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## **USAID CAMBODIA GREEN FUTURE ACTIVITY**

### STAKEHOLDER MAP: A REPOSITORY OF KEY STAKEHOLDERS AT NATIONAL AND LANDSCAPE LEVELS

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# USAID CAMBODIA GREEN FUTURE ACTIVITY STAKEHOLDER MAP: A REPOSITORY OF KEY STAKEHOLDERS AT THE NATIONAL AND LANDSCAPE LEVELS

August 2020

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## GLOSSARY OF SOCIAL MEDIA TERMS

**Awareness** refers to one's knowledge or perception of a situation.

**Campaign** is a series of active efforts toward a particular goal.

**Communication channel**<sup>1</sup> refers either to a physical transmission medium such as a wire, or to a logical connection over a multiplexed medium such as a radio channel in telecommunications and computer networking.

**Communications materials** are materials that often include creative design, graphics, messages, or content that are designed for target audiences and made to be delivered to specific outlets like social media or print media.

**Communications strategy** is a plan to achieve communication objectives with four main components: goals, target audiences, plans/tactics, and channels.

**General population** refers to the overall human population of a country or area.

**Media** is the main means of mass communication (broadcasting, publishing, and the Internet) regarded collectively.

**Platform** is a computing system composed of hardware or software, or both, on which apps and services can run, including those from third parties. The term is typically reserved for larger systems, such as Facebook's social network, Xbox video games, and the Windows operating system for personal computers. Apps written for one platform would typically need to be adapted to work on another.

**Social media** refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. It includes Facebook, Instagram, Twitter, YouTube, etc.

**Target audience** refers to a certain group of the population that shares similar characteristics and is identified as the intended audience for a project or campaign, etc.

**Traditional media** includes TV, radio, and print materials such as newspapers, posters, billboards, etc.

**Youth** – USAID defines youth to be the young people in the 10 to 29 years of age range, with a general programmatic focus on those aged 15 to 24.

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<sup>1</sup> [https://en.wikipedia.org/wiki/Communication\\_channel](https://en.wikipedia.org/wiki/Communication_channel)

## ACRONYMS AND ABBREVIATIONS

|           |   |
|-----------|---|
| CCSP      | Cambodian Civil Society Partnership                     |
| CCSS      | The Cambodian Civil Society Strengthening Project       |
| EPL       | Eastern Plains landscape                                |
| FAO       | Food and Agriculture Organization of the United Nations |
| GPL       | USAID Greening Prey Lang                                |
| IEC       | Information, Education and Communication                |
| KIs       | Key Informants  |
| MEDIA One | Media for Education and Development in Action           |
| MoE       | Ministry of Environment                                 |
| MoInfo    | Ministry of Information                                 |
| MoEYS     | Ministry of Education, Youth and Sport                  |
| NGO       | Non-Governmental Organization                           |
| NRM       | National Resource Management                            |
| PLL       | Prey Lang Landscape                                     |
| PSI/C     | Population Service International Cambodia               |
| SBCC      | Social and Behavior Change Communication                |
| SBCC-WG   | Social and Behavior Change Communication Working Group  |
| UNICEF    | United Nation International Children's Education Fund   |
| USAID     | United States Agency for International Development      |
| WCS       | Wildlife Conservation Society                           |
| WWF       | World Wildlife Fund Cambodia                            |
| YEA       | Young Eco Ambassador                                    |

## EXECUTIVE SUMMARY

The purpose of the stakeholder mapping exercise is to identify and engage key stakeholder groups and individuals in the co-design and co-implementation of a vision, goal, and strategy for sustainable NRM and landscapes in Cambodia, with a focus on youth. These most influential stakeholders, if well engaged, can support the Project team towards achieving the outcomes of the USAID Cambodia Green Future Activity in the geographic target areas of Phnom Penh (national-level stakeholders), the Prey Lang Landscape (PLL), and the Eastern Plains Landscape (EPL).

This exercise began with a desk review to identify all potential stakeholders associated with conservation, outreach and communication, youth, and other efforts in Cambodia, which were organized and entered into an Excel database. This population of stakeholders was studied and pared down to a subset of 153 using a set of criteria important to this Project's goal. This report provides a list of all 153 stakeholders, their missions, roles and responsibilities categorized by organization type. The Project conducted stakeholder consultation meetings to gather more information about their work at the national and subnational level and to introduce the Project's goals. Those which were considered to be the most knowledgeable and influential were invited to join the SBCC Working Group (SBCC-WG). The SBCC-WG of 17 members were the source of key informant interviews (KIIs). Through these consultations, the SBCC-WG, stakeholders, and influencers have agreed to support Green Future objectives, using their influence and positions to communicate, coordinate, and help design effective messages and strategies for biodiversity conservation, forest protection, and sustainable natural resource management.

This study reports on these stakeholder interviews to review SBCC efforts to date in Cambodia, assesses the effectiveness and popularity of different communication platforms, and understands the degree to which stakeholders need to coordinate in driving conservation messages to the target areas and target populations. From these consultations, we identify constraints as well as gaps and opportunities to increase the effectiveness of communication channels to engage the population and youth in particular in conservation and forest protection advocacy activities.

Findings suggest that video clips and storytelling are the most effective audiovisual platforms; posters, leaflets and stickers were the most effective printed platforms, and Facebook was the most popular online platform. Traditional media like TV and radio are still commonly used to raise awareness. A number of other outreach platforms are used with varying levels of effectiveness (e.g. awareness campaigns, community engagement initiatives, school gatherings; village fairs, edutainment shows, E-learning/coaching, training, workshops, discussions, special events, and field visit/study tours).

Coordination across conservation stakeholders in communications and outreach initiatives are limited. Many key stakeholders in the conservation domain rely on their own communication tools, platforms, messages, promotional materials, and approaches for promoting conservation messages, limiting the effectiveness of these efforts. While stakeholders use communication channels to educate and increase awareness, few effectively use SBCC methods and tactics to motivate positive engagement in the conservation sphere. Key systematic and individual constraints to engagement and participation include lack of structure for youth engagement in dialogue; little or no funding for local authorities to engage with youth; time, financial, self-esteem and knowledge limitations on the part of youth; and parental concern

for safety. Another important barrier involves a lack of support for local communities surrounding protected areas. From the perspective of providing alternative income-generating activities, increased support would help reduce dependency on exploitation of natural resources to survive.

