



Royal Government of Cambodia

Ministry of Information

**ផែនការសកម្មភាពឆ្លើយតបនឹងការប្រែប្រួល  
អាកាសធាតុសម្រាប់ក្រសួងព័ត៌មាន ២០១៥-២០១៨**

**CLIMATE CHANGE ACTION PLAN  
FOR MINISTRY OF INFORMATION 2015-2018**

2015

## Preface

Access to information has played important role for an inclusive development of democracy and economy of the country. The National Strategic Development Plan 2014-2018 has set up target achievement for information sector which include the quality media (television, radio, print medium, and internet) coverage up to 85% of population, 64% of household with television, 41% with radio sets and 20% with internet access.

At sub-national level, the use of media are operated locally in 16 municipalities/provinces, to live-relay major events and also air their own programmes for their community and region on topics ranging from societal education, human rights, and health, especially of women and children.

The Ministry of Information continues working with private media to provide quality information on time to the all people in Cambodia in order to support the government development priority.

The draft report prepared by Ministry of Environment in 2010 for the Second National Communication for the United Nations Framework Convention on Climate Change (SNC UNFCCC) shows that climate change is becoming an eminence to the economic development of Cambodia. In addition, the recent UNFCCC 20<sup>th</sup> Conference of the Parties in Lima, Peru in December 2014 lists Cambodia together with India and Philippines in the top climate risk index. Thus access to information, in particular climate risk information and threat play key role for both adaptation and mitigation for the whole society of Cambodia.

This CCAP is developed in line with the Ministry's development policy and strategy, the National Strategic Development Plan and the response to the Strategic Plan for Climate Change Strategy. On behalf of the Ministry, I wish to thank our team leader and all members for their hard work and commitment in preparing this action plan.

It will serve as the milestone to support the development of information sector in Cambodia identifying key prioritized actions that can be translated into programs or projects. The mobilization of funding resources for the implementation of all the actions is critical to successful implementing the climate change action plan for information sector as well as contributing to the successful implementing the Cambodia Climate Change Strategic Plan.

I would like to take this opportunity to thank National Committee on Climate Change (NCCC) and the Ministry of Environment for taking the lead in climate change work through technical and financial support from Cambodia Climate Change Alliance programme.

Phnom Penh, ..... February, 2015  
Minister of Information

## Acknowledgement

The preparation of this Climate Change Action Plan (CCAP 2015-2018) is the result of commitment and political support from the Royal Government of Cambodia as well as the continuous support from our minister, **H.E. Mr. Khieu Kanharith** in establishing the Climate Change Technical Working Group. This working group consists of all key technical departments representative as well as department of planning, finance, and administrative for the preparation of the Climate Change Action Plan for Ministry of Information. The participations from all key departments enhances the coherent and alignment of climate change action plan to the existing plans of the ministry and to the national priority.

The role of the working group covers:

- Conduct research; formulate policy, strategies, legal instruments, plan programs and projects on climate change.
- Cooperate with relevant stakeholders to conduct studies, formulate and effectively implement policy, strategies, regulations, plans, programs and projects on climate change, in responding to the Cambodia Millennium Development Goals (CMDGs), particularly in relation to poverty alleviation and environmental sustainability.
- Propose recommendations to ministry decision makers in relation to climate change impacts and responses.
- Jointly monitor (follow up) global issues on climate change and its impact on economic, society, rural infrastructure, rural economy, ethnic minorities, and clean water and sanitation sectors.
- Share information related to climate change and response measures with the sector.
- Facilitate and mobilize necessary resources, especially grants to support the study, formulation and implementation of policy.
- Monitor and evaluate programs related to climate change by line departments and institutions of MoInfo.

Finally, we wish to acknowledge the support of UNDP/CCCA trust fund donors for their cooperation, understanding and friendship throughout the planning process.

H.E Hor Sopheap  
Secretary of State and Task Team Leader Team leader of Climate Change Working Committee  
Ministry of Information

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## List of Abbreviations and Acronyms

AKP	Kampuchea News Agency (Agence Kampuchea Presse)
CCCA	Cambodia Climate Change Alliance
CCCSP	Cambodia Climate Change Strategic Plan 2014-2023
CCAP	Climate Change Action Plan
DP	Development Partner
EU	European Union
GHG	Greenhouse Gas
KAP	Knowledge, Attitudes and Practice
MoE	Ministry of Environment
MoInfo	Ministry of Information
NGO	Nongovernmental Organization
NRK	National Radio of Kampuchea
NSDP	National Strategic Development Plan
RGC	Royal Government of Cambodia
SDP	Sector Development Plan
Sida	Swedish International Development Cooperation Agency
TV	Television
TVK	National Television of Kampuchea
UNDP	United Nations Development Programme
UNFCCC	United Nation Framework Convention on Climate Change

## Executive Summary

In the development of national economy and democracy, the information sector is playing an indispensable role and getting more important in the modern economic development as the world is getting more connection and integration. As the Kingdom of Cambodia has strong economic growth, the role of information sharing and media is critical in enriching prosperous society of Cambodia. The Ministry of Information is thus to support the Royal Government of Cambodia's development policy particularly to achieve the Cambodia Millennium Development Goals and the 2030 vision, moving out of the Least Developed Countries and to become an Upper-Middle-Income Country.

The Royal Government of Cambodia has prepared necessary policies, strategies and action plans to achieve above visions. One of policies to hedge against the natural disasters and leverage on the opportunities is the Cambodia Climate Change Strategic Plan (CCCSP) 2014-2023, which is responding to the complexity and many uncertainties of climate change risks and threats to Cambodia's economic growth, livelihoods and ecosystem functions. The CCCSP allows relevant line ministries to operationalize the strategies into action plans and operate to Sector Development Plan (SDP).

The Cambodian Human Development Report 2011 identified media as a critical actor in information and data dealing with climate change. The Ministry of Environment reported that dissemination of timely and relevant information would be central to enabling people to respond to the changing weather. The role of media is getting more important when more than 80% of Cambodians are media consumers and broadcast media are among the most trusted sources of information.

Following the technical supports from Ministry of Environment and outline from the Council of Ministers, the Ministry of Information has formed a **Climate Change Technical Working Group** to prepare the **Climate Change Action Plan for Ministry of Information 2015-2018** by adopting the strategies of the CCCSP and to align to the annual work plan of the ministry. Through participatory consultative process, the Ministry of Information has identified 5 prioritized action actions responding to climate change with total budget estimation of USD4.33 million for implementing the actions from 2015 to 2018. They are:

1. Human resource development and enhancing human capacity on climate change in information sector;
2. Program production for awareness raising on climate change and its impacts;
3. Urge broadcasting private units to participate in broadcasting climate change topic and its impacts and solution;
4. Enhance and expand the broadcasting means for raising awareness on climate change nationwide; and
5. Expanding the national radio and TV broadcasting coverage to cover the vulnerable area for facilitating public access to information on climate change.

The benefits from implementing the above actions will raise public awareness in general to understand more about the climate change and response measures both adapting to new climate and reducing carbon footprint.

Indicators of the CCAP for Ministry of Information will contribute to the indicators in NSDP on Information sector and number of commune vulnerable to climate change. The Climate Change Technical Working Group of the Ministry will provide inputs to the Department of Finance and Planning, who will prepare annual and progress report to the Ministry of Economy and Finance.

The Climate Change Technical Working Group for MoInfo will play a central role in coordinating and implementing this action plan and related actions or projects/ programs with relevant departments within the ministry of information as well as with other relevant ministries. In the short term, the capacity of the climate change technical working group in coordination and resources mobilization inter- and intra-ministry has to enhance for the successfully implementation of the Action Plan. In the long term, to ensure the climate change responses captured in the future annual work plan and budgeting of the ministry more spontaneously, the role of Climate Change Technical Working Group of the Ministry should enable the participation in the early stage of preparation of annual work plan budgeting as possible.

