



## **MINUTES OF THE 2<sup>ND</sup> PROGRAMME EXECUTIVE BOARD MEETING**

**Date/time:** 14<sup>th</sup> July 2010 / 8.30 am – 5.00 pm

**Location:** Sammy Hotel, Da Lat City, Lam Dong province

**Chair:** H.E Hua Duc Nhi, Vice Minister, Ministry of Agriculture and Rural Development (MARD)

**Co-chair:** Mr. Christophe Bahuet, UNDP Country Director (a.i)

**Annexed documents:** List of participants (Annex I)  
PEB meeting agenda (Annex II)  
Presentations (Annex III)

### **1. Opening remarks**

The Chair opened the 2nd PEB meeting by introducing participants, objective of the meeting and the agenda. He emphasized that in its implementation, the UN-REDD Programme (“Programme”) needs to have (i) broad participation of the whole society, not only those who live nearby or in forest (ii) the concrete steps, practical activities needed also to be taken to help the community nearby and in the forest to have essential resources for the protection and development of forest (iii) clear methods for benefit distribution to organizations and individuals who are protecting the forest (iv) good monitoring and evaluation.

The Co-chair reaffirmed strong commitment of UN system in Viet Nam to REDD process. It is necessary to discuss on strategic approach and emerging issues. He stressed the importance to improve the benefits distribution system and Free Prior Informed Consent exercise (FPIC), ensure the results-based M&E, quality of implementation and strengthen the institutional and policy framework.

Ambassador Ståle Torstein Risa stressed 2010 delivering results; importance to link FLEGT and REDD process. He mentioned the recent Forest Trends “Timber Markets and Trade between Laos and Vietnam, which shed lights on a number of important challenges including legality and chain of custody tracking and verification etc. The Embassy encourages the Programme and the Government of Viet Nam (GoV) to incorporate the report’s relevant findings/recommendations as well as include suggestions on how to best address these challenges in the proposal for the second phase of the Programme. He also mentioned the Oslo

Conference in May 2010 as a good interim partnership for REDD towards COP16. And Norway is looking forward to receiving full proposal for the Phase II and encourages GoV to seek potential additional funding sources.

## 2. Progress during the first half of 2010

(See Annex III a) for presentation on the Progress of the 1st Half of 2010.)

The PMU presented that by the end of the 1st half of 2010, the Programme has started up most activities under Outcomes 1 and 2, including strengthening the national coordination mechanism, REDD Programme initiation, local stakeholder engagement through FPIC process and subcontracts thereof. Outcome 3 has yet to officially be delivered, but preparations are underway for its start-up within the latter half of 2010.

There was also good cooperation with other initiatives/programmes such as NTP-RCC, FCPF as well as other related agencies namely MONRE, MOF, OOG.

Below are some key achievements and financial delivery of the first semester of 2010:

### ❖ **Outcome 1: Improved institutional and technical capacity for national coordination (MARD) to manage REDD+ activities**

- First National REDD Network meeting convened in February 2010, the second in July 2010.
- The Viet Nam REDD website (<http://vietnam-redd.org>) was developed and launched during the second National REDD Network meeting.
- Coordinated with the regional UN-REDD programme to host a regional workshop to share Vietnam's early Free, Prior and Informed Consent (FPIC) experiences (with participation of approximately 60 participants from regional countries).
- Developed guidelines for Reference Emission Level (RELs) development. Effective information sharing and coordination on with other donors/programmes (GTZ, SNV, FORMIS/Embassy of Finland, JICA, ICRAF etc.) on REL construction from existing inventory data.
- Recruited consultants to develop the National REDD Programme; National REDD Strategy to be produced as first result by the end of 2010.
- Produced a final report on policy and Benefit Distribution System (BDS). Consultants recruited for follow up study.
- Finalized the REDD Phase II concept note upon which the Government of Viet Nam received an invitation from the Government of Norway to submit full proposal
- Developed a draft National REDD+ Communication Strategy
- REDD+ films produced and broadcasted on local TV and radio.
- Shared communication materials such as website design, FPIC consultation handbook, and brochures with regional countries engaging in REDD+ activities (including Indonesia, Cambodia, Myanmar, and Sri Lanka). Assisted the UN-REDD regional office to develop "Lessons Learnt" brochures.

