



Cambodia's National Adaptation Plan: Communication Strategy



July 2018

National Council for Sustainable Development

Kingdom of Cambodia

July 2018

Recommended citation format:

GSSD 2018. Cambodia's *National Adaptation Plan: Communication Strategy*.

General Secretariat of National Council for Sustainable Development/Ministry of Environment,
Kingdom of Cambodia, Phnom Penh.

Published by:

General Secretariat of National Council for Sustainable Development/Ministry of Environment,
Kingdom of Cambodia

© 2018 Department of Climate Change, General Secretariat of National Council for Sustainable Development/Ministry of Environment, Kingdom of Cambodia. All rights Reserved. No part of this publication may be reproduced or transmitted in any form or by any means without the permission of the copyright holder.

Contact Information

Department of Climate change, General Secretariat of National Council for Sustainable Development/
Ministry of Environment

Morodok Techo Building, Lot 503, Sangkat Tonle Bassac, Khan Chamkarmon, Phnom Penh, Cambodia

Phone: (855) 23 218 370/640 3833/663 8370 | Fax: (855) 23 218 370

Email: cceap@online.com.kh | <http://camclimate.org.kh>

FOREWORD

While Cambodia is among the countries most at risk to the impacts of climate change, the country has made significant efforts to combat the effects of climate change. Lessons are being learned in planning and implementing climate actions and stakeholders are increasingly building their knowledge on climate change within their respective sectors. In order to further reduce the country's vulnerability in the medium to long term the Royal Government of Cambodia has initiated a process to implement its national adaptation plan (NAP).

The goal of the NAP process builds on the objectives set by the National Strategic Development Plan (NSDP) 2014-2018 and the Cambodia Climate Change Strategic Plan (CCCSP) 2014–2023, and focuses on strengthening and better integrating already ongoing processes. To be successful, the NAP process and climate change actions generally, need to be accompanied by effective communications that helps to define the issues at stake. This NAP Communication Strategy has therefore been developed with the objective of explaining the role that communication can play in support of the Cambodian climate change adaptation efforts. The NAP Communication Strategy was finalised in June 2018 to promote a common approach to communicate on ongoing and needed adaptation efforts in Cambodia.

By building on existing adaptation and communication efforts, as well as best-practices from other countries, this strategy sets out both long-term, continuous objectives as well as shorter-term communications actions on specific topics. Adaptation messages that can be used for a wide range of target audiences are suggested as well as specific messages for the key climate sensitive sectors. Target audiences and communication channels and tools are presented, as is implementation and follow-up arrangements.

On behalf of the National Council for Sustainable Development, we look forward to working with all stakeholders in implementing the NAP Communication Strategy and NAP priority actions. I would like to express my appreciation to the Department of Climate Change (DCC), General Secretariat of the National Council for Sustainable Development, for taking the lead in the development of this important strategy. My sincere gratitude also goes to the Climate Finance Readiness Programme, implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), and financed by the United States Agency for International Development (USAID), for their technical and financial support.

Dr. Tin Ponlok
Secretary General
the National Council for Sustainable Development

Contents

FOREWORD	II
1. BACKGROUND	1
2. INTRODUCTION	1
3. CAMBODIA'S NATIONAL ADAPTATION PLAN	2
4. STRATEGIC COMMUNICATIONS AND LESSONS-LEARNED	4
5. CAMBODIA'S STRATEGIC FRAMEWORK FOR NAP COMMUNICATIONS	6
5.1 COMMUNICATIONS OBJECTIVES	7
5.2 PRIORITY AUDIENCES	7
5.3 INTERNAL AUDIENCES	7
5.4 EXTERNAL AUDIENCES	7
6. KEY MESSAGES	8
6.1 UNIVERSAL MESSAGES	8
6.2 SECTOR-SPECIFIC MESSAGES	9
7. CHANNELS FOR COMMUNICATION	9
7.1 CONNECTING MESSAGES, AUDIENCE AND CHANNELS	10
7.2 IMPLEMENTATION AND FOLLOW-UP ARRANGEMENTS	10
7.3 TO MEASURE IMPACT	10
8. CONCLUSION	10
ANNEX 1: SECTOR SPECIFIC MESSAGES	11
ANNEX 2: SHORT-LIST OF PRIORITY NAP COMMUNICATIONS ACTIONS	14

1. Background

This communications strategy was produced as part of the National Adaptation Plan (NAP) process in Cambodia with support from the Climate Finance Readiness Programme (CF Ready). In cooperation with the Department of Climate Change (DCC) of the National Council for Sustainable Development (NCSD), CF Ready is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) in cooperation with and co-financed by the United States Agency for International Development (USAID).

2. Introduction

Cambodia is situated in the tropical zone and has a coastline of 435 km. Its topography is comparable to a bowl: surrounded by hills and with the Tonle Sap Great Lake in the middle. The country is prone to extreme climate events, in particular floods, droughts, tropical storms and vector borne diseases. In coastal areas, it is exposed to sea level rise and severe impacts from storm surges. Rising temperatures lead to increased frequency and intensity of extreme weather events in a fragile socio-economic context. The country's climate vulnerability results in loss and damage to human life, livelihoods and the national economy. Cambodia is ranked 13th in the Global Climate Risk Index¹ (1995–2015) and 8th in the World Risk Index in 2016².

