radio, and TV may improve the frequency of coverage and provide more depth to the audience.
- *Follow Up*: The follow up and quality control of news articles published on the Programme was insufficient. The article in Vietnam Investment Review illustrates this. There are mistakes in the text, and the Programme is not clearly enough represented throughout the text.

2.2.2.4 Radio and TV

The Programme also worked with radio and TV to enhance its outreach. Collaboration started in 2010 when local TV and radio started covering news related to REDD+ and the Programme. The Programme held meetings with reporters to explain REDD+, the Programme, and its intention to local radio and television stations. It also explored opportunities for more communication about these to different audiences. Since then, provincial and district TV and radio reported on the Programme activities in their respective locations.

The assessment team interviewed two reporters from provincial and district TV and radio stations. According to them, for the last two years various news and other radio/TV reports were produced and aired on local channels. On the provincial TV channel, the show time of these reports is in the 19:45 local news. On the district level radio, broadcasting time is at 17:30 in Vietnamese, followed by K'Ho, and repeated the next morning at 5:30. The airing time was seen appropriate for local people, particularly the evening news, as it was the usual time for them to hear the news.

It was not possible to review the contents as no news item was available to the team. Likewise, no interviewee remembered the content of any news or report related to the Programme that they saw or heard. This is reason for concern as the items were perhaps not newsworthy, or did not relate closely enough to the life of the interviewees. Additional findings include (see Annex 4 for more details):

- Capacity building for reporters: Journalists did not always report in-depth on climate change and REDD+, and this was attributed to having limited capacity.
- Coverage of REDD+ through forums on radio and TV: the current coverage is still on *ad hoc* basis.

Figure 2: Clipping from Vietnam Investment Review

REDD starting to take root

Like most of K'hoi people living in Preteng village, about 80 kilometres west of Dalat city, K'Sau is a man of the forest.

In the first 30 years of his life, he depends on the forests, largely to meet the need for fuel, water and food. K'Sau now knows that he will continue to make his family's living out of forestry sources but in a different way.

K'Sau recently learnt about environmental values of the forests. Being involved in a United Nations pilot forestry development programme on green house gas emission reduction, he becomes aware of the importance of the carbon stored in the forests and the benefits he will reap from preserving the forest for carbon credits.

The programme is being piloted in Di Linh and Lam Ha districts of the Central Highlands province of Lam Dong. Forests and forest land areas cover nearly 60 per cent of the districts' area. These forests are home to valuable varieties of wood such as Banian Kingwood, Rosewood, Makamong and Tracwood. However burning trees to grow corn and rice is still a practice among people who are dependent on forests.

Efforts to protect the forests used to focus on enforcement of laws and allocation of existing forests to local people for their management and tending. However, there has not been a standard benefit distribution system and people like K'Sau still have to worry about feeding their family.

With the help of the facilitators, the pilot programme has exposed local people to the advantage of Reducing Emissions from Deforestation and Forest Degradation (REDD+) and the financial incentive of preserving the forest for carbon credits. The facilitators disseminated information and explained to local people how better forests to be protected and how forest protection to be worthily paid through the implementation of REDD+.

On the benefit distribution issue, the programme has conducted a study and was able to identify a total of 17 policy issues that need to be address. It has been undertaking consultations with various stakeholders to propose solutions.

This will be useful for the government to design a benefit distribution system that embraces the principles of equity, transparency, additionally and performance-relatedness, as required under REDD+.

The programme also piloted Participatory Carbon Monitoring activity in Di Linh and Lam Ha districts in Lam Dong province. The pilot brought in experts from the Central Highlands University to provide training for local people and rangers on how to practice forest carbon measurement steps.

K'Sau was among the trainees. He learnt about height and diameters of forest trees and how to measure trees, slopes and stems. He felt it was hard to understand the concepts and to operate measurement tools and equip-



Some of the nation's poorest are benefiting for the REDD initiative

ment. K'Sau joined other participants in practicing field monitoring.

The training already resulted in improvement in people's understanding. It is the same forest that K'Sau lives on but he now has a more practical look on estimating carbon stocks and CO₂ absorption in it. Although K'Sau and his villagers will need more practice, they are confident in their ownership of forests and look forward to earning a regular and stable income.

"Anyone engaged in this assignment must turn this work into a new career as means of livelihood for the villagers," said Le Van Cong, a ranger in Lam Ha district. "This is crucial factor to secure forest protection"

They hope REDD+ will come soon and help ameliorate their living conditions. "I hope this programme will help us to generate more incomes," K'Sau said.

The K'ho man's programme of hope is a joint effort between three UN organisations - FAO, UNDP and UNEP. The \$4.38 million programme is being mainly funded by the Norwegian Government and executed by the Ministry of Agriculture and Rural Development. The programme is expected to provide Vietnam with institutional and technical capacity to pilot REDD+ initiatives.

The programme focuses on building capacity to implement REDD+, both at the national and local level, through activities in Lam Dong province.

The programme also looks at ways to promote cooperation among the countries of the lower Mekong basin to avoid cross-border leakages of emissions.

"We believe Vietnam can become one of the success stories of REDD that will be told to the world to help convince world leaders that REDD+ is possible," said Norwegian ambassador Stale Torstein Risa.

"The experiences gained, the capacities built and the cooperation established through the joint efforts of the government and the UN-REDD programme will help catalyse a successful outcome of REDD+."

About REDD

REDD was established during the 11th Convention of the Parties at the United Nations Framework Convention on Climate Change that was held in Montreal, Canada, in 2005. REDD aims to provide financial incentives for developing countries to stop illegal logging of forests and a mechanism for countries to offset their carbon emissions by investing in projects that promote sustainable forest management. Vietnam is one of nine pilot countries in the world to have been chosen for the UN-REDD programme and it is the first pilot country to fully start implementing activities that will help to reduce deforestation and forest degradation.

Participatory Carbon Monitoring

Why participation of local people, local officials in forest carbon credits inventory is necessary.

Approach of inventory, monitoring biomass and forest carbon stocks in national REDD programmes will be divided into two main levels!

i) Baseline level: At local level, households, community forest, households protecting forest under contract, and forest management agencies are the implementing people. Inventory at local level aims to provide original data of forest area and forest attributes to management agencies. This data will then be converted into carbon stored by the forest over time.

ii) Management level: At the provincial, regional and national levels, the appropriate agency tasked to consolidate the data from the local level, and determine changes in forest area and forest carbon stocks for each ecological region. They will prove emission reduction from forests to negotiate with international organisations. This will help to attract back payment for people who have protected, managed the forest and inventoried forest carbon.

Participatory forest carbon is conducted at the local level, in which the role of people who manage and protect forests and forest owners play the central part. This is for the following reasons:

- Human resources: Data on changes in forest area and forest carbon pools of all forests throughout the country should be provided regularly. The workload is huge, thus, the management agency and forest inventory agencies will not have enough resources to do this. Consequently, attracting the participation of households, communities and forest owners in monitoring and measurements should be high considered.

- Benefits: Households, communities, forest owners will be paid and compensated. Hence, they are also people that provide information area and carbon in forests under their management.

- Expenses: Carbon inventory will be regularly performed on a large scale, therefore, the cost of inventory will be great high if inventory experts are hired. Meanwhile, trained workers at a local are available. (correct ???) Hence, they should involve in this process in order to significantly decrease the cost.

- Transparency of information and data: In order to sell forest carbon credits in the forests are well managed, the original data must come from people who have protect and manage. Through intermediate is not accepted.

It is the major reasons that needs to involve the community and forest owner in forest carbon inventory when joining the national REDD programme.

Through the process of inventory and monitoring of forest resources and forest carbon measurements, community and local people capacity will be improved in the management of forest resources as well as helped to better understand the environmental values of forests in global climate change context.

i) K'ho (or Koho) is the largest ethnic community in the Central Highlands province of Lam Dong

2.2.2.5 Video clips

Producing documentary video clips started early during Programme implementation, before the development of the Communication Strategy which recommended the use of videos and DVDs. Video clips produced were to serve two purposes: 1) awareness raising and communication; and 2) documentation. The assessment team accessed 7 films, two of which have separate English and Vietnamese versions. So the total number of clips is 9. **Error! Reference source not found.** in Annex 4 highlights key findings on specific clips.

Of the clips produced by the Programme, three are available on Youtube through links from the www.vietnam-redd.org. The reason for the other four clips not available on the Programme website was not known, and some are available on Youtube directly. Nevertheless, copies of all clips are available in DVD or VCD. They are also shown at meetings, workshops or training when time and equipment allows. Video clips appear to be an effective communication tool, particularly at the local level, due to a vivid combination of voice, music and images. Interviewees, particularly those at the village level, indicated that they found it easier to understand the same information on video than on paper, poster or even trainer/ speaker. However, as a tool for awareness raising they do not seem to have the desired effect. The clips were not viewed by many people, despite all the general interest in the REDD+ pilot sites and the Programme. Also, there were usually no scripts prepared for the clips needed for a good and smooth integration of visuals and sound, and to ensure the clips' messages are on target. A few notes on the quality and the accessibility need to be made:

- *REDD+ concepts*: Video clips generally focused on promoting REDD+ and provided insufficient information on potential risks and costs related to REDD+. Overall, the clips need to be neutral on REDD+, rather than being a propaganda tool.
- *Accessibility*: The local language at the sites, K'Ho, is not used in any of the clips, hindering access of this important ethnic minority to the video.
- *Reach*: Since the number of views on Youtube - the main web-tool for distribution of movies - is limited (between 2-4 days per view on average), it can be questioned whether video clips as a tool to communicate on the Programme and on REDD+ development in the context of the Programme are very effective for a wider audience.

2.2.2.6 Website

The Programme hosts a website on REDD+ in Viet Nam (<http://vietnam-redd.org>). The website contains different pages (Home; Introduction; News & Events; Network; Themes; Projects; Library; Vacancy; Contact Us). It is administered by the Programme, but it is not the UN-REDD Viet Nam Programme website. It aims to be the key website about REDD+ in Viet Nam. All three partners of the Programme (i.e. FAO, UNDP and UNEP) and VNFOREST have the right to decide on how the site should be. Nevertheless, due to the lack of human resource from VNFOREST, it is often up to the three partners of UN-REDD to decide on the structure and contents of website.

By the end of 2011, the Programme conducted a survey to collect feedback on the use of the website. Key findings are presented in **Error! Reference source not found.** As the survey conducted by the Programme did not cover a number of aspects necessary for the purpose of this assessment, the assessment team also conducted a survey to collect further information from the REDD network members. Twenty (20) people responded to this survey. The survey results and interviews of different stakeholders, including the webmaster, indicate the following key points on the effectiveness of the website (see more details in Annex 4):

- *Web statistics*: Information on number of visitors to the website and to each page, the number of downloads, time of visits and country or area from which the visit was made are not available. There is no clear evidence on who uses the website, as no complete system has been installed to monitor website visits. The technology to track these data is relatively easy and cheap, and programs such as Statcounter can be considered.

- *Accessibility*: While no information is related to the reach abroad, responses from the survey indicate the website has been visited not only by people from within Viet Nam but also from other countries (e.g. Thailand and Indonesia). Based on the online survey, most visitors are assumed to be from the national level (Hanoi), with only a few coming from the provinces.
- *REDD+ contents*: The REDD+ contents presented on the website were collected from different sources. These are mainly based on documents prepared by sub-technical working groups and consultants working on topics such as BDS, FPIC, MRV. In addition information is also collected by different projects. Survey users indicated that documents should be edited by a REDD+ professional before they are uploaded.
- *Lack of update of content in Vietnamese*: While many users appreciate the content on REDD+, some responses indicate that the Vietnamese version of the documents should be more updated. Its main issue for most of the Vietnamese audience is the language barrier. The website is currently in English and Vietnamese but the latter is not frequently updated.
- *User-friendliness*: Some perceive the website to be user-friendly, but others experience it not to be user-friendly enough. They reported difficulties in finding relevant documents from pages other than 'Library'.
- *Interactive*: The website is not interactive, and currently the only way to send feedback on the website is through the 'Contact us' form. As REDD+ is new for many in Viet Nam, many users do not know how to get a quick response to their queries through the website.
- *Identity*: The website does not distinguish enough between communication on REDD+ and on the Programme.
- *Technical*: It has regular technical problems to load a page and a lot of down time is reported.

2.3 The impacts of T&AR activities

This sub-section addresses the third assessment question of whether T&AR activities have contributed to getting Viet Nam ready for REDD+. It looks at the uses of knowledge and skills learned from T&AR activities, and examines the extent that such knowledge has contributed to the change in performance of people involved. The discussion that follows highlights the key results of the assessment. A more detailed assessment and supporting evidence can be found in Annex 4. Given that the results from training and awareness raising efforts usually take a long time before having an impact, it is difficult to gauge how effective the Programme has been at the impact level.

Except for a successful FPIC process (see 2.3.1), only limited evidence was found of T&AR contributing to the readiness process. Noteworthy observations include:

1. Training provided some basic knowledge on climate change and REDD+, as well as communication and facilitation skills to participants. As a result from this training, and from the awareness raising efforts undertaken by the Programme, thousands of people from Hanoi, Lam Dong and the pilot sites (the primary target groups of the Programme) but also people from other provinces and outside Viet Nam now have an improved understanding and knowledge of REDD+ and the Programme.
2. While obviously more communication in writing happened since the start of the Programme, it is less certain whether this was with better quality.
3. Training products from the Programme have been used by other organizations, such as SNV Netherlands Development Organization (SNV), and the Ministry of Invalids, Labor and Social Affairs (MOLISA).

With respect to impact monitoring and evaluation, major shortcomings include:

1. The lack of a consistent monitoring and evaluation system, which makes measuring and assessing results difficult. It is generally hard to find attributable evidence for outcomes from T&AR, but if no system is developed and maintained, it becomes impossible to measure outcomes and impacts.
2. Trainings did not always result in action, which can be attributed to weaknesses in planning and implementing the training. Except for FPIC and village facilitators, who had a clear plan from the Programme about how the training would be put into action, there was no follow-up plan for other training activities.
3. It was generally up to the participants to develop their own action plans. Participants from three trainings for VNFOREST officials at national and provincial levels were expected to cover news on climate change (and REDD+) in their respective province. Eighty articles were sent to VNFOREST, 55 from provincial participants. It was not clear how the submitted articles were treated and in what way those who submitted the articles have continued to receive support from the Programme to improve their writing skills.

