



## WORKSHOP REPORT

# WORKSHOP

**“Sharing Knowledge on REDD+ Progress and The Way Forward in Vietnam”**



**HA NOI / BAC KAN 26 – 29 SEPTEMBER 2018**

## **About CIFOR**

*The Center for International Forestry Research (CIFOR) envisions a more equitable world where forestry and landscapes enhance the environment and well-being for all.*

CIFOR is a non-profit, scientific institution that conducts research on the most pressing challenges of forest and landscape management around the world. Using a global, multidisciplinary approach, we aim to improve human well-being, protect the environment, and increase equity. To do so, we conduct innovative research, develop partners' capacity, and actively engage in dialogue with all stakeholders to inform policies and practices that affect forests and people.

CIFOR's work is based on three pillars, all of which are essential for achieving our mission:

1. Research for impact
2. Capacity development
3. Outreach and engagement

CIFOR is proud to work with local and international partners. CIFOR is a CGIAR Research Center, and leads the CGIAR Research Program on Forests, Trees and Agroforestry (FTA).

Our headquarters are in Bogor, Indonesia, with offices in Nairobi, Kenya, Yaoundé, Cameroon, and Lima, Peru. Research in the six thematic work areas is underway in more than 50 countries.

## **About VTV**

### **TELEVISION OF VIETNAM (VTV)**

*Vietnam Television (VTV), a national television station under the Government of the Socialist Republic of Vietnam, is responsible for broadcasting television programs for transmission. It promulgates and disseminates the guidelines and policies of the Communist Party of Vietnam and the laws of the State of the Socialist Republic of Vietnam, and contributes to the educational, intellectual and recreational enhancement of Vietnamese people, living in Vietnam and abroad.*

- Established in 1970, VTV is a television station under the Government of Vietnam.
- Territory and satellite coverage in almost all regions of the world.
- 6 nationwide broadcast channels, 5 regional broadcast channels, and hundreds of pay TV channels.
- Over 120,000 hours of broadcasting and more than 15,000 hours of satellite broadcasting per year.
- 5 regional centers and 8 resident offices in Vietnam.
- More than 4,000 employees.
- Partner of nearly 30 television stations and over 10 international television organizations.

## **Background:**

### **Planning for GCS REDD+ Communications Activities**

**“Sharing knowledge on REDD+ progress and the way forward in Vietnam”**

**September 26-29, 2018**

Vietnam, after years of deforestation caused by illegal logging, land clearing and conflict, concerted forest conservation efforts in the 1990s and has since increased its forest cover.

Since 1992, Vietnam has emphasized forest protection and development, both through its laws and national government programs. Vietnam is also the first country globally to advance REDD+ implementation, where policies and measures in a national REDD+ strategy are demonstrated on the ground.

REDD+ (reducing emissions from deforestation and forest degradation) is a framework which aims to enhance global efforts to address climate change by providing incentives for developing countries to reduce greenhouse gas emissions from the forest sector.

The Center for International Forestry Research (CIFOR) study titled “**The context of REDD+ in Vietnam: Drivers, agents and institutions**” shows that forest cover in Vietnam is increasing, but with declining forest quality. This raises questions as to whether Vietnam will be able to benefit from REDD+ and the carbon market in the long run. Second, in contrast to other countries, REDD+ is a potential source of income in Vietnam that can contribute to both the national payments for environmental services (PES) program and to the national poverty reduction strategy. This presents an interesting case of how REDD+ can potentially contribute to domestic policies, revenue and trade-offs, if required. Third, the country’s strong leadership and the fact that the state manages all land can be used to examine how REDD+ might work in an authoritarian system of governance.

A revision to the new Law on Forestry (the Law) (composed of 108 articles arranged in 12 chapters) focuses on forest formation, with provisions ranging from forest management to forest development. The Law has the possibility to establish a stronger foundation to ensure that the implementation of REDD+ is carried out in the country in an effective and equitable way.

This revision not only contains the institutionalization of PES but also includes forest carbon sequestration and preservation; reduction of greenhouse gas emissions from deforestation and forest degradation; sustainable forest management; and green growth.

Also, for the first time, the Vietnamese government has formally recognized customary tenure as a legal entity. This recognition includes forest land and shifting cultivation areas, and highlights some of the challenges faced by ethnic minorities and local communities in getting customary land and forest tenure rights.

## **Communications and Outreach**

As part of Global Comparative Study on REDD+ research, CIFOR is implementing a knowledge-sharing strategy that provides policymakers and practitioner communities with the latest information on REDD+. This includes knowledge-sharing and lessons learned from relevant REDD+ activities in different countries.

The overall purpose is to disseminate REDD+ scientific discoveries to government communications officers, Vietnamese senior editors and environment journalists, which will enable dialogues and briefings between policymakers, researchers, government and communities.