Having ratified the United Nations Framework Convention on Climate Change (UNFCCC) in 1996, Cambodia has actively participated in the international community's effort to address climate-related issues. In 2006, Cambodia was one of the first countries to submit their national adaptation programme of action (NAPA) to the UNFCCC. The NAPA focused on 'urgent and immediate' needs and will now be complemented by the NAP process, which aims to meet the medium- and long-term adaptation needs. In doing so, the Royal Government of Cambodia is also meeting its commitments under the UNFCCC Cancun Adaptation Framework. Cambodia has also submitted its first and second³ national communication as well as its nationally determined contributions (NDCs) to the UNFCCC. In all major respects, the Royal Government of Cambodia is following the technical guidelines of the Least Developed Countries Expert Group (LEG) in developing and implementing its NAP process.⁴ This process entails all four key elements of the NAP process, including laying the groundwork, working on preparatory elements, developing implementation strategies and setting up reporting and monitoring frameworks. Cambodia's NAP process was institutionalised in 2014, and adaptation is progressively taking a more prominent role in the government's policy agenda.

While the NAP process is already underway in Cambodia, communicating the NAP to government ministries and other stakeholders is made more complicated by the fact that there are many existing climate adaptation related policies and mechanisms. Other international climate change mechanisms such as Cambodia's NDCs which have adaptation elements are also being implemented in the country adding to the complexity of the NAP process. In order for the NAP process to be successful it is vital that it is accompanied by an effective communications strategy that helps to define the NAP process for a range of key stakeholders. Ultimately, the strategy seeks to explain the role that communication can play in support of the NAP. It identifies a set of communication priorities that will assist the Government of

¹ <http://http://germanwatch.org/en/download/16411.pdf>

² <http://weltrisikobericht.de/english/>

³ http://unfccc.int/essential_background/library/items/3599.php?rec=j&preref=7827#beg

⁴ <http://unfccc.int/nap>

Cambodia achieve its national adaptation objectives. The main objective of the strategy is to:

“influence key stakeholders to be proactive players on the implementation adaptation actions, as prioritized in Cambodia’s Climate Change Response (documents including NSDP, CCCSP, CCAPs), thus helping to mobilize resources and scale up implementation, as well as increase knowledge.”

In addition to in-country consultations with key stakeholders, the strategy draws on relevant climate change strategies and frameworks in Cambodia as well as previous and ongoing communication activities by the Government of Cambodia. The strategy also takes lessons from other countries NAP communication efforts and experiences.

The strategy begins with a short overview of Cambodia’s climate change adaptation policies and plans, and the country’s NAP process. This is followed by a description of the role that communications will play in supporting the NAP. Next, the core components of the communications strategy are presented: its objectives, key messages, and audiences. The strategy concludes with an annex for sector specific messages and an annex of suggested priority actions for implementation. The messages and the list of actions are not exhaustive; the communications strategy, as with the NAP process generally, will need to be reviewed and continue to evolve over time.

3. Cambodia’s National Adaptation Plan

The goal of the NAP process builds on the objectives set by the National Strategic Development Plan (NSDP) and the Cambodia Climate Change Plan (CCCSP) 2014–2023 and focuses on strengthening and better integrating ongoing processes. In order to fill the identified gaps and to operationalise the goal of the NAP process, a focus on the following strategic intervention areas is envisaged:

- inter-sectoral coordinated implementation: Opportunities for coordinated implementation include: capacity development on climate change adaptation and financing at national level; development and implementation of data management systems, etc.;
- data systems and analyses: Harmonisation/standardisation of data processing, modelling, projections, vulnerability assessments and the use of geographic information systems (GIS);
- systematic financial support: establishment of a function to match financing needs with sources;
- capacity development and vertical mainstreaming linking national and sub-national levels: support measures such as capacity development, advisory services, upscaling mechanisms and enhanced ownership at the local level;
- overall steering of implementation and evaluating effectiveness (monitoring and evaluation (M&E): establishment and operation of an overall M&E system to ensure a learning process for climate change adaptation;
- qualitative mainstreaming: integration of climate risks into the environmental impact assessment and climate-proofing of larger projects.

A NAP roadmap divided into three work-streams has been developed in accordance with these priorities. The figure below shows the work-streams with examples of planned actions.⁵ As can be seen from the table below, work-streams occur in parallel and some of them are iterative throughout the process.

⁵ The complete matrix with the three work-streams is available in the report Cambodia’s National Adaptation Plan Process, Stocktaking Report and Recommendations for a Roadmap for Advancing Cambodia’s NAP Process.

Timeframe	Workstream I Planning, establishing and steering the national adaptation plan (NAP) process	Workstream II Implementing the NAP process	Workstream III Review and learning
Short term, 2014–2015	Example of action: Launch the NAP process at the national level	Example of action: Establish mechanisms and standards for vulnerability assessments and climate change mainstreaming	Example of action: Set up monitoring and evaluation (M&E) system for adaptation to climate change
Medium term, 2016–2018	Example of action: Review inter-sectoral implementation programmes including lessons learned and initiate feedback into the NAP process	Example of action: Disseminate results from vulnerability assessments and train users in applying vulnerability assessment data	Example of action: Analyse, publish and disseminate results from inter-sectoral implementation programmes
Long term, 2019 and beyond		Example of action: Systematically mainstream adaptation in the development of National Strategic Development Plan 2019–2024	Example of action: Perform a review on the steering and cooperation mechanisms within the NAP process

Figure 1: NAP Workstreams

Short-term actions (2014–2015) include most of the preparatory work needed to establish a functioning NAP-process and setting the framework for implementation and continuous learning. Examples of short-term priorities include setting up mechanisms for vulnerability assessments, creation of inter-sectoral coordination mechanisms, data systems collection set-up and to start mobilising resources for implementation of adaptation measures. In all major respects, the short-term actions have now been implemented in Cambodia.