2.3.1 Integrating Training and Awareness Raising: The example of Free, Prior and Informed Consent

The most effective T&AR activities under the Programme were part of the FPIC process. This sub-section summarizes the discussion above and emphasizes on how training combined with awareness raising can improve the effectiveness of both.

In early 2010, the Programme initiated a process of seeking Free, Prior and Informed Consent (FPIC) from the indigenous peoples and local communities in the pilot sites. The need for FPIC was clearly identified, and consensus on implementing it was reached through discussions between the Programme staff and its partners. Programme staff and consultants jointly designed the process and developed the necessary awareness raising materials. This included consultations with different stakeholders to ensure that the final products were appropriate to the local context. This included publishing in K’Ho to facilitate the sense of ownership for ethnic minorities, though only succeeded in publishing two documents in K’Ho, one of which focused on FPIC.

A team of FPIC facilitators (also known as interlocutors in the Programme documents) was carefully recruited to implement the process. To prepare for the work, **a training course** was conducted covering basic introduction to climate change, REDD+ issues, the UN-REDD Viet Nam Programme, FPIC, and facilitation and communication skills. As part of the first training, a field practice was conducted where the participants undertook the FPIC in one village supported by the trainers. They had one day to reflect on the test before preparing for the real FPIC.

The FPIC process covered 78 villages in 12 communes of Lam Ha and Di Linh districts in Lam Dong Province between April and June 2010 with various **awareness raising activities**, using commune and village level workshops, communication materials such as leaflets and posters¹³. Both Vietnamese and K’Ho were used in the commune and village-level workshops to ensure that local people understand the contents of discussion.

The process was divided into three phases. After each phase, refresher training was held for the FPIC facilitators to reflect on the process so far, to discuss the ways to address the gaps identified and to receive further training. Improvements made in each phase of the process included not only the skills of the facilitators but also the organization of the village-level process and the ways awareness raising was conducted. A combination of careful design, preparation, training, action and reflection made important contributions, improved skills of the FPIC facilitators and was directly relevant to the work of the potential beneficiaries (Box 4).

¹³ See full report on the FPIC process at http://vietnam-redd.org/Upload/CMS/Content/REDD_projects/UN-REDD_VN/FPIC/Full_report_04.pdf

Box 4: A successful FPIC facilitator

Nong Thi Van Anh is from the Nung ethnic group. Soon after her graduation from Thu Duc Agriculture and Forestry University, she got a position as a FPIC facilitator for the UN-REDD Viet Nam Programme. The training for FPIC facilitators in April 2010 was her first exposure to real life work.

The training enhanced her knowledge on climate change, forests, REDD+ and the UN-REDD Programme, and imparted facilitation and communication skills. Her participation in the FPIC process and two follow-up refresher trainings significantly enhanced Van Anh's self-confidence and prepared her properly for the task at hand. By the third phase of FPIC process, she had mastered the necessary skills.

The skills and knowledge gained from the trainings and three months of work with UN-REDD enabled Van Anh to move on as an FPIC facilitator for SNV in their REDD+ project in Lam Dong – a position often not easily offered to a new university graduate. She was also invited to join the UN-REDD Viet Nam Programme as a training assistant in the village facilitators trainings in 2011, in which she helped train villagers to become people like her. The skills and knowledge she gained qualify her for a permanent position as a communal officer responsible for youth union activities in Phi To commune of Lam Ha district. She is also from time to time invited to share her experience in implementing an FPIC process in national and regional workshops.

3 CONCLUSIONS AND RECOMMENDATIONS

The assessment touches on the effectiveness of T&AR in the Phase I of REDD-readiness. It is unrealistic to expect that just one initiative implemented over two years is able to achieve REDD-readiness in any country. Therefore, it is no surprise that major capacity development efforts need to continue during Phase II¹⁴ although the Programme activities contributed significantly to REDD-readiness, especially in Lam Dong Province and among VNForest officials.

There are several shortcomings that should be addressed in the future. For example, monitoring, reporting and verification and national carbon accounting systems were not covered in depth by the training and awareness raising efforts, and strategies to reduce emissions were not discussed widely beyond the pilot areas. The strategic choices that needed to be made for this, at the start of the Programme could have been made more explicit.

Technically, capacity gaps remain in a number of aspects of the readiness milestone, including:

- Prepare strategies to reduce emissions through local stakeholder consultations;
- Provide capacity building on different levels: institutional and technical;
- Design and implement Monitoring, Reporting, and Verification systems, and national forest carbon accounting systems;
- Establish transparent, equitable and accountable benefit sharing mechanisms;
- Develop safeguards and grievance mechanisms to protect the interests of forest communities and the poor; and

¹⁴ Paragraph 74 of the “Cancun Agreements” says the following related to Phase 2:

“*Decides* that the activities undertaken by Parties referred to in paragraph 70 above should be implemented in phases beginning with the development of national strategies or action plans, policies and measures, and capacity-building, **followed by the implementation of national policies and measures and national strategies or action plans that could involve further capacity-building, technology development and transfer and results-based demonstration activities**, and evolving into results-based actions that should be fully measured, reported and verified.

- Have clarity over national land, forest and carbon tenure rights.

3.1 Summary of the main findings

Question 1: Are T&AR activities prepared to respond to needs for REDD+ development in Viet Nam?

The Programme has conducted a capacity building needs assessment and prepared a communication and awareness raising strategy. The strategy, prepared in mid 2010 after consultation with different stakeholders at various levels and taking into account previous needs assessments from other organizations, identifies the key audiences, key messages and media for communication. It also includes a proposed plan. The capacity building needs assessment was done only in early 2011, and did not contribute to the preparation of the strategy, nor were the results used to update the strategy. It is obvious that both the communication strategy and needs assessment should have been done earlier and build on each other.

Both documents did not result in strategic planning of T&AR activities under the Programme. In addition, no specific budget line and/or dedicated human resources for training are in place. The Programme hired a full-time communications and networking officer in early 2011. No such position was created for a training officer. Without considering the needs assessment for planning, T&AR followed the original Programme document and responded to the needs that arose during the implementation process. The needs assessment was presented as a living document, and the draft report is available. However, the planning and development process of training has not been informed by the needs assessment and the document was never finalized.

While the communication and awareness raising strategy proved useful to prepare for awareness raising products and services, the Programme showed shortcomings in planning the awareness raising. There is no operational longer term T&AR plan available, and no evidence is found that the needs assessment for training for REDD+ development informed the training activities.

Question 2: Are T&AR activities delivered effectively?

The Programme was only partly effective in delivering the T&AR. It has made significant efforts to reach its audience by employing a rich amount of media, organizing a large number of T&AR activities, and developing various materials. An overview of the different products and services is presented in section 2.2.

The following gaps in the T&AR delivery that affect its effectiveness have been identified:

General Issues

- *The neutrality of the Programme in promoting REDD+*: Across all T&AR products and services, REDD+ has been mainly portrayed as a source of income or benefits. Information on potential risk and costs associated with implementation of REDD+ has rarely been discussed or properly communicated, especially to decision makers at all levels, including community members during the FPIC process. Overall, the materials resemble propaganda documents for REDD+ and the Programme.
- *(Understanding of) key messages*: during trainings and workshops, the overall message should be clearly communicated by each speaker and trainer to avoid confusion among themselves and among the participants, and to ensure that the key messages are presented adequately. Most importantly, though key messages found in the printed communication materials may be clear for some, it was obvious that community and also people at higher levels need more (verbal) explanation in order to extract the right message. There is too much room for interpretation on the implications of the different key messages for the various levels. It should not be assumed that by simply distributing materials, the recipients would read and understand their content.
- *Monitoring and Evaluation*: M&E of T&AR has been weak. Though M&E information has been collected for some (training) events, no system is in place to guide systematic data collection and data management processes. In addition, no budget line and human

resources have been made available (separately) for this purpose. As a result, practice does not systematically inform planning of T&AR.

- *Size of the T&AR events:* Often too many participants attend, which reduces effectiveness. Training, for example, has around 33 participants per event on average. This obviously had impact on the interaction among participants and between trainers and participants.

Key Issues for Training

- *Limited audience:* although the Programme has made important achievement in reaching a large number of people, training to date mainly focused on the pilot sites and forestry officials (at national to district levels). Few officials from outside of forestry sector have been trained or invited to workshops. Even within the sector, only a small number of officers attended all workshops and trainings. Women groups, private sector representatives, the youth, school children, and civil society organizations have received insufficient attention. Most importantly, (potential) service providers like journalists and radio/TV reporters received only little training from the Programme, and their potential value to extend outreach was not realized.
- *Lack of training of trainers (TOT):* Trainers were mainly hired on consultancy basis to deliver training. There has been no activity or plan to form a group of core trainers for future use at different levels.
- *Absence of a regularly updated REDD+ training manual:* until the end of Phase 1, there is no training manual on REDD+ available in the Programme. The REDD+ contents were prepared by the trainers before the training.

Key Issues for Awareness Raising

- *Limited accessibility to a number of AR products:* Accessibility to awareness raising products can also be improved. The printed communication materials (posters, leaflet, flyers, etc) have mainly been distributed to forestry officials and local communities where the Programme works. No clear strategy was developed for wider reach. Video clips are useful but less accessible to community members who do not speak Vietnamese.

Question 3: Have T&AR activities contributed to intended objectives?

The awareness raising products and services Programme managed to reach a large number of people, not only from Hanoi, Lam Dong Province and the pilot sites but also from other provinces and countries. Training has provided participants with (basic) knowledge on different thematic areas of REDD+ and (basic) communication and facilitation skills. Training contributed particularly to build the capacity of the FPIC and the village facilitators, who have worked with the Programme.

T&AR activities have improved understanding on climate change and REDD+ issues. At least three FPIC facilitators have moved on, in part thanks to the improved skills and knowledge they got from the Programme. Where this can be perceived as a positive indicator for the Programme's training results, it also indicates that the Programme is challenged to find and retain qualified people.

While there are several encouraging examples of successful T&AR activities, overall T&AR could have contributed more strongly to achieving the objective of making Viet Nam ready for REDD+ by 2012. While most interviewees expressed improved knowledge on climate change and REDD+, further discussion between them and the assessment team indicated that the new knowledge does not make them ready for REDD+, yet. As introduced above, this is not surprising, as one initiative alone cannot achieve such ambitious objective in two years. In fact, several domestic and international organizations are currently contributing to develop capacities for REDD+ in Viet Nam. These joint efforts have to continue for several years before REDD+ can be implemented with confidence by Viet Nam's forestry stakeholders.

3.2 Recommendations

At the strategic level:

- Considering its unique mandate, the Programme should aim to be the leader in information generation and dissemination on REDD+ in Viet Nam; It should profile itself as the key facilitator for policy development, capacity building, networking, and information sharing towards achieving REDD-readiness in Viet Nam.
- The Programme should develop a strategy and plan for T&AR under Phase II, which should be clearly linked to planning and implementation within the National REDD Programme (NRP). This will guide the processes, tools, and resources needed; and should become a primary focus in the initiation and planning stages of Phase II. The Programme should lead on the development in partnership with key actors, and specialized service providers from Viet Nam and abroad. The strategy should:
 - Cover the key processes; including: long-term (for Phase II), and short-term planning (annual), implementation, monitoring (continuous, as well as annual), evaluation (at the end of the second year of Phase II and at the end of the Phase II), and reporting (per activity, annually);
 - Cover how T&AR at different levels, from national to local, will be developed and implemented, and how the allocated resources will help achieve the key milestones of capacity building during the implementation of national policies and measures and national strategies or action plans;
 - Clarify the human resources needed for the implementation of the strategy, and their respective roles, responsibilities and interactions.
 - Recommend competencies of a core group of people that can provide training, awareness raising and support at national and provincial levels; and
 - Set standards for delivery, including for the development of goals, objectives, and contents; for materials, and methods; and for tools, and templates to monitor, evaluate, and report.
- The Programme should prepare annual and quarterly T&AR plans during Phase II, covering aims, objectives, topics, media, and resources. Lessons learned during Phase I should be clearly addressed. This could mean for example spending more time on building the knowledge basis on climate change and its linkage to forests and forestry; to explore perceptions of REDD+, and address the misunderstandings openly; to discuss the implications of REDD+. This should emanate from the strategy, and should be communicated broadly amongst the actors of REDD+ to allow discussion and sharing of the experiences, especially with key actors, and specialized service providers from Viet Nam and abroad. The Programme should actively seek to promote its approaches beyond the main target groups and partners.
- The Programme should develop systematic M&E of investments in T&AR during Phase II. Building on the objectives and aims of the strategy and plan, the M&E system should include criteria and performance indicators, tools for data collection and analysis, human resources needs, action plans, and budgets. Specific indicators and measures to keep track of the outputs, and the outcomes of the Programme – both quantitatively and qualitatively – are needed. While the data collection and management should be a continuous responsibility of Programme staff, some level of independent M&E is needed to assess effectiveness, and advise on enhancing performance.
 - The tools and methods for monitoring and evaluation, as well as for data management need to be centralized. A logical framework, relevant to scope and

scale, for T&AR is needed with objective and clear criteria and indicators for assessing the effectiveness of the T&AR for both, the processes and the results.

- The M&E should look at different levels of effectiveness of T&AR:
 - Outputs: numbers, products, activities;
 - Appreciation of the products and services by users and participants;
 - Learning of skills and knowledge and use of the skills by trainees; and
 - Changes in behavior as the result of T&AR.