## Key objectives:

- To share the latest CIFOR Global Comparative Study on REDD+ research with government communications officers, senior editors and environment journalists
- To inform government communications officers, senior editors and environment journalists of the latest policy developments of REDD+ in Vietnam, including benefit-sharing schemes
- To learn how to make a stronger foundation and connections between the Law and REDD+ implementation in the country
- To provide journalists with story ideas and pitches from the scientific presentations and field trip
- To help government communications officer disseminate the latest REDD+ information by providing a communications workshop, which will include an overview of how to craft a message and disseminate it to the media and the public. It will also cover the tools currently used to convey this information.

## **Scope:**

The activities in this workshop are designed to strengthen the role of REDD+ in the new Law, including potential scenarios for inclusion in climate change adaptive strategies. Senior editors, government officers and journalists will then share crucial scientific knowledge and research covered during the workshop that will be helpful for decision makers and practitioners at all levels involved in REDD+.

Split into four activities, this knowledge sharing will showcase REDD+ lessons learned. For example: What worked and what did not; why and what conditions made the difference; and what is necessary to make it work sustainably.

To promote communication in forestry, to raise awareness and share the knowledge about the role of forests in climate change and Vietnam's efforts in reducing emissions from deforestation and forest degradation and to show the way forward in Vietnam:

The Science and Education Department, Vietnam Television and the Center for International Forestry Research (CIFOR), in collaboration with Vietnam Administration of Forestry, organized the workshop on: “Sharing knowledge on REDD+ progress and the way forward in Vietnam”.

## ACTIVITIES:

The workshop on “Sharing knowledge on REDD+ progress and the way forward in Vietnam” is an opportunity to share about the role of the forest, in-progress and upcoming REDD+ activities in Vietnam, as well as the experience, lessons learned, opportunities and challenges in REDD+ implementation. Discussions revolve around how to promote communication in forestry in the context of climate change, and in support of the execution of the Target Program on Sustainable Forest Development for 2016-2020 and REDD+, and the Forestry Law.

### DAY 1 – 26 SEPTEMBER, 2018

The opening workshop took place at 9 a.m. on the 18<sup>th</sup> floor of Vietnam Television Center, 43 Nguyen Chi Thanh Street, Ba Dinh, Hanoi.

The event was attended by distinguished guests, including:

- Assoc. Prof. Dr. Pham Van Dien, Deputy Director of Vietnam Administration of Forestry



- Mr. Do Quoc Khanh, Head of the Science and Education Department, Vietnam Television

- Mr. Jeremy Van Loon, Team Leader of Outreach and Engagement, Center for International Forestry Research (CIFOR)



- Editors-in-chief, deputy editors, heads of TV departments, and news agencies' representatives from provinces like Hanoi, Bac Kan, Quang Nam, Hai Phong, and so on.

Coordinator:

Ms Ho Vinh Phu, Science and Education Department, Vietnam Television



1. Welcome remarks by **Mr Jeremy Van Loon, CIFOR:**

*CIFOR warmly welcomes chief editors from news agencies who are present at today's workshop, which is jointly organized by CIFOR, VTV and Vietnam Administration of Forestry. The workshop hopes to share knowledge on REDD+ and the challenges faced in REDD+ promotion in Vietnam.*

2. Welcome remarks by **Mr Pham Van Dien, Vietnam Administration of Forestry**

*At the workshop today, I will present the statistics on forestry production. Forestry exports reached \$8 billion in 2017 and \$9 billion this year. Having received its due attention, forestry is leading the way in coping with climate change.*

3. Welcome remarks by **Mr Do Quoc Khanh, Vietnam Television's Science and Education Department (VTV2)**

*As the largest station in Vietnam with 48 years in operation, Vietnam Television is committed to constant quality improvement and innovations. In this age of digital technology, as viewers are expecting 'smarter' programs, Vietnam Television is not only producing programs in the traditional way, but it is also focusing on promoting viewers' interaction through more creative content.*

*In recent years, VTV and Vietnamese news agencies have been concentrating on the communication of environmental issues and climate change*



*adaptation. With the vision of innovation for human's wellbeing, we hope to cooperate with the Ministry of Agriculture and Rural Development (MARD), Vietnam Administration of Forestry, and CIFOR to inform the viewers of REDD+ and the forest's values.*

Presentations at the workshop include:

- "Putting forest back on the agenda" – Dr. Pham Thu Thuy, CIFOR scientist.
- "Overview of REDD+ and the REDD+ program in Vietnam" – Ms Nguyen Thi Thu Thuy, Vice Director, State Steering Committee Office for the Target Program on Sustainable Forest Development for 2016-2020 and REDD+ implementation.
- "UN-REDD and forest transition in Vietnam" – Mr Nguyen Thanh Phuong, UN REDD



