



Communications and Awareness Raising Strategy and Action Plan UN-REDD Vietnam

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Acronyms

CBCC – Capacity Building for Climate Change Project

FAO – Food and Agriculture Organisation of the United Nations

FPIC – Free Prior Informed Consent

MARD – Ministry of Agriculture and Rural Development

MONRE – Ministry of Natural Resources and Environment

OP-ED – Opinion or editorial article

PEI – Poverty Environment Initiative

PSA – Public Service Announcement

RECOFTC – Regional Community Forestry Training Center (The Center for People and Forests)

REDD+ - REDD+ goes beyond deforestation and forest degradation, and includes the role of conservation, sustainable management of forests and enhancement of forest carbon stocks.

UNDP – United Nations Development Fund

UNHCR – United Nations High Commissioner for Refugees

UN-REDD - United Nations Collaborative Programme on Reducing Emissions from Deforestation and Forest Degradation in Developing Countries.



Introduction

Viet Nam has been selected as one of nine pilot countries for the United Nations Collaborative Programme on Reducing Emissions from Deforestation and Forest Degradation in Developing Countries (UN-REDD), which supports REDD+ readiness activities. While most countries in East Asia will be affected to some extent by climate change, Viet Nam has been identified as the one that is most likely to be most affected.¹ The Government of Viet Nam is strongly committed to taking action to tackle this issue. In 2008, the Vietnamese Prime Minister signed a decree pledging to effectively respond to climate change in the short and long term. This institutional commitment for taking action on climate change will be an important factor in the success of the communications strategy and action plan.

As part of the Government of Viet Nam's response to climate change, it is taking action, including being involved in REDD+ activities. The UN-REDD Programme for Viet Nam has three main tasks: 1) to build capacity at the national level to permit the Government of Viet Nam to coordinate and manage the process of implementing a REDD programme; 2) to build capacity at local levels (provincial, district and commune) through pilot projects in Lam Dong province that help implement measures that reduce emissions from deforestation and forest degradation; and 3) improve knowledge of approaches to reduce regional displacement of emissions.

The communications strategy seeks to support the work of UN-REDD in Viet Nam and REDD+ principles by raising awareness about these issues.

This strategy was constructed following extensive consultations within Viet Nam. These consultations included meetings with Government officials at the national, provincial, and district level (Ministry of Agriculture and Rural Development, the Ministry of Natural Resources and Environment, the Committee for Ethnic Minorities, the Department of Communication and Culture, and the People's Committees of Di Linh and Lam Ha), other climate change organisations (Capacity Building for Climate Change and the Center for Forests and People), and local village leaders (Di Linh and Lam Ha).

The strategy identifies five key audiences for UN-REDD messaging. These include the Government (national and provincial – district and commune, as well as Ministers, ministries and officials), local communities, the Viet Nam forestry sector, the general public, and international donors.

It also suggests that wherever possible, key activities in the strategy should be linked and integrated into wider climate change initiatives being instigated by the Government of Viet Nam. To ensure the sustainability of awareness raising activity past the end of the UN-REDD Programme in 2012, seeking and acting upon this integration should be a top priority.

The strategy acknowledges that awareness about REDD, and climate change more generally, differs between audiences, requiring different messages. The strategy, therefore, outlines what these messages should be, how they should be delivered and through which medium.

¹ State of the Marine Environment Report for the East Asian Seas, Coordinating Body of the Seas of East Asia, United Nations Environment Programme, 2009, p 20.

In most cases, the strategy identifies specific ways of communicating key messages so that implementation can begin immediately and the strategy can be delivered, even if the personnel implementing it changes.

In general, the mediums to deliver messages are as follows:

- Government (national, provincial, district) – conferences; workshops; training; website;
- Local communities – village meetings; direct messaging through posters, brochures, radio and DVDs; and school involvement;
- General public – public service announcements (TV and radio); competitions; media; and opinion/editorial articles;
- International community/donors – lessons learned materials (brochures/videos) and international conferences.

To give context to the strategy, it also includes a brief overview of climate change communications, as well as how lessons learned from this can be applied to Viet Nam.

Communicating climate change and lessons for REDD+

Over the past decade, there has been intensive work done in the area of communicating the impact of global climate change. Without giving a comprehensive rundown of these campaigns, it is possible to draw lessons that are usable in the Viet Nam context.

For effective climate change communication, key sectors need to be engaged early and as much as possible. This includes Governments, non-government organisations, the general public, industries, technical groups and businesses. By doing this and creating climate change networks, it helps gain public support for climate change policies and ensures their more effective communication and implementation.

As part of this engagement, education is imperative. The issue of climate change can be complicated, but if governments and their people are to act, they need to be made aware of its likely impact. Increasing knowledge can be done in a number of ways, such as through conferences, workshops, training, the press, or public campaigns.

In needs assessments undertaken by other organisations in Viet Nam, such as the Capacity Building for Climate Change (CBCC) programme and the Poverty Environment Initiative (PEI), guidance has been provided on what is required for in-country climate change campaigns, particularly those targeting local communities.

For example, those responding to CBCC said they wanted detailed sector-specific information about climate change and how it would impact their lives. Ways of disseminating this information was also canvassed, with local media urging that a mechanism for sharing information, such as a local network, be set up. Communications channels advocated for included conferences, pamphlets, and competitions.²

² Trip Report – Consultation Meetings in Provinces, Capacity Building for Climate Change Project, p3.



The PEI has had in-country success with competitions raising awareness about the linkages between poverty and the environment. They also said they received good awareness from government by producing policy briefs about their work for high-level Ministry representatives.

The UN-REDD Programme's Free Prior and Informed Consent (FPIC) process in Viet Nam has helped better understand how best to communicate to pilot areas. It is clear that any communication material delivered to local UN-REDD pilot communities needs to include as simple messaging as possible. In particular, mediums such as posters, videos, and one-on-one communication should be used to deliver the messages. The communications activities need to answer basic questions, such as what is climate change; what is REDD+; and how does REDD+ impact the local community? It also needs to do this through a means that delivers the message effectively. Through FPIC, this was found to be visual material such as posters, brochures, and videos.

