

General Secretariat of the National Council for Sustainable Development – Department of Climate Change

Content Creation Guide

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1 Introduction

This is a content-creation guide to enable clear and effective communication of climate change related communications, in line with the brand of the Department of Climate Change (DCC) of the General Secretariat of the National Council for Sustainable Development (GSSD/NCSD) of the Royal Government of Cambodia (RGC).

The Guide contains details for how to reach a range of audiences, using a range of formats. It contains instructions for understanding how each audience can be reached most effectively, and instructions for how to use DCC branded templates to create effective content.

1.1 The Brand Style Guide and Logo Placement Rules

While this content-creation guide contains guidelines and advice on creating content, there is a separate DCC Brand Style Guide which lays out the specific visual rules for creating content for DCC, including a colour palette, appropriate ratios for colour use, and fonts to use for text in both Khmer and English.

The Brand Style Guide also contains instructions for using and placing logos when using templates. These rules are given by the Secretary General of GSSD, and are very important, and so they are also included here:

If you are creating a document as part of DCC/GSSD only: only the NCSD logo should be used, and this logo should appear on the front of the document.

If you are working as part of DCC/GSSD in partnership with other government agencies and ministries, or with support from specific projects: include logos of the relevant government institutions on the front cover alongside the NCSD logo. Place logos of projects and donors on the back cover of the document.

1.2 Users and Uses

The guide is designed to be used by:

- The Department of Climate Change (DCC)
- Entities implementing DCC's climate change projects (e.g. Cambodia Climate Change Alliance)
- Other entities who are creating communications in line with DCC's brand and content-creation guidelines.

It is designed to enable users to create communications in line with the aims of a range of policy documents, including:

- Cambodia's Nationally Determined Contribution (NDC)
- Cambodian Climate Change Strategic Plan 2014-2023 (CCCSP)

- Cambodia's National Adaptation Plan: Communication Strategy

1.3 Content Summary

The content-creation guide features:

- A summary of how to use the guide to create content effectively, including an overview of the messaging we should use, how to use DCC's tone of voice when writing content, and understanding the impact of our content on our audiences.
- A summary of 9 different audiences who we are trying to reach, and how to reach them, as well as a summary of the content types that will reach them most effectively.
- A summary of 10 different format types which we could use to reach our audiences, including instructions on using DCC's templates for each of these content types.
- Instructions on using the Content Creation Planning Tool Spreadsheet, with instructions for each field on the sheet.

1.3.1 Audiences and Format Lists

Audiences:

- High-Level Decision Makers
- Government Technical Staff
- Sub-National Administrations
- Academic and Research Institutions
- Media/Opinion Formers
- NGOs and CSOs
- Private Sector
- International Donors and International NGOs
- General Public of Cambodia

Formats:

- Report
- Fact Sheet
- Infographic
- Booklet/Brochure
- Poster
- X-Stand
- PowerPoint
- Proceedings
- Newsletter
- Calendar

1.4 Further Reading and Clarifications

The information in this guide is designed to be short and easy to read. If you need more detail on the policy background of this content, or to get more

detailed information on the aim of climate-change related communications, you can refer to these documents:

- Cambodia's Nationally Determined Contribution (NDC)
- Cambodian Climate Change Strategic Plan 2014-2023 (CCCSP)
- Cambodia's National Adaptation Plan (NAP): Communication Strategy

1.5 Using This Guide To Effectively Create Content

The purpose of the content we create is to help our audiences to understand climate change issues, and change their actions to make good decisions around climate change.

A detailed flowchart for creating content is included in the guide. However, content creation can be explained using 5 steps:

1. **Audience.** Identify who you need to reach with the content you are creating.
2. **Messaging:** decide what you need your audience to understand or change; what you need them to know.
3. **Format:** choose what format you will use to get your messaging to your audience.
4. **Production:** plan production and publication, including logistics and quality assurance approval.
5. **Publication and Impact:** by effectively disseminating the content we create to its target audience, we can see positive impact in several different ways.

This guide gives tools and details for each of these steps.

There are a number of other things it is important to understand when creating **any** content for DCC regarding climate change in Cambodia.

1.5.1 Universal Messaging

Messaging is the heart of effective communication: it is **what** we want to say. We need to always have a clear understanding of what we're trying to say, in order to clearly choose the appropriate audience, and choose the right format to use so we can reach them.

Throughout all the content we create, there are 4 major points we want to make. In order to have an impact with our messaging, we need to say these things, and find ways to say them that make sense to each audience we want to reach.

- Cambodia has played a small part in global warming, but is highly vulnerable to the impacts of climate change
- Climate change will damage livelihoods in Cambodia by increasing both flooding and droughts, and leading to more disease in Cambodia
- There are two things which Cambodia needs to do to respond to climate change: **adaptation** (changing practices and behaviour to reduce the impact of climate change) and **mitigation** (changing activities to reduce Cambodia's contribution to the problem of climate change).
- All parts of Cambodian society need to be involved in this. Through individuals and institutions working together, Cambodia can be healthier, more prosperous, and less vulnerable to the causes and impacts of climate change.

When you plan each piece of content, it's important to be clear about how your content will communicate one or several of these messages.

You may want to focus on one aspect of one of these points, or find a story which shows several of the points at the same time. Either is good, but it's important to be clear about how you will communicate part of these messages in every single piece of content you create.

Whatever approach you take, it's important to make sure that your content clearly communicates one or several of these messages.

1.5.2 DCC's Tone of Voice

Tone of voice is very important to understand. It means the way that our content sounds when it is read by our audience; what kind of voice they might imagine hearing it in, if you were reading it aloud to them.

Tone of voice is important because it's part of how your audience engages with your content. For example, if you feel like someone is yelling at you, you feel differently than you would if you thought someone was talking to you calmly.

Because it matters how our audience **feels** when they read our content, it's important for us to be aware of how our tone of voice makes people feel.

It's also important for us to realize that different audiences need a different tone of voice. If you're talking to the general public, you'll need to use simpler words than you would if you are writing for Parliament, or a Director of a Department.

Our content needs to be:

- Easy to understand – it should be clear and simply worded, even for long documents
- Engaging: it needs to make the emotional case for climate change, and show how climate change affects lives
- Confident, showing a good command of statistics
- Clear about negatives – do not deny the seriousness of climate change
- Optimistic about solutions – the content should give people hope that good outcomes are possible.

1.5.3 Understanding the Impact of Content

We create content in order to have an impact on the beliefs and actions of our audiences. Because of the content we create, we want them to change their view of climate change adaptation and mitigation, or to change their actions to enable better climate change mitigation and adaptation.

1.5.3.1 Metrics

Tracking the impact of our content can be complex, and might require specifically-designed systems and measurements that show clearly what impact

our content is having. Metrics for understanding the impact of our content might include:

- Number of visits to a webpage, or a reduced bounce rate (a smaller number of people leaving the page quickly after arriving there).
- Number of shares or likes on our content on Facebook
- Number of attendees at a conference who received a copy of a report or brochure
- Number of posters printed and displayed in sub-national administration offices or schools

As you can see, these metrics simply measure *distribution* – how much content was created and made available to audience members. These metrics therefore don't measure engagement, or whether the content successfully changed the behaviour of particular audience members. Further metrics for measuring impact can be seen below.

1.5.3.2 Long-Term Change and Impact

Since climate change is a long-term issue, which is complex, it will take our audiences longer to understand it, and to understand what they need to do about it in response to our content.

That means that we are likely to see impact from our content *over time*. We might notice that senior officials are quoting statistics we have publicized, or are discussing climate change in a way that aligns with our messaging. We might notice media opinion formers quoting our content, or promoting climate change adaptation and mitigation.

Ways we can see our content having an impact might include:

- Number of public statements from our audiences that quote from our statistics or content
- Policy briefs and documents that incorporate our statistics and stories, or which have a specific provision for climate change adaptation and mitigation
- An overall shift in public opinion – shown through research such as KAP (Knowledge, Attitudes and Practices (KAP) studies – which show opinions moving towards seeing climate change adaptation as necessary
- A larger number of plans made by communities or community-level organisations for climate change adaptation.
- An increase in the number of projects which aim to promote climate change mitigation, especially from private sector partners and international donors

2 Content-Creation Tools and Processes

2.1 Content Production Process

Content production will be slightly different for each piece of content we create. The table below is designed to show how the tools in this guide can be used to plan content in general.

2.1.1 Quality Assurance

Quality assurance is an important part of creating effective content. There are two parts of assuring quality during the creation of any content. These are **creative quality** and **approval**.

Creative quality means making sure that your content will effectively reach the audience you want to reach. The best way of doing this is to make sure that clearly follows the process for creating content.

Remember, as a content-creator you are the first line of quality assurance. For every piece of content you create, once you have created it, ask yourself the following questions:

- Does it clearly communicate a message about climate change in Cambodia?
- If I read it aloud, would it sound like it was written by a professional person?
- Is it easy to understand and explain after a single read-through?

You should ask yourself these questions during the content-creation process, and before submitting drafts of the content to approval.

Approval means ensuring that the concept for the content, and the final version of it, are approved by the senior leaders who have responsibility for the organization's communications. Approval should be given throughout the process of creating content (see below for the full process flowchart).

2.1.2 Production Flowchart

1. Concept and Publication Drafting

- Draft all fields in Sections 1 and 2 of the Content Production Planning Tool, and draft fields in Section 3 as needed
- Identify further steps needed to clarify and complete the plan in draft.

Potential activities include:

- Meet stakeholders and project leaders to discuss aims of the content
- Draft and circulate draft planning tool
- Desk review of existing content
- Creation of concept note for the content

2. Approval Quality Assurance

- Submit to senior leaders who have responsibility for the organisation's communications for review and approval.