*These presentations can be found at:*

**<https://drive.google.com/drive/folders/106Xgwt9-8266SjSlxPIRaJvPB0RyNDCr?ogsrc=32>**

### **Discussion:**

**Mr Do Quoc Khanh, Head of VTV2:**

Prior to the workshop, I thought of Redd+ from a different perspective. Redd+ is not a money maker, but a program where our communication responsibility is huge. Mr. Nguyen Duc Phuc, an active member in forest protection, once said, "The forest is an open door, whose only key, if any, is our heart." From the perspective of REDD+ documentary production, I think we should tell a story about the process of forest protection. We have more than 4 million hectares of



planted forest and 10 million hectares of natural forest. However, 8.9% of the forest area has been destroyed. We would love to collaborate in making a film about Redd+ so that people develop a better understanding of agro-forestry.

**Mr Pham Hong Luong, Director of Planning and Finance, Vietnam Administration of Forestry:**

We want important points in forest development to be widely disseminated, and communication is a key role player in this. The word ‘forest’ often elicits forest fires, deforestation, and landslides, which generate a great public interest. However, we would like news and broadcasting agencies to spread inspiring stories and celebrate role models in forest protection.



We also wish to hear from different sources as to how to duplicate the successful models and improve policies.

**Mr Thanh Minh, Deputy Editor, Quang Nam Newspaper:**



Quang Nam is faced with many pressing problems related to forest. In carrying out our communication plans, we were met with the following challenges:

+ The development of hydropower dams at high densities has resulted in the high risk of deforestation, so our reporters had to find a way to approach and interview locals accordingly.

+ Another challenge is organizing feedback sessions about forest policies between the press and the authority.

**Mr Ly Ngoc Thanh – Head of Editorial Board, Natural Resources and Environment Newspaper**

Our newspaper has an entire section dedicated to climate change, and forest development in particular. We will make every possible effort to distribute essential knowledge to the public.



**Mr Hoang Thien – Head of Editorial Board, Bac Kan Radio and Television Station**



Bac Kan Radio and Television Station has long been cooperating with REDD+ in using communication to raise public awareness, and thus far, the results have been positive. There were no floods in the past two years. We have been broadcasting in minority languages, such as the Tay, Mong and Dao languages.

Nevertheless, the people here live off the forest, so forest exploitation is inevitable, but it is also necessary to create livelihoods opportunities for them. Another challenge is the unfavorable working conditions for journalists.

The first workshop ended on the same day at 1 p.m.

In the afternoon, CIFOR specialists and participating journalists travelled to Ba Be Ecolodge in Bac Kan.

**DAY 2: Workshop at Babe Ecolodge– 27 September, 2018**

## Workshop objectives:

The workshop raised the question of how local communities can live off the forest, and what communication can do to instruct them of forest preservation.



## Journalist Group:

The journalist group, consisting of 16 journalists and reporters from national and regional news agencies, discussed matters concerning forest preservation and development. The approach to forest and REDD+ storytelling, and reporting were also brought up for discussion.

**Mr Nguyen Van Dien** from the State Steering Committee Office for the Target Program on Sustainable Forest Development for 2016-2020 and REDD+ implementation shared about the overview of forestry and its progress. He also provided up-to-date information about the outcomes of the forestry practice, future policies and how growing large-diameter trees raises forest values. Public participation policies were also discussed.





**Dr. Pham Thu Thuy – CIFOR:**

International forest communication draws on every day, relatable stories.

In Vietnam, journalism is also people-centered.

International journalism also focuses on government’s policies on the conversion of natural forest for economic purpose, payments for forest environmental services, garbage fees, forest tenancy and pricing scheme.

The importance of mangrove forests is also an area of interest, according to Dr Thuy, citing a model in Hai Phong province. Without relying on governmental funding, the coastal communities here took the initiative in mangrove forest preservation, which is a great model to learn from.

**Ms Tran Thi Bich Lien – Deputy Head of the Culture and Society Department, Hai Phong Radio and Television:**

The development of mangrove forests remains the focal point of attention. There are two approaches of communication about this:

+ Propagating on the city’s behalf, which compromises attention to the impact on nature.

+ Inform people of forest transition.



**Dr. Pham Thu Thuy (CIFOR)** added that Australia’s budget scheme is worth learning, as budget is used for scientific research, instead of dealing with policies. Vietnam has a high rate of deforestation, especially in Cat Ba, where preservation cannot keep up development.

In his presentation to the journalist group, Mr. Nguyen Duc Mau from the UN REDD office in Bac Kan province shared valuable information about the overview of REDD and REDD+ implementation in Bac Kan’s communes.



Government Officer Group:

Vietnam Administration of Forestry's communications officers worked in small groups to design communication activities.

Group 1: The current situation of coastal forests and plans for future development.

Comments:

+ Mr Dien's presentation is highly communicative in delivering the Party's policies and development plans.