This study recommends a number of tactics to be considered when working with relevant stakeholders to motivate or encourage youth to participate in conservation activities. Some of these include creating a safe space for youth participation, building safe platforms to share opinions, building youth capacity to promote conservation protection, acknowledging youth involvement and contributions through awards or publicity.

Over five years, Cambodia Green Future will continually adapt its SBBC strategy, messages, and outreach efforts, and will look to engage a cross-section of stakeholders given new developments. This Stakeholder Map will guide the Project as it evolves and launches different campaigns and activities.



# **I. INTRODUCTION**

## **I.1 Overview of the Project**

Cambodia is endowed with immense natural resources including land, water, forest ecosystems, wildlife, and fish and aquatic resources. Specifically, forest ecosystems that support biodiversity are essential to rural communities' livelihoods and provide countless critical ecosystem services. Such ecosystem services support the livelihoods of communities, including their economic, social, and cultural wellbeing. Cambodians can increasingly take pride in their natural resources and heritage. Yet recent population growth, lifestyle changes, market demand increases, and climate change have threatened the health of habitats and biodiversity contained in them. While conservation and civil society organizations have a long history of raising environmental awareness among key populations, such efforts have, at times, lacked coordination and rigorous methodological communications approaches that affect behavior change and can lead to reductions in threats to natural resources. Whether among indigenous peoples around the forests of Prey Lang and other landscapes or the youth of Phnom Penh, the use of improved tools and increased targeted knowledge will strengthen efforts in biodiversity conservation, sustainable landscapes, and governance.

USAID/Cambodia awarded ECODIT the USAID Cambodia Green Future Activity with a performance period from October 1, 2019 to September 30, 2024. ECODIT has a major subcontractor, FHI 360, to support the implementation of the Project, particularly in their expertise of social and behavior change communication (SBCC). The Project is employing best practices in natural resource management (NRM), community engagement, and social and behavior change communications (SBCC) to increase awareness and catalyze action via strategic campaigns in social media, radio, television, community events, and other methods for biodiversity conservation and forest protection.

## **I.2 Geographic Scope**

This study focuses on both national-level stakeholders in Phnom Penh and stakeholders in USAID's two target landscapes, the Prey Lang Landscape (PLL), covering four provinces (Preah Vihear, Kampong Thom, Kratie, and Stung Treng) in north-central Cambodia, and the Eastern Plains Landscape (EPL), which is situated across Monduliri Province.

## **I.3 Purpose and Objectives**

The purpose of this report is to identify key groups and individuals to be engaged to co-design and co-implement a vision, goal, and strategy for sustainable NRM and landscapes. These stakeholders are influential and, if well engaged, can support the Project team towards achieving the outcomes of Cambodia Green Future. Identifying and engaging these key stakeholders and their groups and having information about what, where, and approaches they used to implement biodiversity conservation, and forest protection, will make the Project more successful in reaching its goals.

Hence, the objectives of this report are to:

- To identify key Project stakeholders for future engagements;

- Determine effective communications tools, materials, approaches, and messages for biodiversity conservation;
- Identify overlaps, gaps, and opportunities for collaboration in design and implementation of SBCC outreach approaches in biodiversity and forest conservation in Cambodia.

To answer the above objectives, this assessment will use the below research questions:

1. Who are the Project stakeholders? What and where are they doing?
2. What are the effective communications tools, materials, approaches, and messages for biodiversity conservation?
3. Who are the top five producers/organizations that the project shall engage?
4. What are the areas of overlapping, gaps, and opportunities for collaboration in design and implementation and monitoring of SBCC approaches for biodiversity and forest conservation in Cambodia?

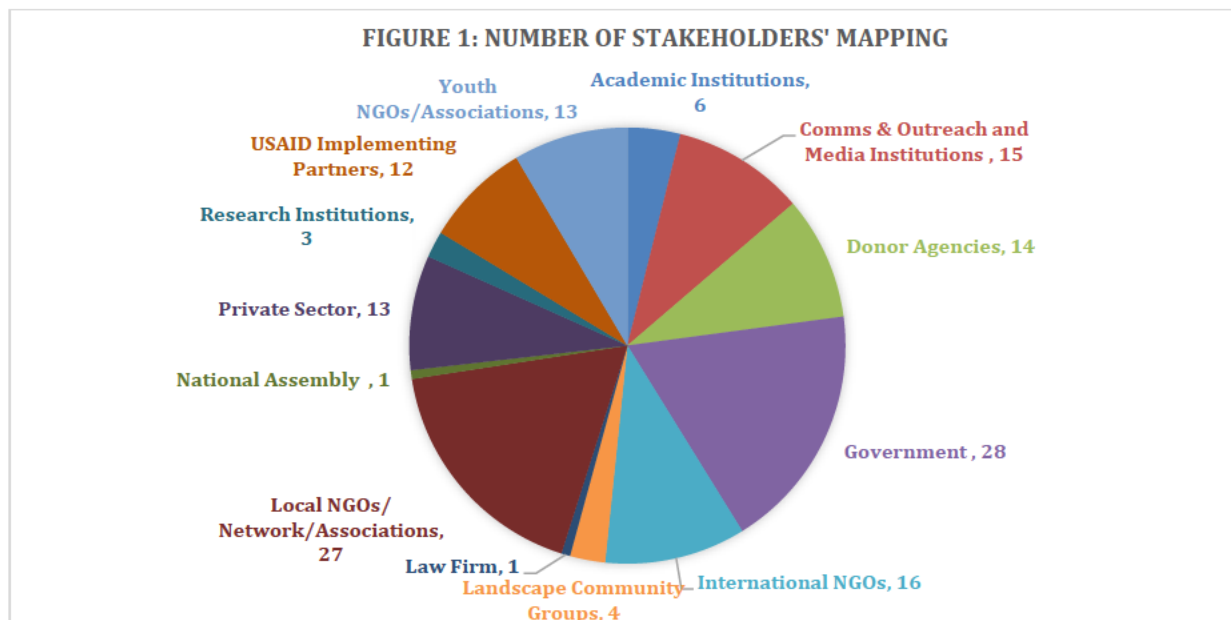
## **2.0 SUMMARY OF FINDINGS OF STAKEHOLDER MAPPING**