These findings were reinforced by further local level consultations, which also found that one-on-one communication via UN-REDD facilitators was another important mechanism for raising awareness in local communities. Villagers and local government officials suggested that every village should have at least one villager trained as a facilitator so that UN-REDD's messages were not forgotten.

In Viet Nam, the Government's strong commitment to taking action on climate change, as well as its close involvement in REDD+ activities, should help in the implementation of this strategy. It's likely to ensure there is a public appetite for information about REDD+ and it should prove helpful in the dissemination of information.

However, challenges to communication in Viet Nam should not be discounted. While common mass communication platforms, such as TV, newspapers and radio, are abundant; access to newer ones, such as the Internet, while growing, is not universal. How best to communicate with local communities is also a test, as common media outlets may not reach local target groups. Therefore, other communication mediums will have to be identified and used when appropriate.

Target Audiences for REDD+

Government Officers (National, Provincial, and District)

For REDD to be effectively implemented, the Government of Viet Nam needs to be aware of and educated about the UN-REDD Programme and REDD+. This makes the Government of Viet Nam the key audience for REDD+ messages. This is where the focus of communications should be and this should be reflected in the amount of resources allocated for awareness-raising activities. This audience includes Government departments, such as Ministry for Agriculture and Rural Development (MARD) and the Ministry of Natural Resources and Environment (MONRE); as well as other line ministries, such as the Committee for Ethnic Minorities and the Ministry of Education and Training; and the UN-REDD network of technical stakeholders. It also includes local governments at both the provincial level (Lam Dong) and the district level (Lam Ha and Di Linh).

Local forest communities

The local communities, where the REDD+ programme will take place, are another audience that must be provided with strong and engaging communications. The success of the work being done in the pilot communities will be a determining factor in the success of REDD in Viet Nam and how successful REDD+ is perceived internationally. As such, a great deal of effort must be made in communicating and educating this audience. This should include training local village REDD+ facilitators, who are chosen by their respective communities (eg. village leader, patriarch, Vicar, or teacher). As much as possible, awareness raising materials should also be delivered in the ethnic language of the communities.

An effort should also be made to strengthen networks in the provinces and districts between interested and relevant stakeholders so they can share information about REDD+ and what individual action they could take to support REDD+ implementation.

Viet Nam Forest Sector

A major stakeholder in the work REDD+ is undertaking in Viet Nam is the forest sector. This includes forest managers, the Forest Protection Department, and businesses that use forests as a primary resource.

REDD+ will only work if the changes it seeks to implement are understood and abided by in the forestry sector.

As such, this is another audience that needs to be targeted with awareness raising material regarding REDD+.

General public, including media

Although the general public can be difficult to define, effort needs to be made to raise the profile of REDD+ amongst the public in Viet Nam. This includes conveying the contribution of forests to mitigating climate change to urban audiences and others that may not encounter forests in their day-to-day lives. This is not just as an end in itself, but it reinforces to the Government the importance of combating climate change. As it is the media that will convey messages about REDD to the general public, it's important that strong and lasting contacts are made across TV, Radio, Newspapers and Magazines.

Attempts should also be made to engage with Vietnamese youth about this issue. Climate change is very much something that affects the future and therefore the lives of the young. It's an issue that resonates deeply with young people. UNEP has a national youth focal point in Vietnam. They should be contacted to discuss ways to make Vietnamese youth better informed about REDD+.

International community, donors

As potential funders of REDD post-2012, the international community, particularly donors of REDD+, must be included as a key audience of this communication strategy. Any progress for UN-REDD or lessons learned needs to be conveyed to the international community. Boosting awareness of REDD+ in Viet Nam, such as through media coverage, should be used to reinforce the lessons learned presented to the international community.

REDD in Viet Nam will mainly engage the international community and donors through the dissemination of lessons learned presentations, documents, brochures, and videos (output

1.5). This will most likely take place at various international conferences that will occur in the lead up to and following COP16 in late 2010.

As much as possible, the UN-REDD Programme in Viet Nam should work closely with the UN-REDD global programme to identify the best opportunities for the dissemination of this material. This collaboration should be a strong priority in the implementation of this communications strategy.

Importance of Audiences

Each target audience is important in themselves to the success of the UN-REDD programme, but they also reinforce each other. The Government is important because they will be implementing REDD+; the local pilot communities are important because they will be providing the real-world information about how REDD+ operates; the forestry sector is important because real change within it will go a long way to helping achieve REDD+ goals; the general public is important because its support for action on climate change and REDD+ is an important factor in ensuring continued political support; and the international community and donors are important because they will ultimately decide whether or not REDD+ will continue after 2012.

Key Messages for REDD+

Most messages for communicating about REDD+ need to be as basic and as simple as possible. Although Viet Nam is one of the most at-risk countries when it comes to the impact of climate change, its population is among the least concerned in the world. This was highlighted in an Oxfam report in 2008.³ It can be assumed that knowledge about climate change may have improved since then, but there is still a need to avoid, if possible, complicated messages.

Therefore, depending on the audience, a communications strategy on UN-REDD needs to focus on the following questions, with easy-to-understand responses:

- **What is climate change?**

An increase in greenhouse gas emissions around the world is causing man-made climate change, boosting global temperatures. It's predicted that a rise of 2 degrees Celsius will lead to catastrophic environmental effects, from rising sea-levels, to submerged cities, and more natural disasters.

- **What is the impact of climate change on forest communities?**

An increase in temperature will have profound effects on forest communities. This includes a reduction in rainfall, an increase in natural disasters, and less biodiversity.

The traditional way of life for many forest communities will cease to exist.