+ In spite of the detailed presentation, however, eye contact with the audience could be improved.



=> Instructor's comments: I appreciate your confidence in delivery. However, for local audience, simpler and more straightforward vocabulary would be appreciated, and hand gestures should not be overused.

## Group 2: Introduction of Hoa Binh Province



### **Ms Christi Hang – CIFOR Communications Officer, on Press Release Writing:**

A press release is the official written announcement directed at members of the news media.

It usually provides the media with the “who”, “where”, “what” and “why”.

A press release is written by a business or organization to inform the media of an upcoming event. It helps reporters write an actual news article about the events that are about to take place and may include pictures and embedded links.

Meanwhile, news articles are written by reporters and reflect the reporter’s subjective opinions.





\* Format of a press release:

- + Name and address of the business/ organization.
- + Headlines in bold emphasizing the event's importance.
- + Where the press release is written.



- + When it is written (to indicate whether it has just been released)
- + Key information is stated right in the beginning so that readers can easily find the most important points.
- + It answers the “who”, “what”, “when”, “where”, “why” and “how”

Question:

Who proofreads a press release?

A press release is usually issued by the communications officer of an organization.

**Ms Leona Liu: UN REDD communications officer**

Topic: “Why should we use visual storytelling for effective communications?”

+ Videography tutorial.

Question:

+ What are the current trends in communication?

There have been numerous changes in the communications practice today. For example,



television programs might be completely without sounds, left only with images and subtitles. However, all programs follow the same format. I will tell you the ‘common formula’ and some tips on shot size, which can create different effects on the audience. These are the basics that you can apply in your work.



Major media companies produce a wide range of products, from pictures to long videos. I am not suggesting that television is more effective than newspapers or other media channels, but television is definitely capable of delivering more images than newspapers are. Meanwhile, in terms of presenting statistics, newspapers are a better choice than television, which can be boring in this case.

+ Knowledge-sharing on the skills of field reporting

+ Advice on how to integrate data into programs in an intriguing way. This is not easy to do as numbers are hardly attention grabbers.

There should be less talking and more delivery; interpretation should be left to viewers’ discretion.



The second workshop ended at 5 p.m. on the same day.

## 27 September 2018’s evening activities

Cultural exchange activities between the journalist group and Tay ethnic artists.



### DAY 3 – 28 September, 2018



Objectives: The journalist group and Vietnam Administration of Forestry’s communications officers group had a faced in the implementation of communication plans.

Mr Do Quoc Khanh – Head of the sharing session on the communication activities at their organization and in the region. They also discussed the difficulties and obstacles



Science and Education Department, Vietnam Television talked about the challenges to communication in the age of information technology.



Ms Ho Vinh Phu from the Science and Education Department (VTV2) had an introduction of VTV2: its vision of improving the quality of life, its targets, audience, program innovation efforts and the application of information technology and digitalization in television technology.

Under the guidance of CIFOR communications specialists, participants worked together to edit the assignment on press release writing.



**At 3:00pm, all participants set off on a field trip to Ba Be Lake.**

Ba Be Lake is a freshwater lake between Ba Be and Cho Don districts of Bac Kan province. The lake, which is 8 kilometers long, 3 kilometers wide and 145 meters above sea level, was formed over 200 million years ago. Surrounding the lake are ancient limestone mountains dating back more than 450 million years. The lake has been recognized as a national tourist site in Vietnam. It is located in the centre of Ba Be National Park, 70 kilometers southeast of Bac Kan city. Ba Be Lake is one of the most unique and beautiful natural tourist attractions in Vietnam.



The lake was formed by geological structural changes millions of years ago that also created limestone mountains and caves. The lake was composed of three parts (Pe Leng, Pe Lu, Pe

Lam) so it was called Ba Be, which translates into Three Lakes in Vietnamese. The lake has a water surface area of 500 hectares and an average depth of 20 meters, with the deepest part being 35 meters. There are beautiful small islands on the lake and hundreds of kinds of freshwater fish. Due to its special geological structure, Ba Be Lake is very different in comparison with other Karst lakes in the world. At the International Conference of Freshwater Lakes held in March 1995, Ba Be Lake was ranked as one of 20 most beautiful natural freshwater lakes in the world that should be protected.



In 2012, Ba Be Lake was recognised as a special national landscape. Ba Be Lake, situated at an altitude of 150 meters above the sea level, is surrounded by the high limestone mountains and primeval jungle. Being a breathtaking four-season destination, the lake looks just like a watercolour painting.

## **DAY 4 - 29 September 2018**

### **Field trip**

**Purpose:** To have access to primary sources for interviews, information, and footage for feature stories or documentaries while still having scientists and REDD+ experts on site for guidance.



Goal/Impact: For participants to gather information to produce REDD+ stories, pieces, pitches from this media workshop.