Secondary Recommendations:

- The Programme should enhance efforts to reach beyond the forestry sector (e.g. the agricultural, education, and finance sectors), and should go beyond the primary stakeholder groups (to include private sector, other line ministries/departments, NGO's and CSO's, women, and youth).
- Based on the content of the NRP, and the latest UNFCCC COP decisions, the Programme should review its key messages for new and existing audiences, start using existing media better, and explore the potential of alternative media. For example:
 - Given the strong institutional capacity and authority, mass organizations such as Farmer's Union and Women's Union could easily reach local people, and play important roles in stimulating local-level discussion, and building local level awareness. They should be reached through information sharing workshops and provided with tailored T&AR tools and documents;
 - Reaching out to the provincial and district level should be strengthened through using newspapers, journals, and magazines, as well as a dedicated newsletter, and the Programme should provide easy to use tools and communication materials to be used and distributed to ;
 - Reaching out to the broad public, from local to national levels, with key messages on climate change and REDD+ should be done through the more "popular" programs, like quizzes, soap operas. News items for TV, and radio should be tailored and developed jointly with and for journalists to a greater extent than in Phase I; and
 - Likewise, the current REDD+ VIETNAM website (<http://www.vietnam-redd.org>) should be enhanced as a more suitable medium for national (and international) level through improvements in design and management (see below). A Facebook page might appeal to a number of people, even at local level, and the Programme should explore the option of engaging with the broad public through social networking sites.
- Based on the excellent work in Lam Dong Province during Phase I, the Programme should build a cadre of village-level facilitators for T&AR, and should strengthen their capacity to reach out to local people. At the local level, the T&AR activities should be action oriented, i.e. should include a follow-up plan for ground-level work that would require for example the collection of additional information from forests and communities, the adoption of new forest management activities, the establishment of new institutions. Where needed, T&AR should have in-built support for the participants. In case new skills are –to, for example make inventories, communicate, and negotiate-backstopping during the implementation might be required. The selection of these village-level facilitators and their commitments should be carefully planned out, including the required budgets for their involvement and for activities. The Programme should identify suitable people for these activities, and compensate based on needs and merit.

- To ensure that key messages are understood, village facilitators should verbally explain the contents and messages of the communication materials;
 - Their role needs to be publicly announced in the village (in meetings or written in the posters/ sign board) so that everyone knows who to ask in case of need; and
 - Resources containing regularly updated information and communication tools should be made available to them.
- The Programme should continue to develop journalists' capacity. Working with a core group of journalists, the Programme should prepare opinion pieces and reports, for publication in magazines, journals and newspapers. Further, the Programme is to regularly update journalists with information on REDD+ from events nationally and internationally, invite them to events and offer opportunities for field visits to facilitate the preparation of “stories”. It is furthermore recommended to prepare a journalist’s guide on the role of forests in climate change mitigation.
 - The Programme should seek the advice from external specialists and Sub-Technical Working Groups for the development of its key messages. It should ensure that these messages are relevant and meaningful to stakeholders at different levels, especially at the local level. This should include focusing on:
 - Local drivers of deforestation and forest degradation;
 - Implications of REDD+ for local forest management and benefit distributions systems;
 - Clarification benefits and costs, opportunities and risks of REDD+ implementation for local people and the private sector;
 - Objectively, accurately and timely addresses the challenges and implications of REDD+ for all stakeholders; and
 - Messages that can be digested easily and gradually.
 - The Programme should give more attention to effective communication at local level, by working with those speaking ethnic minority languages, and building their understanding on REDD+ and climate change. Careful consideration should be given to translating written documents into ethnic minority languages: Strictly speaking from a Programme perspective it might not be necessary to translate written materials where minority languages are only spoken languages.
 - The Programme should continue to produce video clips, but consider their purpose and their use more carefully. They should be carefully planned and, based on a strong script, produced by professionals. If means allow, air time from TV stations could be bought to broadcast the video clips or short versions of them. This can be concentrated over a short period as well as spread out throughout a year to establish basic awareness and reinforce messages. Apart from being excellent awareness raising tools, they can be very useful training tools as well, and it should be explored how they can be sequenced so that knowledge on climate change and REDD+ gradually builds up.
 - The Programme should maintain and distribute a quarterly newsletter both digitally and printed, to an emailing list and in hard copy, including various government departments and bureaus, mass organizations, civil society organizations, schools, and village halls. It is suggested to involve mass organizations in the dissemination of the newsletter for this. The newsletter should contain enough “popular” items to attract readers alongside opinion pieces, debates and policy information.
 - Finally, but importantly, the Programme should further develop, and improve the REDD+ Website. Adequate human resources, e.g. part time equivalent, should be recruited to:
 - Better link materials so they can be found through multiple pathways;

- More pro-actively solicit non UN-REDD Programme initiatives to contribute, and feed information, to the website;
- Enhance and regularly update the content of multiple actors on the website Ensure that the information is updated regularly; and
- Manage a section on frequently asked questions about the Programme and about REDD+ similar to <http://www.un-redd.org/UNREDDProgramme/FAQs/tabid/586/language/en-US/Default.aspx>.

ANNEXES

Annex 1: Terms of Reference of the Mission

The purpose of this study is to review the effectiveness of training and awareness raising, with the main objectives to:

- (1) Guide the Program in its Phase two implementation;
- (2) Guide the National REDD+ Program; and
- (3) Inform other countries getting ready for REDD+

Activities to be carried out are to:

- Prepare a framework for assessing effectiveness of awareness-raising and training activities.
- Review products prepared and/or used since the inception, including training manuals, written awareness raising material and products prepared on other formats (e.g. movie clips).
- Review any evaluations conducted by the PMU on their training and awareness-raising efforts.
- Interview staff (on UN-REDD and others engaged by UN-REDD) leading and involved in awareness-raising and training activities about their experiences.
- Interview people participating at national and sub-national levels in awareness-raising and training activities about their experiences.
- Based on the review and feedback provide key lessons and recommendations for future awareness-raising and training activities.

Expected results/outputs to be achieved: Two reports on lessons learned. The first one is an internal document, which can be more critical as it will not be distributed widely. A second report, to be prepared in collaboration with the UN-REDD Viet Nam Program's Communication Officer, is to be prepared (based on the first report) in the UN-REDD report format for wider circulation.

Annex 2: The Assessment Team and Work Schedule of the Assessment

Annex 2.1: The Assessment Team

Altogether four people were involved in the assessment of the training and awareness raising activities: three staff from RECOFTC and a national consultant:

- Mr. Toon De Bruyn – Senior Program Officer, RECOFTC Bangkok
- Dr. Nguyen Quang Tan – Country Program Coordinator, RECOFTC Viet Nam
- Ms. Nguyen Thi Thanh Hang – Senior Lecturer, Hanoi National Academy of Public Administration (NAPA)
- Dr. Yurdi Yasmi – Manager of Capacity Building and Technical Services, RECOFTC Bangkok

The assessment started in late December 2011 with the development of the assessment framework and a review of the program documentation. In February 2012, field work took place over six days in Da Lat, Lam Ha and Di Linh districts in Lam Dong Province. See Annex 2 for a detailed work schedule. Between January and April 2012 additional data were collected, and processed and the report was drafted and reviewed.

Annex 2.1: Work schedule of the Assessment

Time	Contents	Responsibility
January 2012: Development of assessment framework, responsibility and workplan		
7-10 February 2012	Interviews in Hanoi	Hang
13 February 2012		
Morning:	Travel from Hanoi to Da Lat	Tan and Hang
Afternoon:	Meeting with FPIC facilitators Meeting with Lam Dong Radio and TV	Tan and Hang
14 February 2012		
Morning	Meeting with officers from Department of Agriculture & Rural Development (DARD) Meeting with REDD+ contact point	Tan and Hang
Afternoon	Meeting with officers from Lam Dong Sub-Department of Forestry Meeting with officers from Lam Dong Sub-Department of Forest Protection Meeting with officers from Lam Dong Department of Planning & Investment	Tan and Hang
15 February 2012		
Morning	Travel to Lam Ha district Meeting with leaders of Lam Ha District People's Committee Meeting with officers from Lam Ha Forest Protection Division	Tan and Hang

Afternoon	Meeting with officer from Lam Ha Radio and Television Station Meeting with FPIC facilitator Phone interview with Nam Ban Forest management board	Tan and Hang
16 February 2012		
Morning	Travel to Phu Son commune Meeting with officers from Phu Son Commune People's Committee Travel to R'teng 2 village Group meeting with villagers	Tan and Hang
Afternoon	Interviews with individual households Come back to Lam Ha District Debriefing with Lam Ha district leaders	Tan and Hang
17 February 2012		
Morning	Travel to Di Linh District Meeting with officers from Di Linh District People's Committee Meeting with officer from District Agriculture Division Meeting with a staff of Di Linh Forest Protection Division	Hang
Afternoon	Meeting with officer from Di Linh Women's Union Meeting with officer from Forest Company	Hang
18 February 2012		
Morning	Travel to Bao Thuan commune Meeting with officers from Commune People's Committees Travel to Ko La Tang Gu village Meeting with village leader	Hang
Afternoon	Meeting with representatives of village households (group discussion) Travel to Di Linh	Hang
21 February 2012		
Whole day	Interviews in Hanoi	Tan
Till 11 April 2012		
	Preparation of draft report	Tan, Hang
Till 30 April 2012		
	Finalize the report	Toon and Tan

Annex 2.2: List of people interviewed

Full name	Sex	Affiliation	Purpose of the interview
1. Tran Phong	Male	Freelance consultant	FPIC trainer /designer of communication materials
2. Dam Thi My	Female	Journal of Forest and Environment	Journalist
3. Hua Duc Nhi	Male	MARD, former vice minister	Ex-chairman of steering committee
4. Nguyen Thi Thu Huyen	Female	UN-REDD Viet Nam Programme	Program manager
5. Hoang Vu Lan Phuong	Female	UN-REDD Viet Nam Programme	Communication officer
6. Nguyen Huy Thanh	Male	Viet Multimedia Communications Ltd (VMC)	Designer (Website and communication materials)
7. Phạm Minh Thoa	Female	VNFOREST	Director of UN-REDD
8. Tran Hieu Minh	Male	VNFOREST	Beneficiary
9. Nguyen Viet Khoa	Male		Trainer/ consultant
10. Pham Van An	Male	Lam Dong DARD, former director	Partner
11. Nguyen Truc Bong Son	Male	Lam Dong Extension Center	REDD Contact Person in Lam Dong
12. Tran Thanh Binh	Male	Lam Dong Forest Protection Sub-Department	Member of provincial REDD task force/ beneficiary
13. Le Hoang Nam	Male	Lam Dong Forest Sub-Department	Member of provincial REDD task force
14. Le Quang Nghiep	Male	Lam Dong Forest Sub-Department	Member of provincial REDD task force/ beneficiary
15. Le Van Trung	Male	Lam Dong Forest Sub-Department	Member of provincial REDD task force/ beneficiary
16. Le Trong	Male	Lam Dong Television	Journalist
17. Lam Ngọc Tuan	Male	University of Da Lat	FPIC facilitator and Programme consultant
18. Nguyen Thi Tuoi	Female	University of Da Lat	FPIC facilitator
19. Tran The Tien	Male	Di Linh agricultural division	Beneficiary
20. Nguyen Van Thoi	Male	Di Linh Forest Protection Division	Beneficiary
21. Nguyen Van Tam	Male	Di Linh Forestry One Member Limited Company	Beneficiary
22. Tran Thi Tam	Female	Di Linh Women Association	Beneficiary
23. Ka Nhoi	Female		FPIC facilitator
24. Do Van Thuy	Male	Lam Ha Forest Protection Unit	Beneficiary
25. Dang Hung	Male	Lam Ha Forest Protection Unit	Beneficiary
26. Bui Manh Hien	Male	Lam Ha Radio and Television	Radio reporter

27. Chu Minh Hieu	Male	Nam Ban Protection Forest Management Board	Beneficiary
28. Dinh Tan Bai	Male	People's Committee of Lam Ha district	Partner, beneficiary
29. Nong Thi Van Anh	Female	Phi To commune, Lam Ha district	FPIC facilitator
30. Tran Thi Tam	Female	Women Union of Di linh district	Beneficiary
31. Ka Brill	Male	Bao Thuan Commune	Beneficiary
32. K'Bril	Male	People's Committee of Bao Thuan commune	Beneficiary
33. Nguyen Minh Doan	Male	Phu Son Communal People's Committee	Partner, beneficiary
34. Nguyen Nhat Truong	Male	Phu Son Communal People's Committee	Beneficiary
35. K Nhon	Male	Ko La Tang Gu Village	Beneficiary
36. K' Bril	Male	Ko La Tang Gu Village	Beneficiary
37. K'Brép	Male	Ko La Tang Gu Village	Beneficiary
38. Nguyen Van Luu	Male	Ko La Tang Gu Village	Beneficiary
39. K' Brèn	Male	Ko La Tang Gu Village	Beneficiary
40. Ka Dêch	Female	Ko La Tang Gu Village	Beneficiary
41. K' Brêm	Male	Ko La Tang Gu Village	Beneficiary
42. K' Bres	Male	Ko La Tang Gu Village	Beneficiary
43. K'Breo	Male	Ko La Tang Gu Village	Beneficiary
44. Dinh Viet Hung	Male	Ko La Tang Gu Village	Beneficiary
45. Dang Van Loc	Male	Pre-teng 2 village	Beneficiary
46. Y Bang	Male	Pre-teng 2 village	Beneficiary
47. Tran Xuan Lam	Male	Pre-teng 2 village	Beneficiary
48. Y Poh	Male	Pre-teng 2 village	Beneficiary
49. H Minh		Pre-teng 2 village	Beneficiary
50. Le Thi Hong Trang	Female	Pre-teng 2 village	Beneficiary
51. Nguyen Trung Kien	Male	Pre-teng 2 village	Beneficiary
52. Tran Trung San	Male	Pre-teng 2 village	Beneficiary
53. Da Cat Tra bong	Male	Pre-teng 2 village	Beneficiary

Annex 3: Overview of training and awareness raising products and services

Annex 3.1: List of Training Activities

Title	Needs targeted ¹⁵	Primary Objective	Primary Target audience	Details	# people reached	Man	Women	Date
Year 2010								
1. Training of FPIC facilitators	Awareness raising and knowledge dissemination; facilitation and communication skills; Social safeguards (FPIC)	Skill training	FPIC facilitators	2 days	28	16	12	April
2. Refresher training of FPIC facilitators	Awareness raising and knowledge dissemination; facilitation and communication skills; Social safeguards (FPIC)	Skill training	FPIC facilitators	2 days	28	16	12	May
3. Refresher training of FPIC facilitators	Awareness raising and knowledge dissemination; facilitation and communication skills; Social safeguards (FPIC)	Skill training	FPIC facilitators		28	16	12	June
4. PCM training in Di Linh District	MRV	skilled training;	villagers and local government officials	5	25	25	0	16-20 Nov
5. PCM training in Lam Ha District	MRV	skilled training;	villagers and local government officials	5	26	23	3	30 Nov – 4 Dec
6. Awareness training on REDD+ for VNFOREST and DARDs officials in Ha noi	Awareness raising and knowledge dissemination; writing skill	Awareness Raising and skill training	Government officials from MARD, VNFOREST and	3 days	60			16-18 Dec

¹⁵ These reflect the categories used in organizing the capacity building needs as reflected in the capacity building needs assessment report.