- **How does deforestation and forest degradation contribute to climate change?**

³ VIET NAM – Climate Change, Adaptation, and Poor People, Oxfam Report, October 2008, p51.



Deforestation and forest degradation, through agricultural expansion, conversion to pastureland, infrastructure development, and destructive logging, account for nearly 20% of global greenhouse gas emissions. This is more than the entire global transportation sector and second only to the energy sector.

If the world is going to combat climate change, it needs to reduce deforestation and improve forest management.

- **What is REDD+?**

REDD is a United Nations initiative and stands for Reducing Emissions from Deforestation and Forest Degradation. It's a global effort that puts a price on the carbon stored in forests, offering incentives (both financial and environmental) for developing countries to reduce emissions from forested lands and invest in sustainable development.

REDD+ goes beyond deforestation and forest degradation, and includes the role of conservation, sustainable management of forests and enhancement of forest carbon stocks.

- **What is the UN-REDD Programme?**

The UN-REDD Programme is the United Nations Collaborative initiative on Reducing Emissions from Deforestation and forest Degradation (REDD) in developing countries. The Programme was launched in September 2008 to assist developing countries prepare and implement national REDD+ strategies, and builds on the expertise of the Food and Agriculture Organization of the United Nations (FAO), the United Nations Development Programme (UNDP) and the United Nations Environment Programme (UNEP).

The Programme currently supports REDD+ readiness activities in nine pilot countries and 13 partner countries across Africa, Asia-Pacific and Latin America.

- **What is REDD?**

REDD is a mechanism to create an incentive for developing countries to protect, better manage and wisely use their forest resources, contributing to the global fight against climate change. REDD strategies aim to make forests more valuable standing than they would be cut down, by creating a financial value for the carbon stored in trees. Once this carbon is assessed and quantified, the final phase of REDD involves developed countries paying developing countries carbon offsets for their standing forests.

REDD is a cutting-edge forestry initiative that aims at tipping the economic balance in favour of sustainable management of forests so that their formidable economic, environmental and social goods and services benefit countries, communities, biodiversity and forest users while also contributing to important reductions in greenhouse gas emissions.

REDD+ goes beyond deforestation and forest degradation, and includes the role of conservation, sustainable management of forests and enhancement of forest carbon stocks.

- **What is the difference between REDD+ and the UN-REDD Programme?**



REDD+ is a climate change mitigation solution that many initiatives, including the UN-REDD Programme, are currently developing and supporting. Other multilateral REDD+ initiatives include the [Forest Carbon Partnership Facility \(FCPF\)](#) and [Forest Investment Program \(FIP\)](#), hosted by The World Bank.

- **How are communities/people/Viet Nam impacted by REDD+?**

REDD+ will support local communities/people/Viet Nam in their efforts to reduce deforestation and forest degradation.

This may include financial incentives for villagers who boost carbon stocks and conserve biodiversity. Over time, an increase in forest cover will also result in better environmental conditions, improving water flow and increasing forest life.

Any communication materials, conferences, training sessions, public service announcements, media contact, or education campaigns need to ensure that they answer one of or all of these questions. At the local level, concerns were raised about when benefits would flow from REDD. Therefore, caution must be taken not to raise expectations about the possibility of monetary gains through REDD+ practices. However, it should be noted that villagers were not only concerned about monetary benefits (although these are very important), they also wanted information about the environmental benefits for REDD. The long-term nature of REDD benefits needs to be emphasised.

Depending on what medium is used will depend on in how much depth each of these questions is answered. A workshop, for example, will have the means and time to cover the questions in more detail than a brochure or a Public Service Announcement. To implement this strategy effectively, adhering strictly to these questions and answering them with clarity and easy-to-understand, effective messages is essential.

Key Mediums for REDD+

There needs to be a multi-pronged approach for communicating UN-REDD activities and REDD+ principles in Viet Nam. It needs to be remembered that different target audiences will be most effectively engaged through different mediums. The mediums will also impact on what message will be communicated. For example, a conference can be more in depth and cover more topics than a TV or radio public service announcement.

Conferences, workshops, and training

Through the various outputs of the UN-REDD Programme (1.2; 2.1; 3.1; and 3.2), there are a number of opportunities to raise awareness about REDD+ through conferences, workshops and training.

Mostly, these events will be attended by government officials, NGOs, local communities and other directly interested stakeholders, such as the forestry sector. Although they may be focused on one particular aspect of REDD+, such as environmental payment systems, they should always provide overview information about climate change, REDD+ and UN-REDD, as necessary.

These events can also be used to leverage free media coverage, through press releases; opinion pieces and editorials to newspapers and magazines (op-eds); and targeting of

specific journalists.

UN-REDD in Viet Nam should also consider holding a conference for members of the media. The media is a key audience for REDD+ activities and therefore needs to be actively engaged about the initiative. A conference would provide clear, but in-depth information to TV, newspaper, and radio journalists about why REDD+ is important.

The Capacity Building for Climate Change project has already conducted a conference of this type in Viet Nam. The CBCC said it was a success, with more than 30 journalists attending. Although the aim of a conference like this should be raising awareness about REDD+, it would also be a good opportunity to present possible stories for journalists to pursue and it should help solidify contacts in the press for future use.

In regards to international conferences, UN-REDD will be producing lessons-learned materials that can be used at these events to promote REDD+ in Viet Nam. Every opportunity to raise the profile of REDD's work in Viet Nam should be taken. If presentations are made about the experiences in Viet Nam, this should be conveyed to media and government in Viet Nam.

Project Executive Board (PEB) Members

Everyone involved in UN-REDD and REDD+ activities in Viet Nam has a responsibility to promote the project when possible. This includes raising awareness about the project during meetings and conferences with senior Vietnamese Government officials, as well as in international forums.

