

Mission Report

(Second Draft)

Prepared by Tran Phong

Hanoi, 08 March, 2010

1. Background

Deforestation and forest degradation, through agricultural expansion, conversion to pastureland, infrastructure development, destructive logging, fires etc., account for nearly 20% of global greenhouse gas emissions, more than the entire global transportation sector and second only to the energy sector. In many developing countries, deforestation, forest degradation, forest fires and slash and burn practices make up the majority of carbon dioxide emissions.

Reduced deforestation and forest degradation is assumed to play a significant role in climate change mitigation and adaptation; could yield significant sustainable development benefits, and may generate a new financing stream for sustainable forest management in developing countries. REDD - Reducing Emissions from Deforestation and Forest Degradation in Developing Countries - is an effort to create a financial value for the carbon stored in forests, offering incentives for developing countries to reduce emissions from forested lands and invest in low-carbon paths to sustainable development. If cost-efficient carbon benefits can be achieved through REDD, increases in atmospheric CO₂ concentrations could be slowed, effectively buying much needed time for countries to move to lower emissions technologies.

In Vietnam, forest occupied 13.1 million ha (38.7% of land area) by end of 2008. Despite an increase in forest area since 1992, various regions of Vietnam still have high rate of deforestation. More prevalent is the occurrence of forest degradation and fragmentation throughout the remaining natural forests. Fast economic growth within the country and the drive to export commodities is an underlying driver of the deforestation and forest degradation. The UN-REDD Programme is assisting Vietnam government to prepare and implement national REDD strategies and mechanisms in an effort to address deforestation and forest degradation, targeting the ultimate goal of reducing carbon dioxide emissions.

One of the challenge of REDD programme is the perception of the communities in participating in the REDD system. Effective behaviour change communication schemes are essential for encouraging people participating in forest protection. In an effort to develop relevant communication tools and materials, the consolidation of lessons learned from other countries could be a cost-effective approach. In this mission, examples from other countries will be analysed to serve as basic for adapting and developing relevant communication materials for implementation of REDD in Vietnam.

2. Scope of mission

Preparation of documents and other materials in support of FPIC in Lam Dong

Scope of the mission includes but not limited to the followings (term of reference of the assignment is annexed):

- 1) To review examples from other countries of documents and other materials (e.g. videos, posters, slogan, and others) designed to convey the meaning of climate change, deforestation, and REDD to rural people who may have low levels of education, including those who may be illiterate.
- 2) Summarize best examples from other countries, and (a) adapt for use in Viet Nam if the suitable documents or other materials from other countries are identified; (b) if suitable materials from other countries cannot be identified, initiate ideas about documents or materials for use in Viet Nam.

3. Communication materials: Design Approaches

In most instances change can be considered to be an innovation by the various communication levels: • Awareness of the problem • Interest • Knowledge/comprehension • Attitude • Legitimization • Practice

Communication approaches are ways of using communication methods and media to address specific issues in the most effective way. Several important questions are asked at this stage: • Which channels and media are going to be used? • What information is going to be considered? • Which materials are going to be produced?

Main Communication Modes

Participatory Discussion Themes/Message Design

Messages are information that is passed from one person or a group of people to another with the intention of producing an effect. Discussion themes are information or ideas designed specifically to focus the attention of a group on a problem and generate dialogue about possible actions to be taken. It can therefore be said that “messages” are usually concerned with information regarding a solution while “discussion themes” usually pose problems to be discussed by the people.

Generally, messages are presented in media like posters, radio/TV spots, jingles and drama. Discussion themes on the other hand get presented in picture codes, story with a gap, flipcharts, participatory theatre for development, specially designed radio/TV programmes and stories.

The creation of messages and discussions themes is one of the most interesting phases of the communication programme design process.

Discussion Themes/Message Design Modes:

- Information: This is the treatment and the transmission of data meant to provide objective facts on specific issues.
- Persuasion: This is usually defined as a communicating process aimed at influencing others. A persuasive message has a point of view or desired behaviour that the recipient is supposed to adopt in a voluntary, even if rather passive, fashion. Persuasion attempts to cause a change either in the attitude or behaviour of a specific group of people.
- Promotion: This is informing to make people aware and familiar, or even accept ideas, concepts or behaviour. By promotion, try to create interest or a favourable impression of an idea or practice through motivation, image creation and/or positioning. Often promotion implies calling people to action, entertainment, benefits, relevancy and packaging.

Instructional Design

Communication strategy development should not be limited to the challenge of designing appropriate and effective messages. Not all desired changes can be induced by messages. Some situations require a more interpersonal intervention. The scope of the instructional design mode is that of providing part of the community, or the selected Interaction Groups, with certain skills or knowledge necessary to address a problem.

Instructional Design Mode

- Education: This is to increase knowledge, comprehension and maybe change attitudes, usually through a formal learning environment. Education approaches can be carried out at

an interpersonal individual level (teacher-student situations), at a group level (meetings, specific gatherings, schools, etc.) or at a mass level (publications, radio and television).

Selecting the Leading Medium and Media Mix

Pros	Cons
VIDEO	
- Highly persuasive - Electronic image/sound recording gives immediate playback and production flexibility.	- Multiplicity of standards/formats. - Requires talent, skill and experience to produce good programmes for development
SLIDE SETS/FILM STRIPS	
- Very good colour/visual quality	- Production requires laboratory process.
FLIP CHARTS	
- Cheap and simple to produce and use	- Not as realistic as projected aids - Care required to make drawings understandable to illiterates. - Lack the attraction of audio-visual materials.
PRINTED MATERIAL	
- Relatively cheap, simple and easy to produce when using basic printing formats (e.g. one colour, simple binding, etc.) - Can be taken home, consulted and kept as permanent reminder	- Can be also expensive if a sophisticated printing is required (i.e. full colour, proper binding, layout, etc.) - Of little use among illiterates, but bear in mind “family literacy” as opposed to literacy of individual farmers

(Source: *Participatory Communication Strategy Design – FAO, 2004*)

3. Results

3.1 Reviewed information sources

Information related to examples of climate change, deforestation, and REDD practices over the world are collected from different sources using internet. The information is gathered from websites of UN REDD programmes and other sources. Beside the materials from official UN REDD and related countries’ websites, a number of media are gathered from public sites using advanced search tools. The following sites are listed as the main sources.

International sources

- UN REDD web site: <http://www.un-redd.org/>
- The REDD Desk: http://www.theredddesk.org/redd_basics
- Wood Hole Research Centre: http://www.whrc.org/policy/REDD/redd_film.htm
- United Nations Environment Programme: <http://www.unep.org>
- International Workgroup for Indigenous Affairs: <http://www.iwgia.org>
- ASB: Partnership for Tropical Forest margins: <http://www.asb.cgiar.org>
- Panos London: Promoting dialogue, debate and change: <http://www.panos.org.uk>
- Global Witness: <http://www.globalwitness.org/index.php>
- Clean up the world: <http://www.cleanuptheworld.org>

- Global Warming and Climate Change: <http://www.gcrio.org/gwcc/index.htm>
- Climate change Impacts: <http://www.nature.org/initiatives/climatechange/issues>
- Case study in Bolivia:
http://www.nature.org/initiatives/climatechange/files/noel_kempff_case_study_final.pdf
- http://www.nature.org/initiatives/climatechange/files/goi_press_release_on_berau_oct_8_09.pdf
- Other websites that provided link to the media:
 - o <http://www.viddler.com>;
 - o <http://video.nationalgeographic.com>;
 - o <http://www.maybenow.com>;
 - o <http://www.youtube.com>;
 - o <http://www.whatismissing.net>
 - o <http://www.youtube.com/watch?v=iT2iDRkSZaA>
 - o <http://www.zazzle.co.uk/climate+change+posters>

Vietnam - based sources

Many sources of Vietnam government agencies have been reviewed but the materials are not sufficiently available. There have not been a good achieve of interested document or media in the websites of government agencies such as Ministry of Agriculture and Rural development, Ministry of Natural Resource and Environment. Although some projects on climate change have been implemented by NGOs (SRD, ActionAids), the materials are mainly the project document. IUCN Vietnam, WWF Indochina have not designed and developed the specific materials on topics mentioned above. The media related to climate change, deforestation, and REDD are from mass media organisation as listed below.

- Vietnam Television: <http://www.vtv.vn>
- Vietnam Television: <http://www.vtv.org.vn>
- Vietnam Cable Television (internet): <http://www.vtc.com.vn>

A number of posters are gathered from “The Collection of Art Pieces in the Environment Contests from 2003 – 2007”, published by Environment Protection Department in 2008.

3.2 Main findings

3.2.1 Collection of information

The collection of materials revealed that there are plentiful numbers of materials in different types that serve the purpose of raising awareness of the people on climate change and deforestation. A number of suitable materials including video, brochure, poster, slogan, and other materials have been consolidated for analysing. However, as REDD is quite a new concept and REDD programmes are newly launched, there is not very sufficient materials designed to convey the meaning of REDD to rural people. Although many sources of information including UN REDD website, websites in UN REDD support countries, and websites of Vietnam government agencies have been exploited, only a limited number of suitable materials on REDD is collected. It is fortunate that the materials to transmit global climate change and deforestation issues are available at a significant level. The consolidated materials are presented in **Annex 1**.