Year 2011								
7. Opportunity Cost Analysis Trainings at provincial and district level	Calculating the potential costs versus benefits of REDD+	Skill training	n/a	4 days	51	47	4	22-25 Feb
8. Training village facilitators	Awareness raising and knowledge dissemination; facilitation and communication skills	Training	Community members; forest rangers	2 days	47			8-9 Mar
9. Awareness training on REDD+ for VNFOREST and DARDs officials (in Da lat, Lam Dong)	Awareness raising and knowledge dissemination; writing skill	Awareness Raising and skill training	Government officials from DARDs	4 days	41	36	5	28 Jun-1 Jul
10. Use of historical forest status maps and assessment on forest displacement by GIS and Remote sensing technology	MRV; development of national baseline	Training	Government officials at national and provincial levels	3 days	32	30	2	20-22 Apr
11. Awareness training on REDD+ for VNFOREST and DARDs officials in Da Nang	Awareness raising and knowledge dissemination; writing skill	Awareness Raising and skill training	Government officials from DARDs	3 days	32	21	11	30 Nov-2 Dec
12. Training: Manual and flip chart training for local facilitators	Facilitation skill	Skill training	Village facilitators	3 days	21	21	0	8 – 10 Oct

Annex 3.2: List of Awareness Raising Workshops

Title	Needs targeted	Primary Target audience	Details	# people reached	Man	Women	Date
Year 2010							
1. Awareness raising on climate change and REDD+ for district officials in Lam Ha	Awareness raising and knowledge dissemination	District officials	1/2 day				01 Apr
2. Awareness raising on climate change and REDD+ for commune and village officials in Lam Ha	Awareness raising and knowledge dissemination	commune and village officials	1/2 day				01 Apr
3. Awareness raising on climate change and REDD+ for district officials in Di Linh	Awareness raising and knowledge dissemination	District officials	1/2 day				02 Apr
4. Awareness raising on climate change and REDD+ for commune and village officials in Di Linh	Awareness raising and knowledge dissemination	commune and village officials	1/2 day				02 Apr
5. 12 commune awareness raising event	Awareness raising and knowledge dissemination	commune and village officials					May-June
6. 78 village level FPIC meeting	Awareness raising and knowledge dissemination; social safeguards (FPIC)	community members		5,863	2,840	3,023	April - June
7. FPIC regional	Social safeguards (FPIC)	Asia & the Pacific, USA, UK, Latin America	3 days	51			16-18 Jun
8. FPIC review workshop	Social safeguards (FPIC)			109			30 Sep
9. Phase 2 consultation workshop	REDD+ policies and measures						21 Oct

with NGO							
10. Phase 2 consultation workshop	REDD+ policies and measures						28 Oct
11. Desertification workshop with mainstreaming REDD			2 days	38			10-11 Nov
12. BDS consultation In Lam Dong	REDD+ benefit sharing; REDD+ fund management	Provincial and district officials	3 days	32			19-22 Dec
Year 2011							
13. Opportunity Cost Analysis at provincial level	Calculating the potential costs versus benefits of REDD+	Government officials at provincial and district levels	one day	40	37	3	20 Jan
14. Benefit Distribution System - stakeholders meeting with Forest owner/managers in Lam Ha	Benefit sharing; REDD fund management	District officials related	1 day	48	39	9	28 Feb
15. Stakeholder workshop: National REDD Strategy (within VNFOREST)	General framework and main content of National REDD+ strategy for Viet Nam		1 day	13	8	5	4 Mar
16. Benefit Distribution System - stakeholders meeting with Forest owner/managers in Di Linh	Benefit sharing; REDD fund management	District officials related	1 day	45	37	8	10 Mar
17. Stakeholder consultation strategy	Awareness raising and knowledge dissemination	No Information	1 day	10	8	2	17 Mar
18. Mainstreaming sustainable development and climate change in development planning at regional and provincial level through REDD+	Awareness raising and knowledge dissemination; REDD+ policy and measures	Government officials at national and provincial levels, media	3 days	71	55	16	13-15 May
19. Study tour debriefing + REDD Working Group	Awareness raising and knowledge dissemination		1 day	34	23	11	10 May
20. Workshop on ecological	MRV; development of national		1 day	31	26	5	26 Apr

stratification	baseline						
21. National GHG Inventory - REDD+ MRV workshop with MONRE	MRV; development of national baseline		1 day	18	15	3	26 Jul
22. Capacity building need assessment workshop (with RECOFTC)	Awareness raising and knowledge dissemination		1/2 day	29	23	6	27 Jun
23. International Forestry Year	Awareness raising	Government, provincial, NGO, UN agencies, local people	1 day				1 Apr
24. Ecological Stratification	MRV; development of national baseline		1day	30	28	2	5 Aug
25. Consultation on Social and Environmental Principles and Criteria.	Social safeguards; Environmental safeguards		1 day	18	14	4	5 Aug
26. R Factor local level meeting in Ha Noi	Benefit sharing	government officials at national level	1 day	13	12	1	27 Jul
27. R Factor local level meeting in Lam Dong	Benefit sharing	government officials at provincial level	1 day	17	14	3	1 Aug
28. R Factor local level meeting in Di Linh	Benefit sharing	government officials at district and commune levels	1 days	46	44	2	2 Aug
29. R Factor local level meeting in Bao Thuan commune of Di Linh	Benefit sharing	government officials at commune and village levels	1 days	38			16 Aug

30. R Factor local level meeting in Bao Thuan commune of Di Linh	Benefit sharing	government officials at commune and village levels	1 days	46			17 Aug
31. Consultation with 6 pilot province on phase II	REDD+ policies and measures	Government officials from DARDs	1 day	26	17	9	02 Nov
32. BDS consultation workshop with Non Government	Benefit sharing; REDD fund management	International and national non-government organizations	1/2 days	20			14 Dec
33. BDS consultation workshop with Government	Benefit sharing; REDD fund management	Government officials at national level	1 days	16	13	3	13 Dec
34. FPIC consultation meeting with forest managers and owners	Awareness raising and knowledge dissemination; REDD+ policy and measures; social safeguards	State forest companies; protected area MB	1 day	46	46	0	26 Oct
35. Local Facilitators Evaluation workshop	Awareness raising and knowledge dissemination	Villages facilitators	1 day	20	20	0	26 Nov
36. Forestry business sector on the REDD+ implementation	REDD+ policies and measures	Government officials at provincial and district levels	2 days	39	28	11	19-20 Dec

Annex 3.3: List of Technical meetings/ working group meetings/ network meetings

Title	Needs targeted	Primary Objective	Primary Target audience	Type	Details	# people reached	Man	Women	Date
Year 2010									
Presentation to TOT training on climate change mitigation (organized by the Center for Sustainable Rural Development - SRD)	Introduction about UN-REDD Program	Communication	Vietnamese and international NGO		5	16			12-16 Jan
Study tour to Kien Giang						42			Aug
MRV technical workshop	MRV	Technical meeting		Technical meeting	1 day	19	17	2	04 Aug
Study tour to Ca Mau						38			Oct
Presentation to TOT training on climate change communication (organized by the Center for Sustainable Rural Development - SRD)	Awareness raising and knowledge dissemination	Communication	Vietnamese and National NGO		3	16			28-30 Oct
Donor Roundtable meeting	REDD+ policies and measures				½ day	31	24	7	14 Dec
Year 2011									
PEB Meeting	REDD+ policies and measures				1 day	24	18	6	2 Mar
Study tour to Mexico	Awareness raising and knowledge dissemination				9 days	14	11	3	5-13 Apr
Drafting team meeting	REDD+ policies and measures				2 days	10	7	3	22-23 Jun
Network meeting	REDD+ policies and measures				1 day	52	40	12	20 Jun
BDS STWG	Benefit sharing; REDD+ fund management	Technical meeting		Technical meeting	1 day	47	37	10	28 Apr

BDS STWG	Benefit sharing; REDD+ fund management	Technical meeting		Technical meeting	1 day	33	25	8	27 May
BDS STWG	Benefit sharing; REDD+ fund management	Technical meeting		Technical meeting	1 day	31	20	11	28 Jun
BDS STWG	Benefit sharing; REDD+ fund management	Technical meeting		Technical meeting	1 day	17	14	3	29 Jul
PEB 5 meeting	REDD+ policies and measures				1 day	29	21	8	13 Jul
STWG on MRV	MRV; development of national baseline	Technical meeting		Technical meeting	1 day	25	22	3	20 May
Drafting team meeting (Phase II)	REDD+ policies and measures				3 days	17	12	5	8-10 Aug
Drafting team	REDD+ policies and measures				2 days	18	13	5	30-31 Aug
PCM technical workshop	MRV	Technical meeting		Technical meeting	1 day	17	15	2	28 Jul
Private sector engagement STWG	REDD+ policies and measures	Technical meeting		Technical meeting	1 day	51	38	13	20 Sep
REDD network meeting	REDD+ policies and measures				1 day	60	41	19	15 Dec
BDS STWG	Benefit sharing; REDD+ fund management	Technical meeting		Technical meeting	1 day	32	17	15	4 Nov
BDS STWG	Benefit sharing; REDD+ fund management	Technical meeting		Technical meeting	1 day	20	12	8	20 Dec
Private sector engagement STWG	REDD+ policies and measures	Technical meeting		Technical meeting	1 day	38	25	13	2 Dec
STWG on Governance	REDD+ policies and measures; social safeguards	Technical meeting		Technical meeting	1/2 day	11	7	4	21 Nov
6th PEB meeting	REDD+ policies and measures				1 day	36	26	10	3 Nov

Annex 3.4: List of awareness raising and communication materials

Title of the document	Type of document	No. of page	Main contents	Languages	Copies printed
Year 2010					
1. Knowledge and Lessons Framework Implementation: Designing a Benefit Distribution System (BDS)	Leaflet	2	7 lessons on how to design a BDS while following closely the principles of UN-REDD in this issue (which are equity, transparency, additionality, and performance-relatedness).	Vietnamese, English	800 English 2650 Vietnamese
2. Knowledge and Lessons Stakeholders Engagement: Free, Prior Informed Consent (FPIC)	Leaflet	2	5 lessons on how to manage FPIC activities while following closely the principles of UN-REDD in this issue	Vietnamese, English	
3. Knowledge and Lessons REDD+ Strategy Setting: Developing a National REDD+ Strategy	Leaflet	2	4 lessons on how to set up REDD+ strategy. The strategy should be based on recommendations of UNFCCC Decision 4/15. It points out that the strategy need to be nested within national development strategy; not inherently different from other ones; have time-bound and quantifiable targets set-up; and not affect urgent critical action.	Vietnamese, English	
4. Help you to decide	Leaflet	4	Additional information providing for communities to help them make decision during FPIC process: <ul style="list-style-type: none"> • Climate change and its impacts • What REDD+ will do for the communities • REDD+ activities at district level • The rights of participating communities 	Vietnamese, English, K'ho	600 English 1200 Vietnamese 3000 K'ho
5. Graphic illustration	Poster	1	Serious impacts of climate change and the positive role of forest to fix this problem.	Vietnamese	1500
6. Graphic illustration	Poster	1	UN-REDD activities at pilot provinces	Vietnamese	1500
7. Brief Report: Applying the Principle of Free, Prior and Informed Consent (FPIC) in the	Report Summary	26	Summary of FPIC process in Vietnam, through 8 steps. Implications specifically for conducting FPIC for REDD+ to fit the particular Vietnamese characteristics are also provided.	English	150

UN-REDD Programme in Vietnam					
Year 2011					
8. REDD+ Vietnam	Booklet	8	General introduction about the UN-REDD Programme in Vietnam	Vietnamese	500
9. Protecting forest for more benefits	Leaflet	2	Information in UN-REDD Programme in Vietnam, which help Vietnam respond to the climate change and deal with its impacts.	Vietnamese	4700
10. Q&A about UN-REDD and REDD	Leaflet	4	10 FAQs and their answers give brief information about UN-REDD and REDD. Questions mainly focus on the condition to join the Programme and the benefit to participants.	Vietnamese	1700
11. REDD+ emission reduction through forest protecting	Leaflet	2	General information about REDD+. The goal is to help developing countries protect forest, thus dealing with climate change. It also points out two main benefits of Programme participants.	Vietnamese	1700
12. A way to deal with climate change	Leaflet	2	Brief introduction on REDD+ and principles to design a BDS, a core activity in REDD+ (including timeliness, adequacy, equity, flexibility, efficiency, and transparency).	Vietnamese	1700
13. Designing a Benefit Distribution System (BDS)	Standee	1	Principles to design a BDS: equity, transparency, complement, and result-based.	Vietnamese	2
14. Impacts of climate change on forests	Standee	1	Five major impacts of climate change on forests.	Vietnamese	2
15. National Goals in Facing Climate Change Programme	Standee	1	Brief introduction on the Programme and its official basis of government resolution 60/2007/NQ-CP	Vietnamese	2
16. Free, Prior, Informed Consent (FPIC)	Standee	1	Locations where the FPIC activities have been conducted (3 phases).	Vietnamese	2
17. Pilot of UN-REDD in Vietnam	Standee	1	8 activities are designed for pilot in UN-REDD Programme in Vietnam	Vietnamese	2

18. UN-REDD Programme in Vietnam	Standee	1	Targeting: Awareness raising and knowledge dissemination Main contents: Timeline of UN-REDD Programme in Vietnam	Vietnamese	2
19. Participatory Carbon Monitoring	Standee	1	Steps to carry out PCM	English	2
20. About Pilot site: Di Linh and Lam Ha District, Lam Dong Province	Booklet	5	Introduction of the Programme, Lam Dong province, Di Linh and Lam Ha districts	English	150
21. Designing Benefit Distribution System (BDS)	Factsheet	2	7 lessons on how to design a BDS while following closely the principles of UN-REDD in this issue (which are timeliness, adequacy, equity, flexibility, efficiency, and transparency).	Vietnamese, English	4300 (English & Vietnamese)
22. Work on Free, Prior, Informed Consent (FPIC)	Factsheet	2	9 lessons on how to work on FPIC while following closely the principles of UN-REDD.	Vietnamese, English	
23. Measurement, Reporting and Verification (MRV): A Framework Document for Vietnam	Factsheet	2	Introduction on how to set up and conduct the MRV for REDD+ in Vietnam	Vietnamese, English	
24. Developing a National REDD+: Strategy for Vietnam	Factsheet	2	key issues in developing national REDD+ strategy and lessons from the process.	Vietnamese, English	
25. Piloting Participatory Carbon Monitoring (PCM) in Vietnam	Factsheet	2	The reasons, objectives, testimonials, and major conducting steps of participation in PCM.	Vietnamese, English	
26. R-coefficient: Summary for the UN-REDD Programme	Factsheet	2	R-coefficient is an important element in the process of designing BDS framework. The document gives the necessity, the operation, and pilot sites of R-coefficient; together with 3 factor groups: Rs-Social, Re-Environment, Rd-Difficulty	Vietnamese, English	
27. UN-REDD Programme in Vietnam	Brochure	4	Introduction on UN-REDD and the Programme in Vietnam.	Vietnamese, English	
28. UN-REDD Viet Nam	Brochure	18	Summary of UN-REDD Viet Nam over the last 28 months	Vietnamese,	2750 (English)