Medium-term efforts (2016-2018) would focus on implementation of the NAP process by using and building upon the structures and tools set-up during the first phase. Several topics would be included during this phase such as conducting vulnerability assessments, upscaling of adaptation pilot projects and dissemination of results to stakeholders. As projected, Cambodia currently largely remains in this medium-term phase of the NAP-process.

Longer-term endeavours (2019 and beyond), which are estimated to be implemented from 2019 and beyond, will still focus on implementation of NAP-priorities but with an increased emphasis on review and learning, as well as adjustment of established processes and arrangements. Some of the foreseen features of the longer-term efforts would be to mainstream adaptation into long-term development planning, budgeting and monitoring systems, as well as to review and adjust the NAP process.

As mentioned above, thematically the NAP builds on the CCCSP which outlines 8 strategic objectives, namely:

1. To promote climate resilience through improving food, water and energy security;
2. To reduce sectoral, regional, gender vulnerability and health risks to climate change impacts;
3. To ensure climate resilience of critical ecosystems (Tonle Sap Lake, Mekong River, coastal ecosystems, highlands, etc.), biodiversity, protected areas and cultural heritage sites;

4. To promote low-carbon planning and technologies to support sustainable development;
5. To improve capacities, knowledge and awareness for climate change responses;
6. To promote adaptive social protection and participatory approaches in reducing loss and damage due to climate change;
7. To strengthen institutions and coordination frameworks for national climate change responses; and
8. To strengthen collaboration and active participation in regional and global climate change processes.

Building institutional capacity and utilizing science-based solutions to address climate risks are common themes running through the CCCSP and other overarching national policy documents. Within the framework of the CCCSP and the NAP, line ministries have also prepared Sectoral Climate Change Strategic Plans supported by actionable Climate Change Action Plans (CCAPs), where the majority of the planned actions are adaptation focused. A Cambodia Climate Change Financing Framework (CCCCF), covering both adaptation and mitigation, was finalised in 2015 to promote a common approach to defining climate financing and to assess its current level and prospects for future financing. A targeted NAP Financing Framework and Implementation Plan (NAPFF) was launched in 2017 with a specific aim to increase the possibilities for Cambodia to access additional adaptation financing. Cambodia's NDCs under the UNFCCC also highlights the NAP as one of four strategic priorities in planning and implementation of the NDC process.

Institutionally, the Cambodian landscape for climate change has advanced tremendously in recent years. The 2015 establishment of the NCSD shows the strong commitment of the government to climate change responses. The NCSD is tasked with climate change policy formulation and guidance for Cambodia. The council consists of 63 members, covering 38 ministries, institutions and agencies, including capital and provincial governors.

4. Strategic Communications and Lessons-Learned

The value of communicating the NAP process is highlighted in several key documents, including the LEG Technical Guidelines. International experience also shows that NAP processes that are accompanied by an effective communications strategy can be more successful⁶. In Cambodia the need for improved communication was also highlighted in the NAP stocktaking report mentioned above.

But in order for the NAP communication to be successful it is vital that it is well-planned and strategic. In this case, *strategic communication* refers to an approach where organizations define both the 'what' and the 'how' of their communications. Strategic communications involve both long-term, continuous strategy as well as shorter-term communications campaigns on specific topics. Strategic communications can help support goals at different phases of the NAP process, including the planning stage, implementation stage, and the monitoring and evaluation stage.

Communicating the NAP to government ministries and to the wider public is complex. There are several existing adaptation and mitigation climate related policies which need to be coordinated jointly on the national level or within climate sensitive sectors. There are also already ongoing efforts and strategies to advance overall communication on climate change in Cambodia. Some of these are presented in the table below.

⁶ Ref sNAPshot paper on NAP communication

Strategy/policy documents
1. A Climate Change Education and Awareness Strategy: Under strategic objective 5 of the Cambodia Climate Change Strategic Plan 2014 – 2023.
2. Sectoral Climate Change Action Plan by the Ministry of Information
3. The Knowledge Attitudes and Practices (KAP) studies 1 and 2
4. Climate Change Knowledge Management framework supported by the CCCA
5. National and sectoral CC M&E frameworks
6. The 2017 NAP process document developed by NCSD/DCC with support from GIZ
7. Other existing communication resources from CC projects for example CCCA and SPCR.

Figure 2: Strategy/Policy Documents

Being the “engine” of climate related support to the NCSD, CCCA has developed a specific communications strategy. This already outlines some of the key messages as well as target groups. CCCA has already, or is in the process of, supporting NCSD/DCC in specific communications actions such as the productions and dissemination of policy briefs, promotion of policy relevant research, and general communication products on climate change. Other recurrent communication activities include knowledge sharing events, dissemination of a climate change newsletter and a regular update of the Cambodia climate change website. Other ongoing or planned communication efforts with a link to NAP communication includes SPCR’s “Knowledge Management, Communication and Dissemination Stakeholder Engagement Plan” and the project for “Generating, Accessing and Using Information and Knowledge Related to the Three Rio Conventions”.