3.2.2 Selection of materials to be recommendation for use in Vietnam

The collected materials have been analysed to find out the suitable materials that could be used for Vietnam context. The analysis is based on the following **criteria**:

- The clear and simple way of conveying the message, (considered as the key criteria)
 - What is: Climate Change – Deforestation and Forest Degradation – REDD? (**Annex 5**) – what are the four main activities of UN REDD programme in Lam Dong Province? (**Annex 6**)
 - Why do the local community in Lam Ha and Di Linh relate to REDD and should decide to participate to the UN REDD programme?
- The suitability of the materials to different literacy level of the people,
- The attractiveness of the materials, and
- The suitability of the demonstration to the pilot site culture - context,

Annex 2 presents analysis of the recommended materials for use in Vietnam, The selective use of ideas from the parts on messages and visual aids techniques of selected materials is presented in this Annex

Annex 3 consolidated the selected materials in category.

Reviewed Communication materials

Media	Climate Change		Deforestation/Forest Degradation		REDD	
	Collected	Selected	Collected	Selected	Collected	Selected
Poster	10	3	16	6	9	3
Video	24	3	11	3	5	4
Brochure	14	3	1		1	1
Slogan	2	1	4	4		
Document	(7)	(7)	(2)	(2)	(8)	(8)
Total (- doc.)	50	10	32	13	15	8

With regards to the videos provided by UN REDD, it is suggested not to fully use the original versions, but rather be selective and use the appropriate parts. Please refer to the analysis in **Annex 4**.

3.2.3 Recommendation of materials to be developed for use in Vietnam

The up-coming communication activities on UN REDD should be conducted at three levels: National, Provincial (Lam Dong) and District – Commune (Di Linh and Lam Ha)

Recommendations for developing materials for use in Vietnam are based on the analysis of the collected materials. It is recommended that the materials for REDD programme in Vietnam need be developed in a systematic way. Specifically,

- Communication materials need to address three inter-related issues: *Deforestation/Forest Degradation – Climate change – REDD*, and
- The presentation of the materials and the facilitation process at the community should be structured in the *Cause – Effect – Solution* order, which illustrates the above inter-related issues.

The emphasis on the designing of the materials is the simplicity for it effective conveying of the message. In consideration of project site conditions – mountainous area of Lam Dong

province, the materials should be in simple form and user-friendly. This could be considered as the fifth criterion in analysing and applying a material for use: *local condition* of the place where the material is used. Suggestions are simple poster, brochure and booklet.

A series of **posters** should be designed and used *for the village meetings* that will be organized in April 2010.

Video is an effective means to convey the message, however, it may be used when tools and electricity are available. It is recommended that one specific video clip for Vietnam should be produced. This video clip will be used: (1) for national level communication campaigns on UN REDD, (2) in REDD-related workshops and trainings, (3) in inter-personal communication sessions in the community, and (4) for other purposes. The production of this video clip should be done by another consultant, making reference to **Annex 4** and there should be adequate time allocated for the preparation. The video: REDD Basic Concept_REDD Desk (http://www.thereddesk.org/redd_basics) is the most suitable can be case adapted for use in community communication activities.

Beside the materials selected from available resources that are recommended to be adapted for use in **3**, it is also needed to emphasise that in all cases, the material itself could not be the unique tool used to fully convey the message of climate change, deforestation and forest degradation, and REDD. The role of the facilitator in guiding the process is very important to ensure the increased perception of the community.

4. Communication materials for village meetings:

4.1. Purposes of a village meeting: (a) to provide information; (b) to collect community's ideas; and (c) to obtain community's commitment and decision to participate in the REDD programme.

4.2. Facilitation tools: visualized presentation focusing on key communication messages; brainstorming; dialogue – using prepared key moderation questions

4.3. Communication materials: Posters/Flipchart, Slides and Video Clip/Projector

Option	Advantage	Disadvantage
1. Using a number of posters, which has been earlier prepared, presenting the flow of information that will need to be introduced as per a set script.	No need for other equipments, easy to follow the information during the discussions	The design needs to be simple, easy to understand, attractive because of it is “real” and “funny”
2. Using some posters with illustrations (photos, paintings, cartoon) from video clips or slides	More advantageous than the option 1, more attractive with real life events and visual aids – it is easier to build participants' trust in the messages	There should be tools, electricity, short and effective video clips or slides
3. Using video clips or slides to present all information. Flipcharts are only used during group discussions.	Easy to move around Easy to show	It relies on equipments and skills to design video clips, slides

The first option should be selected to demonstrate during the community consultation meetings in Lam Ha and Di Linh in April.

The Posters need to be designed in such a way that they are

- Attractive, attracting audience’s attention because of their creative and practical illustration, colour, diagram and layout;
- Simple and easy to understand. There should not be too much academic and complex information. However, they should deliver key messages presented in the next section; and
- Convenient to be used during the discussions with the aim to involve local people to participate in the UN REDD programme.

4.4. Key messages:

Communication materials need to CORRECTLY and SUFFICIENTLY deliver the key content of the programme. Through the review, a list of **key questions** to be answered through the communication materials are proposed as below:

Climate Change	1. To what direction is the climate changing?
	2. What are the negative impacts of the above climate change at the local level?
	3. What are the causes of this climate change?
Deforestation – Forest Degradation	1. What are the changes to the forest?
	2. What are the causes of the change?
	3. What are the benefits of forest protection?
REDD	1. What is REDD?
	2. What are the impacts and benefits from REDD?
	3. Why do the local community in Lam Ha and Di Linh District relate to REDD and should decide to participate to the UN REDD programme?
	4. How can the people in Lam Ha and Di Linh District participate to the UN REDD programme?

See **Annex 7** : Ideas for development contents of communication materials for UN REDD programme

4.5. Ideas for the UN REDD posters to be used in village meetings

The set of visual communication to be used in village meetings will consist of 3 posters:

Messages for each Poster:

- P1: (1) The role of forests in the global warming – (2) REDD pays attention to forest protection in order to minimize the climate change.
- P2: (1) Causes of the global warming– (2) Impacts of the climate change on people's life
- P3: (1) Benefits from forest protection – (2) REDD contributes to forest protection by providing financial support to the local people so that they can make efforts to protect the forest.

The sequence of presenting these Posters: P1 → P2 → P3

The usage of the Posters: How to present the information in the Posters and how to present the underlined information in each Poster need to be carefully compiled into a guidebook that will be used by community motivators.

The draft is presented in the **Annex 8**

4.6. Ideas for visually presenting information on the four UN REDD activities in Vietnam

The draft is presented in the **Annex 9**

Annex 1. Collected information

Media	Climate Change	Deforestation	REDD
Poster	<p>Global Warming and Climate Change. File: UN REDD\Poster\Climate Change\smallcover.gif http://www.gcric.org/gwcc/index.htm</p> <p>Climate change. File: UN REDD\Poster\cc_poster.jpg</p> <p>Consequence of CO2 emission. File: UN REDD\Poster\Climate Change\co2.jpg http://good50x70.org/2009/gallery/climate-change/</p> <p>Can we adapt climate change. File: UN REDD\Poster\Climate Change\can we adapt climate change.jpg</p> <p>Climate change in pacific. File: UN REDD\Poster\Climate Change\Climate change in pacific.jpg</p> <p>Climate change. File: UN REDD\Poster\Climate Change\climate change poster.jpg</p> <p>Effect of climate change: UN REDD\Poster\Climate Change\Effects of climate change.gif</p> <p>Global warming. File: UN REDD\Poster\Climate Change\global warming.bmp</p> <p>Future Child Poster. http://www.zazzle.co.uk/futures_child_poster-228481002385334287</p>	<p>Destroyed watershed forest. File: UN REDD\Poster\Deforestation\rungdaungon3.jpg</p> <p>Deforestation:</p> <p>UN REDD\Poster\Deforestation\Deforestation (2).jpg</p> <p>UN REDD\Poster\Deforestation\Deforestation funny.jpg</p> <p>UN REDD\Poster\Deforestation\deforestation.jpg</p> <p>UN REDD\Poster\Deforestation\deforestation5.jpg</p> <p>UN REDD\Poster\Deforestation\deforestation-design-282x400.jpg</p> <p>UN REDD\Poster\Deforestation\deforestationxgh.jpg</p> <p>UN REDD\Poster\Deforestation\final-poster2.jpg</p> <p>UN REDD\Poster\Deforestation\Envir_Cont.JPG</p> <p>UN REDD\Poster\Deforestation\Environment Contest-1.JPG</p> <p>UN REDD\Poster\Deforestation\Environment Contest-10.JPG</p> <p>UN REDD\Poster\Deforestation\Environment Contest-11.JPG</p> <p>UN REDD\Poster\Deforestation\Environment Contest-12.JPG</p> <p>UN REDD\Poster\Deforestation\Environment Contest-13.JPG</p> <p>UN REDD\Poster\Climate Change\DSC03946 (Medium).JPG</p> <p>UN REDD\Poster\Climate Change\DSC03947 (Medium).JPG</p>	<p>Nature Mother. File: UN REDD\Poster\REDD\Nature Mother.jpg http://www.cafepress.com.au/+mini_poster_print_359790932</p> <p>UN REDD\Poster\REDD\REDD 1.jpg</p> <p>UN REDD\Poster\REDD\REDD funny.bmp</p> <p>UN REDD\Poster\REDD\REDD2.jpg</p> <p>UN REDD\Poster\REDD\redd-a-fale-solution-to-climate-change-pic.jpg</p> <p>UN REDD\Poster\REDD\redd-alert.jpg</p> <p>UN REDD\Poster\REDD\strange-wilderness-poster.jpg</p>