The media group visited Thach Ngoa village (My Phuong commune, Ba Be district, Bac Kan province) to learn more about forest-based livelihoods. The model of growing “bo khai” vegetable (*Erythrolalum scandens*), a local liana in Bac Kan, intercropped with *Manglietia conifera*, has resulted in significant income for farmers. With REDD+ support and technical instruction since 2015, more than a dozen households have been intercropping “bo khai” vegetable with fruit trees in the woodland edge and understory layer.

Models of grass planting, medicinal herbs planting, and agro-forestry fund are highly practical. They motivate people to better manage the allocated forest. Since the beginning of project, My Phuong commune has allocated 1,196.3 hectares of forest land to households and individuals, of which 635.5 hectares (natural forest) have been allocated to 241 households and the other 560.8 hectares (production forest) to 479 households.



Despite having run only a few pilots, UN-REDD Vietnam Phase II Program in Bac Kan has fostered good habits in forest preservation, revealed the Execution Board.



Deforestation and encroachment into natural forests will continue to be reduced as the basic living standards are ensured, following the vision of forest-based livelihoods.

## **OUTPUTS AND OUTCOMES**

The workshop has attracted the attention and participation of representatives from news media and agencies, including chief editors, deputy editors, journalists and Vietnam Administration of Forestry's communications officers. These representatives came from 11 provinces of Vietnam: Hanoi, Bac Kan, Hai Phong, Quang Nam, Dak Nong, Hai Phong, Lai Chau, Ha Giang, Tuyen Quang, Lam Dong, and Thai Nguyen.

However, because it coincided with the state funeral for President Tran Dai Quang, the workshop had a lower turnout than expected since some editors-in-chief could not attend. Nonetheless, it proceeded as planned, lasting for four days in Hanoi and Bac Kan, with the following foci:

- CIFOR and MARD specialists shared the latest information regarding REDD+ progress in Vietnam, the challenges and lessons learned in its implementation.
- The goal of REDD+ is not only to reduce greenhouse gas emissions, but also to serve the purposes of poverty reduction, forestry development, and biodiversity conservation. Prevention of deforestation and forest degradation could reduce nearly 20% of the global CO<sub>2</sub> emissions, and sustainable forest development will support climate change adaptation through the access to valuable ecological services.
- The information presented at the workshop showed that the forest helps with erosion control, clean water availability and the creation of wildlife migratory corridors. Without these benefits, the lives and livelihoods of forest-dependent communities will be greatly affected. However, forests may exacerbate climate change if not sustainably managed. For example, when logging occurs, all of the carbon stored in trees will be released in the form of carbon dioxide. Trees, then, are no longer carbon sinks, but a source of greenhouse gases.
- REDD+ communication should be promoted and should involve more stakeholders. Journalists should be provided with more comprehensive information about REDD+. The exchange between journalists, REDD+

experts and forestry experts should be strengthened. Data and reports on the REDD + program should also be simplified and approachable to the media.

- Journalists were provided with the global picture of REDD+, which has finally been included in the COP21 agenda after 10 years of negotiation. The forests of the world are probably the only hope for us to adapt to climate change and create a sustainable future for all.
- Journalists were also given information on the forest transition and REDD+ as an opportunity to support this process. Sustainable forestry programs, alongside REDD + program, have been conducted with the commitment of the government and relevant agencies. This is accompanied by a set of policies and legal documents that aim to boost the development of financial mechanisms for sustainable forestry management.
- As of now, the press have had limited coverage of forestry and REDD+, which makes it difficult for the public to access information about the program. Besides, the terminology and technical elements of the implementation of REDD present difficulties for the media, and may lead to the misinterpretation of the information. Other issues, such as policies, benefit-sharing, environmental and social safeguards, carbon rights, financial management mechanisms for REDD+ projects, and local communities' involvement in forest management and preservation, should be accessible too.

## **RECOMMENDATIONS AND LESSONS LEARNED**

Mr Nguyen Duc Thanh – Bac Kan Radio and TV Station

- The workshop in Bac Kan has provided the media with a new approach to forest protection and livelihoods for forest communities.
- To increase public awareness of Redd+, it is necessary to identify the audience, by region, ethnicity and population group. For enhanced persuasiveness, the type of communication should be diverse,



from verbal, visual to using videos with voiceover. Videos should use the language of the local people and should be played at community meetings.

- We look forward to future workshops about new communication practices and schemes for collaboration among news media and agencies.