### **2.1 Summary of Findings under Each Methodology**

#### **2.1.1 Desk Review**

The Project team reviewed and recorded data from three existing USAID IPs' databases, six lists of contacts from key stakeholders and partners, more than 150 stakeholders' social media platforms, and contact information obtained through key stakeholders' meetings on the Target Audience Database and systematic analysis. Such efforts assisted the Project in identifying key potential stakeholders at national and landscape levels, and in supporting future collaboration towards achieving a common interest and goal and monitoring the outcomes from the Project. Based on the desk review, the target audience database was prepared and submitted to USAID/Cambodia on July 2, 2020 and approved by COR on August 10, 2020. In total, 153 of key stakeholders have been identified and mapped for general and potential Project engagement. See Figure 1.

**FIGURE 1: NUMBER OF STAKEHOLDERS' MAPPING**



The Project also identified a list of key stakeholders and groups, with which the Project will engage. This list includes those stakeholders working at both national and subnational levels and outlines each institution’s mission or objective as it is relevant to the national level and the two landscapes — the PLL and EPL. See *Appendix 3: Finding of Stakeholder Mapping*.

**2.1.2 Stakeholders Meetings:** The Project team conducted stakeholder meetings with 30 key partners and stakeholders, starting from October through late June 2020. There were representatives across four government offices, two donor agencies, seven USAID Implementing Partners, 12 civil society stakeholders, five private sector representatives, and other stakeholders. See *appendix 2: Methodology–Table 1: Stakeholders’ Meeting with key partners and stakeholders*

The purpose of meeting is to initiate stakeholder engagement, present the Project overview, obtain list of their stakeholders, and gain a better understanding of their work at the national and subnational level. Such meetings identified key potential areas for collaboration, such as participation in the Project activities and SBCC-WG, and support for relevant outreach strategies, products, and other materials.

As a result, 17 SBCC WG members have joined the SBCC-WG from cross-cutting institutions, including three government ministries (MoE, MoInfo and MoEYS), eight USAID IPs, (GPL, WCS, WWF, CCSP, Wonders of the Mekong, CCSS, YEA, PSI/C), two media NGOs (MEDIA One and InSTEDD iLab SEA), one private creative agency (Melon Rouge), two SBCC freelance consultants and practitioners, and one representative from UNICEF. See *appendix 4: Finding of SBCC-Members and key Influencers*.

**2.3 Stakeholder interviews:**

The findings of this report have also been informed by the results of the following three additional activities conducted with a total of 83 key informants at national and sub-nation by the Green Future Team and a consultancy firm:

- **SBCC-WG Establishment:** For the Project’s SBCC WG establishment, the Project team conducted key informant interviews with 13 SBCC WG members through online and face to face

meetings. Detailed results are provided in the document, USAID Cambodia Green Future Activity SBCC WG Establishment.

- **Media monitoring:** For the Project’s report on media in Cambodia, Green Future conducted key informant interviews with 20 media practitioners through online and face to face meetings. Detailed results are provided in Green Future’s Media Monitoring Report.
- **KAP Study:** For the Project’s KAP Study, the Green Future team conducted key informant interviews with 50 partners, stakeholders, and other groups at national and subnational level through online and face to face meetings. Detailed results are provided in Green Future’s KAP Final Report.

Additional results from the three above were consolidated, which help to address this study’s objectives and research questions as stated in section 1.3 above and present in section 2.2 below:

## 2.2 Summary of Findings to Address the Assessment Objectives

### 2.2.1 Key Project stakeholders for future engagements

Of 153 key stakeholders, the top 10 key stakeholders have already and will be an ongoing part of the SBCC design, implementation, and monitoring. See *Table 1 below*.

**Table 1: Cambodia Green Future Top 10 Stakeholders**

| No | Name of Key Stakeholder                                    | Design | Implementation | Monitoring |
|----|--|--------|----------------|------------|
| 1  | Ministry of Environment (MoE)                              | √      | √              |            |
| 2  | United States Agency for International Development (USAID) | √      |                |            |
| 3  | USAID Greening Prey Lang (USAID-GPL)                       | √      | √              | √          |
| 4  | World Wildlife Fund (WWF) Cambodia                         | √      | √              | √          |
| 5  | Wildlife Conservation Society (WCS)                        | √      | √              | √          |
|    | Wonders of the Mekong Project (WMP)                        | √      | √              |            |
| 6  | Wildlife Alliance (WA)                                     | √      | √              | √          |
| 7  | Fauna and Flora International (FFI) Cambodia               | √      | √              |            |
| 8  | Young Eco Ambassador (YEA)                                 | √      | √              |            |
| 10 | Regional Community Forestry Training Center (RECOFTC)      | √      | √              | √          |

### 2.2.2 Effective communications tools, materials, approaches, and messages for biodiversity conservation:

Of communication tools and materials deployed by key stakeholders to date, the Project team selected the top 5 effective communication tools and materials. We believe these tools will be the best options for the Project to use. See *the Table 2 below*.