Media	Climate Change	Deforestation	REDD
Video	<p>A Way Forward: Facing Climate Change. File: UN REDD\Video\Climate Change\A Way Forward Facing Climate Change_National Geographic.flv http://video.nationalgeographic.com/video/player/environment/global-warming-environment/way-forward-climate.html</p> <p>UN REDD\Video\Climate Change\Adapting to a Changing Climate - America.gov.flv</p> <p>UN REDD\Video\Climate Change\Antarctica Ice_National Geographic.flv</p> <p>UN REDD\Video\Climate Change\Antarctica Ice_National Geographic2.flv</p> <p>UN REDD\Video\Climate Change\Bien doi khi hau va gioi.flv</p> <p>UN REDD\Video\Climate Change\Glacier Melt_National Geographic.flv</p> <p>UN REDD\Video\Climate Change\Bien doi khi hau_VTV.flv</p> <p>UN REDD\Video\Climate Change\Global Warming 101_National Geographic2.flv</p> <p>UN REDD\Video\Climate Change\Greenhouse Gases_National Geographic.flv</p> <p>UN REDD\Video\Climate Change\Imja Glacier_National Geographic.flv</p> <p>UN REDD\Video\Climate Change\Karoo Biome_National Geographic.flv</p> <p>UN REDD\Video\Climate Change\Melting Alps_National Geographic.flv</p> <p>UN REDD\Video\Climate Change\Rocky Mountain Bio La--Amphibians_National Geographic.flv</p>	<p>Deforestation. File: UN REDD\Video\Deforestation\Deforestation.flv http://www.youtube.com/watch?v=qzK2XITThZM&feature=related</p> <p>UN REDD\Video\Deforestation\Burning Bush.flv</p> <p>UN REDD\Video\Deforestation\Deforestation_Indonesia.flv</p> <p>Video\Deforestation\Help unchop a tree.flv</p> <p>UN REDD\Video\Deforestation\Lam tac pharung_Clip.vn.flv</p> <p>UN REDD\Video\Deforestation\Rainforest Destruction.flv. http://www.youtube.com/watch?v=S-sY0AsTdZs&feature=related</p> <p>UN REDD\Video\Deforestation\Viddler.com_Our Choice_Deforestation.flv</p> <p>The Amazon Rainforest - The Evils of Deforestation. File: Video\Deforestation\The Amazon Rainforest - The Evils of Deforestation.flv http://www.youtube.com/watch?v=1JEJ-1V8Eso</p> <p>deforestation video. File: UN REDD\Video\Deforestation\Deforestation Video.flv http://video.baamboo.com/watch/1/video/yhxAPn1ZYU0/phim-video-clip-Deforestation-Video-Final.html#</p>	<p>An introduction to REDD Basics. File: UN REDD\Video\REDD\REDD Basic Concept_REDD Desk.flv. http://www.thredddesk.org/redd_basics</p> <p>UN REDD\Video\REDD\REDD as a part of Solution.flv</p> <p>UN REDD\Video\REDD\REDD Alert.flv</p> <p>UN REDD\Video\REDD\The Forum on Readiness for REDD.flv</p> <p>REDD in the Real World: http://www.whrc.org/policy/REDD/redd_film.htm</p>

Media	Climate Change	Deforestation	REDD
	<p>UN REDD\Video\Climate Change\Sinking England National Geographic.flv</p> <p>UN REDD\Video\Climate Change\State of Polar Bears National Geographic.flv</p> <p>UN REDD\Video\Climate Change\UNEP degradation climate.flv</p> <p>UN REDD\Video\Climate Change\VFEJ_BDKH vung ven bien.flv</p> <p>UN REDD\Video\Climate Change\Viddler.com Climate Change Video.flv http://www.viddler.com/explore/climate-change/videos/1</p> <p>UN REDD\Video\Climate Change\Viddler.com The future perils of climate change are unpredictable.flv</p> <p>UN REDD\Video\Climate Change\Viddler.com What is Climate Change.flv</p> <p>Forest and Convenient Truth. File: UN REDD\Video\Climate Change\Convenient Truth (Part 1).flv</p> <p>http://environment.nationalgeographic.com/environment/global-warming/gw-impacts-interactive/</p>		
Brochure	<p>UN REDD\Brochure\Climate Change\Climate Change Brochure.pdf http://www.cich.ca/PDFFiles/Climate%20Change%20BrochureENG.pdf</p> <p>UN REDD\Brochure\Climate Change\cc_poster_sec_preview.jpg</p> <p>UN REDD\Brochure\Climate Change\Climate change in pacific.jpg</p> <p>UN REDD\Brochure\Climate Change\climate_change_poster.jpg</p>	<p>UN REDD\Brochure\Deforestation\Avoided-Deforestation REDD.pdf</p>	<p>Avoid Deforestation.pdf http://www.asb.cgiar.org/pdfwebdocs/Avoided-Deforestation-with-Sustainable-Benefits-flyer.pdf</p>

Media	Climate Change	Deforestation	REDD
	<p>UN REDD\Brochure\Climate Change\Effects of climate change.gif</p> <p>UN REDD\Brochure\Climate Change\global warming.bmp</p> <p>UN REDD\Brochure\Climate Change\WWFBinaryitem7770.jpg</p> <p>US Climate change Science Program</p> <p>http://downloads.climate-science.gov/sap/sap3-4/sap3-4-brochure.pdf</p> <p>UN REDD\Brochure\Climate Change\Climate change Booklet for school children.pdf</p> <p>UN REDD\Brochure\Climate Change\Climate change Booklet for school children1.pdf</p> <p>UN REDD\Brochure\Climate Change\Climate change booklet INTRODUCTION Viet.pdf</p> <p>UN REDD\Brochure\Climate Change\Climate change booklet INTRODUCTION Viet.pdf</p> <p>UN REDD\Brochure\Climate Change\Climate change Brochure Vie.pdf</p>		
Slogan	<p>Carbon Spill Carbon Kill</p> <p>http://www.chacha.com/question/what-is-a-good-slogan-for-deforestation</p> <p>More cars, less land</p> <p>http://answers.yahoo.com/question/index?qid=20071018093118AAVJNNN</p>	<p>killing the environment is killing yourself</p> <p>http://www.maybenow.com/Best-slogan-on-environment-protection---climate-change-q6325730</p> <p>think globally, act locally</p> <p>http://www.maybenow.com/Best-slogan-on-environment-protection---climate-change-q6325730</p> <p>think clean , think green</p> <p>Don't be a tree cutter, Be a tree hugger</p> <p>http://www.maybenow.com/Best-slogan-on-</p>	

Media	Climate Change	Deforestation	REDD
		environment-protection---climate-change-q6325730 Save the trees, save the world, save yourself http://www.chacha.com/question/what-is-a-good-slogan-for-deforestation	
Other	UN REDD\Docs\Bring Developing countries together in climate change Indonesia.pdf UN REDD\Docs\Case study in REDD Bolivia.pdf UN REDD\Docs\Climate Change Adaptation Inner Mongolia-China.pdf UN REDD\Docs\Combating Deforestation and Climate change Brazil.pdf UN REDD\Docs\HDR 20072008 VN Chapter31.pdf UN REDD\Docs\Nong lam thich ung BDKH.doc UN REDD\Docs\Panos ccmp brief web lo revise.pdf	UN REDD\Docs\Protect Rain forest mongabay.com.doc UN REDD\Docs\A Choice for China ending deforestation of Burma.doc	Reporting REDD. http://www.panos.org.uk/?lid=30219 Independent monitoring & REDD. http://www.globalwitness.org/media_library_detail.php/758/en/independent_monitoring_and_red_d UN REDD\Docs\REDD context in Vietnam.doc UN REDD\Docs\REDD-Moi va nhieu hua hen.doc UN REDD\Docs\REDD - The link with wetlands.pdf UN REDD\Docs\REDD in Indonesia.pdf UN REDD\Docs\REDD Options Assesment Report.pdf UN REDD\Docs\The Little REDD Book.pdf 8

