



Ministry of Information

Climate Change Knowledge and Capacity through TV/Radio and Media

Project Factsheet 2017

Grant for Climate Change Action Plan Priorities



BACKGROUND

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 population are important to respond to climate change. The complexities and implications of climate change are often poorly understood in Cambodia, even as climate change is becoming a growing area of concern. The KAP (Knowledge, Attitudes and Practice) survey conducted by the National Council for Sustainable Development (NCSA) found that few Cambodians understand the scientific basis for climate change. Moreover, climate change topics are poorly covered in the public media both on scientific aspects and policy implications.

OVERALL OBJECTIVE

The capacity of Ministry of Information staff is built on the climate change and they are able to produce better quality program on adaptation and mitigation for public viewers.

SPECIFIC OBJECTIVES

- ▶ Climate change information developed by MOINFO is accessible and used widely through media (TV and Radio) and social media.

APPROACH

This project will be implemented in a participatory manner with concerned media agencies and related ministries. Moreover, the project will work on the training needs assessment for Ministry of Information staff and its provincial departments in order to build their knowledge and skills on climate change. The collaboration with other ministries especially NCS D will help to bring together the information about climate change in different sectors and Ministry of information will be the key agency to produce, mobilize and disseminate media content. Routine communication with CCCA/NCS D will be established in order to make sure the TV and Radio programs are coordinated with concerned ministries to ensure the technical quality of the various information products.

OUTPUTS AND KEY ACTIVITIES

Results	Key Activities
Capacity and Knowledge of the officials of MoInfo and other representation journalists, and news anchors are improved	Training workshop
	Provincial dissemination workshop for provincial spokesperson, journalist and media anchors
The climate change related to issues are documented by MOINFO through the TV/ Radio feature, TV/Radio spots and social media platform	Video features production
	Radio and video spot for awareness raising on climate change
	TV/Radio Talkshow
	Social Media/Twitter/Facebook on Climate Change

KNOWLEDGE PRODUCTS

- ▶ The production of TV/Radio features, TV/Radio spots and Talkshows
- ▶ Social Media/Twitter/Facebook on Climate Change

PROJECT INFORMATION

Timeframe:	January 2017 - December 2018	Current Partners:	N/A
Total Budget:	USD 173,000 (USD 125,000 from CCCA)	Location:	Phnom Penh, Battambang, and Preah Sihanouk province
Contact person:	H.E. Pang Nath Project Manager E-mail: tvknath@outlook.com	Potential Partners:	N/A

Funded by:



General Inquiries:

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