Table 2: The Top 5 Effective Communication Tools/Approaches

| No | Effective Communication Tools | Rational   |
|----|-------------------------------|--|
| 1  | Storytelling                  | These tools will strategically spread the message for environmental protection and build awareness about Cambodia's unique biodiversity, forests, and ecosystems to finally ignite a lasting change in people's behavior.  |
| 2  | Video clips                   |  |
| 3  | Songs/Concerts                |  |
| 4  | Facebook                      | This social media platform is the most utilized and popular tool to spread information (e.g. about relevant Project themes, storytelling, video clips etc.) and to engage with the target audience (e.g. Q&A live chat, watch parties for different events) among youth including those in Green Future's target landscapes. The Project may leverage to spread key messages of Cambodia's biodiversity and ecosystems amongst them. |
| 5  | Campaign/<br>Special Event    | It will influence youths 'knowledge and positive attitudes, as well as increasing their efforts to protect Cambodia's natural resources. Cambodia's youth help ensure that the Project key messages are increasingly accessed by citizens across the country.  |

### 3.0. FINDINGS: COMMUNICATION TOOLS, MATERIALS, APPROACHES, AND MESSAGES HAVE BEEN EMPLOYED IN CAMBODIA TO DATE FOR BIODIVERSITY

The team consolidated information on related tools, Information, Education and Communication (IEC)/promotional materials, and communication platforms from four Project activities— Stakeholder Map Exercise, SBCC-WG Establishment, Media Monitoring, and KAP study report. Findings from this review and discussions are as follows:

**Communication Tools:** As identified in Green Future's Media Monitoring Report, video clips and storytelling are the top effective communication tools, followed by song, concert, game tools, radio spots, TV spots, and comic books.

Table 3: The top 5 Effective Communication Tools, used by Environmental and Conservation NGOs

| No | Tools        | Name of Organization/Project                                      |
|----|--------------|---|
| 1  | Video clips  | MoE, GPL, WWF, WCS, WA, FFI, BirdLife, FAO, Wonders of the Mekong |
| 2  | Storytelling | MoE, GPL, WWF, WCS, WA, FFI, BirdLife, FAO, Wonders of the Mekong |
| 3  | Songs        | MoE, GPL, WWF, WA, BirdLife, FAO, Wonders of the Mekong           |

|   |                         |                             |
|---|-------------------------|-----------------------------|
| 4 | Concert                 | MoE, WWF, WCS, WA, BirdLife |
| 5 | Game tools/ comic books | MoE, Wonders of the Mekong  |

**Promotional Materials:** Posters, leaflets, and stickers are the most popular materials produced for promoting the organization’s/project’s objectives, followed by banners, factsheets, notebooks, calendars, t-shirts; water bottles, bags, hats, pens. These promotional materials have been developed and used by the key stakeholders.

**Key Messages:** The majority of informants said messages should be developed based on the project’s location and target audience, using a SBCC creative design process. Examples of conservation messaging include, but are not limited to, themes such as combating illegal wildlife trade, saving endangered species, protecting vital habitats, forest, biodiversity and natural resources.

**Table 4: The top 5 Effective Communication Tools, used by Environmental and Conservation NGOs**

| No | Key Messages  | Name of Organization/Producers   |
|----|---|--|
| 1  | Rewinding for Human Well Being<br>ស្តារសត្វព្រៃដើម្បីសុខុមាលភាពមនុស្សជាតិ   | WWF  |
| 2  | It is our obligation to conserve our environment and natural resources.<br>ការការពារវិស្វាគនិងធនធានធម្មជាតិគឺជាការកំណត់ច្បាប់របស់យើងទាំងអស់គ្នា | MOE, HE. Neth Pheaktra, Secretary of State to the Ministry of Environment Cambodia |
| 3  | We love nature, Nature loves us<br>យើងស្រលាញ់ធម្មជាតិ ធម្មជាតិស្រលាញ់យើង  | WWF & Influencer, Venerable Kou Sopheap  |
| 4  | Connect to Earth, Stop Bushmeat Consumption<br>ភ្ជាប់ទំនាក់ទំនងជាមួយភពផែនដីដោយមិនបរិភោគសាច់ព្រៃ   | MOE, WWF, Influencer, Venerable Kou Sopheap  |
| 5  | Together to Protect and Conserve Birdlife<br>រួមគ្នាដើម្បីការពារ និងអភិរក្សសត្វស្លាបនៅកម្ពុជា   | MOE  |

**Approaches/methods to develop effective tools and IEC materials:** The majority of informants said that the most effective tools in their opinion were those based on studies and/or other research such as desk review, KAP study, field immersion and testing, observation, and stakeholders’ mapping and consultation, and creative design.

**Social Media:** Facebook, currently used by all the organizations interviewed, is the most popular platform for accessing information about conservation and the environment.

**Traditional Media:** Half of respondents said that TV and radio are still used for awareness raising for Cambodian people.

**Other Outreach Initiatives:** Campaigns, community engagement, dialogue; school gatherings; village fairs (edutainment shows); E-learning/coaching; training, workshop, discussions (through face-to-face, fora,

groups, individual meetings), special events, and field visit/study tour have been conducted to reach out specific audiences.

## 4.0. FINDINGS: OVERLAPS, GAPS, AND OPPORTUNITIES FOR COLLABORATION

The team identified gaps, overlaps and opportunities for collaboration using the results from the Stakeholder Mapping Exercise, the Media Monitoring interviews and the KAP interviews. Results from all three sources were consolidated and analyzed to extract the key observations presented below.

### 4.1 Overlaps

**Coordination of conservation stakeholders in communications and outreach initiatives are limited:** Many key stakeholders in the conservation domain rely on their own communication tools, platforms, messages, promotional materials, and approaches for promoting biodiversity conservation, forest protection, and sustainable natural resource management. This limits the effectiveness of communication and outreach interventions, the collaboration to amplify the existing communication tools among the environmental stakeholders, their contribution to key results through positive behavior and actions unless effective SBCC strategies in conservation sectors are well-developed, informed by relevant key stakeholders, and implemented in Cambodia.

### 4.2 Gaps

Below are the gaps at the different stages of the SBCC development process:

#### 4.2.1. Analysis:

The finding from the established SBCC WG profile reveal that few key stakeholders conduct studies and research (e.g., literature review, KAP studies, field assessment and observation, stakeholder consultation workshop) to analyze communication strategies and understand the audience capacity and characteristics.