Annex 2. Analysis of materials for use in Vietnam

Media and area	Advantage	Challenge	Possibility of use
Poster1: Climate change in Pacific. File: UN REDD\Poster\Climate Change\Climate change in pacific.jpg	This poster could convey the climate change message clearly by comparing the present and the future of climate change in the same poster. The colourful pictures are simple, fun, and attractive	The poster is more suitable for the coastal resident The information is too compressed and too complicated to 'decode'	It could be used in combination with other media
Poster2: Consequence of CO2 emission. File: UN REDD\Poster\Climate Change\co2.jpg	This poster is very simple and impressive in conveying the message of dioxide carbon emissions impact	The poster conveys in an indirect way the impacts of carbon dioxide. This is more related to the marine/ sea residence	This poster could be a good tool in supporting other media
Poster3: Effect of climate change: UN REDD\Poster\Climate Change\Effects of climate change.gif	This poster presents the cause and effect of forest fire (degradation) and climate change. The forest residence could see how deforestation affects their environment that is shown in a simple way	The legend may be too complicated and make it confused for the illiterate. There may need provide some impacts of the deforestation to the climate change	This poster is recommended for used in the forestry residence with translated and rephrased legends Can be used to illustrate how the forest is being degraded and destroyed?
Poster4: UN REDD\Poster\Deforestation\Environment Contest-12.JPG	Raising the inter-relatedness between the forest and the living environment.	The role of forest on climate change and people's livelihoods has not been clearly identified.	
Poster5: Destroyed watershed forest. File: UN REDD\Poster\Deforestation\rungdaunguon3.jpg	This picture conveys the message of cleared watershed forest. It is easy to understand as this is the fact of deforestation in Vietnam	The picture itself may not convey clearly the message. There need be some legends for stating correctly the meaning	The poster could be used for raising awareness of deforestation after designing some short legends on the consequence of this situation.
Poster6: Deforestation. File: UN REDD\Poster\Deforestation\deforestation5.jpg	This picture could create a great impact on the feelings of the audience when they see representative of the future generation in front of a tree-cleared land		This picture is recommended for used with a question on the future of the children when forest is destroyed

Media and area	Advantage	Challenge	Possibility of use
Poster7: UN REDD\Poster\Deforestation\Environment Contest-11.JPG Poster8: UN REDD\Poster\Deforestation\Environment Contest-13.JPG	Simple illustration of the 2 causes of deforestation and forest degradation		
Poster9: UN REDD\Poster\Deforestation\Environment Contest-10.JPG	Deliver the message on calling for actions to collective protect and plant trees		
Poster10: Nature Mother. File: UN REDD\Poster\REDD\Nature Mother.jpg http://www.cafepress.com.au/+mini_poster_print,359790932	This poster conveys the message of necessity of REDD in the meaning that the Earth (and forest) as a Nature Mother for all species.	This may not be well perceived by some low literacy	An additional artistic-designed legend (like “Earth Mum”) may be needed
Poster11: REDD Alert. File: UN REDD\Poster\REDD\redd-alert.jpg	The poster is impressive and attracts audience at a glance	The poster by itself could not convey a full message but raises an attention	This could be used after translating the words and to be used as the warming-up, and followed by other process and tools
Poster12: UN REDD\Poster\REDD\REDD 1.jpg	The poster is impressive and attracts audience at a glance. That show the direct link Forest - CC	There is too much and and too complex information on the ‘Tree’, which may not be familiar with common people	
Video: UN REDD\Video\Climate Change\UNEP_degradation climate.flv	This UNEP video begins with serious consequences of climate change and the causes of this situation including forest fire. The video ends with community efforts in protecting the tree	The “academic” content takes a major part of time in the video and this session is not very suitable to the people at low literacy	The video could be edited for use in Vietnam mountainous context after scripting with Vietnamese
Video: UN REDD\Video\Climate Change\Viddler.com Climate Change Video.flv http://www.viddler.com/explore/climate-change/videos/1	This animated video conveys the concept of climate change and its poor consequence. The human life including agriculture and industries is presented in a friendly way. It is demonstrated very clearly the nature before and after interference of the human. The consequence of the process is very impressive when everything	The lay-out of the stage where the nature and human activities are presented is a bit complicated and it may be difficult to be caught up by the audience.	This video could be used for different audiences. To effectively transmit message of climate change, there need be some facilitation after demonstrating the video relating to the role of forest and human’s responsibility in protection of the nature

Media and area	Advantage	Challenge	Possibility of use
	collapsed.		
Video: UN REDD\Video\Climate Change\Viddler.com The future perils of climate change are unpredictable.flv	The video covers consequence of climate change in all aspects in a clear and impressive way. It is understandable to many audiences	As the video designed for global use, there are too many subtitles on the screen that prevent and decreases audience's interest in the images and events	In Vietnam context, the video need be edited using the original version and scripted with Vietnamese or Vietnamese only subtitled
Video: UN REDD\Video\Deforestation\Help unchop a tree.flv	The video attracts the audience by the music and scene of the beauty spot and followed by the very short time if destroyed it. The message at the end of the clip calls for the attention of the audience in forest protection	Only language (in subtitle) is an obstacle	This clip may be used in some cases as substitute after Vietnamese scripted
Video: UN REDD\Video\Deforestation\Lam tac pha rung Clip.vn.flv	The clip presents the fact of deforestation in Vietnam	Some images of semi wood product would derive audience from unpleasant feeling to the wood-for-home interest	This clip could be used in raising awareness of the people in deforestation after editing and cutting out the wood scene
Video: UN REDD\Video\Deforestation\Viddler.com Our Choice Deforestation.flv	The artistic animated clip launches with a beautiful forest and its creatures. The disappearance of the forest and its creatures caused by the cutting down trees could create a sorry for the audience.	Language could be an obstacle to the audience	The clip is attractive for different types of audience, especially for the children who play quite a important role in protection of the forest
Video: An introduction to REDD Basics. File: UN REDD\Video\REDD\REDD Basic Concept REDD Desk.flv . http://www.theredddesk.org/redd_basics UN REDD\Video\REDD\REDD as a part of Solution.flv UN REDD\Video\REDD\REDD Alert.flv REDD in the Real World: http://www.whrc.org/policy/REDD/r	The four clips by UN REDD convey clearly the message to the audience. The scene and figures are integrated with the animation make it more attractive	Language is an obstacle to the audience, especially the expert's statements/ explanation	These clips are very helpful in introducing REDD concepts when being used with a facilitator as the clips themselves could not consolidate the knowledge

Media and area	Advantage	Challenge	Possibility of use
edd_film.htm			
<p>Brochure: Climate Change and your child's health. File: UN REDD\Brochure\Climate Change\Climate Change Brochure.pdf http://www.cich.ca/PDFFiles/Climate %20Change%20BrochureENG.pdf</p>	<p>The brochure denotes the danger that the children may face in the context of climate change. This education material is good in raising awareness of people on the warming-up of the earth by addressing the bad effects to the next generation. It calls for people action on preventing climate change simply by listing specific things that people can do.</p>	<p>The brochure may not work well with illiterate people as the information is in text form and they cannot read it</p>	<p>This kind of brochure could be used for Vietnam context provided that the re-design heritages the principle and be modified with more image.</p>
<p>Brochure: UN REDD\Brochure\Climate Change\cc_poster_sec_preview.jpg</p>	<p>This brochure conveys the message of climate change in a simple way with sufficient illustrated images. The text is simple, short, clear and easy to read that make it friendly and not to discourage the audience. There is a specific advantage that deforestation is highlighted as one of the causes for climate change. What is the more, the call-for-actions are illustrated clearly with both images and texts.</p>	<p>The brochure may not work well with illiterate people as the information is in text form and they cannot read it</p>	<p>With its advantage, the brochure can be used widely excepted for some very low literacy. However, the illustration makes its understandable for illiterate people. It could also work well in the community for its attractiveness and the message could be convey from people with higher education level to the illiterate.</p>
<p>Brochure: UN REDD\Brochure\Climate Change\Effects of climate change.gif</p>	<p>The brochure could illustrate the circle: impacts of the climate change on the deforestation, and deforestation in turn contributes to the climate change.</p>	<p>The illustration just in the one way: impacts of climate change to the deforestation and forestry. More facilitation or modification of the illustration is needed in conveying this circle.</p>	<p>This brochure is a good use for the forest community in Vietnam. It should be modified in the way that it reflects the circle: impacts of climate change to the deforestation & forestry and vice versa. Vietnamese text/legend is needed.</p>
<p>Brochure: UN REDD\Brochure\Deforestation\Avoided-Deforestation REDD.pdf http://www.asb.cgiar.org/pdfwebdocs /Avoided-Deforestation-with-Sustainable-Benefits-flyer.pdf</p>	<p>This brochure is a brief but comprehensive presentation of deforestation, climate change, and REDD. It is useful for the executives in charge of facilitating REDD in the community by providing them an overview of what REDD addressing</p>	<p>This material is not suitable for the people at low literacy and not has a certain level of knowledge on CO2 emissions and environment issues.</p>	<p>This brochure is a good reference material for REDD facilitator</p>