❖ **Outcome 2: Improved institutional and technical capacity and awareness of the two pilot districts in Lam Dong province and prepared for REDD readiness**

- FPIC consultations conducted in three phases in 78 villages (with total of more than 5,400 participants)
- Started up the following activities through tendering of contracts
  - + establishment of historical and current land-use map
  - + analysis on opportunity costs
  - + support provincial forest development plan 2010-2020
- Started up development of participatory carbon monitoring framework
- Lam Dong Provincial REDD Working Group established

❖ **Programme management**

- Two field officers and one administration assistant recruited for the Programme Management Unit (PMU)
- Procurement of equipment for the Lam Dong Provincial REDD Working Group
- Promotional goods (T-shirts, hats, USB, mugs) with UN-REDD logo produced and distributed
- Underwent independent audit for UNDP 2009 expenditures and micro-assessment (for the Harmonized Approach to Cash Transfer), with positive results

❖ **Financial delivery:**

Outcomes	FAO (\$)	UNDP (\$)	UNEP (\$)	Total
1. Improved institutional and technical capacity for national coordination (MARD) to manage REDD activities	75,743	275,124	13,921	364,788
2. Improved institutional and technical capacity and awareness of the two pilot districts in Lam Dong province and prepared for REDD readiness		111,134		111,134
3. Improve knowledge approaches to reduce regional displacement of leakage				
Programme management		139,248		139,48
<b>Total (\$)</b>	<b>75,743</b>	<b>525,506</b>	<b>13,921</b>	<b>615,170</b>

**3. Work plan of the second half of 2010**

(See Annex III b) Workplan of the Last Six Months of 2010 and Annex III c) Key Priorities and Proposed Measures for presentations given)

Based on the implementation of the Programme so far, a work plan for the remaining six months was prepared by the PMU and UN agencies and presented to the PEB. Key priority areas and their main implementation measures are as listed below:

❖ **Key priorities**

- Develop National REDD Programme – by end of 2010
- Assist GoV in finalization of FCPF R-PP – within August 2010
- Assist GoV in development of detailed project outline for REDD Phase II – by September 2010
- Support development of Measurement Reporting and Verification (MRV) framework through assistance in piloting of the National Forest Inventory in pilot districts
- Documentation and sharing of practical experiences and lessons learnt from FPIC implementation
- Undertake review of the BDS study in preparation for the REDD Phase II (piloting phase)
- COP16 preparation and participation
- Preparation of 2011 work plan

❖ **Proposed implementation measures**

- Review and implement Communication Strategy
- Promotion of the Vietnam REDD website
- Strengthen the Vietnam REDD Network and coordination among its members
- Improve working modality between PMU and UN agency interlocutors
- Strengthen PMU capacity by enhancing number of supporting staff (see Section 5 below)
- Develop fast track reporting system
- Develop local capacity particularly within two pilot districts
- Engagement of other relevant line ministries such as MONRE

#### **4. Proposed revisions for the Programme**

Reflecting emerging needs and conditions, the following outstanding points were proposed to be endorsed for revision by the PEB.

❖ **Outcome level revisions proposed to the PEB**

- Outcome 1: "Improved national technical capacity and national institutional coordination capacity to prepare and manage for REDD+ in Viet Nam"
- Outcome 3: "Initiate dialogue and improve understanding of approaches to reduce regional emissions leakage and improved timber efficiency"

❖ **Output level revisions proposed to the PEB**

- Output 1.2 “RELS/RL development and MRV requirements integrated into the national forest inventory and monitoring system”

- Output 1.3.8 Support to mainstreaming REDD+ into FPD plans (revision of Circular 05/2008)
- Output 2.1.5 Support for preparation of forest management database
- Output 2.2.5 Support to the implementation of the Forest Monitoring Programme in Lam Dong Province (a part of participatory Forest Monitoring)
- Output 3.1: as proposed in Q3 WP (see Annex III b))
- Output 3.3: as proposed in Q3 WP (see Annex III b))

❖ **Extension of Programme duration**

- To complete of a number of critical tasks – in particular, development and adoption of the National REDD Strategy, piloting of participatory monitoring in the districts and communes and information management, and additionally, to define and start Phase II without interruption in the Programme, a no-cost extension is proposed. The extension is proposed to be for a period of four to six months.

❖ **Procedures for endorsement of revisions and implementation of revisions**

- In the interest of time, details of the above revision proposals were not discussed during the PEB meeting, but the PEB decided that details of revision can be worked out at the programming level for endorsement through email communications.
- It was decided that the issue of extension of the Programme will be reviewed further in future PEB meetings.
- The existing logical framework failed to be updated in the inception phase. It is proposed that the logframe be revised in full, and be submitted within the next 2-3 months in time for the next PEB meeting.