3. Concept and Publication Clarification and Finalisation

- Take steps identified to finalise the fields in the Content Creation and Planning Tool
- Meet with content-creation stakeholders to finalise fields in Sections 1 and 2
- Draft fields in Section 3

4. Creative Quality Assurance

- Submit plan for Quality Assurance approval and receive QA feedback and approval

5. Production Plan Finalising

- Finalise production planning (Section 3), including field dates, key contacts, resources required, and final field plan

6. Production

- Production field visit
- Complete first draft

7. Creative Quality Assurance

- Submit first draft for Quality Assurance review and feedback

8. Complete final draft, integrating all feedback from Quality Assurance

9. Creative Quality Assurance

- Submit final draft for Quality Assurance approval
- Receive final Creative Quality Assurance approval for publication.

10. Approval Quality Assurance

- Submit final draft to senior leaders who have responsibility for the organisation's communications for review and approval.
- Receive final Approval from senior leaders who have responsibility for the organisation's communications for review and approval.

11. Publication and Dissemination

- Publish according to the planning tool and follow dissemination notes from the planning tool to assess impact

2.2 Audiences

2.2.1 Introduction

For every piece of communications content we create, we need to have a clear understanding of who our audience is. Each of our audiences has a different perspective on climate change, and a different role to play in climate change mitigation and adaptation in Cambodia.

For each audience, we will choose the right kind of content to give them the information they need to have a good understanding of climate change.

Our content is designed to reach these audiences:

- High-Level Decision Makers
- Government Technical Staff
- Sub-National Administrations
- Academic and Research Institutions
- Media/Opinion Formers
- NGOs and CSOs
- Private Sector
- International Donors and International NGOs
- General Public of Cambodia

When you plan your content, make sure you decide which of these target audiences your content will reach. That will define what **messaging** you choose to focus on, and what **format** you use to reach them.

2.2.2 Audience 1: High-Level Decision Makers

Summary: These are decision and policy makers from the Government, the Assembly, and Ministries. They have influence over and set the laws and decisions of the Royal Government of Cambodia, and may include:

- Parliamentarians and Senators
- The Office of the Prime Minister
- NCSO Council and Specific Members
- Ministry of Economy and Finance, Ministry of the Environment and other individual ministries

Why we need to reach them to help them understand climate change:

To help them to serve the people of Cambodia with laws and decisions that lead to positive outcomes for climate change adaptation and mitigation, High-Level Decision Makers need to be able to clearly understand issues, statistics and events that are relevant to climate change.

Hoped-For Outcome: we want to clarify their understanding, and give them resources to make well-informed decisions on climate change adaptation and mitigation issues.

Message statements:

Avoid using these words directly; instead, make sure that you are clearly communicating these **ideas**.

Cambodia is affected by climate change, and needs to adapt.

Government action for climate change adaptation and mitigation can help the Cambodian people to be safer and more prosperous.

If Cambodia doesn't adapt, the consequences for public health and livelihoods will be bad.

What we want them to do as a result of encountering our messaging:

Build their understanding of climate change
Enable them to consider the impact of decisions they make

Using the messaging (writing guidelines)

- Focus on creating content which shows the impact of climate change, and the need for adaptation and mitigation, on the **national scale**.
- Use **statistics** which clearly demonstrate climate impact on the nation as a whole
- Talk about the **context** - detail Cambodia's existing climate activities, and regional and worldwide agreements

- Present climate change adaptation and mitigation, wherever it has occurred, as a **significant victory for the government**; clear evidence of the ongoing care of the Royal Government of Cambodia for its citizens.

Content types which are likely to reach them effectively with messaging:

- Case Study
- Policy Brief
- Report
- Fact Sheet
- Infographic
- Proceedings

Tone of voice to use in content for this audience:

For this audience, it's important to remember that government institutions and staff are senior and have many responsibilities. It's important to make it as easy as possible for them to engage with the content you create.

Therefore, use **clear** statements of the major point you want to make, **at the start of the content you create**.

It should be possible for your audience to look at your content once, read only the first few lines, and understand the point you're making.

This might involve repeating your main point several times, or breaking out your explanation of it into different sections (for example, stating your main point once without explanation, then stating it again when explaining background facts, and stating it again when stating the reason for it in greater depth).

Try not to lead with explanations or background, but instead to lead with a clear statement of your point, before explaining and justifying it.

2.2.3 Audience 2: Government Technical Staff

Summary: Audience 1 decision and policymakers rely on the advice and viewpoint of Audience 2 members: technical and planning/budgetary officials, and climate change working groups in the key climate-sensitive ministries and in central ministries, and inter-ministerial climate-change technical working groups (such as the Climate Change Technical Working Group and the National Council for Sustainable Development). In this guide, we refer to these officials and their groups as Government Technical Staff.

Government Technical Staff are individuals or groups of government officials with a range of different technical specialties, who are brought together to recommend technical interventions, and occasionally policies, around a particular set of aims. They may work within ministries, across different departments, or as part of inter-ministerial bodies.

Taskforces are gathered together for a single strategic policy purpose and have a specific end date, while Technical Working Groups will have a broad aim, and no set end date. Where government authorities set long-term strategic aims, and direct the process of government, Government Technical Staff provide the specific recommendations, program design that enable these aims to be met. This group also covers technical specialists and experts who are directors and deputy directors of relevant departments.

Why we need to reach them to help them understand climate change:

Because climate change adaptation and mitigation are broad, cross-cutting needs with relevance to almost all areas of government, it is important that Government Technical Staff are able to clearly understand climate change and think of it as an important part of their process. This will help them to provide policy recommendations, program design, and activities which enable better outcomes for climate change adaptation and mitigation in Cambodia.

Hoped-For Outcome: we want to clarify their understanding of climate change mitigation and adaptation, and give them resources to make well-informed recommendations and activities which take account of climate change adaptation and mitigation issues.

Message statements:

Avoid using these words directly; instead, make sure that you are clearly communicating these **ideas**.

Cambodia is affected by climate change, and needs to adapt.

Climate change adaptation and mitigation can help the Cambodian people to be safer and more prosperous.

Government Technical Staff need to integrate an understanding of climate change to all of their activities – this will help them to have a better impact on the lives of Cambodians.

If Cambodia doesn't adapt to and mitigate climate change, the consequences for public health and livelihoods will be bad.

What we want them to do as a result of encountering our messaging:

Have a clear understanding of what climate change is, why it threatens health and livelihoods in Cambodia, and what adaptation and mitigation are.

Advocate for climate change adaptation approaches to their areas of technical specialty.

Take account of climate change adaptation and mitigation in their technical approach.

Using the messaging (writing guidelines)

- Focus on creating content which shows the impact of climate change, and the need for adaptation and mitigation, on the national scale, **focusing on specific places that projects and policies pursued by DCC**
- Use **stories** which clearly demonstrate climate impact on individual human lives, but **also** discuss the broad context of climate change adaptation and mitigation by using **statistics**
- Present climate change adaptation and mitigation, wherever it has occurred, as a **significant victory for the government**; clear evidence of the ongoing care of the Royal Government of Cambodia for its citizens.

Content types which are likely to reach them effectively with messaging:

- Case Study
- Policy Brief
- Report
- Fact Sheet
- Infographic
- Proceedings

Tone of voice to use in content for this audience:

For this audience, it's important to remember that Government Technical Staff can often struggle to see the end impact of their work. Speak clearly and **hopefully** about the impact of government project activities to enable adaptation and mitigation in Cambodia, especially where it is the result of collaboration and co-operation between ministries, or recommendations made by Government Technical Staff.

2.2.4 Audience 3: Sub-National Administrations

Summary: Sub-national administrations are local government bodies who are responsible for governance and administration at the province, district, commune and village levels, everywhere in Cambodia. Sub-national administrations are key partners in promoting, enabling and implementing climate change adaptation and mitigation activities and policies, and are a key link enabling national policy and projects to reach the citizens of Cambodia.

Why we need to reach them to help them understand climate change:

Sub-national administrations have the authority to give or withhold access to climate change adaptation and mitigation project activities by NGOs and civil-society organizations, and are important partners for all bodies who want to enable climate change adaptation projects at the community level.

In order to fulfill this role effectively, sub-national administrations need to understand how climate change adaptation and mitigation can lead to better lives for the citizens who elect them.

Hoped-For Outcome: we want to make it more likely that sub-national administrations understand why climate change adaptation and mitigation is needed, and to **actively enable** climate change adaptation and mitigation activities.

Message statements:

Avoid using these words directly; instead, make sure that you are clearly communicating these **ideas**.

Normal Cambodian people, like the citizens of your province/district/commune/village, could be in danger of becoming less healthy, and less able to make money, because of climate change.

By encouraging climate change adaptation activities, you can improve people's lives.

What we want them to do as a result of encountering our messaging:

Understand the importance of climate change adaptation and mitigation activities, and understand that they can make a real difference to the lives of their constituents.

Feel empowered to make a difference to climate change related issues.

Allow and pursue climate change adaptation and mitigation activities in their province, district, commune or village.

Using the messaging (writing guidelines)

- Focus on creating content which shows the impact of climate change, and the need for adaptation and mitigation, in **individual lives** in Cambodian communities.
- Show the linkage between adaptation and mitigation activities and better lives for normal Cambodian citizens.
- Talk about sub-national administrations as an **important** part of good climate change outcomes, and tell stories which **demonstrate how decisions made at the sub-national level have real impact**

Content types which are likely to reach them effectively with messaging:

- Report
- Fact Sheet
- Infographic
- Poster
- Booklet/Brochure

These are the content types which are most likely to be useful to this audience. However, be aware that other content types (particularly proceedings) might contain information which helps them, even though they are not the primary audience for that content.

Tone of voice to use in content for this audience:

For this audience, it's important to remember that sub-national administrators have many calls on their time, and they may not immediately see the benefits of climate change adaptation and mitigation. Use **simple** messaging, with one single point of communication per output, so that your content is more likely to change their view. When you've created your content, a good idea is to ask a colleague to review it, and then ask them what the piece was about; if they can clearly describe the single point you were trying to make, you've succeeded in creating an effective piece of single content.