#### 4.3.2. Design:

**Limited SBCC intervention and strategies on biodiversity conservation, forest protection and sustainable natural resource management.** Findings of this stakeholder mapping exercise reveal that few relevant key stakeholders have established their own effective SBCC strategies or implemented successful SBCC interventions, except for in health sectors (i.e. PSI-Cambodia), but not in environmental sectors or those relating to forest protection and natural resource management.

#### 4.3.3. Development:

Mainly social media, traditional media (TV & radio), print materials, outreach initiatives have been deployed by environmental and conservation organizations as delivery messages to their target audiences. While these forms of delivery messages can be useful in increasing knowledge and awareness about the benefits of Cambodia's unique and endangered biodiversity and the critical importance of Cambodia's forest ecosystems, effective SBCC requires a mix of channels, approaches, and tactics that go beyond awareness

to increase motivation, strengthen skills and self-efficacy, address social and gender norms, and create a supportive environment to effect positive behavior and action changes.

The existing NRM-related programs and SBCC approaches lack inclusiveness as they are not explicitly developed for audiences with disabilities. As a result, some communications products are not available to people with disabilities and other overlooked groups.

#### **4.3.4. Implementation:**

Results from KIs interviews via the KAP study identified areas of constraints and challenges to achieving positive behavior change in the conservation arena. Key constraints were identified at the individual and systematic level. These are summarized below:

- System constraints:
  - Lack of coordination among relevant stakeholders to provide educational awareness
  - No structure for youth at the national level to engage in the dialogue
  - Sensitivity and political undertone of youth involvement in protecting the environment
  - Limited funding for local authorities to engage with youth
  
- Individual constraints:
  - Time constraints – busy with studies and income-generated activities
  - Financial constraints – volunteer/social works are not appealing for youth
  - Limited knowledge on the subject matter
  - Limited access on how to participate
  - Low self-esteem
  - Discouraged by parents/guardians for the fear of their safety
  - Internal and external migration to work in neighboring countries

**Systematic corruption is the greatest challenge.** Another challenge is the lack of consolidated efforts across all relevant stakeholders to support local communities surrounding the protected areas. Without this support, community livelihoods are threatened by climate change, deforestation, and exploitation of natural resources. For lack of an alternative, members of communities surrounding protected areas engage in illegal activities for income generation due to lack of education and poverty. Other challenges included rapid population growth putting pressure on protected area resources and insufficient equipment (e.g. motorbike, gasoline, and hammocks) to support individuals working on conservation activities in the protected areas.

Results from the KAP study reveal:

- The single most reported reason behind lack of individual action was that the majority of youth do not have any idea of what to do.
- Extremely low levels of engagement in policy dialogues.

**4.3.5 Monitoring and Evaluation:** Few groups had systematic and periodic evaluation (baseline, mid-line, and baseline) conducted using the KAP studies or similar approaches for specific target audiences to measure their changes for the environmental and conservation organizations.

#### **4.3.6 Gain Audience Participation:**



Many groups believed there to be limited collaboration with the Ministry of Education, Youth, and Sport (MoEYS) and the National Council for Youth Development (NCYD), and a governmental body with formal networks of youth (in school) throughout the country.

### **4.3 Opportunities for Collaboration**

The above overlaps and gaps present tremendous opportunities for coordination and collaboration among different key stakeholders at national and sub-national levels including landscape community groups, which are further explored in the Conclusions and Recommendations section.

## **5. CONCLUSIONS AND RECOMMENDATIONS**

### **5.1 Conclusions**

This stakeholder mapping exercise identified 153 key stakeholders at the national level and two landscape levels, 17 SBCC-WG members, and four other key individual practitioners and influencers. More than 50%<sup>2</sup> of 153 key stakeholders have agreed to support Cambodia Green Future objectives using their influence and positions to communicate, coordinate and help design effective messages and strategies for biodiversity conservation, forest protection and sustainable natural resource management. This could include helping to develop SBCC strategies, design campaigns and outreach initiatives, conduct research, draft policies or issue briefs, and build advocacy capacity.

The main instruments used by our key stakeholders to promote positive actions associated with biodiversity conservation, forest protection and sustainable natural resource management include, but are not limited to, the following:

- Enforcing conservation laws;
- Promoting conservation policy reforms at the national level;
- Conducting policy research and other research projects that support conservation;
- Developing, implementing, and adopting laws, regulations, and policies to achieve conservation goals;
- Supporting communities in conserving wildlife, forest and natural resource management;
- Empowering communities and building their capacity to engage in biodiversity conservation, forest protection and NRM activities;
- Planting trees and clean-up events;
- Implementing sustainable development project and social enterprise;
- Raising awareness among the public;
- Engaging in advocacy through policy change and dialogue;
- Improving the livelihood of rural populations;
- Identifying constraints to youth engagement and participation in protecting environment.

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<sup>2</sup> The Project has already engaged through stakeholders' meeting, SBCC-WG members, and KI interviews.

The project will engage these key stakeholders in upcoming event — the Prey Lang Forest Protection Social and Behavior Change Communication Campaign in September 2020 and in the Project SBCC strategy development process.

## **5.2 Recommendations**

Below are the recommendations as results from combination of the Project Studies to address the gaps above at the different stages of the SBCC development process:

### **5.2.1. Analysis:**

The findings from the Project research and studies — Literature Review, Stakeholder Mapping Exercise, Media Monitoring, SBCC-WG establishment, and KAP study — will help the development of a Project SBCC strategy and communication strategy based on the Project audience profiles and level of their knowledge, attitude, practice, and toward conservation of biodiversity, protection of forests and sustainability of NRM to ensure that target audiences are correctly identified and reached.

Results from the KAP study reveal that:

- Low levels of knowledge on biodiversity conservation, forest protection, and sustainable NRM among Cambodian youth are the result of limited and inconsistent environmental education in school curricula. Environmental education should start as early as primary school.
- The majority of the youth have had either rare or no discussions amongst their friends or families about environmental issues or the need for biodiversity conservation and forest protection.
- The average score ranks as medium to low levels of commitment of youth in valuing and/or protecting Cambodia's biodiversity and ecosystem. This necessitates awareness building to enhance their commitment level.