Finally, the Climate Change Action Plan for Ministry of Information is the first ever action plan of the ministry for responding to the threats and opportunities from the climate change.



## 1. Background

The Royal Government of Cambodia launched the Cambodia Climate Change Strategic Plan 2014-2023 (CCCSP), which was then well integrated into the National Strategic Development Plan (NSDP) 2014-2018, to address the threats from climate change and contributes to global effort reducing climate change. Based on initial finding of the Cambodia Climate Change Financial Framework, climate change impacts on the economy could reach 1% of GDP per year by 2030, and 3.5% of GDP per year by 2050. The CCCSP is an overarching framework for climate change responses. It allows relevant line ministries to operationalize the strategies of CCCSP into action plans. During the development of CCCSP, nine line ministries developed respective sectoral climate change strategic plan, and operated into climate change action plans in support of their Sector Development Plan (SDP). The other line ministries require to integrate climate change response in their SDP to mitigate the climate change risk and contribute to successful implementation of CCCSP, in which CCCSP states that “Encourage all ministries to develop Sectoral Climate Change Strategic Plans and action plans, and to engage in the CCCSP process.”

The Cambodia Climate Change Strategic Plan 2014-2023 (CCCSP) has vision to support the sustainable development and knowledge-based society in Cambodia, in which media plays a very important role to achieve this vision. The Cambodian Human Development Report 2011 identified media as a critical actor in information and data dealing with climate change (RGC, 2011). Media (both printing and broadcasting media) has potential to increase the public awareness on climate change and to collect the views, information and attitudes toward climate change issues in Cambodia. The public awareness on climate change reinforces the public participations and further impact on policymakers to solve the climate change. With rise of communication technology, media is gaining a prominent role in public awareness.

In 2011, a KAP (Knowledge, Attitudes and Practice) survey conducted by Ministry of Environment found that the dissemination of timely and relevant information would be central to enabling people to respond to the changing weather (MoE, 2011). Thus, the role of media to broadcast timely and relevant information to the people at risk and public in general has implication to reduce impact from extreme weather event. This role is getting more important when more than 80% of Cambodians are media consumers and broadcast media are among the most trusted sources of information. Most people watch the TV and listen to the radio and nearly everyone has access to a mobile phone. However, the same report also laments that the climate change received relatively little attention from the Cambodia media, in which the media acknowledged the need to capacitate the media on climate change.

The Ministry of Information (MoInfo) is the governmental institution with mandate to oversight the media in Cambodia, and operates news agency (AKP: Agence Kampuchea Presse), state television and radio stations nationwide (MoInfo, 2014). This leverages the Ministry of Information’s position in contributing to address climate change in Cambodia. The Ministry of Information is well placed to run a number of concurring communication actions that can help the climate change strategy in the non-formal education especially on the cross-sector communication and mass media (MoE, 2012).

The Climate Change Action Plan (CCAP) for Ministry of Information was prepared and integrated into the development plan of the ministry. The strategies provides area of focus for the ministry to address

climate change, while action plan defines concrete actions on climate change responses, which are integrated into the annual work plans of the ministry.

The development of Climate Change Action Plan (CCAP) for Ministry of Information followed the outline from Council of Ministers, while technical guideline on climate change from Ministry of Environment. The CCAP for Ministry of Information outlines Vision, Mission, Goal and Objective, Strategic Framework and Analyses, and Action Plan. The Strategic Objective and Strategy of CCAP for Ministry of Information adopts from CCCSP. The action plan operationalizes the strategies with details on the actions. The document also provides mechanism for management and financing, and monitoring and evaluation framework.

## 2. Vision

Cambodian people receive quality information from mass media as the informal education on climate change for people to reduce impacts from climate change and to contribute to address climate change issue.

## 3. Mission

Overall, climate change adaptation and mitigation mission is: “Creating a national framework for engaging the public, the private sector, civil society organizations and development partners in a participatory process for responding to climate change to support sustainable development.”

## 4. Goals and Objectives

Goals are:

- Reducing vulnerability to climate change impacts of people, in particular the most vulnerable, and critical natural and societal system.
- Shifting towards a green development path by promoting low-carbon development and technologies;
- Promoting public awareness and participation in climate change response actions.

## 5. Strategy Framework

### 5.1. Strategic Analysis

#### National Policy on Information

The Rectangular Strategy III of the RGC has identified the development of information and communication technology as a main policy (RGC, 2014). The information and communication technology is meant to promote the human resource development and enhance public literacy in general. To support this policy, Ministry of Information has set three prioritized policies:

- Expanding the delivery of quality information, educational and entertaining programs to 85-95% population in the country.

- Encouraging use of press freedom and freedom of expression such that it is in line with the principles of a pluralistic democracy, the rule of law, and protection of human rights and dignity.
- Contributing to preserving and upholding the culture and tradition to enhance national identity and the prestige of the country in the international arena.

### Climate Change Projections and Implications

This section is an excerpt from the Cambodia Climate Change Strategic Plan 2014-2023 (RGC, 2013) for readers to understand climate projections and implications on the Cambodia.

#### ***Climate Projections***

- Historically, temperatures in Cambodia have increased and this trend is projected to continue with mean monthly temperatures increasing between 0.013°C and 0.036°C per year by 2099, depending on location, with higher rates at low latitudes.
- Although there is inconclusive evidence of climate impact on rainfall, projections of the mean annual rainfall indicate an increase in rainfall for Cambodia. There is an increasing trend in seasonal rainfall between June and August in the northwest, and a decreasing trend in the northeast of the country.
- According to the Fourth Assessment Report of the IPCC, sea levels in the region are projected to rise under various scenarios: by 2090 relative to 1980 – 1999, the sea level will rise 0.18 – 0.43m under low emission scenarios (SRES B1), 0.21 – 0.52m under medium emission scenarios (SRES A1B), and 0.23 – 0.56m under high emission scenarios (SRES A2). This corresponds to a 0.56m rise under the high emissions scenario (A2), which at this rate would cause permanent inundation of about 25,000 ha of coastal Cambodia within 90 years.

#### ***Implications***

- Increase in temperature is likely to affect agricultural productivity. According to the International Rice Research Institute, rice grain yield will decline by 10% for each 1°C increase in growing-season minimum (night) temperature in the dry season.
- The Mekong Adaptation and Resilience to Climate Change (Mekong ARCC) demonstrated that rainfall will get higher in the provinces of higher elevation during the wet season, but will get drier during the dry season, which could hamper the production of coffee and rubber in Cambodia.
- The 435 km Cambodia coastline is vulnerable to sea-level rises and the severe impacts of more frequent typhoons under future climate projections. This could affect tourism potential and cause coastal erosion, while strong winds could damage settlements in coastal areas.
- Given only 7 – 8% of total production land area is under full irrigation, it is difficult for Cambodia to achieve 5% annual agricultural growth in order to meet the target of agricultural production export by 2030 under climate change impacts (e.g. drought), especially for some cash crops such as rice, without further investment in the expansion of irrigation schemes.
- According to the International Disaster Database (EM-DAT), the natural disaster in 2011 resulted in economic losses to Cambodia of about 4.3% of its GDP. Climate-related flooding is projected to increase in its frequency and intensity especially in the central plains. While the coastal zones

would be affected by tropical cyclones from the Pacific, the central plains would experience seasonal flooding caused by increased rainfall. Both regions are of significant economic importance due to their fiscal revenue contributions generated from tourism, services, navigation, fishing and agricultural production. Therefore, it is crucial that measures are put in place to minimize the impacts of climate change risks and disasters in order for Cambodia to achieve the desirable economic growth and development expected in the national development programmes.