2.2.5 Audience 4: Academic and Research Institutions

Summary: Academic and research institutions can be universities, think-tanks, or other bodies which receive funding to research particular topics. The aim of their work is to add to the understanding and insight which is available to government authorities, Government Technical Staff, and sub-national administrations. They also provide new understandings which can be reported on in media, and change opinions on climate change, and climate change adaptation and mitigation.

Finally, academic and research institutions are places where young Cambodians study, and where they are likely to form the views which shape their decisions as professionals.

Why we need to reach them to help them understand climate change:

Academic and research institutions who are working on climate change related projects are likely to have a clear understanding of the issue, or to be able to quickly acquire a clear understanding of the issue. They are likely to be making policy briefs, case studies, and other publications of their own. In this way, they are not like our other audiences, who may need to have the value of climate change explained to them from first principles.

However, academic and research institutions which are performing research not directly related to climate change may not understand how climate change affects their sector and work. As a cross-cutting challenge, climate change is relevant to almost all areas of policy and research, and so encouraging academic and research institutions to consider the climate change implications of their work will lead to reports and recommendations across a broad range of subjects which acknowledge the importance of climate change. This can lead to innovative approaches to climate change adaptation and mitigation which may not otherwise have been found.

Promoting climate change adaptation and mitigation as an important topic is therefore an investment in Cambodia's long-term future, as it makes innovative solutions to climate change more likely.

Hoped-For Outcome: we want to encourage academic and research institutions to consider the impact of climate change in all areas of their research, and to write research papers, policy briefs and other content which show the importance of climate change adaptation and mitigation in a broad range of sectors.

Message statements:

Avoid using these words directly; instead, make sure that you are clearly communicating these **ideas**.

Climate change is a complex, cross-cutting issue which is relevant to all areas of academic study.

Climate change is a serious problem, threatening the health and livelihoods of everyone in Cambodia.

By integrating climate change perspectives to your research and recommendations, you can be part of ground-breaking innovations which help millions of people.

What we want them to do as a result of encountering our messaging:

Integrate perspectives on climate change to their research and work, particularly with reference to adaptation and mitigation.

Plan future research to include perspectives on climate change adaptation and mitigation.

Seek innovative solutions in their sector that help people to adapt to and mitigate against climate change.

Motivate them to partner with the government to provide **expertise** and **evidence** to support policy development and decisionmaking.

Using the messaging (writing guidelines)

- Focus on creating content which shows the impact of climate change, and the need for adaptation and mitigation, in **individual lives** in Cambodian communities.
- Show the links between adaptation and mitigation recommendations and better lives for normal Cambodian citizens, **in a broad range of sectors**.
- Highlight the role of academic and research institutions in establishing innovative solutions to climate change which make people's lives better.

Content types which are likely to reach them effectively with messaging:

- Report
- Infographic
- Booklet/Brochure
- X-Stand
- PowerPoint
- Proceedings
- Newsletter
- Calendar

Tone of voice to use in content for this audience:

Remember that academic and research institutions have a strong motivation to work on funded research. It's possible to integrate climate change perspectives

to this funded research, but we need academic and research institutions to see climate change as serious and to see themselves as **an important part of potential solutions to the problem**. Talk about the problem **realistically** but make sure that you highlight the ability of academic and research institutions to be an exciting part of the solution.

2.2.6 Audience 5: Media and Opinion Formers

Summary: Media and opinion formers are a vital link between policies and projects, and broader public understanding of climate change. The choice of stories that the media make is part of how the general public, and decisionmakers on every level, decide what is important.

Why we need to reach them to help them understand climate change:

Because of their position of influence, the media can support our messaging to all of our other audiences. They can help us to both **promote** climate change adaptation and mitigation, and to **explain** it. If more people see climate change adaptation and mitigation as desirable, adaptation and mitigation activities will be more successful.

Hoped-For Outcome: we want to clarify their understanding, and give them resources to write clear, accurate stories about climate change adaptation and mitigation that help our other audiences to see climate change adaptation and mitigation as **important, comprehensible** and **possible**.

Message statements:

Avoid using these words directly; instead, make sure that you are clearly communicating these **ideas**.

Climate change is a serious challenge to the wellbeing of the Cambodian people.

Government action for climate change adaptation and mitigation can help the Cambodian people to be safer and more prosperous.

If Cambodia doesn't adapt, the consequences for public health and livelihoods will be bad.

What we want them to do as a result of encountering our messaging:

Build their understanding of climate change
Enable them to consider the climate impact of decisions they make

Using the messaging (writing guidelines)

- Use **single statistics** which demonstrate a messaging point well.
- State the messaging of the piece **as compellingly as possible**. Media will pick up stories and content which they think their readers and viewers will want to read – that's stories which have **clear implications for their lives**.
- Talk about the **context** of climate change adaptation and mitigation in Cambodia, so that they feel **well-informed** and able to **advocate for a better understanding of climate change**.
- Avoid using many commas in sentences.

Content types which are likely to reach them effectively with messaging:

- Report
- Fact Sheet
- Infographic
- Booklet/Brochure

These are the content types which are most likely to be useful to this audience. However, be aware that other content types (particularly proceedings and newsletters) might contain information which helps them, even though they are not the primary audience for that content.

Tone of voice to use in content for this audience:

For this audience, it's important to remember that media content-creators are often short on time, and are always looking to grow their audience. By speaking clearly and simply, but by giving detail in the form of statistics, we can make ourselves a valuable source of information for them, and make it more likely that they will use our messaging in their content.

2.2.7 Audience 6: NGOs and Civil-Society Organisations

Summary: NGOs and civil society organisations are local organisations which exist to enable members of communities, and citizens of Cambodia in general, to make a positive difference in their lives and communities. They are funded by donors inside and outside Cambodia or through social enterprise, and run projects aimed at positive social change.

Why we need to reach them to help them understand climate change:

A crucial part of NGO and CSO activities is making well-informed decisions on what projects to operate, and how they can be operated best. Good, clear information about climate change, that communicates needs and opportunities for adaptation and mitigation, will help NGOs and CSOs to have a positive impact on the communities they exist to serve.

Hoped-For Outcome: we want to enable them to understand climate change more clearly, and understand why adaptation and mitigation activities are an important part of the social impact which their participants and target communities need. As a result of this, we want them to integrate adaptation and mitigation activities to their project approaches, in whatever sector they work in.

Message Statements:

Avoid using these words directly; instead, make sure that you are clearly communicating these **ideas**.

Cambodian people are threatened by the impacts of climate change.

Across all sectors, climate change adaptation and mitigation activities can help Cambodian people to be safer, healthier and have more secure livelihoods.

What we want them to do as a result of encountering our messaging:

Understand climate change adaptation and mitigation.

See climate change adaptation and mitigation as something which keeps their target communities and participants safe.

Change their project approaches to integrate climate change adaptation and mitigation perspectives.

Using the messaging (writing guidelines)

- Focus on creating content which is easy to understand, but which presents the realities of climate change in Cambodia as a whole, and in specific provinces in which smaller NGOs and CSOs may work.
- **In addition to this**, tell specific stories, featuring individuals, that illustrate the negative impact of climate change on Cambodian people, and which show the positive impact of NGO and CSO activities.
- Avoid using many commas in sentences.

Content types which are likely to reach them effectively with messaging:

- Report
- Fact Sheet
- Infographic
- Booklet/Brochure
- Poster
- X-Stand
- PowerPoint
- Newsletter
- Calendar
- Proceedings

Tone of voice to use in content for this audience:

For this audience, speak in a way which **acknowledges** the positive impact of NGOs and CSOs, and which also acknowledges the fact that NGO and CSO work is difficult. Talk about the impact that projects have, and focus on the positives of NGO and CSO activities. Place the positives in their context, to help audience members to see their work as part of a larger impact and positive progress against climate change. Be **encouraging**.

2.2.8 Audience 7: Private Sector

Summary: the private sector is made up of companies who operate in Cambodia, and who may operate around the world, whose major aim is to generate profit for the owners of the business. Their activities generate income in taxes for the Royal Government of Cambodia, and they influence climate change in Cambodia through the business decisions they make about the energy-sources they use. Climate change also threatens their investments and the productivity of their resources, and so understanding how it can be mitigated, and adapted for, is in their best interests.

Why we need to reach them to help them understand climate change:

The private sector has a lot of influence over climate change outcomes in Cambodia, because a significant amount of emissions in Cambodia come from private companies, and because private companies can choose the way in which they invest their money to consider climate change, and make mitigation and adaptation a part of their operational aims. Private sector companies may also set aside money to invest in supporting climate change adaptation and mitigation projects.

Private sector companies have both the financial and the organizational ability to have a lot of influence over climate change adaptation and mitigation in Cambodia, and they are a valuable partner.

Hoped-For Outcome: we want to ensure that the private sector see investment in climate change adaptation and mitigation activities, at all levels from the local to the national, as valuable, effective and worthwhile, so that they will invest in activities and support wider activities in Cambodia.

Message statements:

Avoid using these words directly; instead, make sure that you are clearly communicating these **ideas**.

Cambodian people, and the Cambodian economy, are negatively affected by climate change.

The private sector has an important part to play in enabling climate change adaptation and mitigation in Cambodia.

Climate change adaptation and mitigation activities in Cambodia are having a positive impact, and causing real change for both businesses and people.

Climate change mitigation and adaptation activities lead to better economic growth and better business outcomes in the long run.

Climate change mitigation and adaptation activities are good for individual business profitability.

What we want them to do as a result of encountering our messaging:

Consider climate change mitigation and adaptation in their investment decisions in Cambodia.

Understand that climate change adaptation and mitigation will have a positive impact on their profitability.

Support and invest in climate change adaptation and mitigation activities at all levels, including communities around their operating locations

Become advocates for investment approaches that consider climate change mitigation and adaptation on the national level, in business forums and in relationships with government at all levels.

See investment in climate change mitigation and adaptation as a good business decision, which will lead to better profitability and income for their business.

Invest in climate change mitigation and adaptation activities across all areas of their business.