Media and area	Advantage	Challenge	Possibility of use
<p>Slogan: Carbon Spill Carbon Kill http://www.chacha.com/question/what-is-a-good-slogan-for-deforestation</p>	<p>This slogan remarks CO2 emissions impacts in a simple and funny expression – a word playing</p>	<p>It is easier to be understood by people with high level of literacy. The “word playing” feature may be lost when translated into Vietnamese</p>	<p>The idea of the slogan could be used if the “word playing” feature is maintained when equivalent Vietnamese slogan is developed</p>
<p>Slogan: killing the environment is killing yourself http://www.maybenow.com/Best-slogan-on-environment-protection---climate-change-q6325730</p>	<p>The message is expressed strongly and it has a direct impact in the audience</p>	<p>“environment” concept may be a bit abstract for people with low education level</p>	<p>The slogan idea could be used in the more positive way like “protect the environment is protect your self”</p>
<p>Slogan: Don't be a tree cutter, Be a tree hugger http://www.maybenow.com/Best-slogan-on-environment-protection---climate-change-q6325730</p>	<p>This slogan calls for protection of tree/forest in a funny way – a word playing. It also sounds funny when translating into Vietnamese.</p>	<p>Could be quite a strange slogan in Vietnamese culture if exactly translated (while maintaining its meaning)</p>	<p>The slogan in Vietnamese would sound funny and attractive. It would be more effective if used in combination with a poster (or be the legend for the poster)</p>
<p>Slogan: Save the trees, save the world, save yourself http://www.chacha.com/question/what-is-a-good-slogan-for-deforestation</p>	<p>This slogan calls for protection of tree/forest using word playing technique. The feature also works when translating into Vietnamese.</p>		<p>The slogan in Vietnamese would be used in combination with some kind of poster</p>
<p>Other Document filed under UN REDD Docs</p>	<p>These documents are a good source of reference. Those provide information in REDD concepts, REDD practice in different countries; and provide information in other related issues such as combating deforestation, rainforest protection. There are also publishing in Vietnamese for context Vietnam.</p>	<p>There is no “already-adapted” lesson learned or document for REDD facilitator. Necessary information could be retrieved by reviewing all the document</p>	<p>The document could be used as a good source for reference, based on which solution and practice could be developed for Vietnamese context.</p>

Annex 3. Selected materials in category

Media	Climate Change	Deforestation	REDD
Poster	<p>Climate change in pacific. File: UN REDD\Poster\Climate Change\Climate change in pacific.jpg</p> <p>Consequence of CO2 emission. File: UN REDD\Poster\Climate Change\co2.jpg. http://good50x70.org/2009/gallery/climate-change/</p> <p>Effect of climate change: UN REDD\Poster\Climate Change\Effects of climate change.gif</p>	<p>Destroyed watershed forest. File: UN REDD\Poster\Deforestation\rungdaunguon3.jpg</p> <p>Deforestation. File: UN REDD\Poster\Deforestation\deforestation5.jpg</p> <p>UN REDD\Poster\Deforestation\Environment Contest-10.JPG</p> <p>UN REDD\Poster\Deforestation\Environment Contest-11.JPG</p> <p>UN REDD\Poster\Deforestation\Environment Contest-12.JPG</p> <p>UN REDD\Poster\Deforestation\Environment Contest-13.JPG</p>	<p>Nature Mother. File: UN REDD\Poster\REDD\Nature Mother.jpg. http://www.cafepress.com.au/+mini_poster_print_359790932</p> <p>UN REDD\Poster\REDD\redd-alert.jpg</p>
Video	<p>UN REDD\Video\Climate Change\UNEP degradation climate.flv</p> <p>UN REDD\Video\Climate Change\Viddler.com_Climate Change Video.flv. http://www.viddler.com/explore/climate-change/videos/1</p> <p>UN REDD\Video\Climate Change\Viddler.com_The future perils of climate change are unpredictable.flv</p>	<p>UN REDD\Video\Deforestation\Help unchop a tree.flv</p> <p>UN REDD\Video\Deforestation\Lam tac pharung Clip.vn.flv</p> <p>UN REDD\Video\Deforestation\Viddler.com_Our Choice Deforestation.flv</p>	<p>UN REDD\Video\REDD\REDD Basic Concept REDD Desk.flv. http://www.thredddesk.org/redd_basics</p> <p>UN REDD\Video\REDD\REDD as a part of Solution.flv</p> <p>UN REDD\Video\REDD\REDD Alert.flv</p> <p>REDD in the Real World:http://www.whrc.org/policy/REDD/redd_film.htm</p>
Brochure	<p>Climate Change and your child's health. File: UN REDD\Brochure\Climate Change\Climate Change Brochure.pdf http://www.cich.ca/PDFFiles/Climate%20Change%20BrochureENG.pdf</p> <p>UN REDD\Brochure\Climate Change\cc_poster_sec_preview.jpg</p> <p>UN REDD\Brochure\Climate Change\Effects of climate change.gif</p>		<p>Avoid Deforestation.pdf. File: UN REDD\Brochure\Deforestation\Avoided-Deforestation REDD.pdf http://www.asb.cgiar.org/pdfwebdocs/Avoided-Deforestation-with-Sustainable-Benefits-flyer.pdf</p>

Media	Climate Change	Deforestation	REDD
Slogan	Carbon Spill Carbon Kill http://www.chacha.com/question/what-is-a-good-slogan-for-deforestation	killing the environment is killing yourself http://www.maybenow.com/Best-slogan-on-environment-protection---climate-change-q6325730 Don't be a tree cutter, Be a tree hugger http://www.maybenow.com/Best-slogan-on-environment-protection---climate-change-q6325730 Save the trees, save the world, save yourself http://www.chacha.com/question/what-is-a-good-slogan-for-deforestation	
Other document	US Climate change Science Program http://downloads.climate-science.gov/sap/sap3-4/sap3-4-brochure.pdf UN REDD\Brochure\Climate Change\Climate change Booklet for school children.pdf UN REDD\Brochure\Climate Change\Climate change Booklet for school children1.pdf UN REDD\Brochure\Climate Change\Climate change booklet INTRODUCTION Viet.pdf UN REDD\Brochure\Climate Change\Climate change booklet INTRODUCTION Viet.pdf UN REDD\Brochure\Climate Change\Climate change Brochure Vie.pdf	UN REDD\Docs\Protect Rain forest_mongabay.com.doc UN REDD\Docs\A Choice for China_ending deforestation of Burma.doc	What is REDD. UN REDD\Docs\What is REDD\Part I. Climate Change.pdf UN REDD\Docs\What is REDD\Part II. REDD concept.pdf UN REDD\Docs\What is REDD\Part III. The UNDRIP and What Indigenous Communities Can Do.pdf UN REDD\Docs\What is REDD\Appendices.pdf Reporting REDD. http://www.panos.org.uk/?lid=30219 Independent monitoring & REDD. http://www.globalwitness.org/media_library_detail.php/758/en/independent_monitoring_and_red_d UN REDD\Docs\REDD context in Vietnam.doc UN REDD\Docs\REDD-Moi va nhieu hua hen.doc UN REDD\Docs\Nong lam thich ung BDKH.doc

Annex 4: Video Analysis

ST T	Video	Appropriate parts that can be used for Vietnam		Inappropriate parts that cannot be used for Vietnam			
		Time	Message delivered	Time	Message delivered	Reason for being inappropriate	Suggestions for change
1	REDD Alert http://www.un-redd.org/Multimedia/tabid/2192/language/en-US/Default.aspx	0-0'40	Overview of forest and introduction of REDD	0'40-1	Introduction of a village in a forest	A foreign scene	A scene in Lam Dong
				1-1'24	Benefits from forests	Value calculated globally	To be calculated for Vietnam?
				1'25-3'02	Direct benefits for the local people and challenges in forest protection	Congo context	Vietnamese context to be used, including interviews with local people in the project area
		The film has not clearly identified key messages such as “What is REDD?” and “What benefits does REDD brings?”					
2	REDD as a part of Solution http://www.theredddesk.org/redd_basics	<ul style="list-style-type: none"> - Message: Negative consequences of climate change call for immediate actions to protect the forest and REDD is a part of the solution. - It is recommended to translate the full documentary into Vietnamese. It can be used on TV programmes, in scientific seminars/workshops, in universities, trainings for foresters at provincial and district levels (not for communal level) - It <i>should not</i> be used for ethnic minority people because it contains rapid, continual information, both real and academic, and there are world famous people that the local people may not know of. 					
3		- Message: REDD and the basic concept (Why, How, Who, When, How much, How will it work,					