Mr Tran Huu Phuc – Quang Nam Online Newspaper

- Through the workshop on REDD implementation and the field trip to Bac Kan province, participants have been equipped with the knowledge and approaches to sustainable forest management around the world, as well as the situation in Vietnam. Effective forest management measures implemented in other countries focus not only on enhancing forest cover, but also on biodiversity, carbon sequestration, and the forest's ecology. The workshop on "Sharing knowledge on REDD+ progress and the way forward in Vietnam" co-hosted by VTV's Science and Education Department, Vietnam Administration of Forestry and CIFOR has been very useful. It has provided regional news media and agencies and the forestry sector with a multi-dimensional approach to sustainable forest management and diversified forest-based livelihoods opportunities to reduce poverty rapidly and sustainably. Despite limited REDD's budget for regional projects, the outcomes have been significant; they have raised the local people's awareness and promoted the sustainable approaches to forest management. Through the projects, people have been granted forest land tenure, which improved their sense of responsibility in forest use, and the preservation and development of medicinal plants and other non-timber forest products.

- The workshop also helped me gain more knowledge about the implementation of REDD around the world, as well as the 2017 Forestry Law and its changes compared with the old law.

What can be done to better promote the REDD+ program? Solutions include knowledge and experience sharing on successful forest preservation models and sustainable livelihoods programs, and regular update of the current forestry regulations, policies, and REDD progress at a local level.

**Ms Nguyen Thi Thu Huong – Hoa Binh Forest Protection and Development Fund (FPDF)**

The workshop allowed me to acquire more information on REDD+ financial mechanism, which is a valuable addition to my background knowledge. Meeting and working with journalists, and learning how to work with the press were also

very useful. I learned about what and how information should be provided to the press so that they understand what to report and are able to do it in an effective way.

**Mr Nguyen Thanh Minh – Quang Nam Online:**

We have realized that projects and foreign donors give us another means to better protect the forests, and communication acts as a powerful tool to bridge the gap in people's understanding of REDD+.

In Quang Nam, where REDD+ is underway with the hope to provide additional support for forest protection and sustainable forest-based livelihoods, communication has not been efficient. Therefore, I hope that when REDD+ is implemented, communication plans will be more effective, possibly utilizing new tools and channels. I think REDD+ communication should take into account the cultures of local ethnic minorities, including their forest-related customs and traditions. Forest owners are mainly ethnic minority communities, so research should be conducted before any plans are carried out. The communities often prefer media stories that are involving and relatable, rather than those about policies and regulations. We need to make sure that they listen to what the stories have to say. Emphasis, thus, should not be placed on increasing the reach, but on the communicative quality of the campaign. Campaigns can be catered to each community and carried out on appropriate occasions when the people are psychologically excited to hear their stories from the media, communications officers, or from village elders who have been equipped with knowledge of forest protection. In summary, communication plans should be well-researched, flexible and tailored to the background of the local community.

**Mr Vu Duc Nam – Natural Resources and Environment Newspaper**

REDD+ knowledge and practice are what many environmental reporters aspire to access, especially those working in forested regions. While having more fieldwork opportunities, local journalists' background knowledge on forestry policies and contact with forestry experts, both within and outside the country, are limited. This workshop has helped me broaden my knowledge and allowed me to share my experience in forestry journalism with colleagues from other provinces.

**ANNEXES**

## ANNEX 1: MEDIA COVERAGE

### 1. Vietnam Television (VTV2) (Vietnamese)

30 Oct 2018: “Sustainable development of REDD+ progress and the way forward in Vietnam”, broadcasted on VTV2

A 15-minute documentary about REDD+ has been aired on VTV2 over 2 days:

- 30 OCT 2018 ( 21:45)
- 4 NOV 2018 ( 04:00)

Link: <https://www.youtube.com/watch?v=MK48PEE3HVM&feature=youtu.be>

### 2. Vietnam Television ( VTV2) ( English)

Workshop activities are summarized in the following video

Link: <https://www.youtube.com/watch?v=8B0kGVM2I-o&feature=youtu.be>

### 3. Vietnam Digital Television (VTC 14) ( Vietnamese)

1 OCT 2018 – News: Life 24/7 ( 6 minutes, from 31:30 to 37:30)

Link:

[https://www.youtube.com/watch?v=JYD4ym2qR\\_k&feature=share&fbclid=IwAR0luuvZECCpa4ZzYXwlGaQO64hfDCPTL-dc\\_481Ow334nkNfHCpqKinfMw](https://www.youtube.com/watch?v=JYD4ym2qR_k&feature=share&fbclid=IwAR0luuvZECCpa4ZzYXwlGaQO64hfDCPTL-dc_481Ow334nkNfHCpqKinfMw)

<https://www.youtube.com/watch?v=XR4THDi2w08> ( abridged vesion)

### 4. Natural Resources and Environment Newspaper

1 OCT 2018 – 16:45

Link:

<https://baotainguyenmoitruong.vn/video-clip/tien-trinh-thuc-hien-redd-o-viet-nam-nhung-van-de-dang-quan-tam.htm4>.