## **5. Proposals for improved project management**

❖ **Harmonization among procedures of UN agencies**

- The PMU raised concern regarding harmonization of procedures among UN agencies to reduce difficulties in communication and staff workload as perceived by the PMU during the last time.
- The PEB decided that the issues on the harmonization among UN agencies are to be resolved within the UN system.

❖ **Enhancement of PMU capacity**

- For the smooth implementation of the proposed work plan of the remaining 6 months of 2010, and based on experiences during the 1st half 2010, the following additional full time human resources are proposed:
  - 1 Financial assistant
  - 1 Procurement assistant
  - 2 Technical staff
  - 1 Network/communication assistant

- It was noted that human resource enhancement is particularly important not only for Programme implementation, but for improving the national human resource base for REDD+. This perspective should be taken into account.

## **6. UN- REDD communication strategy**

(See Annex III d) REDD+ Communication Strategy for presentation given)

Mr Adam Sims, UNEP consultant for the development of the UN-REDD communication strategy, made a presentation to the PEB based on a draft communication strategy for Viet Nam UN-REDD. The implementation plan has also been presented. Detailed activities shall be reflected in the quarterly workplan.

## **7. Decisions and follow up**

### **❖ Decisions**

- Revisions as raised in the PEB meeting will be reviewed further by the PMU and UN agencies and communicated through email - without the need to wait for endorsement at the next PEB.
- Overall revisions to the log-frame will be presented to the PEB during the next PEB meeting.
- Issue of Programme extension will be further reviewed in future PEB meetings.

## **8. Summary of concluding remarks from the Co-Chairs**

### **❖ Vice-Minister Nhi**

- Many efforts have contributed to the realization of important achievements. The Programme has been implementing and gained relative good initial results. However, the low financial disbursement rate is noted, along with respective reasons, acknowledging that some are beyond the Programme's control.
- Reflecting REDD+ as a mechanism still under negotiation, the Programme needs to maintain flexibility to review emerging needs and to adopt certain activities as collectively agreed between concerned parties, without being too restricted to the original Programme framework.
- The Programme also needs to strengthen co-ordination among all REDD+ related programmes or activities in Viet Nam.
- The proposed adjustments to the work plan are generally acceptable. Regarding the support of Programme to the forest land-use plan development in Lam Dong: If we can combine these activities through coordination with them, we can reduce the expense and gain one of our targets (i.e. effective coordination with relevant parties).
- Some activities require immediate attention/implementation: development of the National REDD Programme; development of a Phase II programme document; RELS scenario establishment; work plan for 2011 and adjustment to the programme logframe.

- The BDS should be compatible with existing systems and adjusted to be compatible with international requirements.
- REDD+ implementation will be integrated with the socio-economic and land-use plan. We should be careful as every project in Viet Nam impacts land-use plans. It is necessary to note that Viet Nam also has its national land-use plan and that this is adjusted annually.
- The first priority is to implement the Programme as it is scheduled. The extension will be decided when necessary.

❖ **Mr. Christophe Bahuet**


- The Programme is gaining momentum. There are many indications of progress and capacity built. It is still early for tangible results, but they are in the making. FPIC is a telling example of the leading role of Viet Nam globally and a show of PMU team learning.
- The delivery is slow, but there are reasons for that. The Programme is a radical change for Viet Nam and not all aspects of its development are under control of the team. Reasons could also be capacity and processes in the Ministries. Analysis of bottlenecks to implementation and causes of delay need to be undertaken for increased efficiency in delivery. This is important for the current phase, but especially also for next phase.
- The PMU workforce may be increased in line with the work load. Solid analysis must be undertaken of where the needs are. Staff on the Programme must be fully available for its duties. Reinforcement should not be a substitution for engagement of other departments in MARD or other ministries.
- The budget revision is tied to the delivery of results. Decrease in budget may be legitimate, since the objective is not to spend the money. We cannot wait for the next PEB meeting and we should resolve urgent issues through email correspondence. Minor issues could be resolved at the working level.