	<p>REDD Basic Concept_REDD Desk http://www.threddesk.org/redd_basics</p>	<p>What next)</p> <ul style="list-style-type: none"> - It is recommended to translate the full documentary into Vietnamese. It can be used on TV programmes, in scientific seminars/workshops, in universities, trainings for foresters. - It can also be used for ethnic minority people, however, some parts should not be shown, such as the ones on <i>Who, When, How much</i>, because these parts explain in details the paying mechanism and the amount of money which would distract attention of viewers. - Suggestions: <ul style="list-style-type: none"> ▪ Before the minute 0.17, insert a real scenery of a forest in Central highland (some seconds) ▪ After the minute 0.30, insert a real scenes on climate change impacts in Viet Nam, especially in central highland (some seconds) ▪ The minute 1.23 should be replaced by a poster on the benefits from the forest ▪ The minute 2.35 be replaced by a drawing of the stakeholders that would be more understandable by the community people ▪ The minute 2.45 be replaced by an image that should not deviate the understanding on the material benefits and the mechanism of paying for r the local people.
4	<p>The Forum on Readiness for REDD: REDD in the Real World – A Film Introducing REDD http://www.whrc.org/policy/REDD/redd_film.htm</p>	<p>Can be used as reference for mass media, conference, scientific workshops...</p>

Annex 5:

Climate Change

The air that we breathe contains several different gases. For humans and animals, the most important gas is called ‘oxygen’, which we need in order to survive. Plants also need another gas, called ‘carbon dioxide’, to survive.

When you cut down a tree, or burn a forest or your crop stubble, carbon dioxide is released into the air. Driving motorcycles, cars, and lorries also releases carbon dioxide into the air. Many industries also release carbon dioxide into the air.

But this creates a problem. If there is too much carbon dioxide in the air, the whole earth gets warmer, and this may mean that your crops cannot grow properly, or will die. It might also mean that there is more flooding, more soil erosion, and so on.

For the last 50 years, all around the world, because people have been driving too many motorcycles, cars and lorries, and cutting down the forest, the amount of carbon dioxide in the air has increased a lot. So the climate is changing, which will cause problems for everyone.

Deforestation – Forest Degradation

Deforestation, mainly through the conversion of forests to agricultural land. “Degraded forest” refers to an unhealthy, damaged forest with reduced tree cover. Forests might be degraded because of some logging or because they have been converted to plantations or agriculture.

REDD

Now all the countries in the world have agreed that they need to do something to reduce the amount of carbon dioxide in the air. In many countries there are efforts to reduce the amount of carbon dioxide released by vehicles and industries. In Viet Nam, the most important way that the amount of carbon dioxide can be reduced is to save the forest, and plant new forests.

Rich countries have agreed to pay money to help Viet Nam to do this, and the government has agreed that the money should help poor people who live in and near the forest. No-one can say how much money will be paid yet – but the money will only be paid to households or communities that do something to save the forest, or to improve the quality of the forest.

But, before any money is paid, a lot of ideas and plans need to be developed. For example, there needs to be a way to measure how much each household or community has helped to improve the situation, so the money can be paid fairly. Because there are many things that need to be organized, it will probably take another several years before the money will be available.

Annex 6: UN-REDD

The United Nations are helping Viet Nam to prepare for REDD. The first efforts to prepare for REDD are taking place in Lam Dong province, and especially in Lam Ha and Di Linh districts. Over the next 12-18 months, there will be a project in these two districts to help to prepare for REDD. The project will:

- Help the Commune, District, and Provincial Peoples Committees to learn how to improve their land-use and socio-economic development plans so that the forest can be conserved, and the local people can earn money from REDD
- Help to develop ways in which local people can measure how successful they have been in reducing the amount of CO₂ released into the air
- Design a system to make sure that the money is paid to the right people, and the amount of money received by households or communities reflects the efforts they have made
- Raise the general awareness of the population about climate change, REDD, and how Viet Nam plans to implement REDD.

Annex 7:

Ideas for development contents of communication materials for UN REDD programme

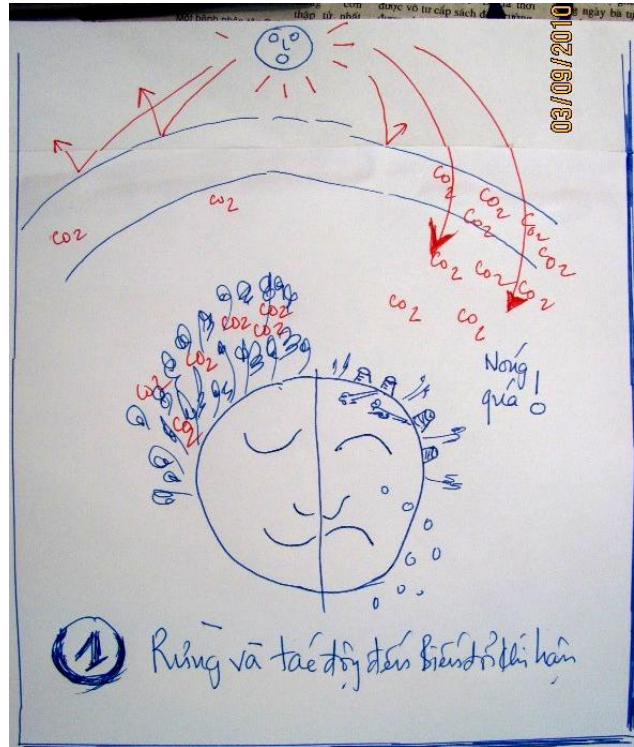
Topics	Questions	Key messages	Supported messages	Illustration
Climate Change	1. To what direction is the climate changing?	The weather is getting hotter.		Annex 8
	2. What are the negative impacts of the above climate change at the local level?	There are more droughts and floods → (1) underdeveloped cultivated crops, (2) human and commodity loss, (3) soil erosion and loss → increasingly difficult livelihoods	The negative impacts of climate change happen not only at the local level but also at the global level	Annex 8
	3. What are the causes of this climate change?	CO ₂ in the air increases dramatically ← (1) deforestation or forest degradation, (2) vehicles, (3) factories	The causes of climate change can be controlled and mitigated by the people themselves. Forest reduction and degradation is one of the key causes of climate change, which can be controlled with the community's participation	Annex 8
Deforestation – Forest Degradation	1. What are the changes to the forest?	The forest is going to be lost or degraded.	It is not desired by the community and the entire society	Annex 8
	2. What are the causes of the change?	Because of the weather Because of the over-exploitation by the people	The causes can be controlled and mitigated by the people themselves	Annex 8
	3. What are the benefits of forest protection?	The forest provides water supply, gives means of subsistence, helps to reduce carbon emission ...	One of the benefits that REDD is interested in is reducing carbon emission, reducing the global warming (climate change)–beneficial to future generations	Annex 8

REDD	1.What is REDD?	<i>Refer to the Programme concepts</i>	REDD has been established to address the global climate change.	Annex 8
	2.What are the impacts and benefits from REDD?	<i>Refer to the Programme concepts</i>	<i>Refer to the information provided by the Programme</i>	Annex 8
	3.Why do the local community in Lam Ha and Di Linh District relate to REDD and should decide to participate to the UN REDD programme?	Because the local people are living near/by the forest and can directly protect their forest from the undesired happenings (as presented above)	That is the way to <u>reduce the climate change, and make life for sustainable for the present and the future</u>	Annex 8
	4. How can the people in Lam Ha and Di Linh District participate to the UN REDD programme?	<i>Refer to the information provided by the Programme</i>	<i>Refer to the information provided by the Programme</i>	Annex 8