Programme: Getting REDD+ Ready				English	& VN)
29. Manual for Interlocutors	Booklet	60	A tool to help UN-REDD Viet Nam Interlocutors to carry out FPIC meetings in pilot provinces	Vietnamese, English	170
30. Manual for village facilitators	Booklet	35	A tool to help village facilitators to hold village meeting to talk about Climate change, the role of forest and REDD	Vietnamese	100
31. UN-REDD Viet Nam flip chart	flip chart	22	Provide information about climate change, the role of forest and REDD for the village facilitators when talking to people in the commune	Vietnamese	100
32. Newsletter issue 1	Newsletter	4		Vietnamese	600
33. Newsletter issue 2	Newsletter	4		Vietnamese	0
34. FPIC photo document		21		English	10
35. Photos about forests in Viet Nam	booklet			Vietnamese	415

Annex 3.5: Distribution list of awareness raising and communication materials

No	Events	Date	Location	Communication Materials	Display
Year 2010					
1.	SRD TOT training on CC (for Vietnamese CSOs)	Jan 12-16	Hanoi	<ul style="list-style-type: none"> • UN-REDD leaflet • Presentation 	
2.	3 FPIC facilitator training courses	April, May, June	Lam Dong	<ul style="list-style-type: none"> • UN-REDD leaflet • FPIC leaflet • Pilot activities leaflet • REDD+ clip • UN-REDD clip 	Poster
3.	2 District awareness raising workshop (during FPIC process)	April 1-2	Lam Ha, Di Linh districts, Lam Dong	<ul style="list-style-type: none"> • UN-REDD leaflet • FPIC leaflet • Pilot activities leaflet 	Poster
4.	12 commune awareness raising workshops (during FPIC process)	April - June	Lam Ha, Di Linh districts, Lam Dong	<ul style="list-style-type: none"> • UN-REDD leaflet • FPIC leaflet • Pilot activities leaflet • REDD+ clip • UN-REDD clip 	Poster
5.	56 village awareness raising events (FPIC mobile interlocutors)	May - June	Lam Ha, Di Linh districts, Lam Dong	<ul style="list-style-type: none"> • UN-REDD leaflet • FPIC leaflet • Pilot activities leaflet • REDD+ clip • UN-REDD clip 	Poster
6.	78 village awareness raising meetings (during FPIC process)	April - Jun	Lam Ha, Di Linh districts, Lam Dong	<ul style="list-style-type: none"> • UN-REDD leaflet • FPIC leaflet • Pilot activities leaflet • REDD+ clip • UN-REDD clip 	Poster
7.	FPIC regional workshop	Jun 16 – 18	Ha Noi	20 packets (Vnese) <ul style="list-style-type: none"> • Lesson learned (FPIC, BDS, NRP) 	Poster, Photo show

				<ul style="list-style-type: none"> • UN-REDD VN leaflet 	
8.	Katoomba 14 workshop	Jun 23 – 24	Ha Noi	35 packets (Vnese) <ul style="list-style-type: none"> • Lesson learned (FPIC, BDS, NRP) • UN-REDD VN leaflet • Pilot activities leaflet 	Poster, Standee, Photo show
9.	Study tour Kien Giang	Aug	Kien Giang		
10.	FPIC review workshop	Sep 30	Lam Dong	30 packets (Vnese) <ul style="list-style-type: none"> • Pilot activities leaflet • UN-REDD cap 	
11.	Study tour Ca Mau	Oct	Ca Mau		
12.	SRD TOT training on CC communication (for Vietnamese CSOs)	Oct 28-30	Hanoi	<ul style="list-style-type: none"> • Lesson learned (FPIC, BDS, NRP) • UN-REDD VN leaflet • REDD, UN-REDD and FPIC clips 	
13.	Phase II consultation with NGOs	Oct 21	Ha Noi	20 packets (Vnese) <ul style="list-style-type: none"> • Lesson learned (FPIC, BDS, NRP) 	
14.	Phase II consultation meeting	Oct 28	Ha Noi	30 packets (Vnese) <ul style="list-style-type: none"> • Pilot activities leaflet • UN-REDD cap 	
15.	Desertification workshop with mainstreaming REDD	Nov 10 – 11	Ninh Thuan		
16.	PCM training	Nov 15 – 20	Di Linh district, Lam Dong province	10 packets (Vnese) <ul style="list-style-type: none"> • UN-REDD VN leaflet • Lesson learned (NRP, FPIC, BDS) 	Posters
17.	PCM training	Nov 29 – Dec 4	Lam Ha district, Lam Dong province	40 packets (Vnese) <ul style="list-style-type: none"> • UN-REDD VN leaflet • UN-REDD t-shirt 	

				<ul style="list-style-type: none"> • UN-REDD cap 	
18.	Donor round table meeting	Dec 14	Ha Noi	50 packets (Vnese + ENG) <ul style="list-style-type: none"> • UN-REDD VN leaflet • Lesson learned (NRP, FPIC, BDS) • DVD (FPIC, PCM) 	
19.	Awareness raising workshop for Provincial DARDs, Sub DoF and Sub-FPD	Dec 16 – 18	Ha Noi	<ul style="list-style-type: none"> • UN-REDD leaflet • FPIC leaflet • Pilot activities leaflet • REDD+ clip • UN-REDD clip 	
20.	Provincial workshop on BDS	Dec 19 - 22	Da Lat, Lam Dong	<ul style="list-style-type: none"> • UN-REDD leaflet • REDD+ clip • UN-REDD clip 	
Year 2011					
21.	Capacity building need assessment (in collaboration with RECOFTC)	Feb 21 – 28	Lam Dong	35 packets (Vnese) <ul style="list-style-type: none"> • Lesson learned (FPIC, BDS, NRP) • UN-REDD VN leaflet • District leaflet 	
22.	Opportunity Cost Analysis Trainings at provincial and district level	Feb 22 – 25	Lam Dong	40 packets (Vnese) <ul style="list-style-type: none"> • Lesson learned (FPIC, BDS, NRP) • UN-REDD VN leaflet • District leaflet 	
23.	Benefit Distribution System – stakeholders meeting with Forest owner/managers	Feb 28	Phu Son Commune, Lam Ha District, Lam Dong Province	30 packets (Vnese) <ul style="list-style-type: none"> • District leaflet • UN-REDD cap 	
24.	Stakeholder workshop: National REDD strategy (within	Mar 4	Ha Noi	20 packets (Vnese) <ul style="list-style-type: none"> • Lesson learned (FPIC, 	

	VNFOREST)			BDS, NRP)	
25.	Training village facilitators (include group from Phu Son)	Mar 8 – 9	Bao Thuan Commune, Di Linh District, Lam Dong Province	30 packets (Vnese) <ul style="list-style-type: none"> • District leaflet • UN-REDD cap 	
26.	15 Village meetings with REDD mainstreaming (held village facilitators)	Mar	Villages in Bao Thuan and Di Linh district, Lam Dong province	<ul style="list-style-type: none"> • 10 Highflex posters • 100 District leaflets • 10 DVDs packets (REDD+, UN-REDD VN, FPCI, PCM) 	
27.	Benefit Distribution System – stakeholders meeting with Forest owner/managers in Di Linh	Mar 10	Bao Thuan Commune, Di Linh District, Lam Dong Province		
28.	Stakeholder consultation strategy	Mar 17	Ha Noi	10 packets (Vnese) <ul style="list-style-type: none"> • UN-REDD VN leaflet • Lesson learned (NRP, FPIC, BDS) 	
29.	NORAD appraisal mission (field visit to Lam Ha and Di Linh district)	Mar 14 – 19	Lam Dong	40 packets (Vnese) <ul style="list-style-type: none"> • UN-REDD VN leaflet • UN-REDD t-shirt • UN-REDD cap 	
30.	Forestry product festival	Mar 21 – 25	Binh Dinh	50 packets (Vnese + ENG) <ul style="list-style-type: none"> • UN-REDD VN leaflet • Lesson learned (NRP, FPIC, BDS) • DVD (FPIC, PCM) 	<ul style="list-style-type: none"> • Posters • Made a documentary “overview of the forestry sector”
31.	Policy Board Meeting (field visit to Bao Thuan on Mar 23 rd)	Mar 21 – 25	Lam Dong	250 packets (ENG) <ul style="list-style-type: none"> • UN-REDD VN brochure • Fact sheets (NRP, FPIC, BDS, PCM) • DVDs (FPIC, PCM) 	<ul style="list-style-type: none"> • Big backdrop • Standees • Pilot sites • UN-REDD activities posters

32.	Ceremony to commemorate the International Year of Forests and the decade of UN Convention to Combat Desertification	Apr 1	Ha Noi	60 packets (Vnese & ENG) <ul style="list-style-type: none"> • UN-REDD VN brochure • Fact sheets (NRP, FPIC, BDS, PCM) 	<ul style="list-style-type: none"> • Standees
33.	GEF Expanded Constituency Workshop	Apr 5 – 7	Lam Dong	80 packets (ENG) <ul style="list-style-type: none"> • UN-REDD VN brochure • Fact sheets (NRP, FPIC, BDS, PCM) • DVDs (FPIC, PCM, REDD+) 	
34.	Study tour to Mexico & Ecuador	Apr 5 – 14	Mexico & Ecuador	50 packets (ENG) <ul style="list-style-type: none"> • UN-REDD VN brochure • Fact sheets (NRP, FPIC, BDS, PCM) • DVDs (FPIC, PCM, REDD+) 	
35.	Training: “Use of historical forest status maps and assessment on forest displacement by GIS and remote sensing technology”	Apr 20 – 22	Lam Dong	40 packets (Vnese) <ul style="list-style-type: none"> • UN-REDD VN brochure • Fact sheets (NRP, FPIC, BDS, PCM) 	
36.	Workshop on ecological stratification	Apr 26	Ha Noi	30 packets (Vnese) <ul style="list-style-type: none"> • UN-REDD VN brochure • Fact sheets (NRP, FPIC, BDS, PCM) 	
37.	BDS STWG + study tour debriefing	Apr 28	Ha Noi	30 packets (Vnese + ENG) <ul style="list-style-type: none"> • UN-REDD VN brochure 	

				<ul style="list-style-type: none"> • Fact sheets (NRP, FPIC, BDS, PCM) 	
38.	Join workshop MPI SD & CP Project “Mainstreaming SD and CC in development planning at regional and provincial level through REDD+”	May 13 – 15	Lam Dong	35 packets (Vnese) <ul style="list-style-type: none"> • UN-REDD VN brochure • Fact sheets (NRP, FPIC, BDS, PCM) • DVDs (FPIC, PCM) 	
39.	World Environment Day	June 4 – 5	Bac Kan	120 packets (Vnese) <ul style="list-style-type: none"> • UN-REDD VN brochure • Fact sheets (NRP, FPIC, BDS, PCM) • DVDs (FPIC, PCM, REDD+) 	<ul style="list-style-type: none"> • Standees • Banners
40.	Joint GACAs and UNDP Monitoring	June 14	Ha Noi	10 packets (ENG) <ul style="list-style-type: none"> • UN-REDD VN brochure • Fact sheets (NRP, FPIC, BDS, PCM) 	
41.	REDD Network Meeting	June 20	Ha Noi		
42.	Oslo REDD+ Exchange	June 23 – 24	Norway	50 packets (ENG) <ul style="list-style-type: none"> • UN-REDD VN brochure • Fact sheets (NRP, FPIC, BDS, PCM) • DVDs (FPIC, PCM) 	
43.	Workshop: Awareness training on REDD+ for VNFOREST and DARDs officials	June 28 – Jul 1	Lam Dong	70 packets (Vnese) <ul style="list-style-type: none"> • UN-REDD VN brochure • Fact sheets (NRP, FPIC, BDS, PCM) 	

				<ul style="list-style-type: none"> DVDs (FPIC, PCM, REDD+) 	
44.	RECOFTC TOT training on REDD	July	Lam Dong		
45.	REDD training for forest rangers	Aug 22	Lam Dong		
46.	Training “Community forest in the context of climate change”	Aug 22 – 25	Ha Noi	40 packets (Vnese & ENG) <ul style="list-style-type: none"> UN-REDD VN brochure Fact sheets (NRP, FPIC, BDS, PCM) DVDs (FPIC, PCM, REDD+) 	
47.	FSSP events	Sept	Ha Noi and provinces	150 packets (Vnese) <ul style="list-style-type: none"> UN-REDD VN brochure Fact sheets (NRP, FPIC, BDS, PCM) 50 packets (Vnese & ENG) <ul style="list-style-type: none"> UN-REDD VN brochure Fact sheets (NRP, FPIC, BDS, PCM) 	
48.	SBSTA and COP 17	Oct 1 – 7	Panama & South Africa	20 packets (ENG) <ul style="list-style-type: none"> UN-REDD VN brochure Fact sheets (NRP, FPIC, BDS, PCM) 	
49.	Training: manual & flip chart training for local facilitators	Oct 8 – 10	Lam Dong	20 packets (Vnese) <ul style="list-style-type: none"> UN-REDD VN brochure Fact sheets (NRP, FPIC, BDS, PCM) 	

