



UN-REDD Programme Workflow Process for the Production of Information Materials:

This workflow process is designed to enable the production of information materials by the UN-REDD Programme that support the Programme’s strategic objectives and stakeholder needs and to ensure they are produced in a timely and effective manner. This process is also designed to facilitate coordination between the communications outputs of the various agencies and regions, and to enable effective support for promoting and publicizing those outputs.

- For this purpose, “information materials” are defined as those for *external* audiences, including: reports, brochures, research papers, knowledge products, technical papers, fact sheets, videos, banners, etc. produced with funding from the UN-REDD Programme and branded as UN-REDD Programme materials, whether produced directly by Programme staff, or by third party contractors.
- This process does not apply to any REDD+ related information materials produced by agencies with non-UN-REDD Programme funding – though it is recommended that these are shared with agencies to avoid duplication and to ensure consistent messaging across the agencies.
- This process also does not apply to any information materials produced by partner countries with support from the UN-REDD Programme.

Step 1: Prior to moving forward with the development of UN-REDD Programme information materials or engaging a consultant to do so, each agency must share the information in the form below either by using this form or an existing agency form -- this should be completed by the lead point person for the product and the respective agency Communications focal point:

For global-level public information materials, the concept brief must be provided to the relevant agency Communications/KM focal point for the UN-REDD Programme, who will then share with the inter-agency communications working group for review and inter-agency agreement on the content and endorsement of development of the publication, as well as the UN-REDD Programme Communications Officer for information sharing/promotion/etc.

For regional-level public information materials, the concept brief will be approved by the three agency RTAs in the region – with the agency Comms focal points copied on all related correspondences, and the concept brief shared with the UN-REDD Programme Communications Officer if global level information sharing/promotion/etc. is requested.

The review/comment period will be 10 working days. If no comments are received by an agency, it will imply agreement by that agency to proceed.

Step 2: Information materials should be produced using the UN-REDD Programme editorial style guide, which can be found [here](#) and approved UN-REDD Programme information materials templates available from the agency Communication focal points.

Step 3: Draft product is developed and approved by lead agency (with input/support as needed from relevant FAO/UNDP/UNEP communications and technical colleagues/UN-REDD Programme Communications Officer)

Step 4: The draft product is then circulated by the relevant agency Communications focal point to the Communications focal points of the other agencies, who will have 10 working days to review and provide feedback and agency approval – and is shared with the UN-REDD Programme Communications Officer for branding review. Failure to respond within 10 working days is interpreted to imply approval by that agency.

Step 5: Once approved, the information materials can be finalized and produced. Should an agency wish to review the final product prior to distribution, they must make this known to the product lead during the Step 4 review process.

Electronic final versions of all information materials should then be sent in a timely manner to the Communications Officer for inclusion in the Programme’s resource library.

*Please note, for scientific/technical papers written by consultants, contractors, or other third-parties, it is UN-REDD Programme staff, not external consultants or other third-parties, that sign-off on final content. This should be made clear in any contractual arrangement to avoid miscommunications.

Concept Brief template for Information Materials:

(*this or an agency’s own official form can be used)

Date:

Publication proposer and contact information:

Publication author:

Working title of publication:

Subject of publication (just a quick sentence or two):

Top three concepts or messaging that the publication seeks to communicate:

- 1.
- 2.
- 3.

Target audience (please be specific – e.g.: national level policy decision makers in Indonesia, attendees of COP20, general public visiting website, REDD+ practitioners in Congo Basin, etc.):

Expectation for influencing this target audience with this publication (e.g. build capacity of Finance Ministry decision makers to integrate REDD+ into their national economic plans, inform developing countries on process to access UN-REDD Programme modalities of support, build capacity of MRV practitioners in Latin America on allometric equations using experiences from the Latin American region.):

Publication type:

Report Policy Brief Info Brief Fact Sheet Other _____

Format:

digital only printed only digital and printed letter-size A4

For print publications, please describe dissemination plan including quantities:

Timeline:

- Please provide detailed production timeline (including research, drafting text, review, approval process, printing, translations, etc.):
- Date when final designed publication is needed to be ready for dissemination i.e. proposed launch date (e.g. COP, PB meeting):

Final Approval (can be done via email, but should be formally captured):

For global-level information materials:

The Communications/KM Working Group will endorse the development of UN-REDD Programme Information Materials. For very high-profile materials, and where interagency agreement is not possible, the Management Group will provide approval.

For regional-level information materials:

The three agency RTAs in each region, will together approve all regional-level information materials. Support can be provided by the Communications/KM Working Group as needed.