

Photo Contest

(May-June 2013)

Photo Concert

Location: Diamond Island

Date: 22 June 2013

By Cambodia REDD+ National Programme





Title of activity	Photography Competition and Concert
Outcome/output from Results Framework	Output 1.4: Stakeholders provided with information on REDD+ and the National REDD+ Readiness process (Activities 1.4c: Development of awareness raising materials, tools, and outreach; and 1.4d: Awareness raising events for key groups within government and outside)
Anticipated timing	May–June, 2013, Photo Contest; Concert and Photography Exhibition planned for Saturday, June 22 th , associated with World Environment Day and Cambodian Planting Day
Duration	2 months



Objective

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



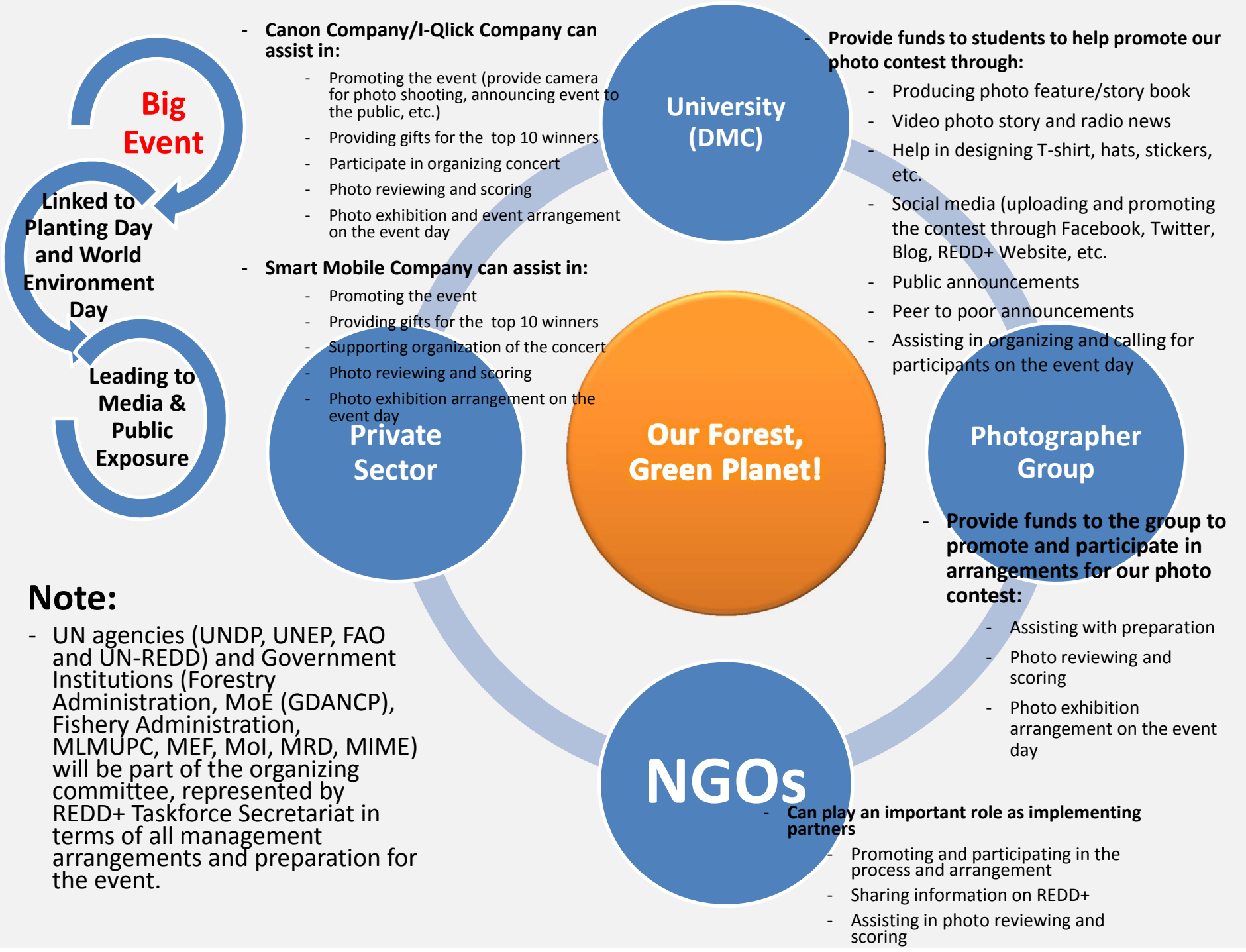
Target Visitors

- University Students,
- Private Sector,
- Civil Society,
- Journalists/Media agencies,
- The general public among key audiences external to UN-REDD in Cambodia

Expected Visitors

- 2000-3000 people





University (DMC)

- Provide funds to students to help promote our photo contest through:

- Producing photo feature/story book
- Video photo story and radio news
- Help in designing T-shirt, hats, stickers, etc.
- Social media (uploading and promoting the contest through Facebook, Twitter, Blog, REDD+ Website, etc.
- Public announcements
- Peer to peer announcements
- Assisting in organizing and calling for participants on the event day

Photographer Group

- Provide funds to the group to promote and participate in arrangements for our photo contest:

- Assisting with preparation
- Photo reviewing and scoring
- Photo exhibition arrangement on the event day

Our Forest, Green Planet!

