

# UN-REDD PROGRAMME



C A M B O D I A

## CONCEPT PAPER

<b>Title of activity</b>	Photography Competition and Concert
<b>Outcome/output from Results Framework</b>	Output 1.4: Stakeholders provided with information on REDD+ and the National REDD+ Readiness process (Activities 1.4c: Development of awareness raising materials, tools, and outreach; and 1.4d: Awareness raising events for key groups within government and outside)
<b>Anticipated timing</b>	Mid April – mid June, 2013; Concert and Photography Exhibition planned for Saturday, June 8 <sup>th</sup> , associated with World Environment Day
<b>Duration</b>	2 months

### Objective of activity (one sentence):

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

### Justification (100 words or less):

Effective implementation of REDD+ requires broad-based support from all stakeholders. Such support can only come once basic awareness of the issues has been raised. Table 1 in the UN-REDD Communications Strategy lists the Private Sector, Civil Society, Journalists/Media agencies, and the general public among key audiences external to UN-REDD in Cambodia. This activity will contribute to raising awareness among all these groups. As stated in the Communications Strategy, key messages conveyed will include:

- REDD+ is a critical response to climate change, and can play a key role in achieving broader development goals for improved livelihoods.
- The Royal Government of Cambodia is committed to reducing emissions from deforestation and forest degradation

### Approach (400 words or less):

The awareness raising will be built around two inter-related events, a photography competition and a concert. The photography competition will run throughout the month of May, with a theme of “Our Forests, Green Planet”. At the end of May, the entries will be judged by a panel of photographers, representatives of corporate sponsors, and the UN-REDD Communications Officer. Social media (Facebook) may also be used to assess entries. Winners will receive prizes provided by corporate sponsors. Winning entries will be displayed during the concert.

The concert will be organized by corporate sponsors, i-Click and Smart, and it is proposed to be held on Saturday, June 8<sup>th</sup>, shortly after World Environment Day (June 5<sup>th</sup>). Senior officials from Forest Administration (Ministry of Environment, and other Ministries/Agencies) will open the concert. At the concert, REDD+ and UN-REDD promotional materials will be used and distributed, including banners, posters, brochures, hats, t-shirts and stickers, etc. A booth for REDD+ Cambodia/UN-REDD will distribute materials and other REDD+ partners will have the opportunity of having booths (at their own cost). Students from the Department of Media and Communications, Royal University of Cambodia will assist in design of the hats, t-shirts and stickers, and will be involved in promotion of the photography competition and concert.

Corporate sponsors will be i-Click (distributor of Cannon photographic products) and Smart (telecom company). They will provide merchandise as prizes for the photography competition and will organize the concert.

**Key Outputs:**

The outputs of the activity will be:

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

The benefits of the activity will include:

- Raised awareness about REDD+ among the general public, media, civil society and private sector
- Increased support to the efforts of the RGC to develop a REDD+ Programme in Cambodia

**Background Documents, including ToR for any personnel to be recruited:**

A schematic outline of the activity is found at the following location on the UN-REDD Workspace: [\[add hyperlink\]](#)

**Budget** (add lines if necessary):

Item	Amount
Personnel (consultants, etc.)	0
Travel costs	0
Contracts:	
Dept. of Media & Communication, Royal University of Cambodia (design of materials)	\$2,500
i-Click and Smart (contribution to concert costs, including provision of booth for awareness raising)	\$2,000
Photography group (organization of photography competition)	\$1,000
Supplies (Banners, brochures posters, stickers, hats, t-shirts, etc.) (detailed attached)	\$15,600
Concert/Facility costs: None ( <b>contribution from private sector</b> )	0
Miscellaneous (contingency)	\$1,000
<b>TOTAL</b>	<b>\$22,100</b>

**Breakdown of promotional materials costs**

Items	Unit	Unit Price	Total
T-shirts (Polo)	500	5	2500
T-shirts (no collar)	1000	3	3000
Hats	1500	2	3000
Brochures (3 folds/A4)	3000	0.5	1500
Posters (A2)	1000	1	1000
Banners (2mx3m)	5	50	250
Banners (X-Stand)	20	40	800
Banners (on the stage)	2	50	100
Backdrop	1	300	300
Stickers	3000	0.3	900
Photo books	500	3	1500
Newsletters (A4 size: 2/4 pages)	1500	0.5	750
Associated costs			1000
<b>Total</b>			<b>16600</b>

**Note:** Price is in USD

**Approval:**

Signature:

Date:

Approved by NPD