Using the messaging (writing guidelines)

- Climate change messaging is powerful because it is about **effective use of resources**, and the private sector understands that using assets effectively is the key to profitability. In this case, Cambodia's natural resources are a significant asset, and should not be thrown away.
- Create content which shows the impact of climate change, and the need for adaptation and mitigation, on the **national scale**.
- Use **statistics** which clearly demonstrate climate impact on the nation as a whole, particularly statistics which highlight the negative business impacts of climate change in the long run
- Use statistics which also demonstrate the positive impact, in terms of **livelihoods and Cambodian business**, of climate change adaptation and mitigation activities
- Talk about the **context** - detail Cambodia's existing climate activities, and regional and worldwide agreements.
- Avoid using many commas in sentences.

Content types which are likely to reach them effectively with messaging:

- Report
- Fact Sheet
- Infographic
- X-Stand
- PowerPoint
- Calendar
- Proceedings

Tone of voice to use in content for this audience:

Above all, remember that the private sector is driven by a need to make good business decisions, which increase profitability. To reach this audience, use statistics and numbers, and speak in a formal tone, but use simple, short sentences, which clearly present the reasons that climate change mitigation and adaptation are good for Cambodia's economy and business environment.

2.2.9 Audience 8: International Donors and International NGOs

Summary: international donors and international NGOs are organisations which exist to improve the situation of Cambodian people and the Cambodian nation. They do this by funding projects and promoting initiatives and events, often in partnership with national NGOs and CSOs, which are aimed at particular targets, including climate change.

They are often large-scale and professional organisations, who want to make significant investments to see the change they want to see. They need to be able to demonstrate that their investment has had a significant impact, and that their existing climate change strategies and objectives are succeeding.

Why we need to reach them to help them understand climate change:

International donors and international NGOs who are already aware of the importance of climate change mitigation and adaptation activities want to be able to see that Cambodia's activities in this area are having a positive impact. This means that in this case, our aim is not promoting understanding of the **issue** of climate change, but choosing stories and highlighting activities which **show Cambodia's success** and **Cambodia's ongoing needs** around climate change.

This will enable them to see continued investment in Cambodia's climate change adaptation and mitigation activities as a good thing.

Hoped-For Outcome: We want to show Cambodia's **progress**, and identify both **new opportunities** for effective climate change adaptation and mitigation activities, and **ongoing needs:** presenting previous international funding as having been successful, and presenting the need for ongoing partnership with international donors and international NGOs.

By doing this, we want to enable international donors and international NGOs to **continue to invest** resources in Cambodia's ongoing climate change adaptation and mitigation activities, and to continue to be part of the partnership of organisations, led by the Royal Government of Cambodia, which is fighting climate change impacts in Cambodia.

Message statements:

Avoid using these words directly; instead, make sure that you are clearly communicating these **ideas**.

Cambodia is investing significantly in climate change mitigation and adaptation activities at all levels.

However, Cambodia continues to need climate change adaptation and mitigation activities.

The Cambodian government and Cambodian people are succeeding in implementing climate change adaptation and mitigation, and are seeing positive impact as a result of their success.

International donor and NGO partnerships are an important part of Cambodia's future success in climate change adaptation and mitigation.

What we want them to do as a result of encountering our messaging:

Continue to support climate change adaptation and mitigation activities at all levels.

Continue to work closely with the Royal Government of Cambodia to support their success in fighting the impact of climate change.

Establish new projects, based on opportunities that arise for new activities that will extend the effectiveness of climate change adaptation and mitigation in Cambodia.

Using the messaging (writing guidelines)

- Create content that clearly demonstrates its point using data. Content should be based clearly on a **solid methodological basis**, and which shows **clear statistical impact and** success of existing and past donor-funded projects for climate change adaptation and mitigation. The purpose of this is to show the causal relationship between activities and outcomes (and to highlight the positive impact of activities).
- Highlight the care that the Royal Government of Cambodia has for its citizens, and show that climate change adaptation and mitigation projects are a valued and valuable part of how they express that concern.
- Make sure that you are always clear about your topic, and the point you are trying to make in a particular piece of content. Avoid using many commas in sentences.
- Use statistics, and write as clearly as possible, choosing a small number of individual examples and success stories, to provide a clear connection to the people who are experiencing the negative effects of climate change.
- Use photography to capture the **human** experience of climate change in Cambodia – for large and busy organizations, photography is a good way of communicating quickly the human impact of your work.
- Talk about the **context** - detail Cambodia's existing climate activities, and regional and worldwide agreements

Content types which are likely to reach them effectively with messaging:

- Report
- Fact Sheet
- Infographic
- PowerPoint
- Proceedings

Tone of voice to use in content for this audience:

Use a professional tone of voice, which is focused on facts, and write simply. Many international donor and NGO reports are hard to read, even for experienced leaders; your content will stand out if you write clearly and simply.

2.2.10 Audience 9: General Public of Cambodia

Summary: the general public is an audience that is easy to misunderstand. While other audiences have specific needs and aims, it's easy to treat the general public as a broad category without specific characteristics.

However, good communications can come when we realize that everyone who is part of another audience group is part of this group too. Climate change is a broad and cross-cutting issue, which means it affects everyone in our audiences in two ways: it affects their professional or formal life (as part of another audience), but it also affects their everyday life in Cambodia.

Why we need to reach them to help them understand climate change:

When we are addressing the general public, we are addressing everyone who is affected by climate change.

Climate change has dangerous impacts on different groups in different ways; but everyone in Cambodia will be affected by the negative effects of climate change in some way.

Therefore, it's important that we can create content which establishes the fact that climate change adaptation and mitigation is good for everyone in Cambodia. When there is consensus on this, it will be easier to plan, fund and implement projects which have a measurable positive impact on climate change in Cambodia.

Hoped-For Outcome: We want it to be generally understood in Cambodia society, that climate change is dangerous, and that adaptation and mitigation activities can help everyone to be less endangered, and more prosperous.

Message statements:

Avoid using these words directly; instead, make sure that you are clearly communicating these **ideas**.

Cambodia is in danger from the negative impacts of climate change.

Cambodian people are able to change these negative impacts

Climate change affects vulnerable people most of all, but it affects everybody.

It's important for everyone to be part of climate change adaptation and mitigation, and there is something that everyone can do.

What we want them to do as a result of encountering our messaging:

Understand what climate change is, and why it happens.

Understand what they can do to adapt to the impacts of climate change, and mitigate further emissions of greenhouse gases.

Share with their friends and members of their communities about climate change adaptation and mitigation, and advocate for good climate change mitigation from public and private organisations.

Using the messaging (writing guidelines)

- Remember that the general public is a media-rich environment, which means that your content needs to be quickly interesting to people. Make it simple and appealing.
- Create content that clearly highlights practical measures which members of the general public can take in their everyday lives to adapt to and mitigate the effects of climate change.
- Write simply, use graphics and photography for maximum impact
- Consider content in several different formats on the same topic, to reach different, overlapping media audiences with the same message several times and increase the likelihood of them understanding the content.

Content types which are likely to reach them effectively with messaging:

This group breaks down into many different groups, and every individual in the general public will be part of several different groups at once (one person might be someone who works for an NGO, lives next to the river, owns land, and spends a lot of time on Facebook, all at the same time): which means that there are many different formats that they will naturally encounter.

Tone of voice to use in content for this audience:

Follow the content format guidelines for the format you're creating content in; however, remember that simple messaging reaches its audience most effectively. Speak **simply** but **hopefully** about both the negative impacts of climate change, and the impact of climate change mitigation and adaptation activities. Always **celebrate success** in one area as an achievement shared by everyone in the public (because they all benefit from it).

2.3 Format Content-Creation Guidelines

Below you will find specific instructions for using DCC templates to create content effectively. Each section details a template type, and gives you production advice, and a few tips for using the template to create effective communications outputs.

Each Format Type also contains guidelines on effective dissemination of content in this format type, broken out for each of the Audience Types listed above.

Many of the templates are created using Adobe InDesign: these are to be used by trained staff and graphic designers, but below are guidelines for using these InDesign templates effectively if you have no technical training or background in graphic design.

2.3.1 Using Adobe InDesign Templates: A Tutorial Introduction

Several of the templates DCC uses to create content are in .indd format, which is opened using Adobe InDesign. InDesign is the industry standard program for creation of design templates, and we strongly recommend that communications officers should practice using InDesign.

It's important to note that the best way to create professional design assets is for templates to be used by trained designers. However, the templates are designed so that certain important tasks can be performed by following basic principles of InDesign usage, and those core skills are detailed below. You can also see recommended online resources for learning more about using InDesign effectively.

2.3.1.1 Core Skills

To use the templates effectively, there are two core skills you will need to learn. These skills are **image placement** and **using paragraph styles**.

Image placement: the InDesign templates all integrate images. These images might be photos, graphs, infographic elements or illustrations, depending on which template you are using, and which audience you are trying to reach. It's important to remember that images need to be **easy to understand**. Image placement is how you make an image easy to understand.

When placing images on a template, try to follow the following principles:

1. **Replace the existing image.** Avoid removing the existing image and replacing it with more than one image, or using an image that's more complicated to look at than the example in the template is. **Use the template example** to understand the kind of image that will work in the template.
2. **Preserve the space around the image.** The most important principle for making an eye-catching design is to make sure that each image or visual element has enough **space** around it. In design, we call this **negative**

space. This means that it is **empty space**, which allows each image to be clearly seen by the audience.

Using Paragraph Styles: The DCC style guide gives instructions for using the correct fonts and typefaces (letters) for creating content in English and Khmer. When you are using paragraph styles on any design template, it's important for you to use the right font. Follow the following principles:

1. **Choose what level of font you want to use.** The style guide gives a hierarchy of fonts, from the biggest and most eye-catching to the smallest and most detailed. The style guide has guidelines for choosing which level of font is appropriate for each usage. For example, if you need to have eye-catching text on a design, it should use a large, high-level font. If you need to explain something detailed, it should use a smaller body text font.
2. **Use appropriate wording.** If you need to have a title that is clearly readable from far away, remember you should use **simple and clear wording**, not using many words. If you need to explain something in-depth, you can use more words, but remember that more words will make it harder for your audience to understand it clearly from far away.