As such, clear, easy-to-understand, documents should be produced to ensure all PEB members have an intimate knowledge of REDD achievements in Viet Nam. PEB members should also be kept up-to-date with relevant REDD information.

Website - <http://vietnam-redd.org>

The UN-REDD Programme in Viet Nam has an operational website that keeps key stakeholders, such as Government departments and officials, relevant state committees, the forest sector, and the public, informed about Viet Nam REDD+ news, events and findings. It should be considered as an essential tool for promoting REDD+ activities across the country.

In general, the website needs to be simple to navigate, easy to understand, and be visually appealing. The information held on the site can be complex, but messages and links on the homepage and other pages should be kept as simple as possible.

It should also be updated regularly, with a clear process for what is updated, how it is updated, and who does the updating. It should also be a process that allows for easy revision by all REDD partners.

The website should also be used to highlight issues of importance to REDD+. This may be upcoming events, announcements, brochures or REDD+ videos. Furthermore, it should be seen as another platform for communicating with the REDD-network in Viet Nam.

One element of the website could be short videos produced on issues of importance for REDD in Vietnam. This could include videos on why REDD+ is important; interviews with REDD proponents in Viet Nam; or videos of local community forums. Using technology, such as the Flip Cam, these videos can be professionally shot and edited with minimum cost – in terms of time and money. They are very useful for building content on a website and can help to drive traffic to the website.

Media – newspapers, TV, radio, and loudspeaker (for local communities)

Engagement with media in Viet Nam should focus on newspapers, television, and radio. Although access to the Internet is growing, it is still not as widely available as the more common media platforms. In local communities, the loud speaker is also used for important announcements and could be a useful tool in disseminating information about REDD+.

The distribution of DVDs, with REDD+ PSAs or more targeted REDD+ videos, should also be considered in pilot communities. These could be shown at village meetings or schools, gaining a wider audience. Consultations in local villages revealed that most people had a DVD player and there was great interest in having such material distributed.

Of these mediums, television reaches between 80 and 90 percent of the population and is clearly the most effective for mass communications of REDD messages.⁴ This strategy requires close links to be made with influential television journalists who are interested in covering climate change issues, such as REDD+ action. Following this contact, the organisation of press trips to local communities should take place, with the expectation that stories about the impact of forest degradation and deforestation on Climate Change, as well as REDD, will air on Vietnamese television.

⁴ This figure is cited on Wikipedia - http://en.wikipedia.org/wiki/Vietnam_Television. During our mission to Viet Nam, UN Communications told us that television now reaches 90% of the population.

UN-REDD has already had an association with a local television channel in Lam Dong province. DVDs were provided for broadcast, as were messages that were replayed on radio and loudspeaker. A similar arrangement should again be sought, with greater variety of information and messaging.

Consideration should also be given to producing a Public Service Announcement (PSA) for REDD for broadcast on Vietnamese television. If the cost is not prohibitive, this is a direct way of raising awareness about REDD+. The PSA could also be packaged onto a DVD for further distribution at trainings, workshops and local communities. The PSA could also be broadcast on Viet Nam Airline flights, as well as inside the taxis in major cities.

The cultivation of newspaper journalists should also take place. While newspapers do not reach as many people as television in Viet Nam, they still have wide readership, including by educated, influential people, such as Government officials and academics. In particular, the *People's Daily* is a must read by the country's elite. Therefore, raising the profile of REDD in publications such as this is important in the context of promoting the initiative to key stakeholders.

Opinion pieces and editorials (op-eds) should also be written to coincide with important international or national days, conferences, or to highlight findings on REDD. The aim would be to place these in newspapers or magazines with high readerships.

Radio is another medium through which many Vietnamese get their information. This is particularly true in local communities. Given this, radio stations in local areas need to be identified and contacted, with the hope of raising awareness on REDD+. This could be through radio programmes, which discuss and debate the initiative, or through paid PSA spots.

Local communities are also equipped with a network of loud speakers that are used for important announcements. The use of these to promote the UN-REDD programme and its activities should be explored. For example, if there is a workshop for the community on the initiative, then it could be advertised over the loud speaker. More information about this communication method is needed so that the message conveyed is listened to and not considered an inconvenience or annoyance.

Local community leaders/schools

Taking the messaging for REDD directly to local communities is an important aspect to this communications strategy. Much of the success of REDD will depend on how engaged and informed local communities are; and how strongly they believe in backing this initiative.

During the FPIC process, several lessons were learned about how best to communicate with people living in the districts of Lam Ha and Di Linh. These include the need to design communications materials as simply and as user-friendly as possible; and make the materials visual – posters and videos both worked well. It was also found that the messages also needed to be structured in such a way as to show *Cause* (of climate change); *Effect*; and *Solution*, with an emphasis on the impacts for local people that would result from REDD+.

Therefore, it's recommended that community forums continue, building on the FPIC process. If possible, presentations should be made in schools as well, seeking close engagement with school authorities and schoolchildren.

These findings were reinforced during follow up meetings in local communities. Another suggestion put forward was for every village to have a villager trained as a UN-REDD facilitator that would share information about REDD+ with villagers. 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. A local facilitator would reduce the likelihood of this happening.

Competitions – video, writing, or posters

Competitions are a good way to engage the general public, especially younger people, about important issues. This should be considered for REDD in Vietnam.

Through university networks and local schools in pilot communities, opportunities exist for REDD to promote itself through competitions.

For example, a poster competition for primary school children could be conducted, with the children to answer, "What does the forest mean to them?"

At university level, students could be asked to put together a 3-minute video Public Service Announcement emphasising the importance of forest conservation to combating climate change. The entries and winner could be highlighted on the REDD website, with first place winning a video camera. If possible, and if the quality is high enough, a deal could be done with a TV network to show some of the videos and discuss the relationship between deforestation and forest degradation and climate change, highlighting REDD in the process.

In collaboration with a newspaper, a writing competition about the importance of forests and acting on climate change could be conducted, with the winner published in the newspaper.