				400 district leaflets 20 manual 20 flip chart 20 bags 20 pens 20 notebooks 20 caps 20 high flex poster	
50.	55 Village meetings with REDD mainstreaming (held by village facilitators)	Oct	Villages in Bao Thuan and Di Linh district, Lam Dong province		
51.	Lam Ha Forest Protection Ranger	Oct 15	Lam Dong	45 manual 45 flip chart	
52.	Di Linh Forest Protection Ranger	Oct 15	Lam Dong	25 manual 25 flip chart 25 bags	
53.	Asia-Pacific Forestry Week	Nov 5 – 7	Beijing, China	50 packets (ENG) <ul style="list-style-type: none"> • UN-REDD VN brochure • Fact sheets (NRP, FPIC, BDS, PCM) 	<ul style="list-style-type: none"> • Posters
54.	Forest of Viet Nam Photos Exhibition	Nov 27	Ha Noi	100 REDD+ info booklets (Vnese)	
55.	Vietnamese Forestry Day	Nov 28	Ha Noi	200 packets: <ul style="list-style-type: none"> • REDD+ info booklet (Vnese) • Pen • Bag 	<ul style="list-style-type: none"> • Big backdrop • 4 standees • 4 banners
56.	Workshop: Awareness raising and writing skill on REDD+ for VNFOREST and DARDs officials	Nov 30 – Dec 2	Da Nang	32 packets (Vnese & ENG) <ul style="list-style-type: none"> • UN-REDD VN brochure • Fact sheets (NRP, FPIC, 	

				<ul style="list-style-type: none"> BDS, PCM) DVDs (FPIC, PCM, REDD+) 	
57.	COP 17	Dec 5 – 9	Durban, South Africa	50 packets (ENG) <ul style="list-style-type: none"> UN-REDD VN brochure Fact sheets (NRP, FPIC, R-Coefficient, BDS, MRV) 	
58.	Good Practices in Gender Mainstreaming in Climate Change Adaptation and Disaster Risk Reduction	Dec 5 – 6	Ha Noi	20 packets (ENG) <ul style="list-style-type: none"> UN-REDD VN brochure Fact sheets (NRP, FPIC, R-Coefficient, BDS, MRV) 	
59.	17 th Asia International Coffee Conference: Coffee Outlook	Dec 7 – 9	Ho Chi Minh City	30 packets (Vnese & ENG) <ul style="list-style-type: none"> UN-REDD VN brochure Fact sheets (NRP, FPIC, R-Coefficient, BDS, MRV) 	
60.	National Governmental Consultation workshop on REDD+ Benefit Distribution System (BDS)	Dec 13 th	Ha Noi	20 packets (Vnese) <ul style="list-style-type: none"> REDD+ info booklet Fact sheets (NRP, BDS, FPIC) UN-REDD VN brochure 	
61.	Workshop: Labor Union of Forestry Sector and Forestry Enterprises in sustainable Forest Management and REDD+ implementation in Central Highlands	Dec 19 -20 th	Kon Tum	50 packets (Vnese) <ul style="list-style-type: none"> UN-REDD VN Borchure Fact sheets (NRP, FPIC, R-coefficient, BDS, MRV) 	

				<p>5 packets (ENG)</p> <ul style="list-style-type: none"> • UN-REDD VN brochure • Fact sheets (NRP, FPIC, R-coefficient, BDS, MRV) • FPIC DVD <p>10 packets of DVDs (Vnese)</p> <ul style="list-style-type: none"> • REDD+ • UN-REDD VN • FPIC • Ready to implement REDD in Lam Dong 	
62.	Local consultation in support of the Development of a REDD and Compliant BDS for VN (carried out by CERDA, ICRAF & SNV)	Dec 2011 & Jan 2012	Lam Dong & Bac Kan	<p>800 packet (Vnese)</p> <ul style="list-style-type: none"> • REDD+ info sheet • UN-REDD info sheet • Q&A sheet • District leaflet 	
63.	Village meetings (FPIC 2)	Dec	Lam Dong	<p>400 packet (Vnese)</p> <ul style="list-style-type: none"> • REDD+ info sheet • UN-REDD info sheet • Q&A sheet • District leaflet 	

Annex 3.6: List of articles in national journals

Title	Date	Journal name	Language
REDD starting to take root	March 2011	Vietnam Investment Review	English
International Conference on REDD+ and FCPF in Vietnam	April 2011	Journal of Ecological economy	Vietnamese
In support of International Forestry Year 2011 and International Decade for Combating Desertification 2011 – 2020	April 2011	Journal of Ecological economy	Vietnamese
In support of International Forestry Year 2011 and International Decade for Combating Desertification 2011 – 2020	April 2011	New Rural	Vietnamese
Reducing Emission from Deforestation and Forest Degradation Programme (UN-REDD) contributes to address the issue of climate change	April 2011	Journal of Agriculture and Rural Development	Vietnamese
International Conference on REDD+ and FCPF in Vietnam	May 2011	Journal of Forests and Environment	Vietnamese
Mitigation in Response to Climate change: Contributions from Forest Sector by enabling the REDD+ and A/R – CDM efforts	May 2011	Vietnam Investment Review	English
Forest ecological zoning in Vietnam	October 2011	Journal of Forests and Environment	Vietnamese
Reducing Emission from Deforestation and Forest Degradation, Forest Conservation, carbon stock enhancement and sustainable management of forest resources	October 2011	Journal of Forests and Environment	Vietnamese
Continue the negotiation on the implementation the decisions of COP 16 and CMP 6 in Mexico	November 2011	Journal of Forests and Environment	Vietnamese

Annex 3.7: List of video clips

Title	Needs targeted	Primary Objective	Primary Target audience	Details	Available on Program website
1. FPIC in Viet Nam (Vietnamese)	Awareness raising and knowledge dissemination; social safeguards (FPIC)	Communication	Wider audience	12'20''	Yes
2. FPIC in Viet Nam (English)	Awareness raising and knowledge dissemination; social safeguards (FPIC)	Communication	Wider audience	12'40''	
3. PCM in Lam Dong (English and Vietnamese)	Awareness raising and knowledge dissemination; MRV	Communication	Wider audience	9'45''	No
4. UN-REDD Viet Nam (Vietnamese)	Awareness raising and knowledge dissemination	Communication	Wider audience	9'01''	Yes
5. UN-REDD Viet Nam (English)	Awareness raising and knowledge dissemination;	Communication	Wider audience	7'28''	
6. Viet Nam takes action against climate change (English)	Awareness raising and knowledge dissemination	Communication	Wider audience	0'59''	No
7. How local people understand about REDD+ and UN-REDD? (Vietnamese)	Awareness raising and knowledge dissemination	Communication	Wider audience	2'19''	No
8. Stories of the FPIC Facilitators (Vietnamese)	Awareness raising and knowledge dissemination	Communication	Wider audience	2'49''	No
9. REDD+ (Vietnamese voice, English subtitle)	Awareness raising and knowledge dissemination	Communication	Wider audience	4'18''	Yes

Annex 4: Detailed Findings from the Assessment Team

This section presents detailed discussion on the issues being assessed, as presented in Table 1. It provides a rationale as well as primary justifications for the recommendations made in Section 3.

Assessment question: Are UN-REDD Programme’s training and awareness raising activities prepared to respond to needs of REDD+ development in Viet Nam?

Assessment result: Yes, but not in a programmatic way

Evidence:

- Needs assessment done but late and results not used for programmatic planning: In early 2011, the Program worked together with RECOFTC’s Project on “Training and Capacity Building of Forest Sector Grassroots Stakeholders for Reducing Emissions from Deforestation and forest Degradation (REDD) in Asia Pacific”, hereafter referred to as RECOFTC REDD+ grassroot level capacity building project, to conduct a needs assessment for REDD+ capacity building in Lam Dong province (covering two pilot districts of Lam Ha and Di Linh). The needs assessment was done using a framework developed by RECOFTC, with sets of pre-identified competencies for REDD+ and climate change for different levels of stakeholders, from grassroots level to policy makers¹⁶. The draft needs assessment report was discussed during stakeholder consultation in June 2011 but has not been finalized till date. It is not clear from the report what main capacity building needs are for different groups of stakeholders. No action has been made from the Program to clarify the results of the assessment and to translate them into T&AR strategy/ program.
- Good strategy available but late and lack of guidance on training activities: A document ‘Communication and Awareness Raising Strategy and Action Plan: UN-REDD Viet Nam’ was prepared in the first half of 2010, which serves as the strategy for the Program’s T&AR activities until the end of the Phase. The document was prepared by a communication expert, through consultations with different stakeholders at national, provincial and district levels. Its preparation also benefited from previous needs assessment undertaken in Viet Nam by other organizations (e.g. Capacity Building for Climate Change Program and Poverty Environment Initiative). The needs assessment mentioned above did not contribute to the preparation of this strategic document as the needs assessment was not initiated until early 2011. The strategy identified five key audiences for UN-REDD: the Government (national and provincial – district and commune, as well as Ministers, ministries and officials), local communities, the Viet Nam forestry sector, the general public, and international community/ donors. Eight key messages for T&AR activities were identified and specific medium were recommended to communicate the messages to different groups of audiences:
 - Government (national, provincial, district) – conferences; workshops; training; website;
 - Local communities – village meetings; direct messaging through posters, brochures, radio and DVDs; and school involvement;
 - General public – public service announcements (TV and radio); competitions; media; and opinion/editorial articles;
 - International community/donors – lessons learned materials (brochures/videos) and international conferences.

The strategy also includes suggestion for the implementation until the end of the Phase. It particularly emphasizes on the integration of REDD+ awareness raising in the work being done by the Government of Viet Nam. The strategy also suggests a full time officer to focus on its implementation.

¹⁶ RECOFTC, *Capacity Building Guidelines*, January 2010, Bangkok, Thailand.

While the strategy is relatively good in providing guidance to communication and awareness raising activities for the Program, as the title of the strategy suggests, it is not very specific on training activities. In fact, training is recommended in the strategy as a medium (among others) to deliver REDD+ messages to government officials, it is not discussed in more detail in the document.

- Lack of holistic follow-up on the implementation of the strategy: In the stakeholder consultation workshop on the needs assessment results, an action plan was proposed with cascading approach to REDD+ capacity building. In addition, the strategy also includes a proposed plan until the end of the Phase. Nevertheless, these proposals did not get translated into a more detailed work plan for T&AR under the Program and T&AR activities are incorporated in the Program Work plan. No specific budget line has been allocated for implementation of the strategy nor has there been a full-time officer in charge of T&AR (e.g. a training coordinator). There is a program officer responsible for communication in the office but she also has to perform other tasks.

Assessment question: Are training and awareness raising activities delivered effectively?

Assessment: Yes, partly. There are still many gaps

Evidence:

1. Training activities

- Initiation of training activities: Training activities were initiated with the Program sending around the Term of References (TOR) for selecting the trainer or trainer group. The rationale, objective(s), intended target audience and the timeline/ duration of the training were in the TOR. In the training of FPIC facilitators, participants were selected very carefully through a recruitment process (as they would be the one to conduct the FPIC process later). Trainers were selected based on open selection process and the approach to be used in the training was discussed with the trainers. Most trainers selected by the Program to deliver the training were among the top professionals in the respective fields.
- Development of training activities: Development of training program and materials were done by the selected trainer(s) prior to the training event. In the case of PCM and facilitator training, training manuals were prepared and distributed to participants. For trainers who were new with REDD+, the Program provided relevant documents to get familiarized with REDD+ concepts. Other aspects in the preparation for the training include:
 - REDD+ concepts: The contents of the training related to REDD+ were prepared by the trainers prior to the training and there was often little if any control from UN-REDD Program. Nevertheless, REDD+ concepts were often explained in simple way. In most cases, the concepts were even too simplistic. For example, REDD+ was simplified as 'forest protection'. Most importantly, information on REDD+ provided at the training was often insufficient, particularly on risk and costs associated with REDD+ implementation. It was understood that REDD+ is a complicated and will not be able to explain in short training sessions. However, without two sided information, REDD+ is seen only as a source of income for the actors involved.
 - Language: Vietnamese language was used in the preparation and delivery of the training. Nevertheless, some of the technical terms remain difficult to explain, particularly for villagers. In addition, inconsistency in the translation from English to Vietnamese of the technical terms, such as definition of REDD+, additionality, leakage, and MRV, made it confusing for participants.
 - Presentation/ layout: Various visual supports (e.g. flip chart, posters, computer presentation, video) were developed and used in the training.

- Key message: Although the T&AR strategy indicated the key messages to be communicated, the messages should have been better communicated to trainers when a training was delivered by a group of trainers. For example, in the training courses of national and provincial forestry officials, a large group of trainers (often more than 4) delivered sessions on REDD+, yet it was not clear for each trainer the key messages each session should contribute.
- Scientifically sound: The technical contents of the training developed by experts and were generally sound. Nevertheless, the issue of oversimplification of REDD+ concept existed.
- Inclusiveness: Most training so far focused on either forestry officials or local facilitators. There was a general lack of attention to involve non-forestry officials. Even within forestry sector, only a few officers attended all the T&AR activities so far. For example, in Lam Dong Forest Sub-department, only three staff members (including the department leader) have been exposed to T&AR activities on REDD+. Similarly, only two officers in the provincial Forest Protection Sub-department participated in REDD+ trainings till date. In addition, no specific requirement on participants from ethnic group and women.
- Contextualized: Development of training takes into account local context, such as ethnicity, culture.
- Delivery of training activities: in the delivery of the training, the following aspects have been assessed:
 - Accessibility: The trainings generally reached the intended audience, as indicated in the TOR. Nevertheless, there was a significant gender imbalance among participants. In local facilitator training events, there was no woman at all. In addition, as mentioned above, training mainly focused on forestry officials and local facilitators.
 - Understandable: Vietnamese language was used in the training. Yet, there were differences in the level of understanding among participants, in different topics in each training and across training events. In the trainings of FPIC facilitators for example, most participants thought they were able to master what was taught in term of facilitation and communication skills. They still had to read a lot after the training to understand REDD+. In R'Tieng village, interviews were conducted with two participants of a PCM training, one of them surprised the assessment team with his excellent explanation of how to collect data in the forest for PCM. By contrast, the other participant - a local ethnic person - was not able to explain how to do it at all. Furthermore, as insufficient information on REDD+ was provided in training, the understanding about REDD+ of participants was only partial. While all interviewees were able to explain the benefit of REDD+, no one was able say anything on the risks associated with REDD+ implementation.
 - Target audience stratified: Not always. In some training s, (e.g. PCM) participants from different categories (i.e. government officials vs. villagers) were in the same training.
 - Organization (i.e. time, logistics, materials, venue): Logistics did not seem to be a problem as most interviewees appeared to be happy with it. Timing of the training seemed to be appropriate but duration of training was short in most cases (or the contents were heavy for the training, particularly for REDD+ contents). Materials were prepared beforehand and distributed to participants during the training. Training venue mainly in meeting room.
 - Participation: Not all the trainings were interactive, particularly in courses with large number of participants (e.g. opportunity cost training and training of provincial forest officials). In facilitator trainings, the level of interaction was higher and participants also had a chance to practice the facilitation and communication skills during the training. The size of the participants group in the training was also an issue. Most training organized by the Program had over 20 participants, in 6 cases there were even more than 30 participants

in a training. With such a size of the group, it was difficult to achieve needed interaction among participants and between trainers and participants.