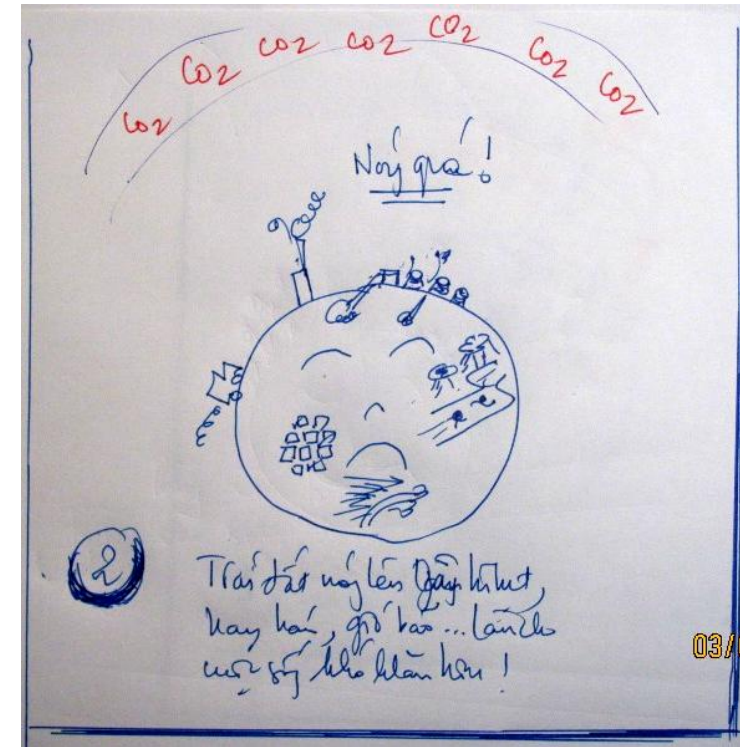
Annex 8: Posters



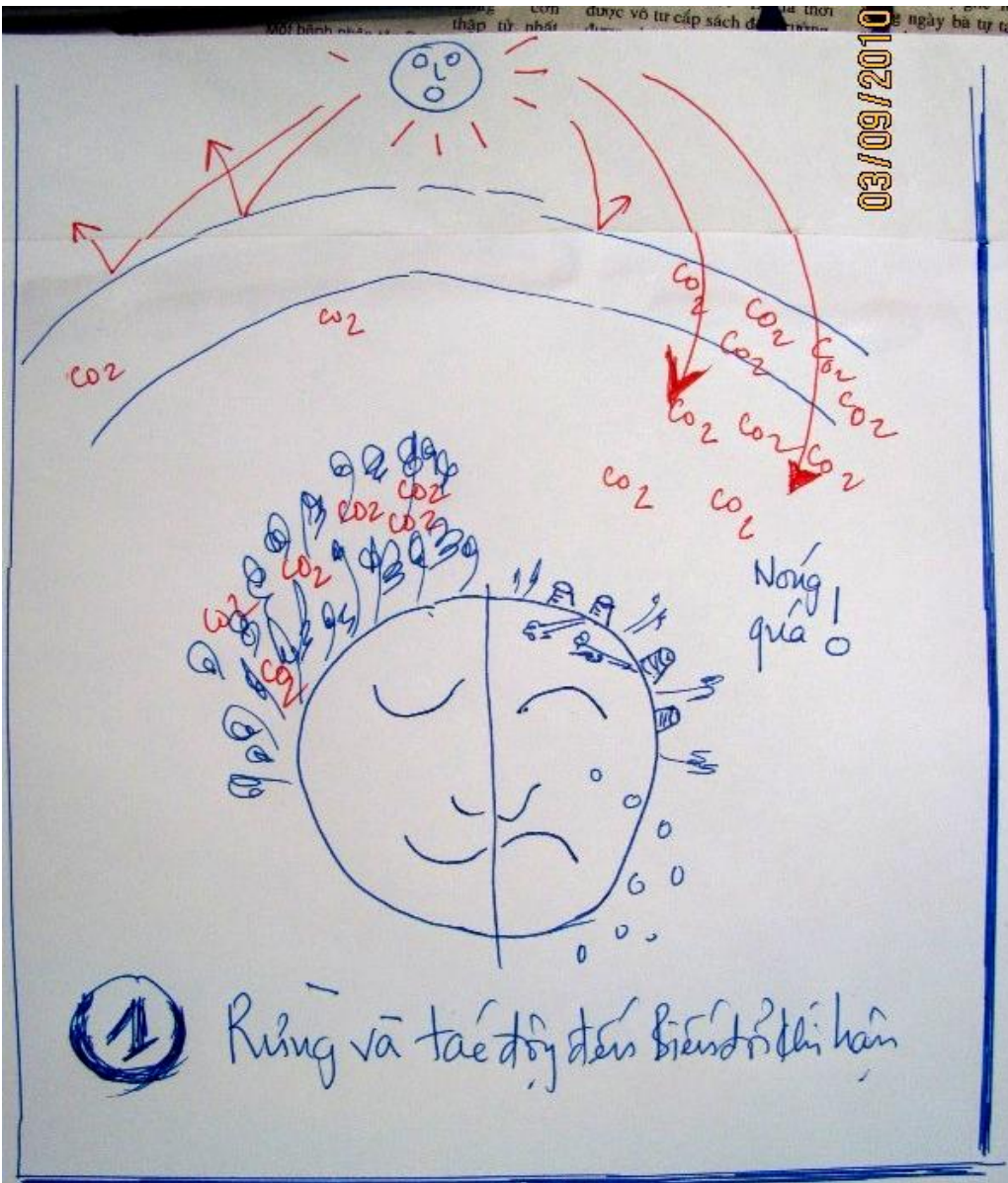
3 - Benefit from forest protection - Additional support from REDD



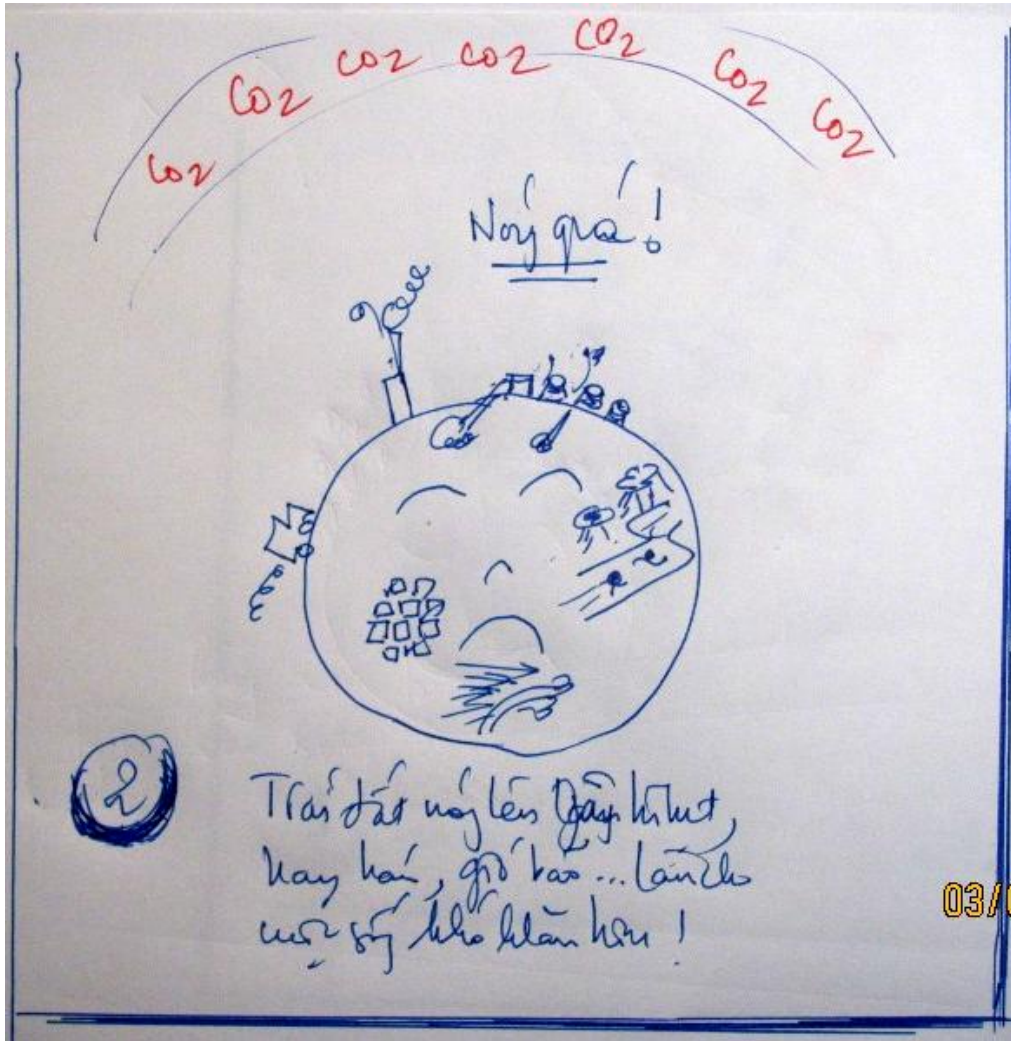
1- Forest and its impact to Climate Change



2- Global warming causes flood, drought, typhoon...



1- Forest and its impact to Climate Change



2- Global warming causes flood, drought, typhoon...