These competitions will raise awareness about REDD to specific audiences – schoolchildren in local communities; university students; and the educated. They will also provide content for the REDD website and will provide insight into what everyday Vietnamese people think about forests and climate change.

This idea was warmly received when raised with provincial Government officials and leaders of local villages. There was universal acknowledgement that directing messaging towards children was an important element of raising awareness about REDD+.

REDD champion in Viet Nam

Something to consider for the UN-REDD Programme is whether to identify and approach a high profile Vietnamese person to become a champion of REDD+ in the media.

This method of promoting initiatives can be highly successful. Globally, Angelina Jolie has raised the profile of UNHCR; tennis player Maria Sharapova is a UNDP Goodwill Ambassador.

In the Vietnamese context, a recent series of anti human-trafficking concerts used former Vietnamese Idol winner Ha Anh Tuan as their ambassador. This helped increase media coverage of the event, highlighting the dangers of people trafficking.

Choosing an effective champion is difficult. Care must be taken – do they appeal to key target audiences - and a plan developed about how best to use them. If someone can be found who has a genuine passion for REDD, is well known, capable in front of the press, and would be an asset for the initiative, then this could be considered.

Implementation of UN-REDD strategy

This strategy is for implementation over the next 18 months of the UN-REDD Programme. However, wherever possible, its activities should also be integrated into the work being done by the Government of Viet Nam in the area of climate change. Although UN-REDD will finish at the end of 2011, REDD will continue. Therefore, integration of activities is essential for ensuring that awareness raising about the importance of REDD in Viet Nam and its role in combating climate change persists past the end of 2011.

There are a number of activities that should be pursued in this regard as REDD is rolled out nationally, including: the training of local REDD facilitators; the set-up of a local REDD network; and REDD training for Government officials at national, provincial and district level.

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. This linkage of REDD activities with Government action should be a priority of the UN-REDD Programme.

The strategy should be implemented by the UN-REDD national consultant on awareness raising and communications. This would ensure that a full-time officer, who is directly overseen by the Programme Management Unit in Hanoi, focuses on the strategy.

This oversight is important. Some strategies are handed over to public relations companies to run. This cannot only be expensive, but it can also become difficult to keep track of progress. Having a designated UN-REDD officer removes this concern. Outside companies, national and international contractors, may be required to support the implementation of the strategy on occasions – for example, in the editing of a PSA, the running of a conference, or the training of facilitators – but responsibility for the strategy's outputs should remain with a UN-REDD officer.

To help ensure the success of the strategy's implementation, linkages should also be sought with a number of other initiatives taking place in Viet Nam regarding climate change.

For example, the University of Water Resources is developing a training programme on climate change for MARD officials. UN-REDD should actively engage with this initiative, seeking a REDD+ component to this training. This would ensure that MARD officials have increased awareness about REDD+.



The CBCC initiative is another program that UN-REDD should engage with. It is currently developing a communications strategy for Viet Nam. This will include communicating with local communities and therefore could prove useful for UN-REDD Programme activities. The CBCC has also held an awareness raising conference for journalists on climate change and are considering holding another one later in 2010. This provides a strong opportunity for UN-REDD to learn lessons from CBCC and combine resources for another conference, if the CBCC is interested.

The National Target Program for Climate Change (under MARD) is also developing a communications strategy, while the Centre for People and Forests (RECOFTC) is also actively communicating about REDD+, as well as the FPIC process.

Close contacts should be made with these organisations and linkages found. This could prove invaluable for raising awareness about REDD+ in Vietnam and it could result in the better utilisation of financial resources.

Another area where the UN-REDD Programme should be active is in trying to link its events and announcements with days of national or international significance. In particular, the Programme should seek involvement in events surrounding Vietnam Forestry Day in November. In September and November, there will be COP16 negotiators' training. UN-REDD should ensure that it has a voice at this training.

The MONRE Climate Change Office (CCO) is the coordinating body for combating climate change in Viet Nam. It also supports the dissemination of information about climate change to other line ministries and industry sectors. Therefore efforts must be made to work with the CCO to raise awareness about REDD+ across the Government.

UNEP Outputs

For each UNEP output – 1.5; 1.5.2; 2.4.2; and 2.4.3 – there are specific activities that need to be undertaken. These activities and the budget for them are outlined in the attached Communications Strategy Implementation Plan. A timeline for these outputs is also attached to this strategy. But in summary, the following work is expected:

1.5.1 – Identification of lessons likely to be of relevance internationally

A national consultant will identify lessons learned in close consultation with the UN-REDD team. The consultant will also be involved in, and gain input from, workshops that will review lessons learned, which are being conducted by UNDP.

1.5.2 – Preparation of appropriate learning materials (based on advice and support provided through the global component of UN-REDD)

The national consultant will compose lessons learned into necessary documents and brochures, which can be used for further dissemination. The consultant will work closely with UN-REDD in Viet Nam and UN-REDD globally to identify where it is best to showcase these materials. The consultant will also support the presentation of lessons learned at the training of COP 16 negotiators being held in Viet Nam in September and November 2010.

2.4.2 – Preparation of awareness-raising materials such as posters, pamphlets, radio programmes, etc



The national consultant for communications and awareness raising will implement this output through various activities.

These include:

- preparing a public service announcement for TV and Radio broadcast;
- producing and updating posters and pamphlets for local communities;
- producing videos for the REDD website and key stakeholders on REDD+ in Viet Nam and other issues of interest;
- keeping the REDD website updated;
- writing op-eds for UN-REDD for Viet Nam press;
- producing media releases as required;
- preparing monthly reports for high-level ministerial meetings and quarterly newsletters for members of the REDD-network, as well as preparing information for PEB members.
- investigating the use of radio programmes to provide key messages to local communities.