2.3.1.2 Ongoing Training

Adobe, the makers of InDesign, provide basic and in-depth training in using InDesign, including step-by-step courses and beginners guides. We also recommend the instructions given by the YouTube channel Dansky, which is run by a professional designer from the UK.

Adobe Guidelines and Lessons: Image Placement

Guidelines: Placing Graphics: <https://helpx.adobe.com/indesign/using/placing-graphics.html>

Lesson: Working With Graphics in Adobe InDesign:

<https://helpx.adobe.com/indesign/how-to/add-work-with-graphics.html?playlist=/ccx/v1/collection/product/indesign/segment/designer/explevel/beginner/applaunch/ccl-get-started-1/collection.ccx.js?ref=helpx.adobe.com>

Adobe Guidelines and Lessons: Paragraph Styles:

Guidelines: Understanding Paragraph Character Styles:

<https://helpx.adobe.com/indesign/using/paragraph-character-styles.html>

Lesson: Creating and Applying Paragraph Styles:

<https://helpx.adobe.com/indesign/atv/cs5-cs55-tutorials/gs-07-creating-and-applying-paragraph-styles.html>

Adobe Help Home

All Adobe InDesign help content and guidelines can be accessed at

<https://helpx.adobe.com/support/indesign.html>

Adobe Video Tutorials can be accessed at
<https://helpx.adobe.com/indesign/tutorials.html>

YouTube Expert Channel: Dansky

The 'Dansky' YouTube channel has step by step guides for improving general skills, and specific lessons for different functions, in both InDesign and other Adobe programs (such as Illustrator, which you may want to use when editing infographics: see below).

<https://www.youtube.com/watch?v=mVW8AF2TMnw&list=PLkiM1tZke4mjYGYEoVUtnIwYT0V9sYc2u>

2.3.2 Using Adobe Illustrator to Edit Infographic Elements

Because it is a more complex piece of graphic design, the infographic template requires the use of Adobe Illustrator to edit the graphical elements – the pie charts and line charts – which are a key part of the infographic's appearance.

These elements are created in Adobe Illustrator, and the Adobe InDesign file that contains the Infographic template itself is linked to the Adobe Illustrator file that contains the elements. This means that the two template files are linked, and the Infographic file will automatically update the appearance of the elements when they are changed in their Illustrator file.

In order to change the appearance and proportions of the infographic graphical elements, you need to follow the following steps:

- Select the object in the Illustrator file.
- Choose the 'Objects' menu, followed by the 'Graph' menu, and then the 'Data' menu. A window will open which allows you to edit the data being used in the graph or chart.

In order to create a graph or chart from the start, follow Adobe's tutorial here:
<https://helpx.adobe.com/illustrator/using/graphs.html>

For another tutorial, you can look here:
<https://design.tutsplus.com/tutorials/how-to-create-an-editable-pie-chart-in-adobe-illustrator--cms-31336>

Please ensure that any original or new charts you create follow the Brand Style guide instructions in terms of colour and typography, using the default settings in the DCC infographic template files.

2.3.3 Format Type 1: Report

Production Advice:

The report template can be used for a range of different technical document types, with a range of lengths, and covering a range of activities. Depending on who they are aimed at, they might be:

- Case studies, using project-specific examples from a small range of places that demonstrate a messaging point simply through telling a story
- Proceedings – summaries of the agendas, discussions and decisions of meetings.
- Reports – detailed explanations of a project, an event, a technical intervention, a study, or a situation as a whole, including references to data and giving conclusions, or describing process and progress of a phenomenon in context over several months or years.

Reports may be designed to give information on something specific to the higher levels of an organization. Usually DCC/GSSD produces annual reports to NCSO or to the Minister, or reports to international institutions, and topics can include climate change monitoring and evaluation indicators, progress on sustainable development goals (SDG), mid-term evaluations of projects, and others.

Choosing topic and content: when you're choosing how to write the report, choose examples that clearly demonstrate the real-world impact of statistics and figures. Make sure you have accurate figures which apply to the situation.

Good ideas: even in long-form reports, find specific examples of people who have been affected by the topic you're writing about, to give a human angle on what you are reporting on. Talk about them clearly and simply. Make sure you write about any specific people featured in the content respectfully; everyone is important. Their story is how your audience will understand the impact of the thing you're talking about.

Try to avoid: using statistics or stories which don't clearly explain one another; make sure that you are making the same point with both stories and statistics. Avoid speaking about people in poverty in a way which makes them seem unimportant. Avoid using complex sentences; even for a technical report, simple writing is more likely to be understood, and have an impact.

Format Audiences and Dissemination Advice

Consider using reports, case studies and proceedings to reach the following audiences:

High-Level Decision Makers

Dissemination advice: reports will reach these people through targeted publication, for internal circulation via meetings, or technical working groups. Senior authorities will have existing pathways for receiving reports and new

information, so dissemination is likely to rely on their staff and administration, or on climate change related events they are scheduled to attend.

Government Technical Staff

Dissemination advice: reports will reach these people through being integrated to their meeting agendas and schedules. Create reports which address the topic of the technical working groups in terms of climate change adaptation and mitigation. The key is to make reports which are useful to the groups you want to reach, and which are easy for them to understand, so that they can see how the report's findings fit into their area of work. Be aware that technical working groups may also create reports of their own, and so reports you create to reach them may be more effective if they refer to previous publications by a particular group. Note that this is mostly true in cases where you have a specific technical working group that you want to reach.

Academic and Research Institutions

Dissemination advice: reports will shape the work of these institutions by informing the design of their research projects. Reports provide vital information that will help academics make clear plans for research, and are likely to be used as references in research concept notes and publications.

Media/Opinion Formers

Dissemination advice: reports will reach this audience when they are published externally – that is, when they are specifically distributed to audiences outside the Royal Government of Cambodia. In order to be noticed by media and opinion formers, you may need to liaise with press officers in your institution and partner institutions, to ensure that this audience sees and understands the importance of your content, and to ensure that the content of your report is appropriate for external publication.

NGOs and CSOs

Dissemination advice: reports can help NGOs and CSOs to understand how to have a better impact in their area. Reach NGOs who might be helped by a report by publishing the content and sharing it with them via email, or, if it's published publicly, via social media.

Private Sector

Dissemination advice: private sector partners use reports to understand the situation for climate change in Cambodia. They are likely to be reached by the report as part of a wider strategic engagement, through a particular project that partners directly with them for climate change adaptation or mitigation. They might also find the report when it is published online, if it's relevant to them.

International Donors and International NGOs

Dissemination advice: similarly to private sector donors, international donors and INGOs use reports to understand climate change in Cambodia as it relates to their work and their aims. They will engage with it through deliberately being sent it by DCC/CCCA, or may find it online if it is published on a website or through other online channels..

2.3.4 Format Type 2: Fact Sheet

Production Advice:

A fact sheet is useful for presenting key facts to your audience in a simple way which is easy to understand, but which looks professional. The facts could be facts about an individual project, or a particular research project, a particular problem, need or situation, or an entire program.

The fact sheet template is laid out with spaces for text, photos or graphics, and special boxes to highlight particular information. The template file contains the right font sizes for each text type:

Header 1 text size: 30pt

Header 2 text size: 18pt

Header 3 text size: 12pt

Body text: 10pt

The template file also contains settings for using the correct styles (fonts and layout). For further information on this, please see '3.3.1 - Using Adobe InDesign Templates,' above.

The recommended word count for the Fact Sheet template is 600-1000 words. Avoid using a larger number of words than this if possible.

Choosing Topic and Content:

A fact sheet is good for showing your audience a **broad overview** of the topic you're talking about. That means that you need to pick a **single topic** and decide what the **most important thing is** that you need your audience to understand. Then, look at those points, and choose statistics, stories or text that explain it in the most straightforward way.

Good Ideas:

Remember that you have a good opportunity to tell the **whole story** of something you want to communicate, so choose your content carefully. As always, write simply so that your audience can understand it on a single read-through. Most audiences will not give a lot of time to reading the fact sheet, so it's important that it communicates its content easily.

Try to avoid:

If you're not clear on the thing you want to communicate, or you're trying to communicate content that is complex, and where all of the details need to be understood, consider using a longer format (such as a Report), or rewriting until you can express your content clearly. Avoid trying to communicate too many different pieces of information. Avoid using content that is not clearly related to the rest of the content on the fact sheet.

Format Audiences and Dissemination Advice

High-Level Decision Makers

This audience will find fact sheets useful as summaries of other, longer reports and papers which might have the details of a particular topic in. When creating fact sheets for this audience, consider creating them to accompany and summarise a report or longer content that you need this audience to understand, when you need them to be able to understand it quickly. Consider distributing them during or before meetings that are relevant to project activities which it's important for them to understand.

Sub-National Administrations

This audience will find fact sheets useful as introductions to local project activities, or summaries of recent activities, to understand how activities have related to their area. As with High-Level Decision Makers, they may find it useful to have fact sheets as summaries of reports and larger documents which they might not be able to access or read in full. Consider distributing them during or before meetings that are relevant to project activities which it's important for them to understand.

Media/Opinion Formers

This audience values quick facts and being able to express context quickly and clearly, and therefore fact sheets are very valuable to them. To reach them effectively, consider using fact sheets as part of press releases, when you have high-level outcomes or key facts or events which you want to promote to the general public through the media, or as part of a co-ordinated campaign with a single messaging point over several different content pieces. Fact sheets (or infographics) will be easiest for the media to understand, and therefore the easiest for them to use.

NGOs and CSOs

This audience will appreciate being able to see clearly the need in their project area. Disseminate it to them as a way of reaching NGOs and CSOs whose activity areas you want to work in.

Private Sector and International Donors and International NGOs

These audiences value quick facts and being able to understand context quickly and clearly, and therefore fact sheets are very valuable to them. To reach them effectively, consider using fact sheets to accompany other proposals to them, if you are seeking to set up partnership with them, when you need them to understand your activities quickly.