The Knowledge, Attitudes and Perceptions (KAP) studies, from 2011 and 2016 respectively, also calls for some specific discussion here as they give a good picture on the public perception of climate change in Cambodia. It also gives some interesting recommendations which have an impact on communications on the NAP process:

- Enhance understanding of climate change and climate variability as the interrelationships between causes, consequences, impacts, adaptation and mitigation measures, as well as the linkages to sustainable development and poverty reduction.
- Focus awareness raising and public discourse on the connections between climate change and health and well-being, lives and livelihoods.
- Follow-up efforts to improve knowledge, attitudes and practices through:
 - mapping of priority areas and groups that most need help in improving knowledge, attitudes and practices
 - activities for raising awareness and building confidence among vulnerable groups in their ability to adapt to climate change
 - properly designed and well executed dissemination of climate change information at local levels.

The NAP process is designed to be flexible and adapted to each individual country context, so no two NAPs look the same. Communication around the NAP process therefore also differs between countries and it is important that the communications strategy relating to Cambodia’s NAP is specifically tailored to it. This being said, some lessons-learned and best practices should be taken into account⁷.

- Strong oversight and responsibility for delivering the communications strategy

⁷ Country examples include, Tanzania, the Philippines, Peru, St- Lucia, Austria and Cyprus

- Strong bodies needed to co-ordinate climate adaptation messages
- Communications approaches to engage wider audiences are very different from those for inter-ministerial communications.
- Very broad strategy lacks focus with too many complex and costly media channels proposed to communicate messages.
- Audiences not prioritized and defined well enough. Audiences for communications should be very carefully targeted.
- Messaging must be carefully crafted, and specifically tailored to each audience.
- Lack of sustained proactive communications efforts. Securing long-term resources and commitment for managing a website for the NAP process is a good way of ensuring that knowledge and information sharing is sustainable.
- Rotation and change of personnel in the area of communication which can negatively affect the management of the communication efforts
- There is a need to “translate” scientific knowledge in climate change into a language which is accessible and understandable to different audiences

5. Cambodia’s Strategic Framework for NAP Communications

Following the NAP focus on medium- and long-term efforts, this NAP Communication Strategy should also be seen in this perspective. Thus, while the overall contents and approach of the NAP communication is expected to remain the same over a longer period, the strategy will need to be regularly monitored and updated, not least the suggested priority communication actions. While revisions of the strategy are expected in order to be effective, Cambodia’s NAP communications strategy should continuously fulfill three basic requirements as shown in the figure below.

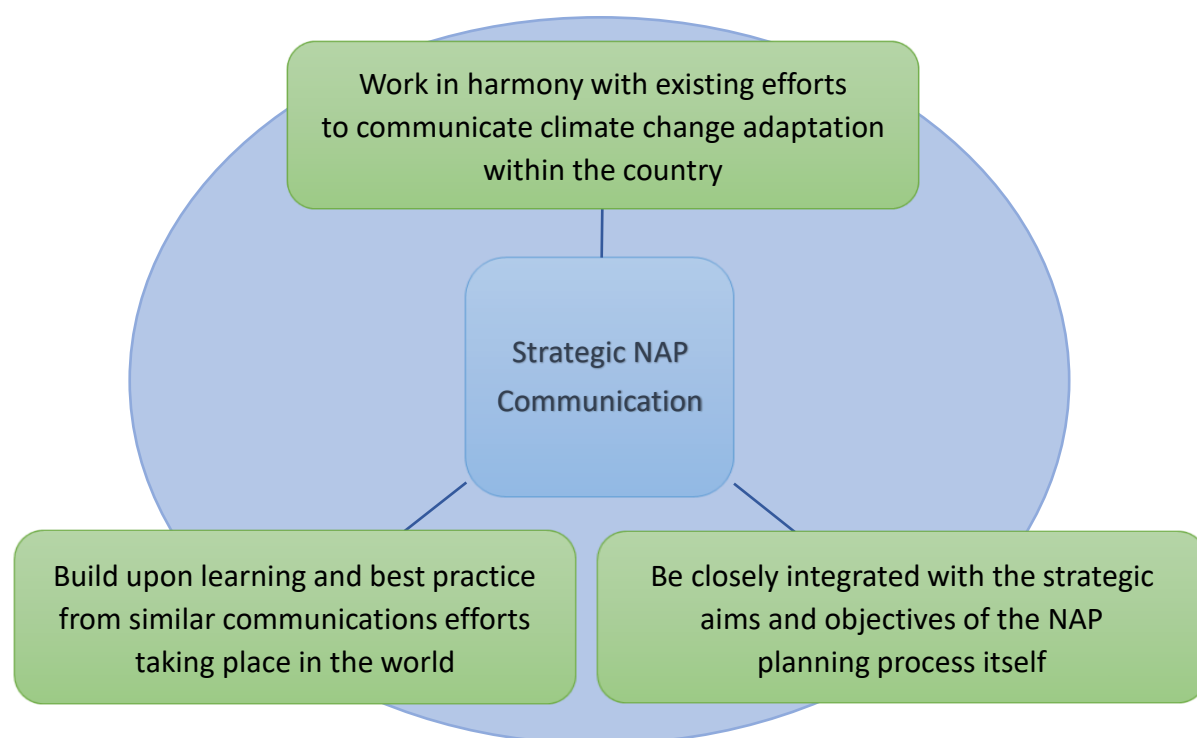


Figure 3: Strategic Framework for NAP communication

5.1 Communications Objectives

The overall objective of the NAP communication strategy should be to: “influence key stakeholders to be proactive players on the of implementation adaptation actions, as prioritized in Cambodia’s Climate Change Response (documents including NDCs, NSDP, CCCSP, CCAPs), thus helping to mobilize resources and scale up implementation, as well as increase knowledge.”

