



CAMBODIA REDD+ PROGRAMME

- **Progress on Implementation of the UN-REDD Communications Strategy**
- **PEB Meeting 6: Sofitel Hotel, Phnom Penh**
- 12 December, 2013



The Cambodia UN-REDD Programme communications strategy was approved at PEB-4.

Main progress relates to:

1. Web-site

Cambodia-redd.org was launched on May 1st, 2013. Since that time it has been regularly updated and has received 489 visits.

2. Newsletters

2 editions of the Cambodia REDD+ Quarterly Newsletter have been produced. 4,000 copies in Khmer and 1,000 in English are printed for each edition; also posted on the web-site.



3. Programme brochure

A brochure describing the Cambodia REDD+ Programme has been produced in Khmer and English. 4,000 copies in Khmer and 1,000 copies in English have been printed.

4. Social media

Cambodia REDD+ Programme Facebook page, news items regularly posted. Page has received 420 “Likes”, most popular among the 18-24 year age group.

5. Communications needs assessment

On-line survey conducted to allow partner organizations to record their views on which communication materials are most important. All existing materials were collected, and used to identify gaps.



6. Awareness baseline assessment

Survey designed and circulated at the beginning of the Consultation Group selection workshop to assess stakeholders' perceptions and actual knowledge of REDD+.

7. Common communications materials

A voluntary multi-stakeholder communications review committee has reviewed, or is currently reviewing 31 communications materials.

8. Videos/posters

RTS translated “*Introduction to REDD+*” video into Khmer. This has been widely utilized; revise and improvements underway. RTS has produced video scripts for 4 videos and two posters, targeting key stakeholder groups



9. Study tour

From Oct 30th to Nov. 1st, country delegations, from Myanmar, Sri Lanka, and Viet Nam, visited Cambodia to learn about experiences with stakeholder engagement and communications. All 3 delegations intend to replicate Cambodian communications initiatives, to develop a REDD+ glossary, establish a multi-stakeholder review committee, and undertake an awareness baseline assessment. Materials related to each of these processes were shared with the delegations.

At the same time, RTS hosted the UN-REDD/PNG Communications Officer to gain knowledge from Cambodian experience.



Thank You!

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