2.3.5 Format Type 3: Infographic

Production Advice:

Infographics are a powerful way of explaining key **statistical** information and placing it in **context**. It allows you to display facts in a way which makes it easy for people to understand, without using a large amount of text.

Structure

A good infographic **introduces its topic briefly in words** before demonstrating its key points with graphics that show **statistics**. The template file contains sample graphics, and different automatic colour settings, known as **swatches**.

The recommended word count for the introductory text is 100 words, up to a **maximum** of 200 words.

Size of Charts and Graphical Elements

You'll need to use the elements in the template file – the pie charts and bar charts – and transform them to the right size manually, by calculating the right size of each segment in terms of pixels for the percentage you want to display.

Use words next to graphical elements as needed, but try to use text only as labels; make the graphics do the explanation.

Because it is a more complex piece of graphic design, the infographic template requires the use of Adobe Illustrator to edit the graphical elements – the pie charts and line charts – which are a key part of the infographic's appearance.

These elements are created in Adobe Illustrator, and the Adobe InDesign file that contains the Infographic template itself is linked to the Adobe Illustrator file that contains the elements. This means that the two template files are linked, and the Infographic file will automatically update the appearance of the elements when they are changed in their Illustrator file.

In order to change the appearance and proportions of the infographic graphical elements, you need to follow the following steps:

- Select the object in the Illustrator file.
- Choose the 'Objects' menu, followed by the 'Graph' menu, and then the 'Data' menu. A window will open which allows you to edit the data being used in the graph or chart.

In order to create a graph or chart from the start, follow Adobe's tutorial here: <https://helpx.adobe.com/illustrator/using/graphs.html>

For another tutorial, you can look here:

<https://design.tutsplus.com/tutorials/how-to-create-an-editable-pie-chart-in-adobe-illustrator--cms-31336>

Please ensure that any original or new charts you create follow the Brand Style guide instructions in terms of colour and typography, using the default settings in the DCC infographic template files.

Colour Swatches

The template file contains **swatch** settings, which allow you to use a consistent set of colours from the brand guide which work well together and catch the audiences' eye.

To change the colour of a graphical element, select the object you want to change by clicking on it. Then, select a colour you want to use from the swatches palette. The templates will include the swatches with names from the style guide.

Choosing Topic and Content:

Choose content which can be clearly communicated using statistics. Choose statistics which allow you to put a topic in context, so that when your audience reads the infographic, they can understand the statistics behind the issue you want to communicate.

If you're creating an infographic for use online, be aware that you will need to create a smaller version of an infographic that you would create for print. Simplify your infographic by choosing the **one graphic element** that communicates your messaging the best, and save a new version of the infographic containing only that graphic element.

Good Ideas:

Choose statistics that can clearly be represented by graphics (such as percentages) or numbers which you want to compare to one another. Choose a maximum of 3-4 different statistical areas that you want to illustrate (and for an infographic which will be shared online, choose only one).

Try to avoid:

Using too many graphics, or using statistics which need to be compared to one another using text. Avoid using large amounts of text in general.

Format Audiences and Dissemination Advice

For all audiences, infographics are appealing for the same reason: they present complex data and help them to understand its impact.

To disseminate an infographic to any audience, it's best to include infographics as part of packages which you put together (including alongside other content formats, such as reports, fact sheets, newsletters or brochures), to give your audience a **visual summary** of what you need them to understand.

Outside targeted content packages, infographics are **powerful online and social media content pieces**, as they can be easily shared and easily understood by audiences in the general public. To disseminate an infographic online, create a **simple infographic** following the tips above, and share it through your existing social media channels.

2.3.6 Format Type 4: Leaflet

Production Advice:

Leaflets are most useful at reaching audiences as part of information packs, or in places where people may encounter content without expecting to, when they have a small amount of time to fill. They feature both words and images, in narrow columns, and are designed to be folded several times so that they present the reader with several sides of content for them to read and engage with.

The leaflet template is designed for 500-1000 words, with images. As always, find a way to write what you need to say in a small number of words, and try to use more images, as images are easier to understand.

The template is laid out with spaces for text, photos or graphics, and special boxes to highlight particular information. The template file contains the right font sizes for each text type:

Header 1 text size: 30pt

Header 2 text size: 18pt

Header 3 text size: 12pt

Body text: 10pt

The template file also contains settings for using the correct styles (fonts and layout). For more, please see '3.3.1 - Using Adobe InDesign Templates,' above.

Choosing Topic and Content:

Leaflets are effective for communicating broad information, which is unlikely to go out of date quickly, as that they can be provided to partners and other organisations over a period of time without going out of date.

Choose information which is easy to understand, and which tells a clear story about your project, program or intervention.

Good Ideas:

Choose content which can be clearly demonstrated using images, and try to be led by the images you have, so that text is always clearly related to what one image shows.

However, make sure that the leaflet tells a clear story about one thing, and summarises general information about the project.

Try to avoid:

Telling stories which will go out of date. If you need to quote a month or a day in order to contextualise your content, it may be better to express it to your audience through a report, an infographic, or another format type.

Also try to avoid telling a story which is too complex to be easily written in 500 words.

Format Audiences and Dissemination Advice

Leaflets are useful for a range of audiences:

- Sub-National Administrations
- Academic and Research Institutions
- Media/Opinion Formers
- NGOs and CSOs

For all of these audiences, leaflets act as more casual means of communicating formal information: they are a good way of communicating information in a brief way which still feels somewhat formal. Therefore, consider disseminating them through press-packs, information packs or other collections of information. The other key dissemination technique for brochures is to print them and offer them to partner organisations – particularly NGOs and CSOs – for display in their headquarters and any waiting areas in which they publicise their work or their partners' work.

2.3.7 Format Type 5: Poster

Production Advice:

Posters are used in Cambodia mostly to communicate simple, linear information which needs to be visible from a distance. They are often displayed in government offices, schools, and other public places where audiences will see and review them whilst waiting or walking by.

The poster template provided is adaptable for use with different illustrations, which should be created for each individual project or user. The important fact to remember about posters is that they are visual, and designed to communicate simple facts from a distance. Use mostly graphics, with a clear title or slogan to show the topic of the poster, with simple explanatory text under each box.

Choosing Topic and Content:

Posters are an effective way of communicating information which can be easily understood in a **linear** way (one point after another). That means they're useful for communicating project aims and techniques, or simple facts which projects want all audiences to understand quickly and easily.

Good Ideas:

Choose content which can be easily expressed in logical stages, and which can be illustrated easily using pictures. Choose a clear title which expresses the topic of the poster, or its core messaging, in a way which audiences will understand after looking at the poster once.

Try to avoid:

Avoid topics which need a large amount of text, as this will make it harder for audiences to understand the content.

Format Audiences and Dissemination Advice

Posters are effective for reaching audiences in formal, community-centric places, such as NGO and CBO offices or sub-national administration offices.

To disseminate posters, create the posters and distribute them to partner organisations (NGOs and CBOs), or, if the information on the poster is relevant to work performed by, or in partnership with, a sub-national administration, supply them to sub-national administration offices as well. Make sure that key contacts at the organisation you're disseminating them to know that the posters are coming, and that you're offering them as a gift.

A good dissemination strategy for posters is to work with potential audience members (such as NGO and CSO participants or staff) to create the content for the posters, as they will understand the needs of their communities best.

2.3.8 Format Type 6: X-Stand

Production Advice:

X-Stands are a kind of poster which has its own stand, so it can be displayed without needing a wall or a display board. They are usually longer and thinner than normal posters. Their main use is to present, in a professional way, important information that needs to be shown in a particular space without being permanently displayed.

Uses for x-stands could include:

- Entrances to venues where one-off events are taking place, such as hotel conference rooms or other meeting venues
- Temporary signposting for important locations inside public spaces, such as sign-up tables
- Display booths in conference halls
- Display in lobby exhibitions of buildings in which DCC/GSSD or partners have a permanent presence

Wording should be **short**, because lettering needs to be **visible at a distance**. The recommended word count for X-Stands is 50-100 words per section. Smaller word counts allow use to use larger font sizes, which is desirable.

Choosing topic and content: x-stands are a good opportunity to present specific information simply. In most of the places where x-stands will be used, audiences will look at the stand **briefly**.

Think carefully about what information you want to present. Use an x-stand for **specific times when you need something that is visually appealing to present your project's presence on a temporary basis**.

X-Stands have a broad range of audiences they could reach. Follow the audience profiles to decide what data or information your x-stand should contain in order to be appropriate for the target audiences; but whatever you choose, make sure that the data is clear and that you have **one single messaging point** (at most two) which you want your audience to understand after a brief interaction with the x-stand.

You should also consider whether an x-stand is the best format for your content. If you have a lot of images you want to use, or you want to communicate something which has several different things you need to say, consider making a poster or an infographic instead.

Good ideas: x-stands need to be **eye-catching**, which means they need to be **visually simple**. Try to choose one graphical element (a photo, a map, a graph or a logo), which clearly tells your audience what you want them to know.

Remember that your audience will look at the x-stand **briefly** and so it should be used when you want to say **one simple thing**. If you have complex information you want to present, consider making a poster or an infographic instead, because these templates have more space for presenting important information in a complex way.

Use your visual elements – text and graphics – in space so that the eye is drawn to them. Make sure elements are centred on the design, not off to one side, and make sure that there is plenty of negative space (space that doesn't contain anything) around all of your visual elements, to make sure they stand out and can be clearly understood.

Think about **where** the x-stand is located, and how people are likely to find it. Does it need to be visible from across a room, or will people mostly be looking at it having already walked up to a booth at a conference? If the audience is likely to be closer to it, you can use more complex text and images. Always remember, though, that **simple is best**.

Try to avoid:

Don't use x-stands to communicate complex ideas or long text. Remember that the key to good communication is connection, and so you need to choose a format for the ideas which is appropriate to how your audience will find it. If they're only going to look at it briefly, you need to design it so that it can be understood in a brief period of time.