- GHG emissions in Cambodia are currently extremely low compared to regional and global averages. According to the Second National Communication under the UNFCCC, in 2000 Cambodia emitted 47.6 million tonnes of CO<sub>2</sub> equivalent, but the forestry sector absorbed 48 million tonnes of CO<sub>2</sub> equivalent. Over the same period, energy consumption by sector was highest in the transport sector, followed by electricity production, residential and the industrial sectors. Cambodia needs to increase energy production to boost industrial activities, while improving energy efficiency in the transport and residential sectors in order to reduce GHG emissions. During this stage of increasing energy supply, it is important that integration of renewable energy sources be considered in future energy production.

### Public Awareness on Climate Change

Since climate change is a serious challenge requiring the active participation of all members of the society, the most up to date techniques for creating public awareness and action amongst all segments of the populace are much important to respond to climate change. Responding to climate change depends on a great deal of information covering different topics and from different sources. This complexities and implication on climate change are often poorly understood in Cambodia, though climate change is becoming a growing area of concern (RGC, 2011).

The effort to raise public awareness on climate change has been implemented by various government institutions, Nongovernmental Organization (NGOs) and academia. The KAP (Knowledge, Attitudes and Practice) survey conducted by Ministry of Environment found that few Cambodians understand the scientific basis for climate change (MoE, 2011). The same report also found that although many Cambodians recognize the terms climate change and global warming, most people lack deeper understanding of climate change terminology, and its causes and effects. With the projection on climate change becoming reality, Cambodian people will experience those impacts at first hand.

Awareness raising programmes of various government institutions, Development Partners, NGOs and academia mostly involved in training and awareness raising activities targeting mostly national and sub-national government officials and communities at risk (CCCA, 2014) and awareness raising and training materials on climate change have been developed for those audiences (CCCA, 2013). In other word, climate change topic is poorly covered in the public media both on science aspect and policy implications. Thus, there is a large gap for public awareness raising in general, which explains the finding of KAP survey that few Cambodians understand the scientific basis for climate change.

To address the gap, Climate Change Department of Ministry of Environment has cooperated with the Ministry of Information to initially train media on climate change (CCCA, 2013). Furthermore, the

Department also has outreach activities to raise public awareness on climate change through national events, web portal (i.e., facebook and website), and library concerns.

Although various climate change project implementers have effort to raise public awareness on climate change, the role of media is vital to the broadcast the message on climate change on science and policy implication, and disaster prevention to public at large more timely and broadly. Both Initial National Communication and Second National Communication (draft) to UNFCCC stress the important role of media in public awareness raising on climate change due to the fact that TV and radios are the most common sources of receiving information (MoE, 2002) and (2010).

### Role of Media on Climate Change

The Cambodia Human Development Report 2011 (RGC, 2011) identified media as important actor in information and data dealing with climate change in Cambodia. The media have a critical role to play in making information available to the public at large, for example, on weather, rainfall and risks of storms. They can raise public awareness and act as a set of checks and balances on other actors in dealing climate change. The popular media – print (newspapers), television, radio and internet – have an extensive reach across virtually all area of the country and all sections of the population. Similarly, the KAP survey found that broadcast media (radio and television) were the most popular source of information on climate change. The need to disseminate the timely and relevant information would be central to enabling people to respond to the changing weather, but it is was not the cast (MoE, 2011).

The important role of media to climate change response is undoubted. The poor coverage of climate change in broadcasting media are rooted in the media itself and mean of broadcasting. In development countries, most journalists are generalists, and have little training in science or the environment – particularly specialist areas such as climate change (Kakonge, 2011). Another challenge on broadcasting climate change is the coverage of media. Large proportion of Cambodia live in rural areas where access to electricity and print media are limited. Thus, only radio has potential reaching audients in vast location. Finally, the lack of budget for gathering and broadcasting information are still limited.

Therefore, the development of this strategic and action plan is to leverage the resources within the Ministry of Information through integration of climate change into its existing actions (priority policy).

### Priority Policy

The Ministry of Information has identified a number of priorities that are relevant to addressing climate change for the fifth governmental mandate, 2014-2018 (RGC, 2014).

- The first priority is the producing programs on a wide range of educational topics about society, laws, gender and children and awareness programs for all circles and community.
- The second is on the human resource development, which is to promote technical training and skill improvement at the sub-national levels to expand the broadcast to nationwide and to produce educational programs.

- Lastly, the Ministry of Information has plan to cooperate and encourage private sectors to provide a wider broadcasting coverage, to promote educational program and to improve the quality of news program.

## 5.2. Strategic Objectives and Strategies

Cambodia Climate Change Strategic Plan 2014-2023 was launched into force by **Samdech Akka Moha Sena Padei Techo HUN SEN**, the Prime Minister of Cambodia in November 2013. The CCCSP identifies nine strategic objectives with 64 strategies, setting overarching framework for climate change responses in Cambodia.

The consultation within the Ministry of Information has identified the **Strategic Objective 5** and strategies of the CCCSP as the most relevant for the Ministry of Information.

**Strategic Objective 5:** Improve capacities, knowledge and awareness for climate change responses

### Strategies:

- a. Enhance the implementation of Article 6 of the UNFCCC on education, training, awareness, participation and access to information by the people, and international cooperation for climate change response;
- b. Strengthen existing channels for promoting awareness on climate change through government service providers, teachers, journalists, extension services, religious leaders and community elders;
- c. Develop targeted awareness programmes aimed at key audiences such most vulnerable groups, women, children, youths and minorities;
- d. Facilitate public access to information on climate change through radio, television, newspapers, mobile and web technologies and targeted outreach materials;
- e. Sensitize the private sector on threats and opportunities of climate change (technologies support, financing and technology transfer), and develop public-private partnership for communication;

## 6. Action Plan

Ministry of Information has identified the key action to operationalize the strategies that adopted from the CCCSP. This section details the scope of actions and planning matrix, and describes the implications of expenditure for climate change intervention and benefits from implementations.

### 6.1. Scope of Action Plan

The climate change action plan for Ministry of Information sets the timeframe aligning to the planning process of the Ministry. The actions are classified into three categories.

- Category 1: **Re-scaling** existing and planned actions to take account of their contribution to adaptation and/or mitigation. This may include up-scaling pilot activities.
- Category 2: **Modifying** existing actions through climate proofing and/or by adding mitigation
- Category 3: **Dedicated** new climate change actions

The long list of actions (see Annex 1) responding to climate change was proposed by relevant departments of the ministry. The long list of actions was prioritized by using multi-criterial analysis resulting in a shorter list of actions (see Annex 2). The Active Fiche (see Annex 3) provides detail on each actions.

## 6.2. Action Plan Matrix

The matrix contains estimated budgets, responsible departments and category of actions corresponding to each prioritised action (see Annex 2).

Table 1: Action Planning Matrix

No.	CCCSP Strategic Objective #	Action	Estimated budget (USD'000) <i>(note: present costs to the nearest 1000 USD)</i>				
			2015	2016	2017	2018	Total
1.	5	Human resource development and enhancing human capacity on climate change in information sector Estimated relevance for CC finance: 100%	150	150			300
2.	5	Program production for awareness raising on climate change and its impacts Estimated relevance for CC finance: 75%	400	300	300	200	1 200
3.	5	Urge broadcasting private units to participate in broadcasting climate change topic and its impacts and solution. Estimated relevance for CC finance: 50%	100	100	150	150	500
4.	5	Enhance and expand the broadcasting means for raising awareness on climate change nationwide Estimated relevance for CC finance: 10%	500	500	500	500	2 000
5.	5	Expanding the national radio and TV broadcasting coverage area for facilitating public access to information on climate change Estimated relevance for CC finance: 10%	100	100	65	65	330
<b>Total</b>			<b>1250</b>	<b>1150</b>	<b>1015</b>	<b>915</b>	<b>4,330</b>
<b>Total relevant budget for CC finance (based on methodology from the Cambodia Climate Change Financing Framework)</b>							<b>1,683</b>

### 6.3. Implication for Expenditure in the Ministry

The total budget estimation for the Climate Change Action Plan for Ministry of Information is USD 4.33 million for 2015 to 2018. The bulk part of budget (55% of USD 4.33 million) will be spent in the first two-year to build the human resources and invest in the necessary physical facilities.

