

# UN-REDD Communications Resources

UN-REDD Programme 8th Policy Board Meeting  
March 2012, Asunción, Paraguay



# Presentation Overview

- **UN-REDD Programme Workspace and Website**

- [www.unredd.net](http://www.unredd.net)
- [www.un-redd.org](http://www.un-redd.org)

- **Other Corporate Communications Resources**

- Publications, posters, videos, other online tools

- **Communications Plans: 2012 and beyond**



# The Workspace: www.unredd.net



- **Primary tool for internal communications**
- **800+ members**
- **All members can share updates and edit contents**

UN-REDD PROGRAMME | COLLABORATIVE ON-LINE WORKSPACE

UNFCCC COP Decisions | UN-REDD Financial Updates | Public UN-REDD | Good REDD+ links | Contacts

Select Language

search (people, topics..)

Home All Documents In Countries Global Partners Discussion Forum Calendar SharedDocs \*\*

### UN-REDD PROGRAMME

The United Nations Collaborative Programme on Reducing Emissions from Deforestation and Forest Degradation in Developing Countries

FAO UN DP UNEP

#### -- Documents for Eighth Policy Board Meeting Available

Written by Reem Ismail  
Thursday, 01 March 2012 00:00

Documents related to the Eighth Policy Board meeting (25-26 March) in Asunción, Paraguay can be accessed in Eighth Policy Board (PB8) folder.

The documents are also available on the public web site here.

Last Updated on Thursday, 15 March 2012 18:01

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#### REDD+ In the News

Go-REDD+ questions whether REDD+ will work in fragile states

Lessons from the 3 year implementation of 1st pilot UN-REDD programme in Viet Nam

New publication: A framework for integrating biodiversity concerns into national REDD+ programmes

View all

#### What's Happening

-- Nigeria REDD+ University, 19-21 March

The Nigeria REDD+ University takes place 19-21 March in Calabar, Cross River State, the pioneer state in Nigeria for REDD+. The UN-REDD Programme will provide technical and financial support to this event that intends to foster understanding and multi-stakeholder dialogue on REDD+ and to serve as public inception of Nigeria's REDD+ Readiness Programme. Read the agenda and find more information here.


--- Updates from Panama, Paraguay, and Ecuador

There have been recent achievements in Panama, Paraguay, and Ecuador in their REDD+ Readiness processes. Read about their progress here.

# The Website: www.un-redd.org

- Primary tool for external communications
- 1 million+ hits per month (60,000+ unique visitors)

The screenshot shows the UN-REDD Programme website homepage. At the top, there is a banner with the text "UN-REDD PROGRAMME" and "The United Nations Collaborative Programme on Reducing Emissions from Deforestation and Forest Degradation in Developing Countries". Logos for FAO, UNDP, and UNEP are visible in the top right corner. Below the banner is a search bar with "Web" and "Site" options and a "GO" button. The main navigation menu includes: Home, About UN-REDD Programme, About REDD+, Policy Board, Media Centre, Resources and Publications, Events, Vacancies, and Contacts. A "Follow us on" section lists social media icons for YouTube, RSS, Twitter, Facebook, and LinkedIn. A "Google Translate" widget is present, along with "Google Gadgets powered by Google". The "News" section features two articles: "UN-REDD Programme eighth Policy Board meeting documents now available" (13 March 2012) and "Is REDD+ in its present form achievable by all?" (14 March 2012). The "National Programmes" and "Media Centre" sections are also visible. On the right, a "News Alerts" section lists recent alerts, and a "Download the February 2012 Newsletter here" link is provided. The "UN-REDD Programme Newsletter" logo and "Subscribe now!" button are also present. A "Quick Links" section is at the bottom right.



# What's the difference between the workspace and website?

## WEBSITE

-General country information

-Social media tools

- Media Centre

**\*Fully public**

## WORKSPACE

-Working documents & calendar

-Detailed country information

-All final documents

-Weekly "Round ups"

**\* Some info password protected**

-Announcements and newsfeed

-Highlighted documents



# Other Corporate Communication Resources

## For Wide REDD+ Audiences:

- Annual “Year in Review” report
- Monthly newsletter
- Video content
- UN-REDD Programme leaflet
- Banner series
- FCPF/FIP/UN-REDD pamphlet
- FAQs & Social media channels