❖ **Ambassador Ståle Torstein Risa**

- The Embassy noted with some degree of satisfaction the work performed the last six months. We are impressed by the work and the resources put in place by the GoV. The resources are not many, but they are excellent. Likewise for the involvement of the United Nations.
- The Programme is an example of working under Delivering As One.
- With respect to the heavy workload, many preparations have been made to deliver results. On the situation of more disbursements we need to be flexible and creative. There is a very heavy workload, which must nevertheless be done, including analysis and reallocation of resources.
- The implementation during the next six months will be very important for Phase II. I see Viet Nam as the driver in the region on REDD+; leading the region not only through UN-REDD, but also through organization of events such as Katoomba XVII. This is

relevant, given Viet Nam's role as a major processor and exporter of timber from regional countries. It is important that results are produced in the next six months.

Meeting closed at 17.00.



H.E. Hua Duc Nhi  
Vice Minister of MARD

Mr. Christophe Bahuet  
UNDP Country Director (a.i)

Chairman of PEB

Co-Chairman of PEB

Date: 15/9/2010

Date: 9/9/2010



## Annex I: List of participants

#	Name		Title/Position	Organization
<b>EXECUTIVE BOARD MEMBERS</b>				
1.	Mr. Hua Duc	<b>Nhi</b>	Vice Minister	MARD
2.	H.E Risa	<b>Stale Torstein</b>	Ambassador	Royal Norwegian Embassy
3.	Mr. Christophe	<b>Bahuet</b>	Deputy Director	UNDP Viet Nam
4.	Mr. Vu Ngoc	<b>Tien</b>	FAO Rept. Assistant	FAO Vietnam
5.	Md. Pham Minh	<b>Thoa</b>	National Programme Director	UN-REDD Viet Nam Programme
6.	Mr. Do Cong	<b>Thanh</b>	Director of Department for International Organisation and NGOs	Ministry of Finance
7.	Mr. Nguyen Khac	<b>Hieu</b>	Deputy General Director	Dept. of Meteorology, Hydrology and Climate Change, MONRE
<b>LAM DONG REPRESENTATIVES</b>				
8.	Mr. Nguyen Truc Bong	<b>Son</b>	Head of Planning and Finance Office	DARD Lam Dong
<b>FOCAL POINT</b>				
9.	Ms. Do Thi	<b>Huyen</b>	Programme Officer	UNDP Viet Nam
10.	Ms. Inoguchi	<b>Akiko</b>	Programme Officer	FAO Vietnam
11.	Mr. Vu Duc	<b>Minh</b>	Development Advisor	Embassy of Norway
12.	Mr. Sims	<b>Adam</b>	UNEP Communication Consultant	UNEP ROAP Office
<b>PMU</b>				
13.	Dr. Patrick	<b>Vanlaake</b>	Senior Technical Specialist	UN-REDD Viet Nam Programme
14.	Dr. Pham Manh	<b>Cuong</b>	National Team Leader	UN-REDD Viet Nam Programme
15.	Ms. Nguyen Thi Thu	<b>Huyen</b>	Programme Manager	UN-REDD Viet Nam Programme
16.	Ms. Nguyen Thi Kieu	<b>Oanh</b>	Accountant	UN-REDD Viet Nam Programme
17.	Ms. Le Minh	<b>Phuong</b>	Programme Temp. Assistant	UN-REDD Viet Nam Programme
18.	Mr. Pham Thanh	<b>Nam</b>	Field Officer	Winrock International
19.	Ms. Nguyen.T.B	<b>Thuy</b>		Winrock International

## Annex II: Agenda

Date and time	Description	Responsibility
8:30 – 9:00	Registration	PMU
9.00 – 9.05	Introduction	PMU
9:05 – 9:20	Opening speeches	Vice Minister Hua Duc Nhi (MARD); Mr. Christophe Bahuet –UNDP Country Director (a.i); H.E. Ambassador Torstein Stale Risa – Norwegian Embassy in VN
9.20– 9.25	Introduce objectives and agenda of the Meeting	Vice Minister Hua Duc Nhi (MARD)
9.25 – 9.50	Presentation: first six months implementation progress of 2010	Ms. Nguyen Thi Thu Huyen – Programme Manager
9: 50 – 10.25	Discussion on progress of the first six months	Plenary
10.25 – 10.45	Presentation: the last six months workplan	Dr. Pham Manh Cuong – National REDD Team Leader
10.45 – 11.00	Tea Break	
11:00 – 12:00	Discussion	Plenary
12 :00 – 13 :30	Lunch	
13 :30 – 14.30	Discussion on last six months work plan	Plenary
14 :30 – 14 :45	Major issues, priorities and solutions	Md. Pham Minh Thoa - NPD
14:45 – 15:15	Revision of budget for 2010 Additional HR for PMU	Ms. Nguyen Thi Thu Huyen – Programme Manager
15.15 – 15.30	Tea Break	
15.30 - 16.00	Presentation : Draft Communication Strategy	Mr. Adam Sims – UNEP Consultant
16.00 – 16.30	Discussion	Plenary
16.30 – 16:50	Conclusion	VM. Hua Duc Nhi – MARD Mr. Christophe Bahuet – Vice Director of UNDP Viet Nam
16.50 – 16.55	Closing remark	H.E. Ambassador Torstein Stale Risa – Norwegian Embassy in VN
16.55 – 17 :00	Briefing of field programme Group photo	Ms. Nguyen Thi Thu Huyen - PM