5. Natural Resources and Environment Newspaper

27 SEP 2017 – 10:53

<https://baotainguyenmoitruong.vn/moi-truong/dua-rung-tro-lai-chuong-trinh-nghi-su-1259163.html>

6. Tuyen Quang Online Newspaper

<http://baotuyenquang.com.vn/khoa-hoc/moi-truong/chia-se-kien-thuc-ve-vai-tro-cua-rung-voi-bien-doi-khi-hau-106442.html>

7. Quang Nam Online Newspaper

<http://baoquangnam.vn/kinh-te/lam-nghiep/201810/da-dang-sinh-ke-tu-rung-loi-ich-kep-817373/?fbclid=IwAR3gMT8ztU3W5MGI4pFEzNSgX2Sty3Km20iZXxd2yNzZ6Xa7cLEFPWTdQ>

8. Bac Kan Radio and Television Station

<http://backantv.vn/tin-tuc-n24463/hoi-thao-chia-se-kinh-nghiem-ve-redd--va-huong-toi-tuong-lai-o-viet-nam.html?fbclid=IwAR2Pi8BWXUtLMqxMejoNhRtWNGUmM4zYDLC9NrXG3FLjhPiYhh3ergqjoQY>

9. Hai Phong Radio and Television Station

At 93.7 MHz



**ANNEX 2: List of participants at the 26 OCT 2018 workshop – VTV**

<b>No.</b>	<b>FULL NAME</b>	<b>ORGANIZATION</b>	<b>PHONE NUMBER</b>	<b>EMAIL ADDRESS</b>
1	Hoang Thien	Director, Bac Kan Radio and Television Station	946280000	<a href="mailto:hvthien@gmail.com">hvthien@gmail.com</a>
2	Nguyen Thanh Minh	Deputy Editor, Quang Nam Newspaper	973178068	<a href="mailto:thanhminhbqn@gmail.com">thanhminhbqn@gmail.com</a>
3	Nguyen Viet Dung	Director, Center for Environmental Communication Training, Ministry of Natural Resources and Environment	913301334	<a href="mailto:dzung.vepa@gmail.com">dzung.vepa@gmail.com</a>
4	Nguyen Man Hung	Editor in chief, Tuoi Tre Thu Do Newspaper	902388899	
5	Vo Dang Thin	Editor in chief, Infonet Newspaper	913238464	<a href="mailto:dangthien@infonet.vn">dangthien@infonet.vn</a>
6	Ly Ngoc Thanh	Head of Editorial Board, Natural Resources and Environment Newspaper	913300375	<a href="mailto:hoacamtu.14976@gmail.com">hoacamtu.14976@gmail.com</a>
7	Dong Man Hung	Head of News Department, VOV	913007036	<a href="mailto:dmhungvov@gmail.com">dmhungvov@gmail.com</a>
8	Chu Thanh Tam	Vice Head of Editorial Board	912216367	<a href="mailto:chuthanhtamdk@gmail.com">chuthanhtamdk@gmail.com</a>
9	Tran Thai Thuy	Head, News Department, Hanoi Radio and Television		<a href="mailto:thaithuytran@gmail.com">thaithuytran@gmail.com</a>
10	Tran Thi Bich Lien	Vice Head, Culture and Society Department, Hai Phong Radio and Television	973732564	

11	Hoang Trong Hieu	Deputy Director, VTC Digital Television	913383531	
12	Lam Bich Ngoc	Science Department, VnExpress News	962119233	

### **VTV Group**

<b>NO.</b>	<b>FULL NAME</b>	<b>ORGANIZATION</b>	<b>PHONE NUMBER</b>	<b>EMAIL ADDRESS</b>
1	Do Quoc Khanh	Head, Science and Education Department (VTV2)		-
2	Bui Thi Minh Hue	VTV2		-
3	Do Minh Phuong	VTV2		-
4	Nguyen Thu Huong	VTV2		-
5	Nguyen Hong Quang	VTV2		-
6	Nguyen Huyen Chau	VTV2	904140281	<a href="mailto:huyenchau142@yahoo.com">huyenchau142@yahoo.com</a>
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8	Chu Van Vui	VTV2		-
9	Nguyen Thanh Tung	Interpreter 1	907716699	
10	Nguyen Thi Mai	Interpreter 2		
11	Technician	Technical supporter		

### **Vietnam Administration of Forestry**

<b>NO.</b>	<b>FULL NAME</b>	<b>ORGANIZATION</b>
1	Pham Van Dien	Deputy Director, Vietnam Administration of

**Welcome remarks**

		Forestry
2	Pham Hong Luong	Vietnam Administration of Forestry
3	Nguyen Van Dien	Vietnam Administration of Forestry
4	Nguyen Thi Thu Thuy	Vietnam Administration of Forestry

## **CIFOR**

<b>NO.</b>	<b>FULL NAME</b>	<b>ORGANIZATION</b>
1	Jeremy Loon Van	CIFOR expert
2	Christi Hang	CIFOR expert
3	Leona Liu	CIFOR expert
4	Pham Thu Thuy	CIFOR expert
5	Dao Thi Linh Chi	CIFOR officer
6	Viet Tien	CIFOR officer
7	Nguyen Phuong	UN REDD program officer