### **5.3.2. Design:**

Since news programs are popular, there is a need for the relevant partners and stakeholders of the USAID Cambodia Green Future Activity to work together with media agencies to develop news messages that focus on the environment, both for TV and radio platforms, that are optimizable on social media platforms.

Donor agencies/development partners and implementing partners should work together with target audiences in the design and implementation phases of communications campaigns from their inception, through consultations and validation workshops as appropriate.

The Project should develop a SBCC strategy to:

- Engage stakeholders but direct focus specifically toward youth;
- Increase awareness among the public to promote changing harmful practices and to encourage their appreciation of the environment, ecosystems, and forests, and also to bring a sense of conservationism to the general public's awareness.
- It can be done through workshops, events, traditional, and non-traditional tools, to establish a good Facebook base and deliver valuable information. The strategy should include developing a corresponding app. The strategy should involve short exchange programs, direct meetings and visits to communities, and it should organize local fora and video shows.
- The participants will be the youth, community members, chiefs of villages, government officials, local authorities, NGO partners, and environmental experts.

### **5.3.3. Development:**

The Project should use video clips and storytelling as the most effective communication tool followed by songs and concerts to strategically spread the message for environmental protection and build awareness about Cambodia's unique biodiversity, forests, and ecosystems to finally ignite a lasting change in people's behavior. The Project should make SBCC campaigns more inclusive so that people with disabilities can be engaged in the process of developing and sharing communication messages. To ensure accessibility, SBCC products should be developed in accessible formats, such as braille for print materials and closed captioning or sign language for videos. The Project should develop special programs for schools' outreach and collaborate with the Ministry of Education Youth and Sport (MoEYS) to include environmental issues in curricula and school fora. The Project should create effective platforms to involve youth in active discussions and deliberations concerning the protection of Cambodia's unique ecosystems.

The preference of the youth in the KAP study clearly shows the popularity of social media, particularly Facebook and YouTube, and television to spread messages among the youth in Cambodia. However, social media as a channel for SBCC interventions is highly successful in urban settings, but unlikely to be as effective in rural areas, leaving behind vulnerable and hard-to-reach youth and other target populations. To tackle this challenge, the Project should employ a multi-media approach to its education and awareness initiatives. In selecting individuals as influencers of social media, the Project must consider whom the youth and general public trust. The findings of the KAP study show a number of individuals popular among youth, who inspire their confidence and loyalty. For content delivery as a tool of communication, USAID Cambodia Green Future should consider employing the news on television and the radio, short videos on Facebook, storytelling on YouTube, billboards in print media, and study tours in outreach/interpersonal communication activities to effectively change in people's behavior towards environmental issues in Cambodia. The Project should enhance SBCC capacity for project staff, relevant stakeholders, and partners from any qualified and experienced SBCC experts.

### **5.3.4. Implementation:**

Key stakeholders such as donor agencies, development partners, USAID implementing partners, and others should work together to strengthen harmonization and collaboration in the implementation of SBCC activities and to contribute to the overall quality and effectiveness of SBCC on biodiversity conservation, forest protection, and sustainable natural resource management.

USAID Cambodia Green Future should develop a multi-stakeholder approach by involving youth, authorities from all levels, CSOs and development partners, local communities, citizens, and respectful individuals as part of its awareness strategies.

USAID Cambodia Green Future must actively involve environmentalists and teachers to encourage youth to get involved in protecting Cambodia's unique biodiversity and ecosystems and inspiring others to spread the message. The Project must heavily utilize the youths' preferred media to reach the maximum target audience. USAID Cambodia Green Future should create opportunities to provide youth with the space to actively contribute or add their voices to decision-making processes in their communities. Youth should be empowered and should be included in the decision-making process at sub-national levels (commune level) to influence how ecosystem and natural resources are managed in their communities.

### **5.3.5 Monitoring and Evaluation:**

The Project should conduct the mid-line and end-line for the monitoring and evaluation of the success and achievement against the target indicators for the Life of Contract (LOC). The project must use the consistent data collection tools and data analysis to measure the baseline data at beginning point and the data at the midline and end-line.

### **5.3.6 Gain Audience Participation:**

Active youth participation in biodiversity conservation and the protection of forests and ecosystem in Cambodia is crucial, as they are a powerful group in society and can effectively disseminate messages and information to each other. By using advanced technologies and information-sharing, they mobilize their peers via online interactions to discuss, debate, and advocate. Therefore, instead of engaging youth as mere “event participants”, the Project should provide them with the space to actively contribute to the project as frontrunners towards environmental protection in Cambodia.

For systematic communication interventions, including impactful NRM activities, USAID Cambodia Green Future should collaborate closely with the Ministry of Education, Youth, and Sport (MoEYS) and the National Council for Youth Development (NCYD), a governmental body with formal networks of youth (in school) throughout the country. This could advance sustainability and enable program activities to continue after funding ends.

The Project should consider the following tactics when working with relevant stakeholders to motivate or encourage youth to participate in conservation activities:

- Create a safe space for youth to participate through forums and events for youths only;
- Engage youth into any campaign and special events (e.g., project campaign launch, environmental month). They can contribute and help to increase awareness of citizens on the forest protection, biodiversity conservation, and sustainable NRM;
- Acknowledge their involvement and contributions through rewards or publicity;
- Provide incentives (e.g., small prize for their internship assignment, award given for the Project champion) that can help them with burdens;
- Assist with capacity building to youth with relevant skills—social media, advocacy— to promote conservation and also potentially assist youth in job skills;
- Create awareness raising through entertainment activities and outreach initiatives;
- Invite youth representatives who work on environment to be SBCC-WG member.

## **6.0 Appendices**

### **Appendix I: References**

USAID Greening Prey Lang Stakeholder Engagement Strategy.

USAID Cambodia Green Future Activity Media Monitoring.

USAID Cambodia Green Future Activity Target Audience Database.

USAID Cambodia Green Future Activity SBCC WG Establishment

USAID Cambodia Green Future Activity Baseline KAP Study—Key Informants Data,

## Appendix 2: Methodology

The stakeholder mapping process includes a desk review, stakeholder consultation meetings, and key informant interviews.