Taking into account Cambodia’s existing communications work on climate change, the lessons from other NAP communications around the world, and discussions with Cambodian stakeholders, the specific objectives of the communications in Cambodia should be:

1. To improve inter-ministerial knowledge and awareness on the NAP process including the NAP Financing Framework and Implementation Plan and the NAP Process Document, sharing of best-practices, updates on other existing strategies and policies, as well as strengthened data sharing and analysis.
2. To improve the awareness and emphasize the relevance of the NAP to key regional and local stakeholders, and to support the mainstreaming of climate adaptation into decision-making processes.
3. To showcase the progress made with and lessons learned from Cambodia’s NAP process on the international stage, to help facilitate the exchange of knowledge and best practice and encourage investment.

5.2 Priority Audiences

This communications strategy is focused on both internal and external audiences, mainly on national and international levels. The strategy aims to engage key stakeholders and to increase their understanding of the NAP process and to take actions to address adaptation, ultimately with the aim that communication on the NAP in the end will have a positive impact on local communities and individual citizens. The specific audiences are defined below but will partly change over time as each stage of the NAP process (planning, implementation, monitoring and evaluation) involve different actors to a greater or lesser extent. For instance, influencing high-ranking decision-makers may be a higher priority during the planning stage, while reaching international stakeholders may be a greater priority during NAP implementation. This being said, some of the priority audiences are presented below.

5.3 Internal audiences

Internally within the government, the priority audience are stakeholders with high-level political authority, as their ownership and ongoing role in implementing Cambodia’s NAP is critical to its success. Significant too are the policy, technical and planning/budgetary officials, and the climate change working groups in the key climate sensitive ministries as outlined in the CCCSP. Central ministries such as the Ministry of Economy and Finance and the Ministry of Planning can also be regarded as target audiences as they have an important role to play in the planning and resource allocation for the NAP. Sub-national administrations, including provinces districts/municipalities and communes/sangkats, would also be included mainly need to be reached at a secondary stage but also as specific audiences for certain communication activities. Finally, Cambodian academic institutions are sorted into this cluster.

5.4 External audiences

Externally, the focus for communications is two-fold; non-governmental stakeholders in Cambodia and international stakeholders.

- In Cambodia focus should be on those actors who can carry messages to the broader public, i.e. media, independent researchers, opinion leaders and civil society organisations. For specific sectors or activities, the private sector would also be a relevant audience.⁸
- Internationally the focus should be on stakeholders which can support implementation of the activities under the NAP, i.e. actors with a high interest and established engagement in climate change adaptation including international and bilateral donors.

6. Key Messages

The messaging must express the Government most important points about how climate change affects Cambodia and the role that the NAP is playing in the response. While the crafting of key messages is critical, the delivery of facts and messages will alone not generate interest and climate change action, a narrative that makes those facts meaningful to people is also needed. A narrative also ties together diverse messages, creating coherence opportunities for better cooperation and joint efforts between stakeholders. Also, messages do not necessarily be exclusive for the NAP process as such but can be common to the overall communication on climate change. Some messages will also be cross-cutting for all audiences (referred to as ‘universal messages’) while other messages will be primarily of interest to specific stakeholders. Regardless, messages need to be tailored to the audiences and be based both on audiences existing knowledge of climate change, and on the types of actions they can take to build resilience in the different sectors.

6.1 Universal Messages

Messages which are intended for all stakeholders should begin by explaining the concept of climate change *adaptation*. While many stakeholders will be familiar with climate change, the effects it will have in Cambodia are less well known. From there, messages should move to the actions needed. In other words, having identified the problem, messages need to also point towards solutions.

- Cambodia has played a small part in global warming, but the country is highly vulnerable to the impacts of climate change.
- People in Cambodia are already experiencing negative effects of climate change as a result of increased flooding and droughts, windstorms and sea-level raise. Climate change is leading to a loss of livelihoods and serious challenges to the overall socio-economic development and public health.
- The impacts from climate change are especially, but not restricted to, key sectors of the Cambodian economy and society, notably: agriculture, forestry, fisheries, infrastructure, water resources, coastal zones and human health.
- Together, Cambodia can prepare itself to face the challenges posed by climate change. This requires the commitment of individuals and institutions to adjusting both policies and practices, in all aspects of Cambodia’s society. All stakeholders have a responsibility to take steps to strengthen resilience to climate change.
- There is no single solution or approach to adaptation, but there are similarities across sectors and geographical locations. Sharing best-practices, learning by doing and coordinated processes including stakeholder involvement, can help support progress.
- Cambodia recognises the need for respecting the principles of the UNFCCC and is committed in fulfilling its National Determined Contributions in cooperation and with support from both national and international stakeholders.

⁸ While a larger public outreach campaign would be relevant to support NAP implementation, public outreach is here seen as an ongoing process. An alternative is to have a longer term, specific strategy for public engagement.