Don't overcrowd the design. Use the template carefully, and don't put in multiple images or graphics, as the audience will need to take time to work out how they relate to one another. Most audiences, rather than taking that time, will simply move on without understanding your message.

Don't forget that most people will see your x-stand from a distance, so it needs to be clearly appealing from far away. **Use negative space** carefully to make it look open and easy to understand, even before people can see any of the details.

Format Audiences and Dissemination Advice

Consider using x-stands to reach the following audiences:

- High-Level Decision Makers
- Government Technical Staff
- Sub-National Administrations
- Academic and Research Institutions
- Media/Opinion Formers
- NGOs and CSOs
- Private Sector
- International Donors and International NGOs

Dissemination Advice: for all of these audiences, the dissemination advice is the same: x-stands will be effective when used at events which members of these audiences attend, or in spaces where they are likely to have time to interact with the x-stand, read it and understand it.

To create and disseminate an x-stand effectively, think about what opportunities you have to use an x-stand; what events are coming up where you will need to signpost something clearly. Make sure you have the design prepared in enough time for the x-stand to be printed and taken to the place where it will be displayed.

2.3.9 Format Type 7: PowerPoint Presentation

Production Advice:

PowerPoint presentations are a key part of communicating facts and project progress to a range of audiences.

Using the PowerPoint template is straightforward: the font size and name controls allow you to ensure that you're following the Style Guide accurately for all headers and body text.

Choosing Topic and Content:

There are two common uses for a PowerPoint presentation:

1. As a tool to support a **spoken, in-person** presentation to an audience
2. As a way of presenting information in **written** format

However, be aware that PowerPoint is designed primarily to support **spoken** presentations; therefore, the visual appearance and template of PowerPoint is designed to be **appealing to the audience** when it is used to present **clear, simple information**.

Use the production process as a way of clarifying your thinking on your topic: find a way to express everything you need to say as a simple sequence of bulletpoints and graphics.

If you're using a PowerPoint presentation file as a way of communicating complex information or detailed findings, consider using another format (such as a report, or proceedings), since PowerPoint presentations often do not allow you to present your case in a logical flow and include all the detail you may need to.

Good Ideas:

Write simply. Do not simply write on the slide what you will say in the room when presenting; this will disengage your audience. Instead, write simple bulletpoints that summarise what you need to say, and then expand on them in your notes. If you include details in your spoken presentation that you need audience members to understand when they receive your presentation via email, put more detailed information in the speakers' notes for each slide.

Remember that your audience may not have a long attention span. When creating a PowerPoint presentation that needs to be understood, use simple words and graphics **which can be understood from the back of a conference room**, when projected on the wall.

If you need to present more complex information in the room, consider creating supporting notes - which could include footnotes, infographics and other reports

– as supporting content to distribute to your audience while you present the main points, simply, using PowerPoint.

Try to avoid:

Copying and pasting information from other documents into a PowerPoint slide without re-editing it to make it shorter, or making sure that it is clear enough to understand at a glance.

Using complex information on a PowerPoint slide which cannot easily be understood by an audience member who looks at it from the other side of the room.

Format Audiences and Dissemination Advice

All audiences are likely to benefit from PowerPoint presentations, and dissemination strategies are the same for all audiences, coming in two types:

1. **In-person presentations**, where spoken words support and explain the information on the PowerPoint presentation slides;
2. **Distance presentations**, where you (the presenter or preparer of the content) are not in the room, and are sending the PowerPoint via email as a summary of information.

For in-person presentations, your dissemination strategy should be to consider the following:

- Make slide content simple and easy to understand
- Speak clearly and confidently about your topic and the information there
- If more detail is needed, create speaking notes and/or a briefing pack, containing relevant content which your audience can review whilst speaking.
- Make sure that each section of the pack is clearly related to a section of your presentation, and guide your audience through the pack by referring to page numbers or section titles.

For distance presentations, your dissemination strategy should be to consider the following:

- Create simple slides as before, but consider including contextual information in the speakers' notes section, rather than as a separate pack
- This will mean that your contextual information will need to be simplified itself, and should not contain graphics (as the speakers' notes section does not deal well with graphics).
- However, since your audience are likely to be viewing your presentation at their desks, you can include more detailed graphics and text on slides if needed. Make sure each slide is easy to understand, however.
- Send the presentation to all audience members by email, and invite them to ask questions if anything is unclear.

2.3.10 Format Type 8: Proceedings

Production Advice:

Proceedings are a formal summary of the proceedings of a meeting, conference, or knowledge-sharing event between officials and partners. They are a formal document, so use of a simple template is desirable.

Choosing Topic and Content:

Only information which was presented at the meeting in question should be included in the proceedings document. The proceedings content should reflect the meeting or event they're summarizing.

Good Ideas:

To create a clear and accurate proceedings document, gather information on the event, including agendas, presentations, reports which were published at the meeting, and summaries of any formal statements made by participants in the meeting. If there were plenary sessions, make sure that notes are taken, and summarise questions and answers that were given.

Create a draft of the proceedings document, and circulate it to those with approval authority over the content and specific details.

Try to avoid:

Avoid writing proceedings from memory. Use records of the event, including agendas, documents, reports and notes taken during the event. If you need to operate from memory, make sure that everything that's written up from your memory is cleared with all participants before publication.

Format Audiences and Dissemination Advice

As formal documents, proceedings are likely to be useful to **participants in any sessions or meetings which the proceedings document summarises**, and to **other people at organisations who were involved in the meeting**. These are likely to include:

- High-Level Decision Makers
- Government Technical Staff
- Sub-National Administrations
- Academic and Research Institutions
- Media/Opinion Formers
- NGOs and CSOs
- Private Sector
- International Donors and NGOs

The simplest dissemination strategy for proceedings, if the only audience is participants in the meeting, is via email. Write a simple email introducing the document: do not include complex information in your dissemination email.

If senior people and participants wish to publicise the event, you may wish to publish the proceedings; if so, the dissemination strategy will depend on the intended audience, and will need to include further sign-off with all participants to ensure that they concur with the public summary of their statements.

2.3.11 Format Type 9: Newsletter

Production Advice:

The DCC newsletter is an opportunity to summarise events or progress within DCC on a medium-term timeframe. It may also be useful to create newsletters for other programs or projects. Newsletters can be used to celebrate the start of a project or program within DCC or elsewhere, or to give an update on public progress across a range of activities. The range of activities covered, or the level at which news is reported, should be defined at the start of the process.

For example, DCC's own newsletters are usually published quarterly, and gather together content from the Director and Deputy Director and Heads of Office as well as project staff in order to highlight progress and activity over the previous quarter. For DCC, newsletters are valuable for providing an easy to read overview of progress and activity on a regular basis, allowing both DCC colleagues and DCC partner organisations to understand DCC's role and impact over time.

The newsletter template gives space for more in-depth articles; but articles are still aimed at an audience who may not be able to give a large amount of time to reading or understanding the content.

The recommended word count for articles is 200-300 words. In the case that more detail is needed, create a longer articles (500 words at maximum). Avoid longer pieces.

Choose photos which clearly communicate the point that you want to make at a single glance. If you can, choose photos that have a **single clear subject**.

The newsletter template is laid out with spaces for text, photos or graphics, and special boxes to highlight particular information. The template file contains the right font sizes for each text type:

Header 1 text size: 30pt
Header 2 text size: 18pt
Header 3 text size: 12pt
Body text: 10pt

The template file also contains settings for using the correct styles (fonts and layout). For further information on this, please see '3.3.1 - Using Adobe InDesign Templates,' above.

Choosing Topic and Content:

The DCC newsletter gives a summary of DCC's work over a time period. Review your activities for that time period, and decide **which activities you can illustrate best** using the stories, photos and graphics that you have access to.

Gather content that clearly shows your activities and illustrates **your messaging aim** well, in a way which you can explain in the right number of words.

Sometimes it may be desirable to develop a newsletter specifically for one DCC project or program, in addition to newsletters that are being created for the department as a whole. Information and content for these newsletters can be gathered in the same way, but it's important to assess when it would be important to develop a program or project-specific newsletter. Newsletters are most effective when your program or project has something major to publicise – either a significant event (such as the start of the program or project, or a major milestone), or a new finding that has been discovered through the program or project. When choosing whether to create a program or project-specific newsletter, ask yourself whether your audience **will find the available information useful or interesting** if they are in your sector.

For DCC's internal newsletter, an email should be circulated to the Director and Heads of Office to ask them to identify news they want to share, and important events that should be highlighted in the newsletter.

Following this, a list of content should be created, and then articles should be drafted by designated office staff. Once content is approved, the newsletter should be laid out in InDesign, then edited for length if necessary to ensure it fits the template, before printing. Ensure that a single sample is printed for approval before printing the complete run of newsletters.

Good Ideas:

Discuss ideas for strategic messaging aims of the newsletter with project and program leaders, and agree the aims, then work with field-level staff or contacts in order to gather or identify content or stories which clearly show the messaging aim you want to make.

Write content, then review it for length. If the content doesn't fit in the right sections in the template, you should re-edit the content to say the same thing in a shorter way.

Try to avoid:

Do not try to fit more words into the template than it is designed for; the result will not be good.

Avoid using newsletters for complex information, or incomplete activities.

They should be used to summarise your progress in your activities, and clearly place your recent activities in the context of your project as a whole.

Formal audiences (such as government authorities, technical and working groups, private sector or international NGOs and donors) are likely to want more detailed information whenever a project update is required; use the newsletter for simpler, less technical information for a broader audience.