According to Public Investment Program Rolling year 2015-2017, it shows the ministry has proposed seven projects of which two are on-going with total fund US\$6,121,000. Key program include: expanding broadcasting to remote areas and construction new radio stations for FM and AM. It is clear that these projects are 100% investment from the government. The ministry has also negotiated with five more project that is high priority including (i) increase capacity for AKP, (ii) construction of new printing house and equip with new equipment, (iii) construction 9 new TV stations at sub-national level (provinces and municipality), (iv) construction new buildings, install new equipment for Mean Chey stations, and (v) establish information system with ASEAN states. Overall financial seeking for are US\$8,400,000.

### 6.4. Expected Benefits from the Implementation of the Action Plan

The benefits from implementing the above Climate Change Action Plan for Ministry of Information will raise public awareness in general to understand more about the climate change and response measures both adapting to new climate and reducing carbon footprint. First, the action plan will improve the human resources in information sector in Cambodia to report and broadcast the information on the climate change. Second, the action plan will generate knowledge materials i.e. documentary and short video available for use in climate change awareness raising programs. Third, public at large could absorb knowledge from broadcasting on climate change through broadcasting on climate change awareness from various medias. Fourth, the existing provincial broadcast relay stations will receive upgrade and improve their capacity to broadcast more timely. Finally, the expansion of broadcasting coverage to ensure that the vulnerable areas receive information from mainstream media (TV and Radio) enhances the response measure of vulnerable people to climate induced disasters and improves the knowledge of people through getting more information.

The cost effectiveness of each action is in each action fiche (see Annex 3).

## 7. Management and Financing Mechanisms

### 7.1. Analysis of existing management and financing mechanisms

The Ministry of Information has four technical general departments (General Department of Information and Broadcasting, General Department of Kampuchea News Agency, General Department of National Television of Kampuchea, and General Department of National Radio of Kampuchea) and General Department of Administration and Finance. Each general department has specific departments working various aspects in information sector. In addition, there are three units: Inspection, Centre for Training on Information, and Financial Auditing Unit. At the sub-national level, Ministry of Information has Provincial Department of Information in every province/city. See figure below on management Structure of the Ministry of Information.



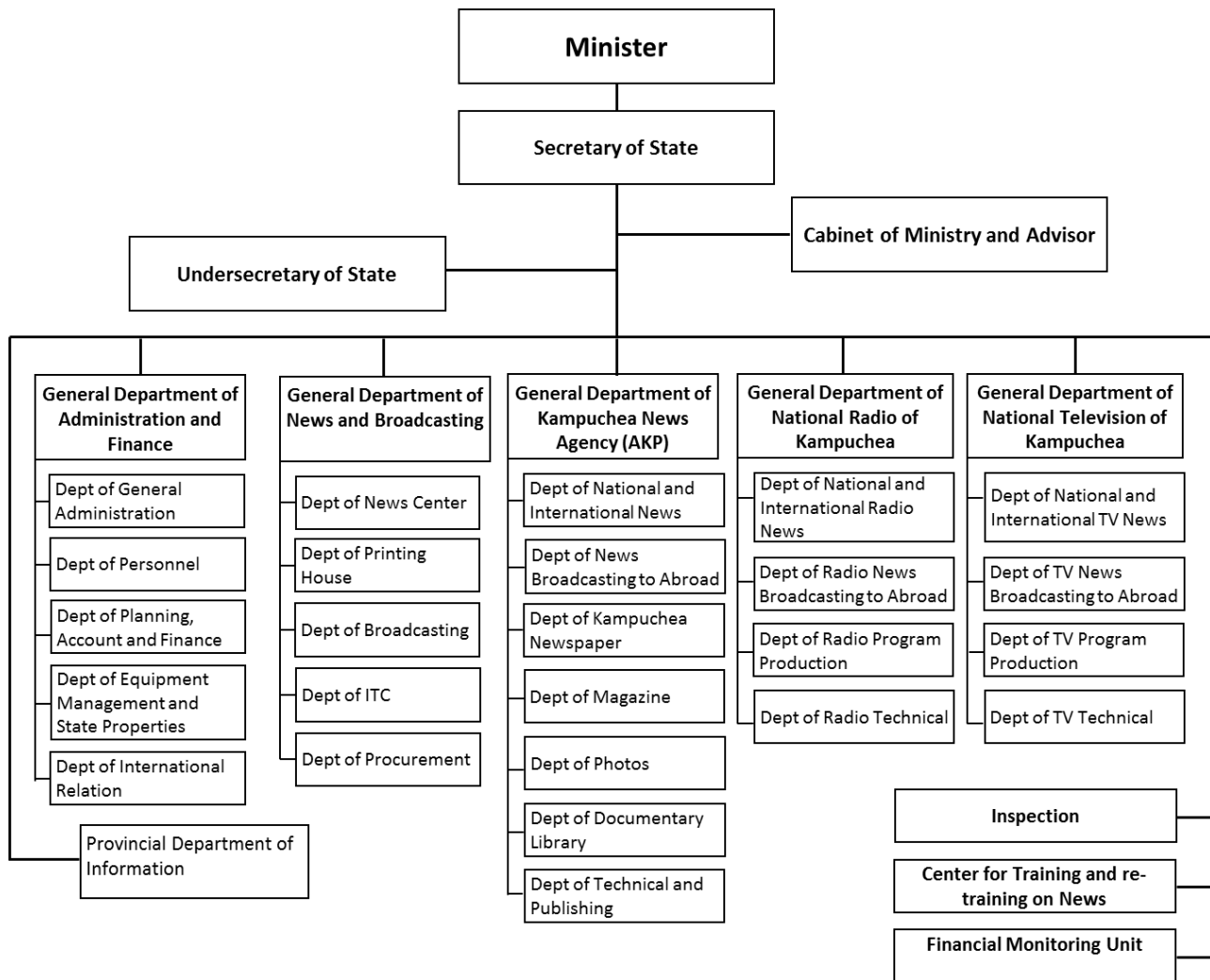


Figure 1: Management Structure of the Ministry of Information

## 7.2. Analysis of potential sources and volume of finance for climate change actions

The CCAP includes 5 actions for at a total of US\$ **4,330,000** over four years. Almost 50% are spent on enhancing and expanding the broadcasting means for raising awareness on climate change nationwide. The ministry expects to source a significant portion of these resources through its existing donors, by raising the profile of climate change at the project identification and design stage. Additional climate resources may be raised from the Least-developed Countries Fund (LDCF) and the Green Climate Fund.

Expenditure on infrastructure could be scaled up or down depending on whether a high or low climate change financing scenario materializes.

### 7.3. Entry points for climate change mainstreaming in management and financing mechanisms

Investment funds under Ministry of Information are exclusively managed through a project modality. In the absence of strong coordination mechanisms, it is recommended to introduce standard procedures, including climate change as a criterion for the identification and formulation of projects. The PMO (Project Management Office) could be established and play a role in enforcing these standards for all new projects. A priority activity would be to conduct the necessary research to define adequate climate change related actions.