**Annex III a) Progress of the 1st Half of 2010**

# PROGRESS REPORT OF FIRST SIX MONTHS 2010



# Main Features

1. **Highlights of implementation progress by Outcomes of 2010 Annual Workplan**
  - ❑ **Outcome 1:** Improved institutional and technical capacity for national coordination (MARD) to manage REDD activities
  - ❑ **Outcome 2:** Improved institutional and technical capacity and awareness of the two pilot districts in Lam Dong province and preparation for REDD readiness
2. **Programme Management**
3. **Budget expenditures of first six months 2010**

# Highlights of implementation progress by Outcomes of 2010 Annual Workplan

## Outcomes

### 1. Outcome 1: Improved institutional and technical capacity for national coordination (MARD) to manage REDD activities

#### 1.1. National coordination mechanism

#### 1.2. RELs/RL



## Highlights

- First National REDD Network meeting convened in Feb 2010, the second in Jul, 2010.
- Viet Nam REDD Website developed and operated (<http://vietnam-redd.org>).
- Regional workshop on FPIC: 60 participants from many countries. Vietnam shares the experience on FPIC implementation.
- REL/RL: 04 officers participated in FAO/GEO technical conference in Mexico.
- Efficient co-operation with other programme (GTZ, SNV, FORMIS, JICA, Netherland embassy and ICRAF, etc.,) (
- Historical data collection – REL establishment).

# Highlights of implementation progress by Outcomes of 2010 Annual Workplan

## Outcomes

1. Outcome 1 (continue): Improved institutional and technical capacity for national coordination (MARD) to manage REDD activities
  - 1.3 Framework of National REDD+ Strategy
  - 1.4 Transparent and effective benefit distribution system



## Highlights

- Establish national REDD programme: consultants recruited, works have been done by experts and will be finished at beginning 2011. Co-ordinate with WB FCPF to develop REDD readiness proposal.
- Study Policy and beneficial distribution system (BDS): final reports has been done. Finish recruitments of consultants for follow up study.
- REDD's Phase 2 idea: development finished and get approval from the government of Norway.
- Communication Strategy: Draft developed.

# Highlights of implementation progress by Outcomes of 2010 Annual Workplan

## Outcomes

- ❖ Outcome 1 (continue): Improved institutional and technical capacity for national coordination (MARD) to manage REDD activities
- 1.5. Communication materials for sharing lessons internationally



## Highlights

- Co-ordinate with regional UN-REDD office, developed lessons learnt and experience on REDD+, FPIC consultation and BDS study and shared these with regional and global stakeholders at Regional FPIC Workshop and Katoomba convened in June, 2010.
- Shared communication materials such as website design, FPIC consultation handbook, leaflets, brochures with countries which conducting REDD+ activities in the region such as Indonesia, Cambodia, Myanmar, and Srilanka.



# Highlights of implementation progress by Outcomes of 2010 Annual Workplan

## Outcomes

- ❖ Outcome 2: Improved institutional and technical capacity and awareness of the two pilot districts in Lam Dong province and prepared for REDD readiness



## Highlights

- FPIC consultation conducted in 3 phases with 78 village consultation meetings of more than 5,400 participants.
- Start 3 tender packages with total budget of USD 200,000
  - Establishment of historical and current land-use map
  - Analysis on opportunity cost
  - Support provincial forest development plan 2010-2020
- 2 consultants selected to develop participatory C – Stock Monitoring.

# Highlights of implementation progress by Outcomes of 2010 Annual Workplan

## Programme Management

- Provincial REDD Working Group established.
- Two field officers and an Admin Assistant recruited.
- Support equipment for provincial REDD working group
- Independence audit and Micro assessment conducted in the 1<sup>st</sup> quarter. Good result proved.