- Monitoring and evaluation of training activities:
 - Course evaluation: at the end of each training, course evaluation was undertaken by participants. However, evaluation form was not consistent across the training events and there was no pre and post course self-assessment for participants.
 - Plan, budget and staff for monitoring: There was no plan, budget and staff made available for M&E in the Program AWP. Nevertheless, the information on training was collected and made available for the assessment purpose, though not fully complete.
 - M&E Plan: There was no plan for M&E available in the Program.
 - Costs match budget: No budget allocated for M&E. M&E activities done in combination with other work

2. Workshops

- Initiation: workshops were either initiated with the Program (based on the AWP) or up proposal from key partners (MARD/ VNFOREST agencies at national and provincial level, or other relevant government agencies). The rationale, objective(s), intended target audience and the time of the workshop were in the TOR. Facilitators for workshop were either in-house (staff members from the Program or partner organization that host the workshop)
- Development:
 - REDD+ concepts: REDD+ concepts were not always explained during workshops, particularly in thematic (technical) workshop, where the discussion focused on certain thematic area of REDD+, such as benefit distribution, and participants were 'assumed' to have basic understanding of REDD+ concepts. In the event where REDD+ concepts were explained, the issue of insufficient time was common. All REDD+ information was often squeezed in one or two sessions that lasted for no more than two hours. It is common that insufficient information on REDD+ was provided; e.g. information on risks and costs was often missing.
 - Language: Vietnamese was commonly used in workshop. Where non-Vietnamese was present and deliver presentation, English was spoken. At the local, particularly village level workshop, K'Ho language was used where necessary to explain things already explained in Vietnamese previously. Some of the technical terms remained difficult to explain, particularly in K'Ho language.
 - Attractive presentation/ layout: Various visual supports (flip chart, posters, computer presentation) in use.
 - Key message clear: Not always, particularly for commune and village participants. REDD+ message was often simply understood as forest preservation for benefits. In addition, as workshop speakers were of different organizations and background, the key message(s) of the workshop should be communicated to them to make sure each session supports the key message(s).
 - Scientifically sound: Generally sound for awareness raising purpose
 - Inclusiveness: Though more open the training, workshops still focused on forestry sector. There was still limited participation of women. No specific event for younger generation, including school children.
 - Contextualized : Awareness raising workshops at commune and village level took into account local context, such as ethnicity, culture.
 -

▪ Delivery:

- **Accessibility:** There was a significant gender imbalance among participants. In addition, there was lack of attention to young generation and non-forestry participants.
- **Understandable:** The level of understanding varied among participants and with regard to different topics. In general, interviewees indicated understanding on climate change and the importance of forest preservation. Understanding on REDD+ was relatively limited. Only four interviewees at provincial level and a few at the district level showed good understanding of REDD+ while for most others REDD+ would boil down to forest preservation for environment and benefits. Furthermore, as information on risks and costs associated with REDD+ was often missing, the understanding about REDD+ of participants was only partial. While all interviewees were able to explain the benefit of REDD+, no one was able say anything on the risks associated with REDD+ implementation. It was understood by the assessment team that any discussion on risks, costs or constraints related to REDD+ may require time and make REDD+ less attractive, it is the belief of the team that such information deserves attention as any decision made on REDD+ implementation has to be based on full information.

Box 5: Decision making and full information on REDD+

At the interview with the assessment team, a provincial government official started talking about how good REDD+ would be for the province, particularly the future benefits in terms of environmental protection and monetary income for the local people. According to him, such an initiative with multiple benefits should be welcome in any area. Asked by the assessment team on the risks and constraints associated with implementing REDD+, he responded ‘I do not think there is any.’ After the explanation by the assessment team on the potential risks and constraints related to implementation of REDD+, such as forest fire and performance based payment, the official became puzzled. After a few seconds of silence, he spoke again “you know, I was not always a fan of REDD+. I would expect some training for us on all issues related to REDD+ so that we can make good decision.”

- **Target audience stratified:** Not always. It was relatively common that workshops were attended by various groups of audience. While this was not always seen by the assessment team as an issue as it was good in some occasion to have different groups of people meet together to listen to each other’s concern on REDD+, it would also be good to have separate awareness raising workshops for different groups of audience (e.g. government officials vs. villagers; men vs. women).
 - **Organization (i.e. time, logistics, materials, venue):** In general, organization of workshop was not an issue as interviewees appeared to be contented with the way workshops were organized, though more field visit may be interesting for participants. Workshop facilitation was usually satisfactory but in a few cases, facilitators were not competent enough, particularly those coming from Hanoi and did not have good understanding of the local context.
 - **Participation:** The level of interaction in workshops, particularly at the local level, was low. Various reasons may contribute, including time limitation for any detailed discussion, large number participants in the workshop.
- Monitoring and evaluation:
- **Workshop evaluation:** it was not a common practice that evaluation was undertaken by the end of workshop.
 - **Plan, budget and staff for monitoring:** There was no plan, budget and staff made available for M&E in the Program AWP. Nevertheless, the information on workshop was collected and made available for the assessment purpose, though not fully complete.
 - **M&E Plan:** There was no plan for M&E available in the Program.

- Costs match budget: No budget allocated for M&E. M&E activities done in combination with other work

3. Posters, briefs, flyers, booklets

- **Initiation:** Posters, briefs, flyers booklets (hereafter referred to as printed communication materials) were initiated with the Program (based on the AWP). The rationale, objective(s), intended target audience and other technical details were in the TOR. Designers and printer were selected through an open process.

- **Development:**

- REDD+ concepts: Different aspects of REDD+ were explained in different documents and generally simply enough. In some products, particularly posters, REDD+ concepts were oversimplified (see Photo 1). In addition (and as already discussed under Trainings and Workshops), REDD+ was portrayed as more benefits for local people. Whereas the printed materials were rich in contents and types, there was still insufficient attention given to risks, constraints and costs to implementation of REDD+, particularly easy enough for community members to understand. Overall, the materials still look like propaganda documents for REDD+.

Photo 1: REDD+ and forest preservation



Photo taken in R'Teng 2 village by Nguyen Quang Tan

- Language: Vietnamese was commonly used in printed materials (though sometimes also in English, e.g. posters hung at the community level). In a few case, K'Ho language was used. However, it was a real challenge to translate REDD+ documents into K'Ho as many technical terms did not exist.
- Attractive presentation/ layout: Generally yes.
- Key message clear: Not always, particularly for community members. In general verbal explanation would be needed for readers to understand the key messages of the documents. Simple samples of the documents (posters, briefs) were given to different interviewees from district to village levels without any explanation and most community members would not be able to tell the right messages.
- Scientifically sound: Generally sound for awareness raising purpose
- Inclusiveness: The design was rather general and did not specific to any group of audience.
- Contextualized: For the documents intended for distribution at community level, the Program made an effort to make the documents as appropriate to the local context as possible – see Box 3.

- **Delivery:**

- Accessibility: The Program made an effort to make various access to the printed materials. First of all, these documents were distributed to participants of workshops, trainings and meetings organized by the Program as well as those attended by the Program staff. Between 2010 and 2011, hundreds of copies were distributed in around 60 international, national and sub-national events and in 90 workshops at the commune and

village levels during the FPIC process – see Annex 3.5 for more details. Copies of these documents are available for visitors at the Program offices in Hanoi and in Lam Dong as well as in the village (in the house of the village head and/ or village facilitators). Also at the local level, copies of the posters were/are hung in the public place (village hall, village center) and commune center. Digital copies of selected documents are also available on the internet at <http://vietnam-redd.org>.

- Understandable: there was insufficient time to assess the understanding of the interviewees on all the printed materials. In general, the level of understanding of audience depends on their background and education (and their prior exposure to REDD+ discussion). Most interviewees at provincial level were able to indicate the key points of the sample documents provided by the assessment team. The further down to the village, the less likely it was that the interviewees were able to demonstrate understanding of the documents. Without verbal explanation from the assessment team, most villagers were not able to indicate (correctly) what each document was about.
- Target audience stratified: Most printed materials were for general audience. Only in one case (i.e. ‘help you to decide’ brief) that the document was made in K’Ho for K’Ho speaking people. In addition, posters were also made with more images than text for community members.
- Organization (i.e. time, logistics, materials, venue): although the Program has made an effort to provide wide outreach of the printed materials, interviewees expressed that more should be distributed to each of their organizations for wider distribution. In addition, posters printed on papers hung in public places easily wore out with weather, printing in permanent materials may be help keep the poster more lasting.
- Monitoring and evaluation:
 - Evaluation: no evaluation done till date
 - Plan, budget and staff for monitoring: There was no plan, budget and staff made available for M&E in the Program AWP.
 - M&E Plan: There was no plan for M&E available in the Program.
 - Costs match budget: No budget allocated for M&E.

4. News items on newspapers and journals

- Initiation: In mid 2010, the Program manager had a media briefing with journalists of concerned newspapers in Lam Dong province. During the meeting, she explained to journalists about the Program and the intention of the Program to work with them for communication of climate change, REDD+ and progress of the Program to the respective readers. In Hanoi, the Program was approached by the journalists (who reported on MARD related issues) for news. In general, the Program welcomes all media interested in reporting on climate change, REDD+ and related issues.
- Development:
 - REDD+ concepts: information provided to the journalists was prepared by the Program. The Program also checked the news before it came out.
 - Language: Vietnamese was commonly used. Only in one case a journal article written by the program consultant was in English
 - Attractive presentation/ layout: illustrations (pictures, etc.) were used but not common.
 - Key message clear: relatively clear
 - Scientifically sound: Generally sound for awareness raising purpose

- Inclusiveness: the news items were meant to reach the regular audience of the respective medium.
- Contextualized: News items on both national and local media and often based on updated process at the respective levels.

Delivery:

- Accessibility: news items available to regular audience of the respective medium. At the provincial (and district) level, Lam Dong News Paper appeared to be the popular one and often read by local officials. At the national level, Viet Nam Investment Review (hard copy and web based) targets the business sector, Agriculture and Rural Development Journal, New Rural and Journal of Forests and Environments (hard copy only) are for agriculture and rural sector, including forestry. Journal of Ecological Economy (hard copy only) is often read by civil societies.
- Understandable: assessment of the understanding on newspaper and journal articles was not possible as none of the interviewees remembered reading through any of the articles ‘claimed’ to be connected with the Program – i.e. those that the Program was keeping track of.
- Target audience stratified: as mentioned above, each medium had its own target audience.
- Organization (i.e. time, logistics, materials, venue): Till date, coverage of the press was on ad-hoc opportunistic basis. There was no regular forum, thematic column or the like hosted by the Program on any of the above media. In addition, the media articles were mainly based on releases from the Program and there not any in-depth reportage written by the journalists.
- Monitoring and evaluation:
 - Evaluation: no evaluation done till date
 - Plan, budget and staff for monitoring: There was no plan, budget and staff made available for M&E in the Program AWP.
 - M&E Plan: There was no plan for M&E available in the Program.
 - Costs match budget: No budget allocated for M&E.

5. News items on radio and television

- Initiation: Also in 2010, the Program manager had meetings with responsible personnel in Lam Dong Radio and Television and their line agencies in Di Linh and Lam Ha district. During these meetings, she explained about the Program and the intention of the Program to work with local radio (and television) for communication of climate change, REDD+ and progress of the Program to the respective audience.
- Development:
 - REDD+ concepts: information provided to the radio reporters was prepared by the Program.
 - Language: both Vietnamese and K’Ho were commonly used.
 - Key message clear: Not assessed. No news items available for the assessment team to assess
 - Scientifically sound: Not assessed. No news items available for the assessment team to assess

- Inclusiveness: the information related to the Program was aired at the time of the local news, which reached the regular audience of the radio: local officials and people (both Vietnamese and K’Ho audience).
- Contextualized: News items on local media often based on updated process at the local level.

Delivery:

- Accessibility: news items related to the Program were aired during the local news bulletin on local radio – from 17:30 and repeated at 5:30 the next morning. The Vietnamese news came first, followed by the K’Ho. At provincial level, news was on provincial TV channel at 19:45. Frequency of news about the Program was not known, depending on the update from the Program.
- Understandable: assessment of the understanding on radio news items was not possible as none of the interviewees remembered the contents of any news that may be connected with the Program, though some of them did remember hearing on the news bulletin.
- Target audience stratified: airing was specifically for Vietnamese speaker and K’Ho speaker groups separately.
- Organization (i.e. time, logistics, materials, venue): similar to press, coverage of the radio was on ad-hoc opportunistic basis. There was no regular thematic forum hosted by the Program on local radio.
- Monitoring and evaluation:
 - Evaluation: no evaluation done till date
 - Plan, budget and staff for monitoring: There was no plan, budget and staff made available for M&E in the Program AWP.
 - M&E Plan: There was no plan for M&E available in the Program.
 - Costs match budget: No budget allocated for M&E.

5. Video clips

- Initiation:
 - Production of video clips was initiated by the Program preparing the TOR and making contact with potential producers. Rationale, objectives and tentative contents of the clip were mentioned in the TOR.
 - Selected producers were not always the most competent one. At the beginning of the Phase, producers were first selected based best cost saving option (local producers in Lam Dong were selected) but then turned out that the saving of cost did not justify the lack of quality. The Program then decided to invite other producer from Hanoi to take care of the production.
- Development:
 - REDD+ concepts: the scripts for video were written by the Program, including the REDD+ contents. In general, a similar issue, as discussed above, occurred. The clips focused too much on promoting REDD+ and provided insufficient information on risks and costs related to REDD+.
 - Language: efforts were made to produce bilingual clips where possible. Of the total seven clips, two were in both Vietnamese and English (i.e. Vietnamese voice and English subtitle); two clips only in Vietnamese, two clips with English and Vietnamese version separately, and one in English only.