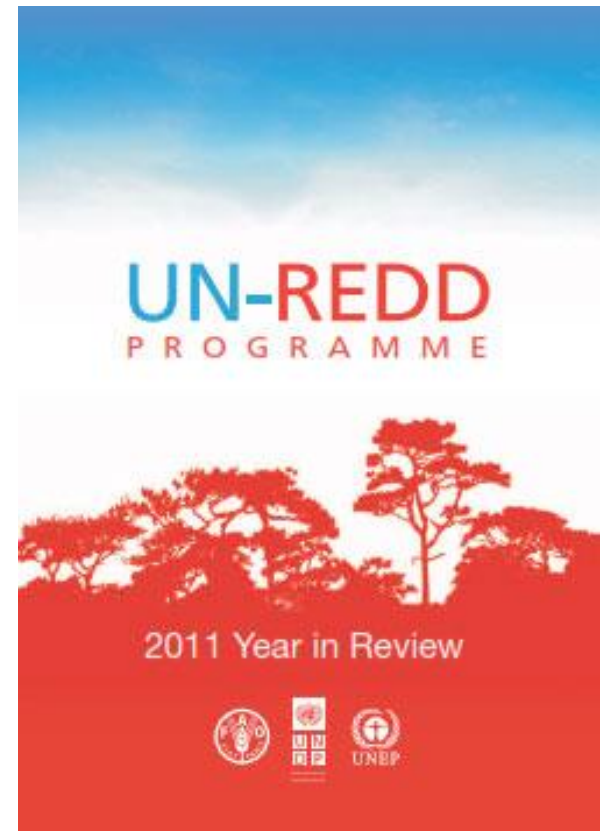
## For Technical REDD+ Audiences:

- Lessons Learned booklet series
- Policy Brief series
- “Perspectives on REDD+”
- FCPF/UN-REDD Joint papers
- Multiple Benefits resources
- Gender and REDD+ report



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**UN-REDD**  
PROGRAMME

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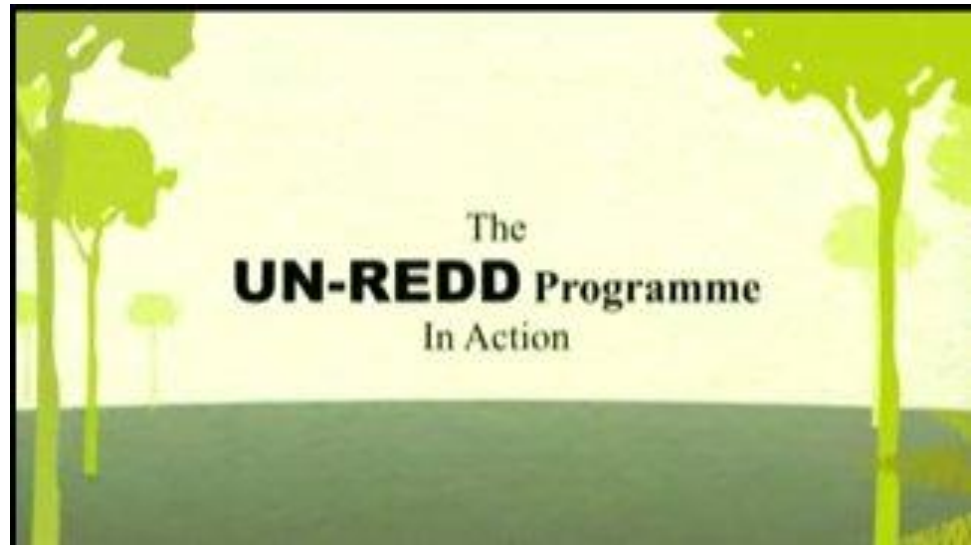






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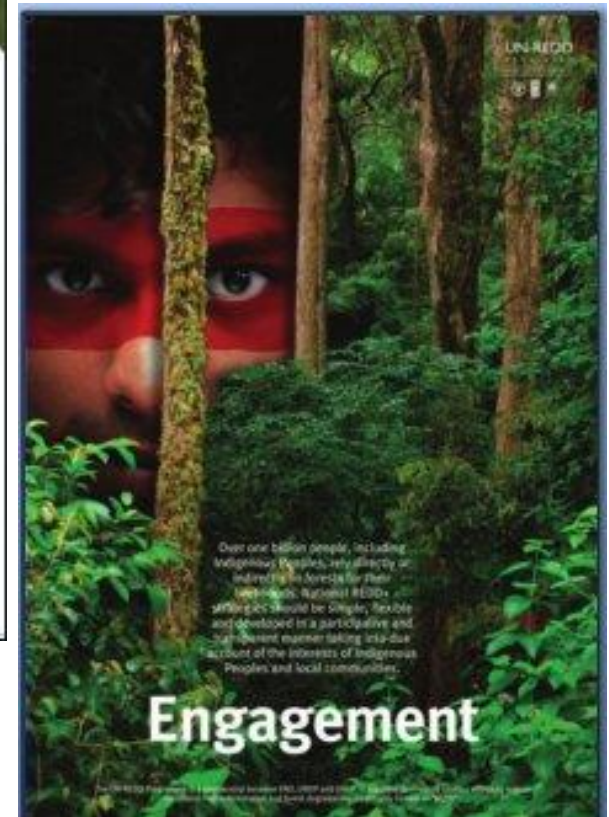
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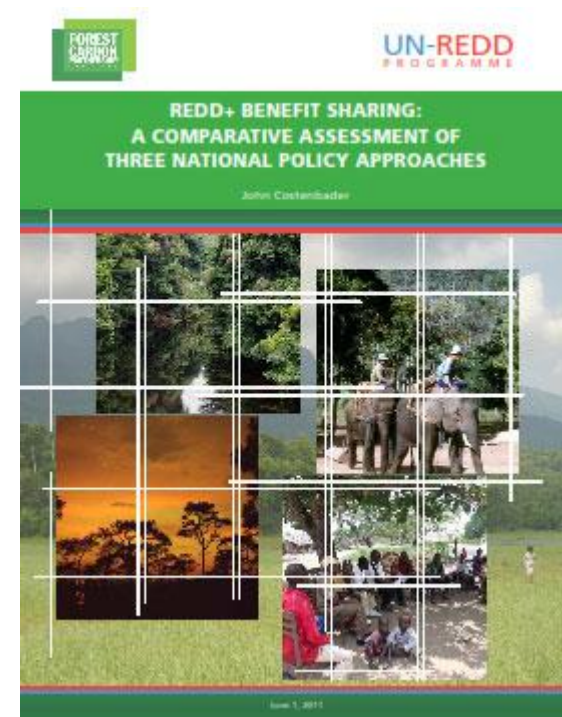
**UN-REDD**  
PROGRAMME