2.4.3 – Organization of awareness raising events

This output will be also be implemented by the national consultant for communications and awareness raising. However, some of the activities under this output include conferences, workshops and training, which are conducted by the FAO and UNDP. The national consultant will be involved in supporting and promoting these events when necessary, but not in their organisation.

Activities to be conducted under this output include:

- A conference for relevant journalists about REDD+ in Viet Nam;
- Video, writing and poster competitions for school children and university students regarding REDD+ and forests in Viet Nam;
- Investigating the possibility of a REDD+ Champion in Viet Nam to promote REDD+ across the country;
- Numerous conferences, trainings and workshops raising the profile of REDD+ in Viet Nam and building the capacity of people likely to implement REDD+ in Viet Nam
- Training of local REDD+ facilitators;
- Seminar for local REDD+ stakeholders and the creation of a local REDD+ network.



Conclusion

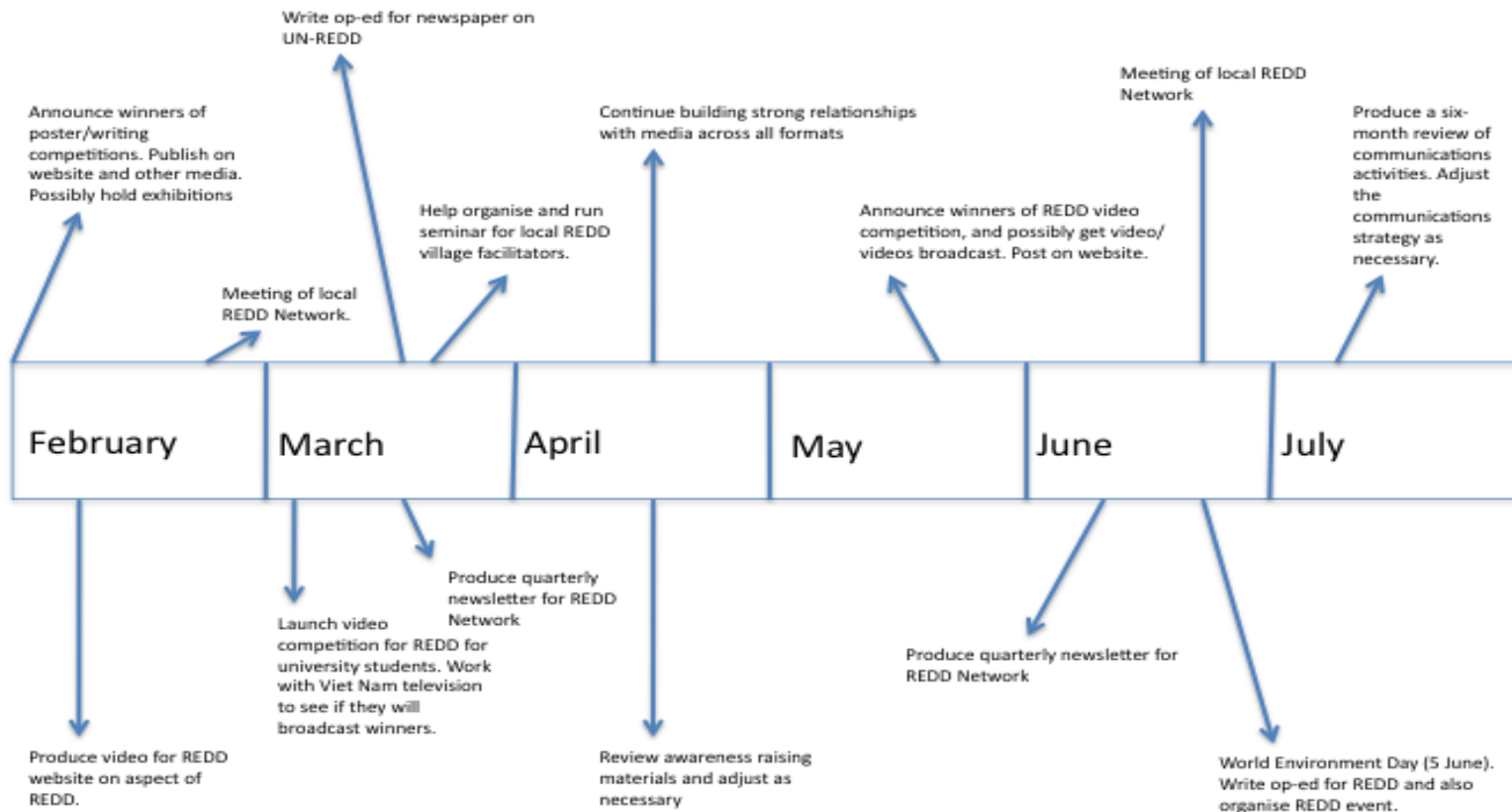
This strategy is designed so that it can be implemented until the end of the UN-REDD Programme in Viet Nam in 2012. It provides a framework for action, while also setting out measurable targets for performance. With the strong commitment of the Government of Viet Nam to REDD+, there should not be a lack of interest in the work of REDD+ in Viet Nam.

While there is overlap in how the key audiences will be targeted, there are also specific mediums that will work best for certain groups. For example, most Government officials (national, provincial, district) will receive their knowledge through conferences, training and workshops. For local pilot communities, direct messaging through village meetings, DVDs, loud speakers, and posters would be preferred. The mass media will be the best way to inform the general public about REDD+, as well as through competitions and PSAs. While for the international community, a suite of lessons learned materials will be developed for dissemination at international conferences and forums.

If properly implemented, it should raise awareness about the UN-REDD Programme and REDD+ in Vietnam - across the Government, within local pilot provinces at provincial, district and community level, in the media, within the forestry sector, the general public, and the international community.