- Key message clear: Messages were very clear
- Scientifically sound: Yes, preparation of the scripts underwent significant discussion.
- Inclusiveness: the video was meant to address the general audience. Local communities may benefit more if in K’Ho language.
- Contextualized: most clips used footages from local scenes (in combination with others) and thus familiar with local viewers

Delivery:

- Accessibility: video clips were used in various occasions, such as trainings, workshops, meetings, including those at commune and village level when the facilities allowed. The clips were also available in DVD and on the web (youtube website). Nevertheless, they maybe more accessible to local people if in local language.
 - Understandable: with illustration of images and music, the clips were generally easy to understand. However, in overall the clips need to be neutral on REDD+, rather than promoting it. Currently the clips are like the propaganda of REDD+
 - Target audience stratified: the clips were made for general audience. Viewers were only stratified in languages (English and Vietnamese viewers).
 - Organization (i.e. time, logistics, materials, venue): among all T&AR products, video is the least friendly one when it comes to uses. Showing of video requires certain equipments. At least a DVD/ VCD player (or a computer) and a screen are needed. Better sound and picture effects require sound system and appropriate lighting system.
- Monitoring and evaluation:
- Evaluation: no evaluation done till date
 - Plan, budget and staff for monitoring: There was no plan, budget and staff made available for M&E in the Program AWP.
 - M&E Plan: There was no plan for M&E available in the Program.
 - Costs match budget: No budget allocated for M&E.

Table 5: Summary of the Assessment of Video Clips

Clip title	Details	Summary of assessment
FPIC in Viet Nam	12’ 40’’	<p>The clip is about the FPIC work in the pilot districts. It is available in youtube (http://www.youtube.com/watch?v=gqXQOOorTXNc) with a link from the Programme website. The number of views has been limited, on average one view every four days (156 views from August 10th 2010 until April 26th 2012)</p> <p>The message of the clip is vague, mixing between FPIC and introduction of the Programme. In the English version, the terms “facilitators”, “motivators” and “interlocutors” are used interchangeably to refer to one group of people – the FPIC facilitators. In both versions, there are too much words/voice. In some cases, the images do not match with the voice (e.g. description of 8 steps of FPIC process). Overall, the clip is assessed as a tool to promote FPIC. It misses information on the limitations of the process.</p>
PCM in Lam Dong	9’45’’	<p>The clip is about participatory carbon monitoring (PCM) in the pilot province. It is not clear whether it is an introduction to PCM in general, guidance on how to undertake PCM or both. The conversation between the trainer and trainees (and villagers) (at 5’:55’ – 7’23’’) does not seem to fit the topic of PCM. (It is available on http://www.youtube.com/watch?v=TYCCGTIV-hA)</p> <p>In the Vietnamese version, there is a confusion in the letter ‘M’: the title of the film is about ‘measuring’ but throughout the film, reference is mostly made to ‘monitoring’. In addition, the use of the term carbon dioxide (CO₂) in Vietnamese is inconsistent. Sometime it is referred to as ‘<i>khi carbonic</i>’ but other</p>

		times as ‘ <i>cabon dioxit</i> ’. Though both terms referred to the same thing, the former is much more common in daily language, and this inconsistency causes confusion in case we do not know they are the same.
UN-REDD Viet Nam	9’01’’	The clip introduces the Programme. It is available on youtube at http://www.youtube.com/watch?v=K2tdpsuF28A , with a link from the Programme website. Though more popular than the FPIC clip, the number of views has still been limited, with 1.1 view for every two days (311 views from October 6 th 2010 to April 26 th 2012). The clip in general is well produced. Messages are clear. Nevertheless, the images do not match with the voice over the introduction of STWGs and the REDD network. In the Vietnamese version, REDD is sometimes mispronounced as REDDs.
Viet Nam takes action against climate change	0’59’’	This is a short and strong clip. It is available on youtube at: http://www.youtube.com/watch?v=oRtSplNFhPE . The message is very clear. Nevertheless, as it is only in English, the audience would not include people the cannot speak English. The reason for not having produced the Vietnamese version of clip was not clear.
How local people understand REDD+ and UN-REDD	2’19’’	The clip is about the positive change in understanding of local people of REDD+ and UN-REDD due to the work of FPIC facilitators. Similar to the clip on FPIC, there is too much words/ voice in this clip. In addition, it also promotes subjectively FPIC, as it focuses on the strong side but lacks information on its limitations.
Stories of the FPIC facilitators	2’49’’	The clip is about the work of the facilitators during the FPIC process. Some images do not match with the message of the clip (e.g. from 2’10’’ to 2’16’’). Some images are of poor quality (unstable or low light). REDD is sometimes mispronounced to REDDs. The clip is also assessed as a tool to promote FPIC. There is missing information on producer etc. at the end of the clip.
REDD+	4’18’’	The clip introduces the role of forest and climate change, REDD and its components. It is available on youtube at http://www.youtube.com/watch?v=TMTQlilvHZ8 , with a link from the Programme website. Number of views is limited, with less than one view for every two day (263 views from October 7 th 2010 to April 26 th 2012). Generally, the clip is well produced and the message is clear. Nevertheless, the video ends with a statement on the needs for implementing readiness activities, but does not specify what they are.

6. Website

- **Initiation:** Development of <http://Vietnam-redd.org> was initiated by the Program preparing the TOR and making contact with potential producers. Rationale, objectives and tentative contents of the website were mentioned in the TOR. Selection of website designer was through an open process
- **Development:**
 - REDD+ concepts: the REDD+ contents of the website come from different sources. The introduction to REDD+ on ‘Introduction’ page was prepared by the Program based on the information from RECOFTC website at www.recoftc.org (cited at the end of the Introduction page). The technical contents are contributed and update based on documents prepared by or related to the Program (mainly by subtechnical working groups and consultants working for the Program on different missions, such as BDS, FPIC, MRV). The contents often went on the website without contents editing from the Program. Some

contents in the website were taken from other organizations; e.g. REDD+ concept from RECOFTC website.

- Language: efforts were made to make the website bilingual where possible. The default view of the website was designed to be in English and users can change the language by clicking the mouse on the flag representing Viet Nam (for Vietnamese) or UK (for English). The language is generally assessed by viewers as simple enough, though REDD+ contents may need more language editing.
- Attractive presentation/ layout: Layout was generally assessed by viewers as attractive. Nevertheless, the user-friendliness of the website needs to be improved. Cross linking among pages on the website is weak and links to document download page are only found in the 'Library' page.
- Key message clear: Key messages were very clear but overall the website should be neutral on REDD+
- Scientifically sound: Yes, the contents are generally sound
- Inclusiveness: the website was designed to reach both Vietnamese and English viewers
- Contextualized: the website reflects on the local development of REDD+ in Viet Nam

Delivery:

- Accessibility: No statistics are available for the number of hits. The system is only set up for counting the hits on the download page. Nevertheless, responses from survey indicate low level of visit: between once a month to once a week on average. Library and project pages are most visited in the website, as indicated by viewers. Among the documents upload on the website, BDS study report was the top download with almost 5,800 hit since Feb 2010. Views come from both Viet Nam, including those at provincial and district level, and outside of Viet Nam (statistics not available to indicate which countries). Nevertheless, the website is not accessible by community members. In addition, the Vietnamese version of the website is not as updated as the English version (on publications), which limits the accessibility of non-English visitors.
 - Understandable: The website is generally assessed as easy to understand by both English and Vietnamese viewers. Nevertheless, with some editing by REDD+ professional, the REDD+ contents will be easier to understand.
 - Target audience stratified: the viewers are stratified into English and Vietnamese users.
 - Organization (i.e. time, logistics, materials, venue): the website structure contains different pages (Home; Introduction; News & Events; Network; Themes; Projects; Library; Vacancy; Contact Us) to fit different purposes of the viewers. While the Library page is assessed as most useful, the Project page, though also frequently visited, needs improvement to facilitating locating of different projects' information. Complaint also received on slow speed to load the pages. For people living in the village, access to the website is difficult as it a computer with internet access (and some basic computer skills).
- Monitoring and evaluation:
- Evaluation: the last evaluation of website use was done in November 2011 (**Error! Reference source not found.**). A set of 10 survey questions was prepared. The survey was administered by SurveyMonkey and the relevant results have been integrated in the assessment above.
 - Plan, budget and staff for monitoring: the next evaluation of website use is planned for the end of Phase 1, before handing over management responsibility to National REDD+ Office. However, there is no budget and staff made available for M&E in the Program AWP. Evaluation is done by the communication officer.

- M&E Plan: There was no plan for M&E available in the Program.
- Costs match budget: No budget allocated for M&E.

Box 6: Summary of key findings from website survey conducted by the Programme

In December 2011, a short survey was conducted of members of National REDD Network, using surveymonkey. Of the 142 registered members, 22 responded. Key results indicate:

- Frequency of visit to the website per respondent was low, between once per month to more than once per week. One of the 22 respondents did not know the existence of the website.
- The purpose of visit to the website is equal among looking for news about REDD+, finding information about REDD+ projects in Viet Nam and looking for documents.
- User-friendliness of the website is assessed from good to excellent by 90% of those who know about the website.
- The project page is not user-friendly. It takes much time for visitors to find information.
- Respondents suggest to provide more information on REDD+ from other countries, more links to other websites, more updated information and documents, and multiple links to document download pages from within the website.

Assessment question: have training and awareness raising activities contributed to intended objectives?

Assessment: Yes, but there are still gaps to be addressed

Evidence:

- T&AR have reached an impressive number of audience: T&AR products and services have been able to reach a large number of audience (Table 6). While the emphasis is national level and the Program site (Lam Dong province and its two districts of Lam Ha and Di Linh), T&AR have benefited participants from other part of the country as well. In general, all ‘forestry provinces’ (i.e. provinces with 20,000 ha of forest or above) have been able to benefit from the either one or multiple T&AR products and services. In addition, T&AR products from the Program have been used by other organizations. In 2011, for example, Ministry of Labor, Invalids and Social Affairs (MOLISA) requested the Program to provide and allow use of its communication products (posters) for their capacity building purpose.

Table 6: Overview of outreach of the training and awareness raising

Training and awareness raising products and services	Outreach
Training	Around 400 participants from national and Program site (including villagers) as well as forest provinces
Workshop	Over 7,000 participants from national and provincial levels (over 6,000 covered during FPIC process) Strong coverage of communes and villages in two pilot districts of Lam Ha and Di Linh
Posters/ Briefs/ leaflets/ flyers/ booklets	Over 4,000 sets of materials have been distributed at around 60 international, regional, national and sub-national events + 200 commune and village level meetings
News items on newspaper/ review/ journal	10 articles in national journal News items in local news paper (no statistics)
News items on radio	News items in provincial and district level radios
Video clips	Number of views on youtube ranges from 126 to 311 per clip DVD distributed (no statistics available) Video shown in training, workshops and meetings
Website	Reached by people from Vietnam and other countries (no detailed statistics)

- T&AR have provided (basic) knowledge on climate change and REDD+ to participants: The review of the training and workshop agenda and the contents of available T&AR products indicates that T&AR have at least provided participants with basic knowledge on the following aspects:
 1. Awareness raising and knowledge dissemination REDD+
 2. REDD+ Policies and Measures
 3. Benefit sharing
 4. Monitoring Reporting and Verification (MRV)/ Forest information system (FIS)
 5. Social safeguards
 6. Environmental safeguards
 7. Calculating the potential costs versus benefits of REDD+
 8. REDD+ Fund Management
 9. Developing the national REDD+ baseline
- T&AR have provided (basic) communication and facilitation skills to participants and beyond: In addition to providing the basic knowledge in the REDD+ capacity building themes, T&AR have contributed to build up the capacity of two groups of facilitators: the FPIC facilitators, who undertook the FPIC process in 78 villages in Lam Ha and Di Linh in 2010, and the village facilitators, who are currently working at the village level in the two above districts on facilitating awareness raising activities. The skills include:
 - Preparing for a local event: making contacts, arranging meeting venue and time, inviting participants, preparing logistics, developing the agenda and contents (including materials)
 - Delivery of service: communicating effectively to participants (using flipcharts, posters, computer presentations, video clips, etc.), facilitating discussion, listening to participants, responding to their concerns
 - Concluding the event: wrapping up the discussion and following up
- Improve understanding and change in work performance after T&AR: Most people interviewed during the assessment process expressed improved understanding on climate change and REDD+ issues. They also thought they have learned to be more participatory in their work. Some (at least six) indicated important change in work performance; e.g. being invited to contribute to important documents related to environment and climate change or to work as consultant on REDD+, or better facilitate different meetings. Furthermore, trainers also indicated important learning and improved performance after the training(s) they delivered.
- Change in job description after T&AR: One of the most effective changes from the Program's T&AR products and services is the change in job description. Till date, at least three FPIC facilitators have acquired better position thanks to the skills and knowledge they learned from the Program – see Box 4 for example.
- Role of follow-up after T&AR: While T&AR products and services provide necessary knowledge and skills, the follow-up after T&AR is very important to help the participants use the knowledge and skills acquired. The success of the FPIC facilitator in the example above would not be possible if she had not been involved in the loops of doing the FPIC at the village level then refresher training. The FPIC process at the village level allowed her to practice what she learned and the refresher courses allowed her to reflect on what she had learned and tried. Without completing this learning loop, one would not be able to make the knowledge and skills taught in the T&AR his/ her own.

- Gaps remained: the above discussion provided basis for the claim of the Program to the achievements of its objective. Nevertheless, a number of issues to be noted:
 - So far the success stories mainly come from the FPIC facilitators, who had more exposure to the Program's work afterward. Among others, participants from three trainings for VNFOREST officials at national and provincial levels were expected to cover news on climate change (and REDD+) in their respective province. Till date, no news about their post training activity.
 - One of the main issues, as discussed above, is that while the FPIC and village facilitators had clear plan from the Program about the work they would do after the training, it was unclear for participants of other T&AR. It was generally up to the participants to build up their own plan what to do with the new knowledge and skills.
 - the number of successful examples may not be large enough to achieve the objective of making Viet Nam ready for REDD+ by 2012. Most interviewees expressed improved knowledge on climate change and REDD+. It is doubtful if the new knowledge acquired from T&AR is sufficient for them to be ready for REDD+ and they will need further capacity building and follow-up.