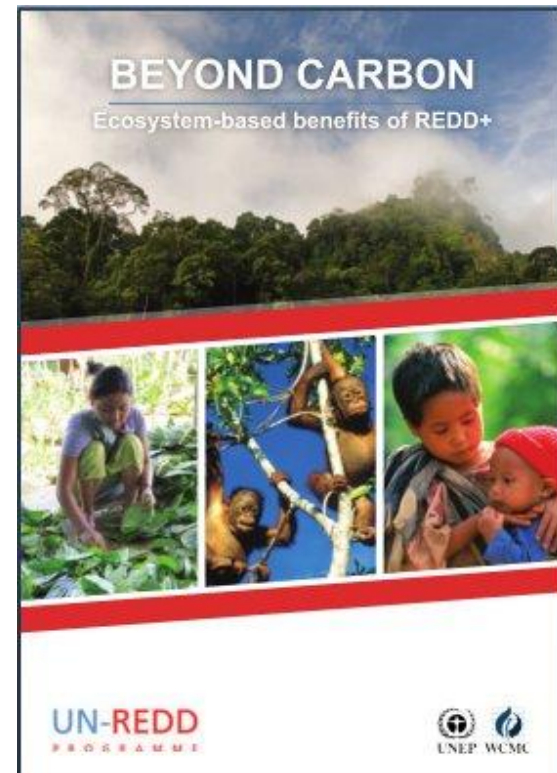
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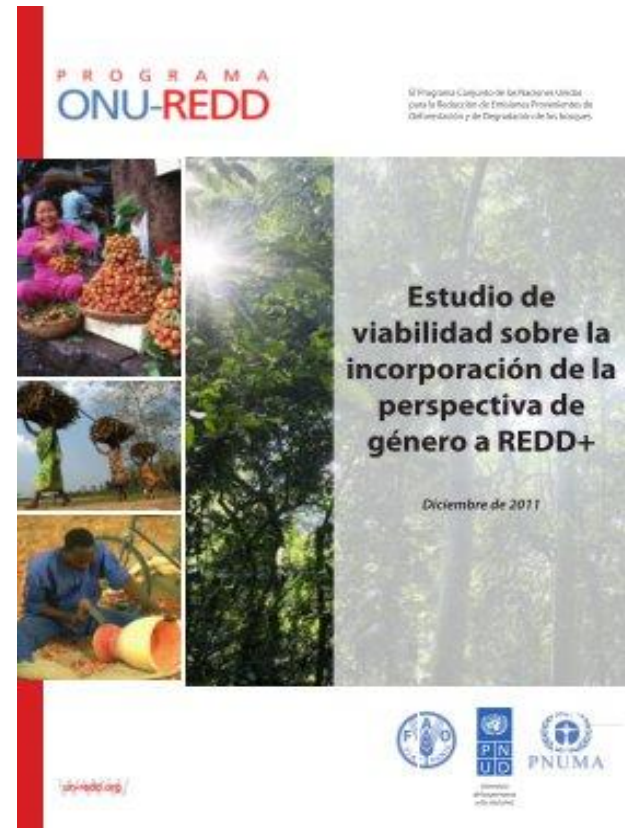
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# Communications Plans: 2012 and beyond

- **Finalizing 2012-2015 corporate external communications strategy** to service the five-year Programme Strategy
- **Lessons learned booklets for Africa and LAC**
- **2-3 more Policy Briefs in 2012**
- **Website & workspace improvements**
- **More regional communications activities**



Take note: New Logo!

# UN-REDD

PROGRAMME



*Empowered lives.  
Resilient nations.*



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PROGRAMME



Take note: New Logo!

# UN-REDD

PROGRAMME



# Thank-you!



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