Many CCAP actions are directly linked to projects already included in the Ministry's PIP. New actions will be incorporated in the PIP by the General Directorate of Administration and Finance. This directorate includes five departments: general administration, Human resource and personnel management, planning and finance, equipment and property management, and international cooperation.

## 8. Monitoring and Evaluation

### 8.1. Indicators Framework

The NSDP 2014-2018 show Ministry of Information is tracking the indicators relating to the information sector from state media and private media. The state media covers three indicators: State television, state radio, and national news agency. The Private media covers five indicators: Television stations, cable TV (city/province), radio stations, printing media (newspaper, bulletin, magazine in Cambodian and foreign languages), and printing house. The indicators on television and radio (number of station and broadcasting power) allow the ministry to know the percentage of landmass and population covered in the TVs and radios signals.

The indicators of the climate change action plan for ministry of information will contribute to the National Climate Change Monitoring and Evaluation Framework (being developed) by the Ministry of Environment. Furthermore, they also link to the NSDP indicator on climate change, "number of commune vulnerable to climate change".

### 8.2. Monitoring and Reporting

The General Directorate of Administration and Finance, which consists of five departments: general administration, Human resource and personnel management, planning and finance, equipment and property management, and international cooperation will play key roles. In particular, the Department of Finance and Planning has role to prepare the annual report and progress report, which will be submitted to the Ministry of Economy and Finance. The Climate Change Technical Working Group of the ministry will provide inputs on the climate change activities to the Department of Finance and Planning. Internal audit unit of the ministry has role to operate the internal financial auditing based on the guideline from the Ministry of Economy and Finance.

## 9. Law and Regulation

There is no additional requirement for law and regulation to implement the CCAP for Ministry of Information. However, in short term, the capacity enhancement of the Climate Change Technical Working Group of the Ministry is needed to ensure conducive environment for effective implementation of the Action Plan. First capacity improvement is on the effective coordination with line departments together with private media, and the second on communication with particularly NCCC secretariat and Ministry of Environment and other line ministries. In the long term, to ensure the climate change responses captured in the future annual work plan and budgeting of the ministry more spontaneously, the role of Climate Change Technical Working Group of the Ministry should enable the participation in the early stage of preparation of annual work plan budgeting as possible. This may require the directive from the Minister or senior officer to allow full participation of Climate Change Technical Working Group in the annual work plan and budgeting.

## 10. Conclusion

The Climate Change Action Plan for Ministry of Information is the first ever action plan for the ministry, which was developed to uphold the important role of the ministry to deal with climate change. The climate change is projected to impact negatively on the Cambodia economy, biodiversity and most of all livelihoods of millions living in the vulnerable areas.

The CCAP can be a very effective tool to mobilize national and international resources. Thus, developing effective communication materials based on the CCAP will be one of the next steps to assist in mobilizing resources and coordinating with CCD and other ministries to present the CCAP in national and international events (for example, UNFCCC side events, national climate change forums, DP coordination meetings). It could also include a launch workshop.

The key process by which the CCAP should influence domestic resource mobilization is by achieving marginal shifts in the budget in favor of those ministries, departments and actions that provide the most effective contribution to adaptation and mitigation. This could include the following:

- How best to refer to climate change in ministry budget submissions, including an analysis of how the proposed budget is going to improve adaptation and mitigation and the value of this improvement to the country.
- Implementation of a screening system for project preparation in which PIP submissions include a statement of the adaptation and mitigation benefits of all climate relevant projects. The screening system could use the action fiches in the CCAP, though modification of the PIP template to take into account climate change would be useful.
- The CCCA, as the multi-donor trust fund coordinating body, will provide overall assistance to the Ministry in identifying potential sources of funding allocation and additional policy and capacity development for officials from the working groups of climate change on information. .



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## Annex 1: The Long List of Actions

Following the consultation workshop on October 09<sup>th</sup>, 2014 on the development of climate change action plan for Ministry of Information, a long list of actions for climate change response has been generated with taking into account the actions from public investment plan (PIP) 2013-2015 of the ministry. Seventeen actions were proposed (see table below).

*Table 2: Long List of Proposed Climate Change Action for Ministry of Information*

No.	Proposed Climate Change Actions for Ministry of Information	Planned Duration
1.	Broadcasting climatic information to loafer locality	2015-2018
2.	Partnership with private broadcasters to broadcast climatic information and contribute to public awareness on climate change	2015-2018
3.	Capacity building on climate change for journalists, news anchors and producers.	2015-2018
4.	Facilitate public access to information on climate change through expanding the national radio and TV stations and coverage	2015-2018
5.	Video sports and documentary production for climate change awareness raising and its impacts on Cambodia for different type of audiences	2016-2018
6.	The broadcasting unit produces climate change awareness raising program (interview, discussion and Q&A session)	
7.	Training workshop to journalists, producer, anchors to understanding climate change	
8.	Develop website and social network for people to obtain news on climate change	
9.	Training of trainers at provinces (provincial departments, elderly, and village chief)	
10.	Trainer competition on climate change awareness (quiz on achievement)	
11.	Dissemination campaign at community levels	
12.	Produce public awareness program on climate change for each community	
13.	Produce public awareness program on climate change for different types of audience	
14.	Select the focus persons for dissemination the news on climate change	
15.	Radio and TV re-broadcasting stations at the remote areas	
16.	Promote procedure for private operators to broadcast program on climate change	
17.	Incentivize private sector with equipment and budget support to broadcast on climate change	

## Annex 2: The Short List of Actions

On the November 13<sup>th</sup> 2014, the climate change team of the Ministry held consultation meeting to shortening the long list of action and prioritizing those actions.

Table 3: The Priorited Climate Change Actions for Ministry of Information

No.	Action	Planned Duration
1.	Human resource development and enhancing human capacity on climate change in information sector	2015-2016
2.	Program production for awareness raising on climate change and its impacts	2015-2018
3.	Urge broadcasting private units to participate in broadcasting climate change topic and its impacts and solution.	2015-2018
4.	Enhance and expand the broadcasting means for raising awareness on climate change nationwide	2015-2018
5.	Expanding the national radio and TV broadcasting coverage to cover the vulnerable area for facilitating public access to information on climate change	2015-2018

Table 4: Climate Change Action Plan Prioritization Table

Action	Criteria	Effectiveness				Co-benefits			Feasibility		
		Reduced costs of climate risk	Cost per beneficiary	Number beneficiaries	Mitigation cost effectiveness	Economic	Social	Environmental	Political commitment	Capacity	Easy to implement
		-1 – 3	0 – 3	0 – 3	-1 – 2	0 – 2	0 – 2	0 – 2	G/Y/R	G/Y/R	G/Y/R
Human resource development and enhancing human capacity on climate change in information sector		1	2	3	1	2	2	2	G	Y	Y
Program production for awareness raising on climate change and its impacts		1	3	3	1	2	2	2	G	Y	Y
Urge broadcasting private units to participate in broadcasting climate change topic and its impacts and solution		1	3	3	1	2	2	2	G	G	Y
Enhance and expand the broadcasting means for raising awareness on climate change nationwide		1	3	3	1	2	2	2	G	G	Y
Expanding the national radio and TV broadcasting coverage to cover the vulnerable area for facilitating public access to information on climate change		1	2	2	1	2	2	2	G	G	G