# Highlights of implementation progress by Outcomes of 2010 Annual Workplan

## Communication and Awareness Raising

- Website of Viet Nam REDD developed and operated.
- REDD+ films produced and broadcasted on local TV and Radio.
- Leaflets, brochures, handbook, flyers designed, printed and disseminated.
- Draft Communication Strategy developed.
- Other communication materials such as T-shirts, hats, USB with UN-REDD logo, cups designed, produced and used.



# DISBURSEMENT AND COMMITMENT

## FIRST SIX MONTHS 2010

IMPLEMENTING PARTNERS	2010 WORKPLAN (\$)	DISBURSEMENT (\$)	BALANCE (\$)
UNDP	1,680,000	525,506	1,672,494
FAO	803,465	75,743	727,722
UNEP	112,700	13,921	98,779
<b>TOAL (\$)</b>	<b>2,614,165</b>	<b>615,170</b>	<b>1,998,995</b>

# Expenditures of first six months 2010

Outcomes	FAO (\$)	UNDP (\$)	UNEP (\$)	Total
1. Improved institutional and technical capacity for national coordination (MARD) to manage REDD activities	75,743	275,124	13,921	364,788
2. Improved institutional and technical capacity and awareness of the two pilot districts in Lam Dong province and prepared for REDD readiness		111,134		111,134
3. Improve knowledge approaches to reduce regional displacement of leakage				
Programme management		139,248		139,48
<b>Total (\$)</b>	<b>75,743</b>	<b>525,506</b>	<b>13,921</b>	<b>615,170</b>



**Thank you for your attention!**

**Annex III b) Workplan of the Last Six Months of 2010**

# PLAN FOR PERIOD FROM July to December 2010

The second Programme Executive Board  
Meeting of  
the UN-REDD Program in Vietnam

Da Lat, 14/07/2010



# Objectives and key Outcomes

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**Specific Objectives:** Strengthen institutional and technical capacity of Vietnam partners to ensure by the end 2012 Vietnam is ready for REDD implementation

**Đầu ra 1:** Improved institutional and technical capacity for national coordination to manage REDD activities in Viet Nam. *There are five main outputs.*

**Đầu ra 2:** Improved capacity to manage REDD and provide other Payment for Ecological Services at provincial and district levels through sustainable development planning and implementation, with *4 main outputs*

**Outcome 3:** Improved knowledge of approaches to reduce regional displacement of emissions with *3 main outputs.*

# New development to seek for PEB consideration

## **Requirements:**

- Current NFI and new requirements from GoV and International reporting
- Requirements of Government (official letter No.80/TTg-KTN)
- National Reporting and negotiation: Need for development of a National Monitoring, reporting and verification system (MRV)
- Promoting the participation of local authorities and forest managers in forest monitoring activities (Art. 32, Law on FDP)
- Big and complex program: need to be tested

## **Activities and outputs of the UN-REDD Programme**

- Output 2.1.1: Establishment of Forest cover maps
- Output 2.2: Development of participatory forest monitoring
- Output 2.1: Development of REL is mostly covered by JICA study and Finland Embassy

# Key activities for Output 1

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- ◉ Improvement of the National REDD Network
- ◉ Support for activities of Network and TWG
- ◉ Study tours to Kien Giang and other REDD-related sites
- ◉ Maintenance of the REDD Website
- ◉ Participation to COP16, meetings of UNFCCC and the REDD+ Partnership

# Key activities for Output 1

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- ◉ Improvement of the National REDD Network
- ◉ Support for activities of Network and TWG
- ◉ Study tours to Kien Giang and other REDD-related sites
- ◉ Maintenance of the REDD Website
- ◉ Participation to COP16, meetings of UNFCCC and the REDD+ Partnership

# Key activities for Output 2

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- ◉ Verification and validation of forest data provided by the JICA Study and Nordeco
- ◉ Cooperation with JICA Study and Nordeco to develop the national interim REL
- ◉ Development of REL training materials and provision of training for relevant stakeholders
- ◉ Development of National REDD Strategy
- ◉ Design of participatory forest C-stock monitoring approach
- ◉ Support for designing the NFIM and piloting in Lam Dong province
- ◉ Continuation of public awareness raising
- ◉ Improvement of BDS