6.2 Sector-Specific Messages

In developing sector-specific messages it is recommended that consideration is given to the incorporation of *statistics*, *human interest stories* and *memorable phrases*. Statistics gives meaningful numbers that illustrate the scale of climate change impacts in the national context and the benefits of adaptation. Human interest stories provide real-life experience about individuals who are impacted by climate change which in turn makes adaption and climate change less abstract and more relatable. Memorable phrases (slogans and catchphrases) can help make the messaging more impactful. It should be noted that some internal stakeholders will only have a limited knowledge on the basic concepts of climate change and its impacts and messages needs to be developed accordingly. Seven climate sensitive sectors have contributed to the development of their specific messages (Annex 1).

- Agriculture
- Forestry
- Fisheries
- Water resources
- Human Health
- Infrastructure
- Coastal zones

7. Channels for communication

Given the diversity of audiences that need to be informed and engaged on climate change adaptation, a variety of traditional and new media, as well as other knowledge tools, will need to be used to communicate Cambodia's NAP and its adaptation actions. Communications channels should be chosen based on the types of media that are used by priority audiences.

For instance, if sectoral decision-makers are the priority audience, policy briefs or presentations in Khmer may be the most appropriate channels. If the audience is international, internet-based media will be more likely to reach audiences in different countries. In addition to traditional broadcast and print media, there are an increasing number of options for creating and distributing one's own media through new media channels such as social media, podcasting and blogging platforms.

This table below presents some of the channels and tools for communicating Cambodia's NAP:

NAP Communication Tools	Target Audiences
Policy Briefs	Internal and external audiences
Websites	Internal and external audiences
Workshops, stakeholder forums and consultation	Internal and external audiences in Cambodia
Social media, including Facebook, Instagram and You Tube	Mainly external audiences
Online and offline infographics and data visualization material	Internal and external audiences
TV and radio	Mainly external audiences in Cambodia
Newsletters	Internal and external audiences
Exhibitions	Mainly external audiences
Study tours to visit successful adaptation projects	Internal audiences
Publications and presentations during national and international conferences and forums	Internal and external audiences

Figure 4: Channels and Tools for Communicating Cambodia's NAP

In addition to the type of communication platform, the person or entity delivering the message is also critical. Messengers that are respected by the target audience will have more impact. To define and work with “climate champions” will give weight to the key messages.

7.1 Connecting Messages, Audience and Channels

Building on the strategic issues discussed above, a short-list of priority communication options is presented in annex 2. This list should not be seen as a final or exclusive list of actions but should serve as a starting point and inspiration for the future NAP communication.

7.2 Implementation and follow-up arrangements

While different stakeholders will have to be responsible for the implementation of the communication actions, it is crucial that there is an overall structure for regular review and monitoring of the communication strategy and its implementation. This should not be a stand-alone process but be linked to, and included in, national and international processes. These include the reporting requirements linked to the NDCs and the National Communications under the UNFCCC and the national and sectoral reporting which is carried out as part of the CCTWG. A communication work-plan, specific for the NAP or being part of the Cambodia’s overall communication on climate change, will be developed and followed-up annually as part of the CCTWG structure.

7.3 To Measure Impact

The impact of communications activities will be specific to the communications channels that are being used (e.g. for websites, the number of visitors may be the metric; for radio, number of listeners etc.). Public surveys, such as the KAP studies mentioned above, are also valuable in order to monitor progress. In any event, the NAP Communication Strategy need to be supplemented with an M&E plan, preferably as part of the overall climate change M&E process in Cambodia.

8. Conclusion

Experience shows that NAP processes that are accompanied by an effective communications strategy can be more successful. By building on existing adaptation and communication efforts, as well as best-practices from other countries, this strategy sets out both long-term, continuous objectives as well as shorter-term communications actions on specific topics. Adaptation messages that can be used for a wide range of target audiences are suggested as well as specific messages for the key climate sensitive sectors. Target audiences and communication channels and tools are presented, as is implementation and follow-up arrangements. Importantly, and as for the NAP process itself, there is no permanent solution to which how communication should be carried out. This strategy should be complemented by more concrete communication work-plans and be revised in the coming 3-5 years.

Annex 1: Sector specific messages

Agriculture

- Cambodia's agricultural production system is dependent either on rainfall or on the annual flooding and recession of the Tonle Sap Great Lake and around 80% of the Cambodia population is dependent on agriculture.
- With floods, droughts, disease, and a change in the monsoon regime, climate change can have negative effect on agricultural production
- Climate change is a threat to food security, livelihoods of farmers and to economic growth.
 - The agriculture sector is now taking steps to adapt to changes in climate and these must be scaled up rapidly.
 - Existing policies, practices and management efforts that are incorporating climate change impacts can serve as models for other efforts and ultimately enable communities to adapt to changing conditions.
 - Increased innovation, education and awareness raising for improving farmers adaptation capacities, better land management practices and sustainable irrigation systems are needed to ensure that the Cambodian farmers can keep pace with climate change.

Fisheries

- Cambodia's fisheries are directly affected by seasonal patterns of floods and droughts and fisheries have traditionally played a big role in rural livelihoods.
- An estimated 1 million Cambodians depend on inland fisheries for their livelihoods and a large proportion of the Cambodian population relies on fish as their main source of proteins.
- Climate change is having a negative impact on the habitat for fresh and salt-water sea life, increases ocean acidification, and ultimately decrease fish production.
- Climate change and is a threat to food security, livelihoods of fishing communities and to economic growth.
- Loss of fish means loss of life.
 - The fisheries sector is now taking steps to adapt to changes in climate and these must be scaled up rapidly.
 - Existing policies, practices and management efforts that are incorporating climate change impacts can serve as models for other efforts and ultimately enable communities to adapt to changing conditions.
 - Promoting aquaculture production systems and community managed fishery resources is critical.