## Annex 3: Action Fiche of Actions

## Action 1

<b>Action 1</b>	Human resource development and enhancing human capacity on climate change in information sector
<b>Strategic Objective of CCCSP</b>	<i>Strategic Objective #5: Improve capacities, knowledge and awareness for climate change responses</i>
<b>Rationale</b>	<p><i>Links to the sector and national strategies</i></p> <p>Rectangular Strategies and the NSDP 2014-2018 focuses on the human resource development, in information sector which is to promote technical training and skill improvement at all levels to expand the broadcast to nationwide and to produce educational programs for good of the nation.</p> <p><i>What type of climate risk/opportunity or mitigation objective is addressed by this action</i></p> <p>Human resource development and capacity improvement is to help medias (producers, journalists, news anchors) to understand the science of climate change, and impacts and solutions. The media plays important role in disseminating the correct scientific information on climate change to public, which reduces misconception on climate change among the public. The qualified media help build a well-informed society on climate change to make decision regarding the adaptation measure and GHG mitigation at individual and household levels.</p>
<b>Category of climate change action</b>	<input checked="" type="checkbox"/> Cat 2 – Modified
<b>Type of action</b>	<input type="checkbox"/> Mitigation <input type="checkbox"/> Adaptation <input checked="" type="checkbox"/> Mitigation and adaptation
<b>Short description of the action and expected results and benefits</b>	<p><i>Short description</i></p> <ul style="list-style-type: none"> <li>• Conduct Training of Trainers (TOT) for staffs of the Ministry (whole package, 3 times * 2 days);</li> <li>• The trained staffs will provide training to provincial departments (provincial departments, elderly, and village chief) with technical supports from climate change experts;</li> <li>• Training workshop to journalists, producer, news anchors to understanding climate change (4 times * 2 days) with field visits;</li> <li>• Provide training to major newspapers, radio stations, televisions, and magazines.</li> <li>• Strengthening science and environment correspondent of public and private media</li> </ul> <p><i>Expected results and benefits, including number of beneficiaries and type of impact on beneficiaries</i></p> <ul style="list-style-type: none"> <li>• Target training groups and news agencies will understand the climate change. They will have potential to bring the correct and timely information on climate</li> </ul>



	<p>change to public and to the public policy makers.</p> <ul style="list-style-type: none"> <li>Public will receive quality information on climate change.</li> </ul>
<b>Cost effectiveness of the action</b>	<p><i>Where possible, an estimate of the benefit cost ratio of adaptation actions and the marginal abatement cost of mitigation actions, along with any notes about key assumptions or sensitivity analysis</i></p> <ul style="list-style-type: none"> <li>Public understands more about climate change, which could mitigate the risks.</li> <li>The well-informed society on climate change has higher adaptive capacity and likely to reduce GHG emission at individual and household level.</li> </ul>
<b>Preconditions needed for successful implementation</b>	<p><i>Are some other actions required for this action to be implemented e.g. legislation or preliminary studies/works</i></p> <p>The endorsement from the Minister to carry capacity development program on climate change in the information sector.</p> <p>The participation in the capacity development on climate change in information sector from the private media and climate change experts</p> <p><i>Mention any coordination required with actions under the responsibility of other ministries or external stakeholders</i></p> <p>Collaborating with MoE and NCDM to development the training manual on climate change and disaster management.</p> <p><i>Mention any minimum capacity requirements</i></p> <p>Participation from the staffs and private media.</p>
<b>Indicator(s) of success</b>	<p><i>Up to three SMART indicators for measuring if the action has reached the expected result. Indicators can be either qualitative or quantitative, e.g. integration of climate change into planning processes, GHG emissions avoided, share of renewable sources in electricity generation, Km. of roads climate proofed.</i></p> <ul style="list-style-type: none"> <li>At least 30 trainers of MoInfo obtain training on CC</li> <li>At least 2 persons from each provincial department attend the training on climate change</li> <li># of private newspapers, radios, TVs and magazines participating in the training on climate change</li> </ul>
<b>Implementation arrangements</b>	<p><i>Responsible department(s)</i></p> <p>Training Department, General Departments</p> <p><i>Other Government and external stakeholders involved in implementation (if already identified, mention the name of the partners)</i></p> <p>NCDM, MOWRAM, MAFF, MoE</p> <p>Private medias, iClick, Westline</p>
<b>Estimated total cost</b>	<p><i>USD (in 1000 USD – more detail is not necessary). Costs should include inflation, for</i></p>

	<p><i>long duration actions</i></p> <p>300</p>
<b>Possible funding sources</b>	<p><i>If identified, name the proposed source(s) of funding.</i></p> <p>UNDP/CCCA, ADB, WB, USAID, Government</p> <p><i>If not, indicate the type of funding source(s) foreseen (Govt, development partners, NGO, private sector)</i></p>
<b>Timeframe</b>	<p><i>Indicate the start and end year</i></p> <p>2015-2016</p>

## Action 2

<b>Action 2</b>	Program production for awareness raising on climate change and its impacts
<b>Strategic Objective of CCCSP</b>	<i>Strategic Objective #5: Improve capacities, knowledge and awareness for climate change responses</i>
<b>Rationale</b>	<p><i>Links to the sector and national strategies</i></p> <p>The priority of the Ministry of Information listed in the NSDP 2014-2018 focuses on producing programs on a wide range of educational topics about society, laws, gender and children, and awareness programs for all circles and the community.</p> <p><i>What type of climate risk/opportunity or mitigation objective is addressed by this action</i></p> <p>Contributing to the public awareness raising on climate change and its impacts. The well informed society on climate change has potential to changes attitudes and behaviours toward climate friendly society, in which they would increase adaptive capacity and reduce greenhouse gas emission.</p>
<b>Category of climate change action</b>	<input checked="" type="checkbox"/> Cat 2 – Modified
<b>Type of action</b>	<input checked="" type="checkbox"/> Mitigation and adaptation
<b>Short description of the action and expected results and benefits</b>	<p><i>Short description</i></p> <ul style="list-style-type: none"> <li>• Produce documentaries based on case studies on good practices 1) on adaptation at community level and 2) on mitigation effort for private sectors.</li> <li>• Produce video sports for awareness raising on climate change and its impacts on Cambodia for different target groups</li> <li>• Dissemination campaign of the video sports and documentaries at community levels (concerts at communities, Distribute DVD etc.)</li> <li>• Develop website and social network (e.g. facebook, youtube) to share the video sports and documentaries and for people to obtain news on climate change</li> </ul> <p><i>Expected results and benefits, including number of beneficiaries and type of impact on beneficiaries</i></p> <ul style="list-style-type: none"> <li>• Public at large to understand more about the climate change. If the program on climate change aired on national TV and radio, about 85% of population would have chance to obtain information/knowledge on climate change.</li> </ul>
<b>Cost effectiveness of the action</b>	<p><i>Where possible, an estimate of the benefit cost ratio of adaptation actions and the marginal abatement cost of mitigation actions, along with any notes about key assumptions or sensitivity analysis</i></p> <ul style="list-style-type: none"> <li>• Since the action contributes to the behavior change of the people, it would help to reduce cost of climate risk and GHG mitigation effort. The cost per beneficiary would be very small given the potential audience 85% of Cambodia population living in the media coverage.</li> </ul>