3 - Benefit from forest protection - Additional support from REDD

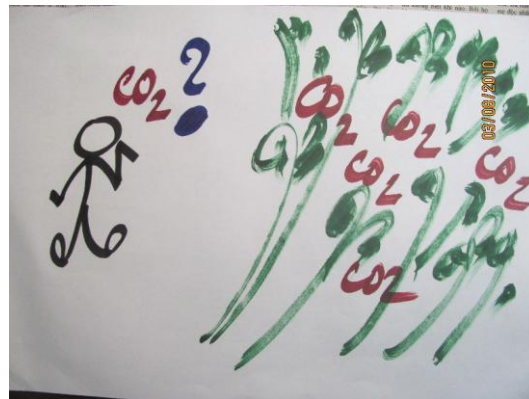
Annex 9

Illustration for four key activities of UN-REDD Programme in Lam Ha and Di Linh Districts

Structure of presenting information



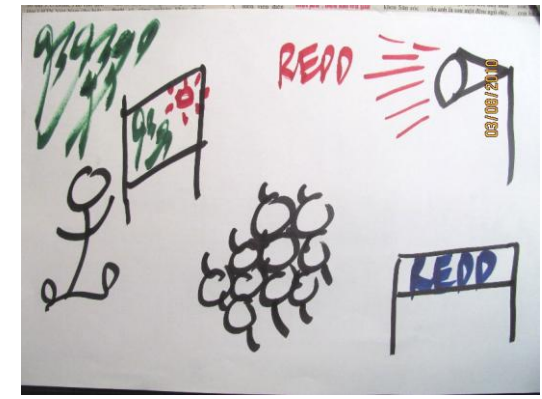
1



2




3




4


1. Help the Commune, District, and Provincial People’s Committees to learn how to improve their land-use and socio-economic development plans so that the forest can be conserved, and the local people can earn money from REDD

Key Message	Illustration
<p>Hỗ trợ xây dựng kế hoạch sử dụng đất: (1) <u>gắn liền</u> với bảo tồn rừng, (2) người dân địa phương <u>được hưởng lợi</u> thông qua hạn chế mất rừng và suy thoái rừng.</p> <p>Support to improve land-use plans so that: (1) they are <u>closely linked</u> with forest conservation, (2) local people can benefit through reduced deforestation and forest degradation.</p>	 <p>The illustration is a hand-drawn drawing on a whiteboard. It features several green trees with the chemical formula 'CO2' written in red on their leaves. Below the trees, there is a simple drawing of a house with a gabled roof. To the right of the house, there are several stylized human figures in blue, some appearing to be walking or standing. A date stamp '03/08/2010' is visible in the upper right corner of the drawing area.</p>

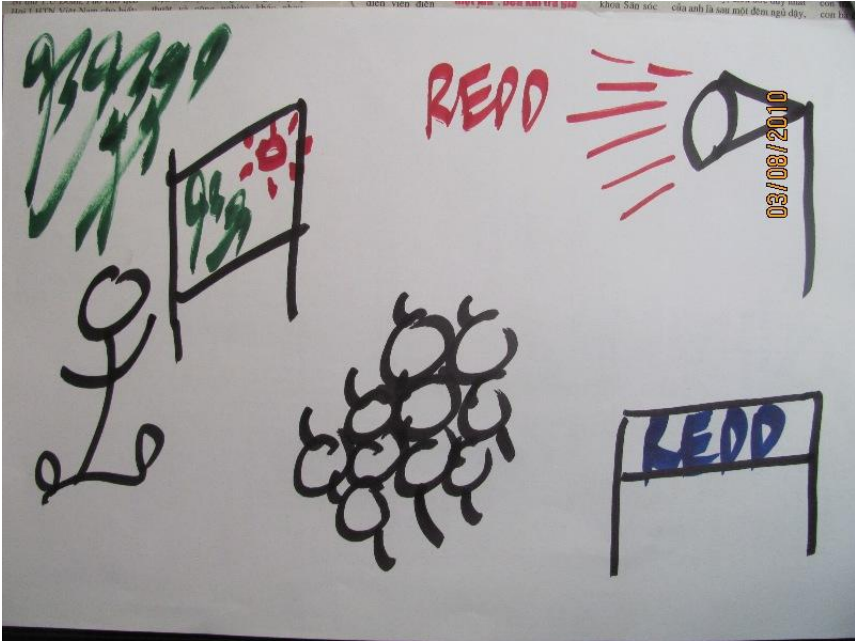
2. Help to develop ways in which local people can measure how successful they have been in reducing the amount of carbon dioxide released into the air

Text	Illustration
<p>Hỗ trợ xây dựng các phương pháp để người dân có thể đo đếm lượng các-bon được tích giữ lại trong rừng - kết quả do người dân việc bảo vệ rừng thành công</p> <p>Help to develop ways in which local people can measure how successful they have been in reducing the amount of carbon dioxide released into the air.</p>	 <p>The illustration is a hand-drawn drawing on a white background. On the left, there is a simple black stick figure. To its right, the chemical formula CO_2 is written in red and blue. On the right side, there are several green plants with long stems and small leaves. The chemical formula CO_2 is written in red next to each plant. A vertical date stamp '03/08/2010' is visible on the right side of the drawing.</p>

3. Design a system to make sure that the money is paid to the right people, and the amount of money received by households or communities reflects the efforts they have made

Text	Illustration
<p>Hỗ trợ cách để xác định: (1) đúng người được nhận tiền, với (2) số tiền phù hợp với nỗ lực bảo vệ rừng của họ</p> <p>Design a system to make sure that (1) the money is paid to the right people (2) the amount of money received by households or communities reflects the efforts they have made</p>	 <p>The illustration is a hand-drawn diagram on a white background. At the top center is a large dollar sign (\$) drawn in blue and red. To the left of the dollar sign, a blue arrow points downwards towards a family of four stick figures (two adults and two children) drawn in black. Above this arrow is the number '2012' written in red. To the right of the dollar sign, another blue arrow points towards the dollar sign from the right. Above this arrow is the number '2010' written in red. On the far right, there is a cluster of green, leafy branches representing trees. Overlaid on these trees are several instances of the chemical formula 'CO2' written in red. A vertical yellow date stamp '03/08/2010' is visible on the right side of the tree cluster.</p>

4. Raise the general awareness of the population about climate change, REDD, and how Viet Nam plans to implement REDD.

Text	Illustration
<p>Nâng cao nhận thức cộng đồng về: (1) BĐKH, (2) REDD và (3) tiến độ việc chuẩn bị thực hiện REDD ở VN</p> <p>Raise the community's awareness on (1) climate change, (2) REDD, and (3) how Viet Nam plans to implement REDD</p>	



Term of Reference

Consultant: Preparation of documents and other materials in support of FPIC in Lam Dong (under Outcome 2)

Responsible UN Agency: UNDP

National/International: National

Duration: 15 days in Jan-March 2010

Duty Station: Ha Noi and Lam Dong province

Background information:

The United Nations Collaborative Programme on Reducing Emissions from Deforestation and Forest Degradation in Developing Countries in Viet Nam (UN-REDD Viet Nam Programme) will address complexities of developing REDD-readiness in Viet Nam through capacity building at two levels. Firstly (Outcome 1), it will build capacity at the national level to permit the Government of Viet Nam, and especially the REDD focal point, the Department of Forestry (DoF) in MARD, to coordinate and manage the process of establishing tools to implement a REDD programme that provides an effective, transparent and equitable system of demonstrating real and measurable reductions in emissions from deforestation and forest degradation, and transferring international payments for carbon conservation to local stakeholders in relation to performance standards. Secondly (Outcome 2), it will build capacity at the local level through pilots in two districts in Lam Dong province that demonstrate effective approaches to planning and implementing measures to reduce emissions, including participatory monitoring of C-stocks, and ensure fair and equitable distribution of benefits. The third Outcome of the UN-REDD programme will generate information to help identify what role REDD might play in reducing regional leakage of emissions from forests.

The UN- REDD Programme partners, UNDP, UNEP, and FAO derive their mandates for engagement with Indigenous Peoples from the Charter of the United Nations¹, which states: ‘*We the peoples ... reaffirm faith in fundamental human rights, in the dignity and worth of the human person... (and) promote social progress and better standards of life in larger freedom.*’ This mandate was reaffirmed in the UNDRIP. Furthermore, Article 42 of the UNDRIP states that: “*The United Nations, its bodies, including the Permanent Forum on Indigenous Issues, and specialized agencies, including at the country level, ... shall promote respect for and full application of the provisions of this Declaration and follow up the effectiveness of this Declaration.*”

Among the Guiding Principles for the UN- REDD Programme² is the principle that Free, Prior, and Informed Consent for indigenous peoples and other forest-dependent

¹ <http://www.un.org/en/documents/charter/>

² <http://www.un-redd.org/Home/EngagementofIPs/tabid/1033/language/en-US/Default.aspx>

communities must be adhered to, and is essential to ensuring the full and effective participation in policy- making and decision-making processes within UN- REDD Programme activities.

The purpose of this assignment is to preparation of documents and other materials in support of FPIC in Lam Dong

Specific responsibilities of the consultant are as follows:

- Review examples from other countries of documents and other materials (e.g., videos, posters, etc.) designed to convey the meaning of climate change, deforestation, and REDD to rural people who may have low levels of education, including those who may be illiterate
- Present and discuss best examples from other countries with National REDD Team Leader and representatives of UN Agencies
- If suitable documents or other materials from other countries can be identified, adapt for use in Viet Nam
- If suitable documents or other materials from other countries cannot be identified, prepare documents or other materials for use in Viet Nam

Qualifications, Experience and Competencies

- Degree in Communications, or similar.
- At least 5 years of working experience on communications for local peoples in Vietnam.
- Strong inter-personal skills, especially oral communication skills.
- Proficiency in both spoken and written English.
- Good computer literacy.

Reporting

The Consultant will report to the National Programme Director of the UN-REDD Programme/Viet Nam.