Forestry

- Climate change is negatively affecting Cambodian forests which will be exposed to longer dry periods, particularly in areas located in the northeast and southwest.
- Low level forest is likely to be more impacted by high temperatures, underground water will be reduced and forest fires will increase.
- Intense rainfall in some areas can cause landslides and soil erosion, and there is a risk of loss of habitats and biodiversity.
- Forests play a significant role in traditional rural livelihoods and large proportion of rural communities relies on forest products and other forest services for their livelihoods.
- Loss of forest means loss of life.
 - The forestry sector is now taking steps to adapt to changes in climate and these must be scaled up rapidly.

- Existing forest policies, practices and management efforts that are incorporating climate change impacts can serve as models for other efforts and ultimately enable communities to adapt to changing conditions.
- There is a need to increase forest coverage, implement sustainable forest management practices, and promoting and improving the adaptive capacity of communities and restoring the natural ecology system to respond to climate change.

Water resources

- Climate change impacts Cambodian water resources as both water quantity and quality become negatively affected.
- During the dry season wells, ponds and streams become dry. During the rainy season an abundance of water risk increase the risk of floods causing damage to infrastructure and risks to human health and safety.
- A large share of the Cambodian population and is highly dependent on natural water for their consumption, and Cambodia is therefore particularly sensitive to potential changes in local climate and monsoon regimes.
- Without water there is no life.
 - The water resource sector is now taking steps to adapt and these must be scaled up rapidly.
 - Existing water resource policies, practices and management efforts that are incorporating climate change impacts can serve as models for other efforts and ultimately enable communities to adapt to changing conditions.
 - Increasing resilience and enhancing adaptive capacity on national and local levels provide opportunities to strengthen water resources management and plan for climate change impacts.
 - Increasing the use of pumping stations in responding to droughts, developing and rehabilitating flood protection systems, and promoting groundwater research in response to drought and climate risk are key priorities.

Human health

- Climate change negatively affects human health in Cambodia, directly through climate change related injuries and damages to public health infrastructure and to direct impacts of floods, typhoon and extreme heats.
- Due to climate change, indirectly changes can be seen in the geographical range and incidence of vector-borne diseases, water-borne and infectious diseases, malnutrition, and food insecurity.
- Vulnerable groups including children, elderly, disable people and chronic patients are especially at risk in Cambodia.
 - The health sector is now taking steps to adapt and these must be scaled up rapidly.
 - Public health actions, especially preparedness and prevention, can protect people from some of the impacts of climate change. Early action provides the largest health benefits.
 - Increased efforts to climate proof public health facilities and building capacity, on national and sub-national levels, on climate change impacts and adaptation strategies, are needed.

Infrastructure

- In Cambodia, the increasing occurrence and severity of floods exacerbated by climate change are resulting in high costs for the maintenance and upgrading infrastructure systems such as roads and irrigation.

- Climate change is a threat to livelihoods of urban and rural communities and to economic growth.
- Vulnerable groups, poor and remote communities are especially impacted from poor infrastructure systems.
 - Infrastructure stakeholders are now taking steps to adapt and these must be scaled up rapidly.
 - Repairing and rehabilitating existing road infrastructure and irrigation and ensuring effective operation and maintenance, taking into account climate change impacts is critical. Increased efforts to climate proof public infrastructure are needed.
 - Building capacity, on national and sub-national levels, on climate change impacts and adaptation strategies, are critical as is strengthening cooperation between the private sector and governmental actors in response to climate change.

Coastal zones

- Cambodian coastal resources already face a number of pressures, including over-fishing, over-exploitation of forest resources and mangrove ecosystems leading to increased erosion.
- Climate change adds to these existing challenges through sea level rise, shrinking arable land and decreasing availability of drinking water.
- Climate change is a threat to the livelihoods of coastal communities, especially to vulnerable groups, and to economic growth.
 - Coastal zones stakeholders are now taking steps to adapt and these must be scaled up rapidly.
 - Existing policies, practices and management efforts for coastal zones that are incorporating climate change impacts can serve as models for other efforts and ultimately enable communities to adapt to changing conditions.
 - Capacity building for sub-national levels on climate change impacts and adaptation strategies, to promote climate resilience of agriculture through building sea dykes in coastal areas, and preservation and restoration of mangroves, is needed.