### I. Desk Review

Desk research is a way of generating knowledge and data from various existing sources, such as publications, articles, studies, and databases. The goal of the desk research in this context was to learn more about existing stakeholders working at national and subnational levels. Stakeholders were selected based on meeting the criteria outlined below. The Project stakeholders include those who have an interest in the outcome of project interventions, particularly those related to biodiversity conservation, forest protection, NRM, and ecosystem conservation, social and behavior change communications, and general communications and outreach about these issues. Stakeholders can be divided into two categories: (1) stakeholders who can contribute to the project interventions and (2) stakeholders who would be affected environmentally, socially, culturally, or economically by the Project's interventions.

Stakeholder selection criteria included:

- 1) Demographic characteristics of the local population and location;
- 2) Non-governmental organizations (NGOs)/international NGOs (INGOs)/community-based organizations (CBOs) with at least three years' experience working in the PLL and EPL;
- 3) Public/private sector actors who have socioeconomic influence in the PLL and EPL;
- 4) Research institutions/think tanks/academia benefiting communities the PLL and EPL;
- 5) Groups with strong interest in protecting natural resources for sustainable landscape management;
- 6) Cultural values and ethnic identity to ensure diversity;
- 7) Vulnerable groups (women, children, elderly, ethnic minorities, people with disabilities); and
- 8) Key influencers and practitioners working on environmental issues.

### II. Stakeholders' Meetings

Using the desk review selection criteria based on data collection tools (see details in Appendix 2—Form I and form II), we developed an initial list of 153 stakeholders for further analysis to:

- Understand their mission/objectives, focus areas, and target groups/beneficiaries;
- Understand their relationship to the PLL and EPL and to each other;
- Understand their importance for the Project's engagement;
- Collect initial information and documents related to their projects' approaches and implementation, especially information relevant to SBCC;
- Determine which communications tools, materials, approaches, and messages have been employed in Cambodia to date for biodiversity conservation and related objectives;
- Identify overlaps, gaps, and opportunities for collaboration in design and implementation of SBCC outreach approaches and activities in Cambodia.

**Initial Stakeholder Meetings:** To initiate stakeholder engagement, present the Project overview, and gain a better understanding of their work at the national and subnational level, the project team conducted introductory meeting with representatives across four government offices, two donor agencies, seven USAID Implementing Partners, 12 civil society stakeholders, five private sector representatives, and other stakeholders (Table 1) between October 2019 and late June 2020.

**Table 1: Stakeholders' Meeting with key partners and stakeholders.**

| National Government                            | Donor Agencies   | USAID Ips   | NGOs   | Private Sectors & Others |
|--|--|---|--|--------------------------|
| MoE (Ministry of Environment)                  | USAID  | Tetra Tech, USAID Greening Prey Lang (GPL)                          | World Wildlife Fund (WWF),                   |                          |
| KVT, Ministry of Information (Molinfo)         | United Nation International Children's Education Fund (UNICEF) | World Wildlife Fund (WWF), USAID Wildlife Sanctuary Support Program | Wildlife Conservation Society (WCS)          |                          |
| FA (Forestry Administration, MAFF)             |  | Wildlife Conservation Society, USIAD Keo Seima Conservation Project | RECOFTC-Cambodia                             |                          |
| Ministry of Education, Youth and Sport (MoEYS) |  | Conservation International Cambodia (CI)                            | Open Development Cambodia (ODC)              | Melon Rouge Agency (MRA) |
|  |  | East West Management Institute (EWMI), CCSS Project                 | Wildlife Alliance (WA)                       | 17 Triggers              |
|  |  | Pact Cambodia   | Fauna & Flora International - Cambodia (FFI) |                          |
|  |  | Population Service International Cambodia (PSI/C)                   | Forests and Livelihood Organization (FLO)    |                          |
|  |  |   | Action For Development (AFD)                 |                          |
|  |  |   | NGO Forum                                    |                          |
|  |  |   | Wonders of the Mekong Project (WMP)          |                          |
|  |  |   | MEDIA One                                    |                          |
|  |  |   | InSTEDD iLab SEA (InSTEDD)                   |                          |

In addition to the meetings with identified SBCC-WG members to discuss the group's TOR and schedule for the first group meeting planned in early April 2020, the team collected information on related tools, Information, Education and Communication (IEC)/promotional materials, and communication platforms deployed by their organizations. The project team filled out information in a data collection form (see

details in Appendix 2—Form III). As a result, 13 profiles<sup>3</sup> of SBCC-WG members' institutions and organizations working on environment and conservation sector were completed.

This SBCC-WG is vested to help the Project develop and oversee a SBCC strategy and its implementation and participate in and support coordinated SBCC communications and outreach initiatives. These SBCC WG were recruited and selected based on the TOR developed by the Project. As of July 2020, 17 members in total have joined the SBCC-WG from cross cutting institutions including three government ministries, eight USAID IPs, two media NGOs, one private creative agency, and two SBCC freelance consultants and practitioners, and one representative from donor agency (see details in section 4.1: SBCC Stakeholders—Working Group.).

### III. Stakeholders' Interviews

The findings of this report have also been informed by the results of the following three additional activities conducted by the Green Future Team and consultancy firm:

**SBCC-WG Establishment:** For the Project's SBCC WG establishment, the Project team conducted key informant interviews with 13 SBCC WG members through online and face to face meetings. Detailed results are provided in USAID Cambodia Green Future Activity SBCC WG Establishment.

**Media monitoring:** For the Project's report on media in Cambodia, Green Future conducted key informant interviews with 20 media practitioners through online and face to face meetings. Detailed results are provided in Green Future's Media Monitoring Report.

**KAP Study:** For the Project's KAP Study, the Green Future team conducted key informant interviews with 50 partners, stakeholders, and other groups at national and subnational level through online and face to face meetings. Detailed results are provided in Green Future's KAP Final Report.