# Key activities for Output 3

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- Undertake study to analyze the dynamics of regional emissions leakage, including stakeholder consultation workshops
- Identify elements for inclusion in intervention strategies, contributing to regional emission reductions
- Develop methodology for assessment of regional emissions leakage
- Initiation of regional dialog on regional leakage: study tours, workshops
- Support for non-REDD initiatives including Vietnam FLEGT Taskforce

# Solutions

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- ⦿ Increase in number staff for PMU and capacity building for VNDoF
- ⦿ Establishment of REDD Taskforce
- ⦿ Better and timely detailed quarterly/monthly workplan
- ⦿ Better coordination among implementing agencies within and outside the UN-REDD to support for the timely implementation – simplify and harmonize procedures

### **Annex III c) Priorities and Proposed Measures**



UN-REDD VIET NAM PROGRAMME  
EXECUTIVE BOARD MEETING

# KEY PRIORITIES AND PROPOSED SOME MEASURES

FIRST SIX MONTHS OF 2010

Presented by: Pham Minh Thoa  
National Programme Director

Da Lat, 14 July 2010



# 1. Key priorities

- Develop National REDD Programme - end of this year
- Collaborate with WB to finalize R-PP - submit in August
- Develop DPO for REDD pilot phase – submit in September
- Support to revise NFI programme by piloting in Lam Dong - collaboration with NFA project, incl. MRV/REL
- Revise BDS for piloting phase
- COP16 preparation and participation
- Preparation for 2011 workplan

## 2. Proposed some measures

- Implement Communication Strategy
- Maximize the use of Vietnam REDD Website
- Strengthen Vietnam REDD Network, update participation matrix
- More flexible working modality among PMU and POs
- Better harmonize procedures, especially for procurement and approval
- Strengthen PMU capacity by adding competent supporting staff for finance, accounting, communication and local forestry expert
- Create fast track reporting system

**Annex III d) UN-REDD Draft Communication Strategy**



# UN-REDD Communications and Awareness Raising Strategy



## UN-REDD Programme Executive Board Meeting

Da Lat, 14 July 2010

Presented by: Adam SIMS



# Terms of Reference

Develop a communication and awareness-raising strategy in close collaboration with the national consultant for UN-REDD Vietnam; and provide recommendations and lessons learned for the communication and awareness-raising action plan for Viet Nam UN-REDD programme.



# Overview

- Consultation Process on Communications Strategy
- Key Audiences – Who are we talking to?
- Key Messages – What are we saying?
- Key Mediums – How are we talking to them?
- Implementation – How are we going to do it?



# Consultation Process on Communications Strategy

- **Government (National, Provincial [Lam Dong], District-Commune [Di Linh and Lam Ha])**
  - Ministry of Agriculture and Rural Development
  - Ministry of Natural Resources and Development
  - Department of Culture and Communication
  - **Government Agencies/People's Committees**
    - Forest Protection Unit
    - Committee for Ethnic Minorities (Lam Dong)
    - Di Linh PC (Chairman); Lam Ha PC (Chairman)
- **Climate Change/Forestry Organizations working in Viet Nam**
  - Capacity Building for Climate Change (CBCC)
  - RECOFTC (The Center for People and Forests)
  - National Target Program for Climate Change (under Office of Climate Change Adaptation)
- **Local villages and village leaders**
  - Di Linh and Lam Ha
- **UN-REDD PMU, including UNDP, UNEP and FAO**





# Consultation Process on Communications Strategy

## Free, Prior and Informed Consent (FPIC)

- Communication Findings

- Awareness raising for UN-REDD and REDD needed to be at the National, Provincial, and District level.
- Communication material needs to be simple and user-friendly and as direct as possible.
- It has to address Climate Change; Deforestation and Degradation; and REDD.
- It needs to show Cause, Effect, Solution.



# Key Audiences for REDD

- Government of Viet Nam (National, Provincial, District)
- UN-REDD pilot communities
- International community/donors
- General public, including media





# Key Audiences for REDD

Each audience is important



Each audience reinforces the other

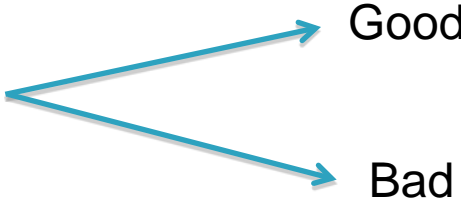


# Key Messages for REDD

- What is Climate Change?
- How does deforestation and degradation contribute to Climate Change?
- What is UN-REDD and REDD+? How are they contributing to reducing Climate Change?
- How will communities/people/Viet Nam benefit from REDD+?
- What can individuals do to take action to support REDD+?