Timeline – UN-REDD Awareness Raising and Communication Strategy





Activities	Further Activity Detail	Target Audience	Timeframe (10/11)				Message	Agency/Implementing Partner
			Q3	Q4	Q1	Q2		
1.5.1 Identification of lessons likely to be of relevance internationally	<p>The Identification of lessons-learned will be conducted by a national consultant in collaboration with the UN-REDD team.</p> <p>Organization of workshops to review lessons learned. (Output 1.1) - make sure necessary materials are provided.</p>	International Community; Donors					What is UN-REDD doing in Viet Nam?; How can UN-REDD experience in Viet Nam help other countries?	<p>UNEP</p> <p>UNDP; MARD</p>
		Government Officials	TBC					
1.5.2 Packaging lessons learned into information materials & activities (based on advice and support provided through the global component of UN-REDD) - Video Clip for side event at COP15	<p>Composition of lessons-learned documents/brochures by national consultant - this should include a video presentation that can be provided to UN-REDD HQ for further dissemination.</p> <p>Dissemination of lessons-learned documents/brochures at conferences; provided to international forums; and posted on UN-REDD website.</p> <p>Presentation of lessons learned materials to training of COP16 negotiators in December 2010</p>	International community and donors; media						<p>UNEP</p> <p>UNEP</p> <p>TBC</p>
		International community and donors; media						
		International community and donors; national government; media						

<p>2.4.1 Assessment of awareness-raising needs, groups and opportunities</p>	<p>FPIC process already undertaken, which had useful insights into the communication needs of local communities.</p> <p>Consultations done with Government officials, communication professionals, and climate change initiatives in Viet Nam</p>								
<p>2.4.2 Preparation of awareness-raising materials such as posters, pamphlets, radio programmes, etc.)</p>	<p>Preparation of a Public Service Announcement - TV and Radio - a review of vision already filmed; a new script developed; and investigation of television and broadcasting cost. Make one for a general audience and a more specific one for local communities. Make copies of both announcements on DVDs to disseminate to local communities and national and local government officials</p> <p>With the help of UN-REDD PMU, prepare monthly reports for MARD and MONRE high-level departmental meetings on UN-REDD activities.</p> <p>Produce and update, as required, posters and pamphlets being used to promote REDD in local communities. Messages should include what is REDD; why is it important and how can people get ready for REDD. Some of these may be sourced from REDD+ HQ, some should be done in Vietnam. Brochures for forest sector should also be considered</p>	<p>General public; Government; Local communities; media; forest sector</p> <p>Government; Provincial and District Governments.</p>					<p>What is climate change? What is REDD? How will UN-REDD help Vietnam? Simple messages about UN-REDD and what it's doing in Vietnam</p>	<p>UNEP</p> <p>UNEP</p>	
	<p>Local communities; forest sector.</p>								<p>UNEP</p>

	<p>Produce videos for the UN-REDD website and for key stakeholders about what UN-REDD is trying to achieve in Viet Nam; why it's important; and what are the benefits that flow from it; and what can communities do to get ready for REDD. These can be copied and disseminated to interested parties.</p>	National and Local Government officials; media; local communities; forest sector						
	<p>Investigate the use of radio in local communities and whether it is worthwhile producing radio programmes about REDD+</p>	Local communities; Local government officials						UNEP
	<p>Keep the website updated of what is happening with UN-REDD in Vietnam - this includes pictures; field reports; media releases; and videos on matters of importance to UN-REDD.</p>	Government; key stakeholders; media; and general public; forest sector						UNEP
	<p>Op-eds on UN-REDD; deforestation; forest degradation; lessons learned; impact of climate change; affect on local communities - at least one a quarter.</p>	Media; Government; General Public						UNEP
	<p>As required, produce media releases for issues of significance for UN-REDD and REDD+ in Vietnam - this may include conferences held; interesting results found; or highlighting particular events.</p>	Media						
	<p>Investigate whether brochures/posters/videos can be easily translated into local ethnic languages</p>	Local Communities						

<p>2.4.3 Organization of awareness-raising events</p>	<p>Competitions highlighting and raising profile of UN REDD - video/poster/writing. The poster competition should be aimed at school children in local communities. The question could be <i>'what do forests mean to you?'</i> Or <i>'what can you do to protect forests and reduce climate change'</i>. There could be an exhibition of posters in the local communities, with the winners announced a ceremony. The winner highlighted on the website, with the poster possibly used as an advocacy tool. The video competition should be aimed at university students, with them asked to put together a short 3-4 minute video about <i>what forests mean to them and how will REDD help lessen climate change</i>. Contact should be made with Vietnamese TV to see whether they would show the winner and a selection of the videos, helping raise awareness about REDD. The writing competition could be run in conjunction with a newspaper, with people being asked to write 500 words on <i>the importance of forests and REDD to reducing the effects of climate change</i>. The winner could have their essay published in the newspaper. The information produced through these competitions could be used in promotional material and an exhibition of all winners and entrants could be had at an appropriate time.</p>	Local communities; general public; government; media					<p>What do forests mean to competitors? How will REDD help preserve forests?</p>	<p>UNEP; media companies that may be interested in publishing/broadcasting the winners; schools and universities</p>
	<p>Investigate the feasibility of having a UN-REDD champion in Vietnam.</p>	General public; Government; Media; Local Communities					<p>What is REDD? Why is it important? What can people do to combat climate change?</p>	<p>UNEP</p>
	<p>Conference on UN-REDD for media - newspapers, TV, radio and magazines - investigate whether this can be co-organised with other like-minded organisations such as the CBCC.</p>	Media					<p>What is REDD? How does REDD help combat climate change? - an in depth conference on UN-REDD</p>	<p>UNEP; possibly CBCC;</p>