Format Audiences and Dissemination Advice

Newsletters have a lot of value as **internal** communications tools, which report news from an organization to other parts of that organization. Beyond this, they can also be used to reach the following audiences:

- Academic and Research Institutions
- Media/Opinion Formers
- NGOs and CSOs
- General Public

To disseminate newsletters to reach this audience, consider the following strategies:

- **Distribution for use in offices.** This is best for formal partners, including NGOs and CSOs, who are part of the project activities highlighted in the newsletter; it will allow them to highlight their work at low cost, and will therefore strengthen your relationship with them. Provide a large enough number of newsletters that they can distribute the newsletter themselves.
- **Distribution via hand, or post/mail.** This is an option for reaching partners who will be interested in and grateful for news, but who may not distribute a number of newsletters directly, and who still need to know what progress your work has made.
- **Distribution at events.** Because they are a concise summary of your work which still contain more detail than other formats, newsletters are a useful summary of your work for inclusion in event schedules, to enable participants to get a quick summary of the most recent work performed or completed.

2.3.12 Format Type 10: Calendar

Production Advice:

Calendars are created once a year, and because they are useful to audience members, give us a way of placing our visual messaging in the workspaces, so that they can be viewed through the year.

The calendar template contains images, which should be changed each year so that each year's calendar looks and feels different and new.

Images on the cover and the internal pages can be changed using the 'Place' command, which can be found in the 'File' menu under 'Place':

- First, select the image you want to replace in the document, then select Place. A dialog box will pop up.
- Navigate to the file you want to insert, and press open.

For more information on placing images, see the tutorial website.

Choosing Topic and Content:

Calendars are an opportunity to show your audience climate change and the environment of Cambodia in a different way. Usually they will be receiving content that is written, with images that usually are chosen to explain what is said in the text of the content. Calendars feature a large image, or collection of images, for each month, with minimal text: that means they're an opportunity to highlight what the environment of Cambodia **looks** like for itself. This gives audiences a chance to connect to the emotional and physical realities of climate change.

Choose photos which show the environment of Cambodia, the impact of climate change, the kind of activity which mitigates greenhouse gas emissions, or the kind of activity that enables Cambodians to adapt to climate change. Make sure that images are clear, with a single point of focus which the audience's eye is drawn to.

Each year, a designer should review the calendar, and adjust the **days** and **dates** so that they are correct for the coming year in each month. Work with leaders to identify and approve the full list of public holiday dates, and dates for other events, before confirming the final calendar design and sending it for print.

Good Ideas:

Make sure that you start the design process for the calendar in June of the year before publication at the latest, and earlier if possible. Make sure that you confirm all special dates that should be included in the calendar, including public holidays, festival dates for relevant religions and communities, and project or program-specific public dates (such as startup or closeout events).

Try to avoid:

Avoid using internal project dates on the calendar. These may change, which will cause the calendar to represent the project poorly. Instead, use dates which are relevant to users across the organization for whom you are creating the calendar (whether DCC or a partner organization), which are not going to change, and which you want to celebrate publicly.

For example, highlight World Environment Day (5th June), or World Toilet Day (19th November), or others days which might be relevant.

Format Audiences and Dissemination Advice

All audiences will benefit from calendars. The key dissemination strategy is to distribute the calendar to your audiences during November-December of the year before the calendar starts, so that they have it at the start of that year.

If you're planning to distribute a specific new year-themed package to audience members, you can distribute the calendar during January. Generally speaking, by the end of January your audience will already have found a calendar, and so if you distribute it after this, it is unlikely to be useful to them.

2.4 Video

Video can be a very effective way of capturing the sense of a place or time; it helps viewers to feel like they can clearly understand a situation which they might otherwise only have been able to imagine.

Video is a very versatile medium, and it can be created using a range of tools. A full set of instructions about videography would be very complex, and require specialist equipment. However, one particular way of creating video can be very effective: using smartphones to capture video, without further editing or lighting. This can be a very effective way of capturing the situation in communities that are seeing direct effects of climate change in a visible way, and can be a good way of helping all audiences to see directly what climate change looks like in communities they're not familiar with.

Here are a few tips for creating video effectively, using a smartphone:

- **Hold the camera in the landscape (sideways) orientation.** Your eyes see the world side-by-side – they create an image which is naturally 'landscape' orientation. That means it's wider than it is high. When you create video in a landscape orientation, it makes it easier for viewers to feel like they are seeing something naturally, and to understand what they're seeing properly.
- **Make sure there is light on the things you want to film.** Be aware of where the light is coming from, and make sure that the thing you're filming is properly illuminated by the natural light. If it looks dark, try moving around it until it looks clearer on your screen. Avoid filming things that have the light behind them (such as the sun, or a lightbulb). This will make them look darker, and harder to see.
- **Film short pieces.** Try to film short pieces that show one thing clearly. Most people won't watch videos that are longer than a few minutes, and when the video is rough and unedited, you should try to make it only 30 seconds. After you've taken the video, choose the 30-second section which shows what you want it to show, and clip it down to that section only.
- **If you're recording audio, choose one person to record, and stand close to them.** Recording audio and voice is good, but it's easy for smartphone microphones to lose some of the audio if they're trying to record more than one person at a time. If you want to record audio (for example, if you're recording questions and answers), take a video of one person at a time, and record only their voice, making sure that you're close enough to pick up what they're saying with the microphone on your smartphone.

Annex: Using the Content Production Planning Tool Spreadsheet

The content production planning tool is a spreadsheet that you can use to make sure that you have a clear plan for creating content.

The tool has fields for identifying every key contact and element of the content creation process.

After filling in the content production planning tool, it should be possible for anyone to see and understand **what** we are making, **who** we are reaching with it, **why** we want to reach them, **where** we plan to reach them, and **how** we will make the content that reaches them, including **when** the key dates for production and publication are.

Here is an explanation of each line of the content production planning tool.

Section 1: Concept

This section is where you write down the **overall strategic plan** for the content.

There are boxes for you to summarise what the title is, what audience you're trying to reach with the content, what messaging aim you want to achieve with them, what format the content will be in, and a summary of the approach you'll be taking to the content.

Title: in this field, write the title that you'll use to refer to the content while you're making it. If you're not sure yet, you can use a placeholder title (such as '2018 DCC Case Study 2'); but make sure you update the tool with the correct title once you have decided on it.

Target Audience: use this field to identify who you will be aiming the content at. This field is helpful because it allows everyone involved in the project to clearly understand who the content needs to reach.

Messaging Aim: use this field to give a short summary of what you want your content to achieve. How will your audience change their behaviour or belief because of your content?

Format: This is where you choose what content format you will use. Usually, you should choose a format from the drop-down menu, so that you can use the content-creation guidelines for each format. If the format you're going to use isn't on the list, choose 'other' and then use the C column and note what format you will be using.

Summary: in this section, write a short summary of the content you will make, and use this section to note any important details about the purpose or plan for the content that aren't covered by the rest of this spreadsheet.

Section 2: Publication Planning

This section is where you set the practical end goal of the content: where you will publish it, when, and who will give final approval for publication.

Publication is how our content has impact, and how it reaches the audience it's aimed at. This section needs to be filled in as early as possible, so that everyone who is involved in the creation of the content can see what the publication plan for the content is.

Publication Route: this is the place that the content will be published. Depending on the type of content, this might be a media outlet, a public event, a DCC online account (such as Facebook or the DCC website) or a meeting of a technical group or senior government body (such as Parliament or the Council of Ministers).

Publication Date: this is the date on which the content will be published. This may not be clear at the start of the production process; if so, you can define a week or a month in which it will be published, and later edit the tool to define the specific day or time.

Name of Person with Approval Responsibility: for every piece of content, publication must be approved. Follow the production flowchart to ensure that content is presented to the person with approval responsibility in good time.

Dissemination Notes: this is a space for you to detail anything that's not included in the other fields about how you want to make sure that your content reaches your audience effectively.

When deciding this, it's a good idea to be clear about where your audience normally encounters content like this, and then note it in this section of the

Try to complete the sentence: 'we expect the audience for this piece of content to encounter it in.....'

Section 3: Production Planning

Production is how we take the concept for the content and turn it into the piece which will be published.

This section is where we identify the specific information that is needed for content to be produced: the logistics, scheduling and responsible people for the production process.

Key Contacts: these are the names and contact details of key contacts who will be responsible for different elements of the content creation process. This section could be filled in differently for each piece of content. Here are some of the people you might need to identify:

Content Creator: this is the person who is responsible for writing or creating the content. They are probably the person who is filling in the content production planning tool spreadsheet. Their key role is to be responsible for creating the content.

Project Strategist: this is the person who give strategic insight and guidance to the content creator, and who connects their work with specific project outcomes. They might be a technical specialist or advisor, working at DCC or in the same project as the content-creator. Their key role is to be responsible for managing the content, from concept to production to publication.

Quality-Assurance Authority: this is the person who has final authority to approve or not approve the publication of a piece of content for DCC. This is likely to be a senior person at the deputy director level. Their key role is providing leadership, and approving publication.

Partner Senior Contact: if a piece of content needs to be produced in partnership with another organization, such as a university, a community-based organization or an NGO, we should be clear about

This is particularly important when we are planning to visit the field with this organization, because this person will be the senior contact at that organization. They might ask us to work closely with a junior member of their staff, and if so, we should identify that person on this spreadsheet as well.

Production Technical Specialists: if production requires technical expertise, such as a professional photographer or videographer, we should identify that person or those people here.

Production Logistics

In this section, we lay out the specific details of how we will produce the content.

Content-Gathering Date: if we are visiting a specific project or community to gather content, this is where we record the dates of that trip. Please note that the dates should cover travel to and from the location, not just the days when we are present in the community.

Content-Gathering Location: identify as clearly as possible the location of the content-gathering trip. Give the address, but if possible, give a Google Maps pin as well, so that the location is clear.

Resources/Hardware Required: in this field, identify what resources will be needed for the content to be created (camera, laptop, email, etc).

First Draft Completion Date: this is the date by which the first draft of the content will be completed, and submitted to leadership for quality assurance.

Final Draft Completion Date: this is the date by which the final draft should be completed, integrating any feedback from quality assurance process, and submitted for confirmation and publication approval.

Date for Publication Approval: this date is the date by which we need to receive publication approval. There should be **enough time** between the final draft completion date, and the publication approval date, for leadership to review and approve content. The specific amount of time that's needed may change depending on the content and the process.