**TOTAL NUMBER OF PARTICIPANTS: 30 -35**

## LIST OF PARTICIPANTS AT THE MEDIA WORKSHOP

### Government Officer Group

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			Male	Female		
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2	Han Duc Hai	Ha Giang FPDF	x		962698080	<a href="mailto:haifu303@gmail.com">haifu303@gmail.com</a>
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4	Bui Quoc Phi	Lao Cai FPDF	x		0982631467	<a href="mailto:buiquocphi74@gmail.com">buiquocphi74@gmail.com</a>
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			Male	Female		
1	Tran Huu Phuc	Quang Nam News	x		984067329	<a href="mailto:tranhuuphuocbqn@gmail.com">tranhuuphuocbqn@gmail.com</a>
2	Nguyen Thanh Minh	Quang Nam News	x		973178068	<a href="mailto:thanhminhbqn@gmail.com">thanhminhbqn@gmail.com</a>
3	Nguyen Quoc Viet	Tuyen Quang News	x		1638626666	<a href="mailto:nguyenquocvietbtq@gmail.com">nguyenquocvietbtq@gmail.com</a>
4	Phan Quy Phuc	Bac Kan News	x		915204052	<a href="mailto:phucbbk@gmail.com">phucbbk@gmail.com</a>

5	Tran Anh Tuan	Nhan Dan Newspaper, Lai Chau Province	x		987985759	<a href="mailto:lamtranbd@gmail.com">lamtranbd@gmail.com</a>
6	Pham Thanh Ha	VTC14		x	963045599	<a href="mailto:ha.pham@vtc.org.vn">ha.pham@vtc.org.vn</a>
7	VTC's cameraman	VTC 14	x		963045599	-
8	VTC14's driver	VTC 15	x			-
9	Doan Huyen Trang	Division of Science and Environment, VTV2		x	985129686	<a href="mailto:trangdoanvtv@gmail.com">trangdoanvtv@gmail.com</a>
10	La Hong Van Anh	Center for Environmental Communication Training		x	947764405	-
11	Nguyen Hoan	Tien Phong Newspaper			962295097	<a href="mailto:hoanguyen.ajc@gmail.com">hoanguyen.ajc@gmail.com</a>
12	Vu Duc Nam	Natural Resources and Environment Newspaper, Northern Office	x		0946205007- 0976484007	<a href="mailto:ducnamvuvtv@gmail.com">ducnamvuvtv@gmail.com</a>
13	Tran Thi Bich Lien	Deputy Head, Culture and Society Department, Hai Phong Television		x	0969663588	<a href="mailto:lientranthp@gmail.com">lientranthp@gmail.com</a>
14	Duc Mau	Reporter, Tuoi Tre Thu Do Newspaper	x		984913048	<a href="mailto:ducmautttd@gmail.com">ducmautttd@gmail.com</a>
15	Nguyen Van Toan	Agriculture Newspaper, Bac Kan Province	x		915163613	
16	Nguyen Duc Thanh	Head, News Department, Bac Kan Radio and TV Station	x		975662299	<a href="mailto:thanhtbk@gmail.com">thanhtbk@gmail.com</a>
17	Truong Van Linh	Reporter, Bac Kan Radio and TV Station	x		913270020	<a href="mailto:vanlinhtbk1@gmail.com">vanlinhtbk1@gmail.com</a>

## CIFOR

No.	Full name	Organization	Gender		Phone number	Email address
			Male	Female		
1	Jeremy Loon Van	CIFOR expert	x			-

2	Christi Hang	CIFOR expert		x		-
3	Leona Liu	CIFOR expert		x		-
4	Pham Thu Thuy	CIFOR expert		x	904080582	<a href="mailto:brissiesugar@gmail.com">brissiesugar@gmail.com</a>
5	Dao Thi Linh Chi	CIFOR officer		x		<a href="mailto:chi.daolin161194@gmail.com">chi.daolin161194@gmail.com</a>
6	Hoang Long	CIFOR officer	x			<a href="mailto:chi.daolin161194@gmail.com">chi.daolin161194@gmail.com</a>
7	Nguyen Phong	UN REDD program officer	x			-
8	Nguyen Duc Mau	UN REDD Bac kan province	x			-

#### VTV Group

No.	Full name	Organization	Gender		Phone number	Email address
			Male	Female		
1	Do Quoc Khanh	Head, VTV2	x			
2	Bui Thi Minh Hue	VTV2		x		
3	Do Minh Phuong	VTV2		x		
4	Nguyen Thu Huong	VTV2		x		
5	Driver	VTV2	x			
6	Chu Van Vui	Cameraman, VTV2	x			
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**48**