# Messaging

- Different audiences may require different messages
- Different audiences may require more specific messages
- As more information is gathered through REDD activities in Viet Nam, the messages may/will change.
- Balanced information is required 
  - Good
  - Bad
- Don't raise false expectations



# Key Mediums for REDD

- Conferences, workshops and trainings
  - Through the various outputs of the UN-REDD program (1.2; 2.1; 3.1; and 3.2), there are a number of opportunities to raise awareness about REDD+ through conferences, workshops and trainings.
  - Training of MARD officials by the University of Water Resources
  - Training of COP 16 Negotiators in September and November 2010
  - Conference for Media
  - International conferences
  - Use the events to leverage free media coverage, through press releases; opinion pieces and editorials to newspapers and magazines, and targeting of specific journalists.



# Key Mediums for REDD

- Website - <http://vietnam-redd.org>
  - The REDD Viet Nam website is now operational and will keep key stakeholders informed about REDD+ news, events and findings.
  - The information management will take place via FSSP. But UN-REDD should feed information to FSSP for publication on website.
  - FlipCam videos produced on issues of importance for REDD in Vietnam.
  - There is scope for simpler, more user-friendly setup of website.





# Key Mediums for REDD

- Media – TV, newspapers, radio and loudspeaker
  - Public Service Announcement – National and Local. Distribute via DVD and radio as well.
  - Organisation of press trips to the pilot communities should take place
  - Continue and update UN-REDD’s association with local television in Lam Dong province. Provide greater variety of information and messaging.
  - Write op-eds to coincide with important international or national days, conferences, or to highlight findings of UN-REDD, that can be published in newspapers/magazines.
  - Make links with local radio stations
  - Loudspeakers





# Key Mediums for REDD

- Local REDD Pilot Communities
  - Every village to have a local UN-REDD facilitator that would share information about REDD+ with villagers
  - Strong support for this within Lam Dong communities and among Government officials
  - There was concern raised that the messages of the FPIC process haven't been repeated yet in villages, leading to a loss of REDD+ knowledge
  - It would help provide feedback to UN-REDD team
  - Local REDD-Network



# Key Mediums for REDD

- Competitions – poster, video, writing
  - This medium was raised many times as a good way to communicate during the consultations.
  - Poster competition for Primary School student
  - Video competition for University students
  - Writing competition for High School students
  - Work closely with provincial officials from Department of Education
  - Is there an opportunity to take this national through the Department of Education?



# Key Mediums for REDD

- REDD+ Champion in Viet Nam
  - Someone with a high profile in Viet Nam that could help raise the profile of REDD.
  - This works globally for UN – eg. UNHCR has Angelina Jolie
  - Possibly use REDD+ Champion to voice and star in the REDD PSA
  - Should have genuine passion for REDD/Climate Change action and be used in an effective way.





# Key Mediums for REDD

- Other

- Quarterly Newsletter on REDD activities for REDD-Network
- Monthly reports for Government Departments on REDD activities
- Clear, simple briefings for UN-REDD PEB members to help increase awareness about REDD in Viet Nam.
- Continued engagement with journalists about REDD in Viet Nam.



# Sustainability of Strategy

- This strategy is to run until the end of 2011.
- REDD activities in Viet Nam will clearly continue after this. Every effort should be made to ensure that communicating about REDD and what is learnt from REDD is integrated into Government communication on climate change.
- For example:
  - Local facilitators
  - Local REDD network
  - REDD training for Government officials at national, provincial and district level



# Implementation of Communications Strategy

- Budget total is \$180,200.  
Output 1.5 (lessons learned) – \$61,000  
Output 2.4 (awareness raising) - \$119,200
- Communications officer for UN-REDD
- A national consultant for packaging and disseminating lessons learned
- Linkages:
  - Other like-minded organizations – CBCC; National Target Program for Climate Change; RECOFTC
  - Media
  - REDD Network
  - Integration with Government, wherever possible



# Timeline and Priorities

- There is a timeline for activities covering the first twelve months of this strategy, this includes 6-monthly reviews.
- Timeline is flexible as circumstances demand and as new information is made available.

## Priorities (First three months – Aug-Oct, 2010)

- Getting REDD included in training of MARD officials
- Preparing the training for and identification of local facilitators
- Identifying local REDD stakeholders and conducting first local REDD-Network seminar
- Review footage for a new PSA, start writing script



Thank You