Private Sector

- Canon Company/I-Qlick Company can assist in:

- Promoting the event (provide camera for photo shooting, announcing event to the public, etc.)
- Providing gifts for the top 10 winners
- Participate in organizing concert
- Photo reviewing and scoring
- Photo exhibition and event arrangement on the event day

- Smart Mobile Company can assist in:

- Promoting the event
- Providing gifts for the top 10 winners
- Supporting organization of the concert
- Photo reviewing and scoring
- Photo exhibition arrangement on the event day

NGOs

- Can play an important role as implementing partners

- Promoting and participating in the process and arrangement
- Sharing information on REDD+
- Assisting in photo reviewing and scoring

Big Event

Linked to Planting Day and World Environment Day

Leading to Media & Public Exposure

Note:

- UN agencies (UNDP, UNEP, FAO and UN-REDD) and Government Institutions (Forestry Administration, MoE (GDANCP), Fishery Administration, MLMUPC, MEF, MoI, MRD, MIME) will be part of the organizing committee, represented by REDD+ Taskforce Secretariat in terms of all management arrangements and preparation for the event.

Programme Feature

- Photo Contest will start from mid May to late June, 2013
- Photo Concert: on 22 June, at Diamond Island, 5pm to 9:30pm
- The event will include:
 - Welcome by honorable guests
 - Entertainment/performance
 - Announcement of the 22 winners (3 grand winners and 19 honorable winners) and prize giving



Tentative Agenda of the Event

- 05:00-5:30pm: Welcome; honorable guests arrive
- 05:30-05:50pm: Guests visit display booths
- 5:50-6:00pm: MCs greeting and highlighting about the event/sponsors; and invite honorable guests for speeches
- 6:00-6:10pm: Speech by Smart Director
- 6:10-6:20pm: Speech by I-Qlick Director
- 6:20-6:30pm: Opening remarks by H.E Chea Sam Ang (DDG of FA and UN-REDD NPD)
- 6:30-6:40pm: MCs thanks to honorable guests
- 6:40-6:50pm: First song by Female Super Star
- 6:50-7:00pm: First song by Male Super Star
- 7:00-7:10pm: Short video Screening “Introduction to REDD+”
- 7:10-7:40pm: First Comedy by Pekmi group on “ Environment and Forest Protection”
- 7:40-7:50pm: Second song by Female Super Star
- 7:50-8:00pm: Second song by Male Super Star
- 8:00-8:30pm: MCs announce the top ten winners and invite honorable guests to give awards to them (Group Photo)
- 8:30-8:50pm: Last songs by Female and Male Super Stars
- 8:50-9:30pm: Fun games/Second Comedy performance
- 9:30pm: Close the event

Tentative Stars to Be Invited

- Ms. Aok Sokunkanha
- Mr. Khemarak Sereymon
- Mr. Pekmi and his team
- MCs
 - Ms. Sansana
 - Mr. Pho Sophanith
- Other singers



Shared Cost

- The estimated cost is around US\$4,7000
- The amount of cost will cover on funding to University Students to outreach the photo contest and concert event, Photography Group to facilitate the photo contest process, cost on producing materials and publications for the event, concert setup, booth setup and other associated costs.
- **NGOs and other related stakeholders are welcome to join and share the cost if they are interested.**



Outreach Tools

Pre-event

- **Publications:**
 - Announcement, Leaflets, Posters, etc.
- **Newspapers** (Press release):
 - Reaksmei Kampuchea
 - Cambodia Daily
 - Phnom Penh Post
- **Social Media:** Facebook, and Twitter
- **Website** (Press release):
 - Cambodia REDD+ Website, UN-REDD website, I-Qlick website, Smart company website, etc.

During Event

- Promotional/thanks sponsorship partners during the concert
- Logos in publications/materials
- Logos in banners and backdrop
- Opportunity to set-up booth on during the concert event



UN-REDD
PROGRAMME

CAMBODIA REDD+ NATIONAL PROGRAMME



Stage Backdrop Sample



UN-REDD
PROGRAMME



I-Click Logo

Smart Logo

Photo Competition Announcement Concert

08 June 2013

Co-organizers:

NGOs

Ministry
(MIME)

Ministry
(MRD)

Ministry
(FiA)

Ministry
(MLMUPC)

Ministry
(MEF)

Ministry
(MoI)

University

Photo
Group

Note: Main Organizer Logo Size: 1.5mx1.5m

Contact Us:

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Thank You!

Website: www.cambodia-redd.org / <http://www.un-redd.org>