<p><b>Preconditions needed for successful implementation</b></p>	<p><i>Are some other actions required for this action to be implemented e.g. legislation or preliminary studies/works</i></p> <ul style="list-style-type: none"> <li>• The producers need to understand the climate change correctly. Thus training on climate change should be provided to the producers prior to the program production.</li> <li>• The first training series on climate change to Molnfo staff is necessary.</li> </ul> <p><i>Mention any coordination required with actions under the responsibility of other ministries or external stakeholders</i></p> <ul style="list-style-type: none"> <li>• The technical inputs from line ministries (i.e. MoE, MAFF, MOWRAM, MRD, MME, MPWT, and NCDM) are critical to ensure the quality of the program.</li> </ul> <p><i>Mention any minimum capacity requirements</i></p> <ul style="list-style-type: none"> <li>• The Ministry of Information has experience and experts on producing educational program for TV, Radio and newspapers.</li> </ul>
<p><b>Indicator(s) of success</b></p>	<p><i>Up to three SMART indicators for measuring if the action has reached the expected result. Indicators can be either qualitative or quantitative, e.g. integration of climate change into planning processes, GHG emissions avoided, share of renewable sources in electricity generation, Km. of roads climate proofed.</i></p> <ul style="list-style-type: none"> <li>• # of programs produced (documentaries, spot videos, short stories, etc)</li> <li>• # of campaigns on climate change organized at communities</li> <li>• A Website</li> <li>• Facebook and YouTube page for sharing on social network</li> </ul>
<p><b>Implementation arrangements</b></p>	<p><i>Responsible department(s)</i></p> <p>General Department of National Television, Department of Program Production</p> <p><i>Other Government and external stakeholders involved in implementation (if already identified, mention the name of the partners)</i></p> <p>Private Television Stations (CTN, Hang Meas, Bayon, etc.), Private Production (...etc).</p>
<p><b>Estimated total cost</b></p>	<p><i>USD (in 1000 USD – more detail is not necessary). Costs should include inflation, for long duration actions</i></p> <p>1 200</p>
<p><b>Possible funding sources</b></p>	<p><i>If identified, name the proposed source(s) of funding.</i></p> <p>UNDP, CCCA, ADB, UNESCO, Government, private sectors</p> <p><i>If not, indicate the type of funding source(s) foreseen (Govt, development partners, NGO, private sector)</i></p>
<p><b>Timeframe</b></p>	<p><i>Indicate the start and end year</i></p> <p>2015-2018</p>

## Action 3

<b>Action 3</b>	Urge broadcasting private units to participate in broadcasting climate change topic and its impacts and solution.
<b>Strategic Objective of CCCSP</b>	<i>Strategic Objective #5: Improve capacities, knowledge and awareness for climate change responses</i>
<b>Rationale</b>	<p><i>Links to the sector and national strategies</i></p> <p>NSDP states that the Ministry of Information has plan to cooperate and encourage private sectors to provide a wider broadcasting coverage, to promote educational program and to improve the quality of news program.</p> <p><i>What type of climate risk/opportunity or mitigation objective is addressed by this action</i></p> <p>Cooperation with private media expands the information on climate change broadcasting coverage to the public. Since media is the most effective to share information, cooperation with private media ensure the public receive the climate change information more reliable and timely.</p>
<b>Category of climate change action</b>	<input checked="" type="checkbox"/> Cat 2 – Modified
<b>Type of action</b>	<input checked="" type="checkbox"/> Mitigation and adaptation
<b>Short description of the action and expected results and benefits</b>	<p><i>Short description</i></p> <ul style="list-style-type: none"> <li>• Establish a procedure (guideline) for private operator broadcast program on climate change</li> <li>• Provide technical support to private operator on climate change topic</li> <li>• Partnership with private medias broadcasters to broadcast climatic information</li> <li>• Partnership with private medias broadcasters to broadcast video clips and documentaries on climate change in Cambodia</li> <li>• Incentivize private sector with equipment and budget support to broadcast on climate change</li> </ul> <p><i>Expected results and benefits, including number of beneficiaries and type of impact on beneficiaries</i></p> <p>Public at large to understand more about the climate change.</p>
<b>Cost effectiveness of the action</b>	<p><i>Where possible, an estimate of the benefit cost ratio of adaptation actions and the marginal abatement cost of mitigation actions, along with any notes about key assumptions or sensitivity analysis</i></p> <p>With cooperation with private operators, coverage of broadcasting climate change information could reach 100% of population.</p>
<b>Preconditions needed for successful implementation</b>	<p><i>Are some other actions required for this action to be implemented e.g. legislation or preliminary studies/works</i></p> <p>The willing and cooperative from private operators</p>

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	<p>Cooperation from line ministries, i.e. MOWRAM, MAFF, NCDM, etc. for providing climatic information.</p> <p><i>Mention any coordination required with actions under the responsibility of other ministries or external stakeholders</i></p> <p>The Ministry of Information will take leading role.</p> <p><i>Mention any minimum capacity requirements</i></p>
<b>Indicator(s) of success</b>	<p><i>Up to three SMART indicators for measuring if the action has reached the expected result. Indicators can be either qualitative or quantitative, e.g. integration of climate change into planning processes, GHG emissions avoided, share of renewable sources in electricity generation, Km. of roads climate proofed.</i></p> <ul style="list-style-type: none"> <li>• Operation procedure for cooperation with private sector.</li> <li>• # of private operators participating in broadcasting climate change information</li> <li>• # of hours (minutes) broadcasting on climate change on TV, Radio</li> </ul>
<b>Implementation arrangements</b>	<p><i>Responsible department(s)</i></p> <p>General Department of information and broadcasting</p> <p>TVK</p> <p>AKP,</p> <p>RNK</p> <p><i>Other Government and external stakeholders involved in implementation (if already identified, mention the name of the partners)</i></p> <p>The technical inputs from line ministries, i.e. MoE, MOWRAM, MAFF, NCDM, is importance to ensure the quality of media.</p>
<b>Estimated total cost</b>	<p><i>USD (in 1000 USD – more detail is not necessary). Costs should include inflation, for long duration actions</i></p> <p>500</p>
<b>Possible funding sources</b>	<p><i>If identified, name the proposed source(s) of funding.</i></p> <p>UNDP, ADB/WB-SPCR, EU, USAID,</p> <p><i>If not, indicate the type of funding source(s) foreseen (Govt, development partners, NGO, private sector)</i></p>
<b>Timeframe</b>	<p><i>Indicate the start and end year</i></p> <p>2015-2018</p>

## Action 4

<b>Action 4</b>	Enhance and expand the broadcasting means for raising awareness on climate change nationwide
<b>Strategic Objective of CCCSP</b>	<i>Strategic Objective #5: Improve capacities, knowledge and awareness for climate change responses</i>
<b>Rationale</b>	<p><i>Links to the sector and national strategies</i></p> <p>Rectangular Strategies on the expanding national radio and television station, PIP of the Ministry</p> <p><i>What type of climate risk/opportunity or mitigation objective is addressed by this action</i></p> <p>Facilitating the public to receive climatic information timely and conveniently. This action also contributes to the public awareness raising on climate change and its impacts. The well informed society on climate change has potential to changes attitudes and behaviours toward climate friendly society, in which they would increase adaptive capacity and reduce greenhouse gas emission. The expanding broadcasting coverage delivers climatic information on time to the larger public.</p>
<b>Category of climate change action</b>	<input checked="" type="checkbox"/> Cat 2 – Modified
<b>Type of action</b>	<input checked="" type="checkbox"/> Mitigation and adaptation
<b>Short description of the action and expected results and benefits</b>	<p><i>Short description</i></p> <ul style="list-style-type: none"> <li>• Currently, the TV station and radio are outdated equipment. In remote provinces, most of equipment are not fully function</li> <li>• Working with provincial stations (radio and TV stations) to broadcast and re-broadcast climatic information from central station in the Phnom Penh</li> <li>• Support equipment and financial support</li> <li>• Provide training to the provincial departments.</li> </ul> <p><i>Expected results and benefits, including number of beneficiaries and type of impact on beneficiaries</i></p> <ul style="list-style-type: none"> <li>• The current coverage of the national television is about 85% of the population. The expansion is to coverage the remaining 15% of population, who are living in remote areas likely in the economic disadvantage location.</li> </ul>
<b>Cost effectiveness of the action</b>	<p><i>Where possible, an estimate of the benefit cost ratio of adaptation actions and the marginal abatement cost of mitigation actions, along with any notes about key assumptions or sensitivity analysis</i></p> <ul style="list-style-type: none"> <li>• The cost of installation or upgrading the provincial television stations requires large capital investment in the beginning, particularly on the broadcasting equipment and broadcasting buildings/rooms.</li> </ul>
<b>Preconditions needed</b>	<i>Are some other actions required for this action to be implemented e.g. legislation or</i>