	Continued communication with UN-REDD network, including journalists, to keep them informed about UN-REDD work, key findings, meetings, conferences, and relevant information. This includes the production of a quarterly newsletter on UN-REDD activities to be sent to the REDD network.	Government; key stakeholders; forest sector					Information about REDD	UNEP
	Training of local village UN-REDD facilitators, who would conduct information sessions on REDD in local communities. This follows on from the FPIC process. The people chosen should be respected and considered leaders in the village.	Local communities						
	Continued engagement with journalists; opinion formers in Vietnamese media.	Media					Inform them about UN-REDD; keep them up to date with results;	UNEP
	Creation of local REDD-Network of relevant stakeholders at the provincial and district levels. This should include Government officials, unions, and village representatives.	Provincial and District Government officials; key local stakeholders; forest sector					Inform them about UN-REDD; keep them up to date with results;	UNEP
	Conferences, trainings and workshops							
	Training of MARD officials through University education program. Press release to announce; highlighted on website. Organization of workshops or other events to promote stakeholder buy-in regarding Reference Emission Levels, especially those stakeholders who are often marginalized - ethnic minorities and the rural poor. (Output 2.3)	Government officials					What is REDD? How does REDD help combat climate change?	UN-REDD; University of Water Management; and MARD
		Local communities; local government officials	TBC					FAO; MARD
		Government officials	TBC					Ensure that a basic rundown of REDD+ is provided as part of the workshop.
Training of government officials in analysis of data and formulation of reference scenario. (Output 1.2 - Reference Emission Levels)	Government officials	TBC						

	<p>Organization of workshops or other events to secure stakeholder endorsement of the benefit sharing payment system from national to local levels (Output 1.4)</p> <p>Organization of workshops or other events to secure stakeholder endorsement of district socio-economic and land-use plans. (Output 2.1)</p> <p>Training of local stakeholders (including district and provincial officials) in application of participatory C-stock monitoring methods (Output 2.2)</p>	<p>National and Local Government officials;</p>	TBC					UNDP/MARD
	<p>Workshops or other events to educate local (district and provincial) officials and stakeholders regarding the modifications to benefit sharing payments systems. (Output 2.3)</p>	<p>Local communities; possible media</p>	TBC					UNDP/PPC/DARD
		<p>Local government officials; local communities</p>	TBC					FAO/PPC/DARD
		<p>Local government officials</p>	TBC				Ensure that a basic rundown of REDD+ is provided as part of the workshop.	UNDP/PPC/DARD



UN-REDD Programme Style Guide

1. UN-REDD Programme logo

The UN-REDD Programme logo is composed of three distinct elements:



1. the name of the Programme "UN-REDD Programme"
2. the description "The United Nations Collaborative Programme on Reducing Emissions from Deforestation and Forest Degradation in Developing Countries"
3. the three logos of FAO, UNDP and UNEP

All official documents should carry all three elements of the logo. Elements 1 and 2 should be together, while element 3 can be placed at a distance from the other two.



2. Templates for documents, letters, reports and PowerPoint presentations

Templates for documents, letters, reports and powerpoint presentations are available on the UN-REDD workspace.

They are located under Documents, in the section Template, forms and guidance:

[http://www.unredd.net/index.php?option=com_docman&task=cat_view&gid=89&Itemid=53]

Please help us maintain consistency in all our documents by downloading the templates from the UN-REDD Programme workspace before working on your document.

To the extent possible, please type the information into the cover page and in the header, to avoid changes in formatting and text colour. The body text can be pasted into the document, but please ensure that the final version follows the formatting guidelines as outlined above in section 2.

3. Formatting

3.1 Fonts and paragraph styles

When formatting documents to be submitted to the Policy Board or other official use, please use the following formatting guidelines.

Text font: Calibri type, size 11

Document title: Calibri, bold, 28

Date: Calibri, regular, 14

Heading 1: Calibri, bold, 13

Heading 2: Calibri, bold, 11

Heading 3: Calibri, italics, 11

Heading 1 spacing: paragraph break below

Heading 2 and 3 spacing: single line break below

Line spacing: 1

Alignment: left

Indents: none

Colour: black



3.2 Section numbering

Sections should be numbered using numbers, not letters. For example:

- 1. Title, level 1
- 1.1 Subtitle, level 2
- 1.1.1 Subtitle, level 3

4. Editorial choices and spelling

4.1 Spelling

Follow spelling of the Oxford English Dictionary of British English, except for words that end in “zation” and “y/ize”. Example: organization, prioritize, analyze.

4.2 The UN-REDD Programme in the text

The UN-REDD Programme should always be referred to as one of the following two options:

- the UN-REDD Programme
- the Programme

UN-REDD Programme is reserved for the logo. It should not be used without the article “the” in the body text.

4.3 Dates

Dates should always appear in the following format: day month year: 23 October 2009 (not: 23rd October 2009).

4.4 Numbers and currency

Numbers from one to ten are spelled out in letters. Numbers above 10 are left in numbers.

Amounts in US dollars should be spelled “US\$” followed by the amount. Ex: US\$100.

4.5 Capitalization

When to use uppercase:



- Names of institutions (the UN-REDD Programme)
- Titles of publications, meetings or documents (ex: the UN Declaration on the Rights of Indigenous Peoples)
- Section titles (on the web or on the newsletter)

When to use all lowercase:

- Generic category of institutions or grouping of people (ex: civil society organizations; indigenous peoples; governments; non-governmental organizations)
- Titles of articles (newsletter, web)

4.6 Avoiding jargon in public information material

Always spell out an acronym the first time it is being used in a publication or article. Avoid using the acronym if it is repeated only once in the text after its introduction, except when the acronym is known to most of the audience (ex: UN-REDD; UNFCCC: COP15).

4.7 Quotes

Always include the full name and function/occupation of the person being quoted, no matter his/her rank or position in society. Always refer to the person with their last name and the prefix Mr. or Ms.

4.8 Bulleted lists

When using lists, remove punctuation after each item. Use lowercase when list follows the structure of a sentence. For example:

The UN-REDD Programme is guided by the following broad principles:

- gender equality
- environmental sustainability
- capacity development
- results-based management