Annex 2: Short-list of priority NAP Communications Actions

Communications Actions	Target Audiences	Communications Tools and Channels	Estimated resource requirements ⁹
1. Produce a government stakeholder engagement plan that examines gaps in human and institutional capacity in implementing the NAP and develops a roadmap to address them.	NCSD/DCC	<ul style="list-style-type: none"> Plan and report produced for internal use. 	<p>Time: Medium to high – approx. 200-250 hrs.</p> <p>Financial: Low to medium cost. Engagement plan might need to be built not only on interviews with key government staff and members but possibly on a more thorough capacity assessment.</p>
2. Increase baseline understanding of the NAP process within government ministries by distributing the Cambodian NAP document and the NAP Financing Framework and Implementation Plan.	<ul style="list-style-type: none"> All internal audiences¹⁰ 	<ul style="list-style-type: none"> Printed material (NAP document and NAP Financing Framework and Implementation Plan) Distribute Cambodia NAP document and NAPFF and Implementation Plan (both Khmer and English) 	<p>Time: Low</p> <p>Financial: Low to medium cost – printing and distribution of key NAP documents</p>
3. Design a visual policy map using data visualization tools and create infographics that clearly maps Cambodia's NAP landscape, policies, their goals, responsible institutions, the extent to which they have been implemented, how they link with each other.	<ul style="list-style-type: none"> All internal audiences 	<ul style="list-style-type: none"> Infographics and data visualization, including presentation on website and newsletter 	<p>Time: Medium: Approx. 200 hrs more if website version needed.</p> <p>Financial: Low – Main financial costs will be in consultation, design and printing costs.</p>
4. Run a series of workshops about the NAP process with each government ministry.	<ul style="list-style-type: none"> Sectoral ministries & departments 	<ul style="list-style-type: none"> Theme based workshops & roundtables 	<p>Time: Medium – 300-360 hrs. (Assuming 12 workshops) including preparation and delivery of workshops.</p> <p>Financial: Low – equipment and venue costs only.</p>

⁹ Estimation of man-hours and financial resources needed for the implementation of the activity.

¹⁰ Internal Audiences: High level government officials and politicians, technical and planning/budgeting officials, incl. CC Working Groups, Sub-national administrations, academia

5. Feed into and resource the upgrade of the www.camclimate.org.kh website and ensure that its content is well targeted, includes updated information for different target groups.	<ul style="list-style-type: none"> • Sectoral ministries & departments • Sub-National Administrations • NGOs • International donors and institutions 	<ul style="list-style-type: none"> • Website 	<p>Time: Medium –Uploading existing and new material</p> <p>Financial: Medium additional cost.</p>
6. Strengthen existing sub-national channels designed to inform and engage the sub-national levels on climate change issues and on the progress made in implementing the NAP.	<ul style="list-style-type: none"> • Sub-National Administrations • NCDD-S • NGOs 	<ul style="list-style-type: none"> • Multi-themed conferences (such as the annual Environmental Forum organized by MoE) • Theme based workshops & roundtables 	<p>Time: Medium – the time requirement is highly dependent on commitment of different stakeholders.</p> <p>Financial: Low cost.</p>
7. Targeted outreach using offline and online communications mechanisms.	<ul style="list-style-type: none"> • Sub-National Administrations • NGOs • Universities and research institutions • International institutions and donors 	<ul style="list-style-type: none"> • Information based updates and advisories through mailing lists • Newsletters • Fliers • Website • Social Media 	<p>Time: High – Ongoing outreach.</p> <p>Financial: Medium. Recommend very careful targeting as a way of keeping costs down.</p>
8. Increase the level of awareness and interest of international stakeholders of Cambodia's NAP by active participation at UNFCCC events and other international/regional events/forums. Highlight opportunities for investment in programmes and actions that are well targeted to international donors including funding of the NAP.	<ul style="list-style-type: none"> • Donors • Multilateral Development Banks • Implementing organizations • International research and advocacy organizations • International NGOs 	<ul style="list-style-type: none"> • Posters • Briefing notes • Conference stalls • Fliers • Presentations 	<p>Time: Medium</p> <p>Financial: Medium - Cost can be kept lower by identifying events that are already in the pipeline and collaborating with other planned event activities across government.</p>
9. Facilitate the sharing of best practice, knowledge and information between government departments through a network of sectoral NAP 'champions', based within ministries and who meet regularly to discuss climate	<ul style="list-style-type: none"> • Politicians • Sectoral ministries & departments 	<ul style="list-style-type: none"> • Theme based workshops & roundtables including knowledge sharing events • Training exercises • One-on-one meetings • Regular meetings of sectoral climate 	<p>Time: Medium</p> <p>Financial: Low cost (Training of trainers required)</p>

adaptation inside their own ministries.		change working groups	
10. Create a web-based tool for government decision makers (accessed through the www.camclimate.org.kh website) that shows progress on NAP within each department, actions were being taken within other departments, cross-sectoral overlaps, and best-practice lessons (consider using the already available institutional readiness indicators).	<ul style="list-style-type: none"> • Sectoral ministries & departments 	<ul style="list-style-type: none"> • Website 	<p>Time: Medium</p> <p>Financial: Medium</p> <p>Notes: This needs sustained engagement and will depend on the new design and development of the new website which is under construction.</p>
11. Develop a compelling business-case for investing in climate change adaptation focusing on opportunities for capital investment and financial returns, and highlighting possibilities of accessing finance streams from international climate finance mechanisms.	<ul style="list-style-type: none"> • Private sector organisations 	<ul style="list-style-type: none"> • Presentations • Meetings/conferences • Sharing climate change materials/ publications 	<p>Time: Medium –</p> <p>Financial: Low cost. Mostly desk based and joining already established private sector events.</p>
12. Enhance the capacity of media on climate change by developing a network of journalists that are trained in climate change, adaptation and resilience and improve their understanding of the NAP process.	<ul style="list-style-type: none"> • Media groups • Journalists 	<ul style="list-style-type: none"> • Meetings • Presentations • Roundtable discussions • Press briefings 	<p>Time: Medium/High – Ongoing commitment needed.</p> <p>Financial: Low Build onto existing network and trainings</p>