<p><b>for successful implementation</b></p>	<p><i>preliminary studies/works</i></p> <ul style="list-style-type: none"> <li>• The technical assessment of the current television stations at the provinces is needed to have clearer pictures the need to upgrade.</li> <li>• The social marketing could improve the demand for the TV and coverage. Thus, social marketing campaigns at the remote areas are needed.</li> </ul> <p><i>Mention any coordination required with actions under the responsibility of other ministries or external stakeholders</i></p> <ul style="list-style-type: none"> <li>• The coordination with the local authority to do social market to stimulus demand for TV at the remote areas.</li> </ul> <p><i>Mention any minimum capacity requirements</i></p> <ul style="list-style-type: none"> <li>• The technical knowledge of staffs in the province to use new broadcasting equipment. This problem could be solved by providing training with backing from (professional) technical persons.</li> </ul>
<p><b>Indicator(s) of success</b></p>	<p><i>Up to three SMART indicators for measuring if the action has reached the expected result. Indicators can be either qualitative or quantitative, e.g. integration of climate change into planning processes, GHG emissions avoided, share of renewable sources in electricity generation, Km. of roads climate proofed.</i></p> <ul style="list-style-type: none"> <li>• # of TV and Radio stations participating in re-broadcasting program on climate change.</li> <li>• # of hours/minutes air on climate change per month by loafer station</li> </ul>
<p><b>Implementation arrangements</b></p>	<p><i>Responsible department(s)</i></p> <ul style="list-style-type: none"> <li>• General Department of National Radio and Television</li> <li>• Provincial departments</li> </ul> <p><i>Other Government and external stakeholders involved in implementation (if already identified, mention the name of the partners)</i></p>
<p><b>Estimated total cost</b></p>	<p><i>USD (in 1000 USD – more detail is not necessary). Costs should include inflation, for long duration actions</i></p> <p>2 000</p>
<p><b>Possible funding sources</b></p>	<p><i>If identified, name the proposed source(s) of funding.</i></p> <p>Royal Government of Cambodia, Government of Japan</p> <p><i>If not, indicate the type of funding source(s) foreseen (Govt, development partners, NGO, private sector)</i></p>
<p><b>Timeframe</b></p>	<p><i>Indicate the start and end year</i></p> <p>2015-2018</p>



## Action 5

<b>Action 5</b>	Expanding the national radio and TV broadcasting coverage to cover the vulnerable area for facilitating public access to information on climate change
<b>Strategic Objective of CCCSP</b>	<i>Strategic Objective #5: Improve capacities, knowledge and awareness for climate change responses</i>
<b>Rationale</b>	<p><i>Links to the sector and national strategies</i></p> <p>The NSDP 2014-2018 states that the MoInfo will continue to encourage the building of radio and TV stations at the sub-national levels, with priority to the North-western and North-eastern provinces. Those stations will be a bridge for carrying RGC's policies to the people.</p> <p><i>What type of climate risk/opportunity or mitigation objective is addressed by this action</i></p> <p>Contributing to the public awareness raising on climate change and its impacts. The well informed society on climate change has potential to changes attitudes and behaviours toward climate friendly society, in which they would increase adaptive capacity and reduce greenhouse gas emission. The expanding broadcasting coverage delivers climatic information on time to the larger public. The expanding the coverage area could deliver more timely information.</p>
<b>Category of climate change action</b>	<input checked="" type="checkbox"/> Cat 2 – Modified
<b>Type of action</b>	<input checked="" type="checkbox"/> Mitigation and adaptation
<b>Short description of the action and expected results and benefits</b>	<p><i>Short description</i></p> <ul style="list-style-type: none"> <li>• Some areas throughout the country do not have access public TV and radio coverage, where are often faced with climate extreme events, e.g. storms, floods, and droughts. For example, some districts in Sray Reang have no access to TV and Radio and face with droughts and salt intrusion. In this locations, most households have their TV sets, local generator, batteries, but are not in the national TV coverage.</li> <li>• Facilitate public access to information on climate change through expanding the national radio and TV stations and coverage</li> <li>• Set up satellite TV receivers (Direct to home TV) in Sray Reang, Odormean Chey, Pailen, Preah Vihear, BCM, Mondukiri (Koh Niek) and Ratanakiri. <ul style="list-style-type: none"> <li>○ 100 sets in Mondulkiri (Koh Niek)</li> <li>○ 500 sets for Odor Meachey</li> <li>○ 500 sets for Preh Vihear</li> <li>○ 500 sets for Svay Rieng (Svay Teap, Svay Tear)</li> <li>○ 500 sets for Banteay Meachey</li> <li>○ 100 sets for Ratanakiri</li> <li>○ 100 sets for Stung Treng ( Siem Pang, Thalaboriwat).</li> </ul> </li> </ul> <p><i>Expected results and benefits, including number of beneficiaries and type of impact on</i></p>

	<p><i>beneficiaries</i></p> <p><i>Overall cost for DTV is \$100 x 2300 set= US\$230,000 and 23,000 families expected to get direct benefit.</i></p> <ul style="list-style-type: none"> <li>To be able to broadcasting coverage 100% of national landmass. Since the current coverage is about 80%, this expansion could add 20% of broadcasting coverage. The remaining 20% is important because those locations are remote areas, which are generally home to vulnerable households.</li> </ul>
<b>Cost effectiveness of the action</b>	<p><i>Where possible, an estimate of the benefit cost ratio of adaptation actions and the marginal abatement cost of mitigation actions, along with any notes about key assumptions or sensitivity analysis</i></p> <ul style="list-style-type: none"> <li><i>23,000 families in the remote expected to get direct benefit.</i></li> </ul>
<b>Preconditions needed for successful implementation</b>	<p><i>Are some other actions required for this action to be implemented e.g. legislation or preliminary studies/works</i></p> <ul style="list-style-type: none"> <li>The survey on the demand for TV sets in the target areas could give clearer number of demands.</li> </ul> <p><i>Mention any coordination required with actions under the responsibility of other ministries or external stakeholders</i></p> <p><i>Mention any minimum capacity requirements</i></p>
<b>Indicator(s) of success</b>	<p><i>Up to three SMART indicators for measuring if the action has reached the expected result. Indicators can be either qualitative or quantitative, e.g. integration of climate change into planning processes, GHG emissions avoided, share of renewable sources in electricity generation, Km. of roads climate proofed.</i></p> <ul style="list-style-type: none"> <li># of stations newly establish</li> <li># of household receive satellite TV receivers</li> </ul>
<b>Implementation arrangements</b>	<p><i>Responsible department(s)</i></p> <ul style="list-style-type: none"> <li></li> </ul> <p><i>Other Government and external stakeholders involved in implementation (if already identified, mention the name of the partners)</i></p> <ul style="list-style-type: none"> <li></li> </ul>
<b>Estimated total cost</b>	<p><i>USD (in 1000 USD – more detail is not necessary). Costs should include inflation, for long duration actions</i></p> <p>330 (include operation cost and DTV cost)</p>
<b>Possible funding sources</b>	<p><i>If identified, name the proposed source(s) of funding.</i></p> <p>UN agencies, private sectors, who provide DTV in cooperation with national TV, NGOs</p> <p><i>If not, indicate the type of funding source(s) foreseen (Govt, development partners, NGO, private sector)</i></p>

<b>Timeframe</b>	<i>Indicate the start and end year</i> 2015-2018