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<sup>3</sup> USAID Cambodia Green Future Activity SBCC WG Establishment



## Appendix 3: Findings from Stakeholder Mapping

Through the methodologies—desk review and stakeholder meetings, the Project identified an initial list of key stakeholder groups, including vulnerable and under-represented stakeholders, with which the Project will engage. This list includes those stakeholders working at both national and subnational levels and outlines each institution’s mission or objective as it is relevant to the national level and the two landscapes — the PLL and EPL.

The Project’s key stakeholder groups are listed below. This list includes the geographic level (national or subnational), location (Phnom Penh, PLL and/or EPL, and/or province under these two landscapes) at which the stakeholders would engage with the Project, the type of stakeholder (e.g., government body, donor agency, international/local NGO, private sector, communications and media, landscape community group, and other groups comprising key groups such as youth, women, indigenous people, and people with disabilities), and the stakeholder’s roles and responsibilities.

In total, 153 of key stakeholders have been identified and mapped for general and potential Project engagement as follows:

- 1 National Assembly
- 28 Government—Ministry and Provincial Level
- 14 Donor Agencies
- 12 USAID implementing partners
- 1 Law Firm
- 16 International NGOs
- 27 Local NGOs/Network/Associations
- 13 Youth NGOs/Associations
- 6 Academic Institutions
- 3 Research Institutions
- 15 Comms & Outreach and Media Institutions
- 13 Private Sectors
- 4 Landscape Community Groups

The list will continually and quarterly be updated into the excel database to include additional stakeholders who are key to the implementation of the Project and will be refined to include specific stakeholders within each group category, where appropriate.

### I. Stakeholders—National Assembly

| No. | Name of Institution                | Audience Geographic Level/Location | Focused Areas: Mission/Roles and Responsibilities   |
|-----|------------------------------------|------------------------------------|---|
| I   | <b>Members of Parliament (MPs)</b> | National-Level/<br>Phnom Penh      | Legislation: The National Assembly is one of the two houses (chambers) of the Parliament of Cambodia. It is referred to as the lower house, with the Senate being referred to as the upper house. |

## 2. Stakeholders—Government

**Stakeholder Type:** Government Ministry

**Geographic Level/Location:** National Level/Phnom Penh

| No | Name of Institution  | Focused Areas: Mission/Roles and Responsibilities   |
|----|--|---|
| 1  | Ministry of Environment (MoE)  | Environment, biodiversity, natural resource management, Climate Change  |
| 2  | Department of Law Enforcement, Ministry of Environment (DLE/MoE)   | Responsible for managing and coordinating conservation and biodiversity conservation and utilization of natural resources in a proper and sustainable manner in protected areas   |
| 3  | Department of Legal Protection, Ministry of Women Affairs (DLP/MoWA)   | Acts as a catalyst and advocate to encourage public institutions, civil society, and the private sector to integrate gender equality into their policies and programs and as a coordinator and facilitator for gender mainstreaming across government |
| 4  | Department of Local Livelihood, Ministry of Environment (DLL/MoE)  | Manages and coordinates local development and natural resource protection communities in contributing to the management, protection, and preservation of natural resources, biodiversity, and ecosystems in protected areas                           |
| 5  | Department of Geospatial Information Service, Ministry of Environment (DoGIS/MoE)                                  | Collects geospatial data, mapping in protected areas  |
| 6  | Forestry Administration of the Ministry of Agriculture, Forestry and Fisheries (FA/MAFF)                           | Oversees forestry sector, community forestry  |
| 7  | General Department of Administration for Nature Conservation and Protection, Ministry of Environment (GDANCP/MoE)  | Responsible for managing and coordinating conservation and biodiversity conservation and utilization of natural resources in a proper and sustainable manner in protected areas   |
| 8  | General Directorate of Administration for Nature Conservation and Protection, Ministry of Environment (GDANCP/MoE) | Terrestrial Protected Areas Conservation: Managing and coordinating conservation and biodiversity conservation and utilization of natural resources in a proper and sustainable manner in protected areas   |
| 9  | General Directorate of Environmental Knowledge and Information, Ministry of Environment (GDEKI/MoE)                | Awareness raising, environmental education, and GIS. Conservation activities include recruit many more park rangers and request more funds from Ministry of Economy and Finance (MEF) to implement activities   |
| 10 | General Directorate of Environmental Protection, Ministry of Environment (GDEP/MoE)                                | Supports matters on environment, biodiversity, natural resource management, climate change  |
| 11 | General Directorate of Local Community, Ministry of Environment (GDLC/MoE)   | Supports matters on environment, biodiversity, natural resource management, climate change  |

|    |   |  |
|----|---|--|
| 12 | Ministry of Education, Youth and Sport (MoEYS)  | The objective of the physical education and sports development program is to develop physical education and sport and promote health, physical and sport education competence of pupils, youths, people with quality and effectiveness in national and international competitions and contribute to social, cultural and economic development.   |
| 13 | Ministry of Information (MoInfo)  | Assists in all media and public information matters. (e.g., Media: News Broadcasting)  |
| 14 | Ministry of Tourism (MoT)   | The Ministry of Tourism of Cambodia manages and develops the tourism industry of Cambodia. Its functions include the formulation of programs in compliance with national policies and to co-ordinate activities of various agencies including the Private Sector for the development and promotion of tourism in the country. The Ministry of Tourism also functions to supplement the efforts of the Royal Government, catalyze private investment, strengthen promotional and marketing efforts, and provide trained manpower resources. |
| 15 | Ministry of Women Affairs (MoWA)  | Reducing gender gaps and promoting access of all women to productive resources. MoWA works to achieve gender equality, women's empowerment and the realization of women's rights.  |
| 16 | Department of Gender Equality/Gender Mainstreaming, Ministry of Women Affairs (DGE&DoGM/MoWA) | Responsible for developing and adopting gender mainstreaming in the government's policies, laws, plans, and programs, including strengthening institutional capacity and partnership with stakeholders for effective and sustainable development for all.  |
| 17 | Department of Economic Development, Ministry of Women Affairs (DoED/MoWA)                     | Empowers women, including encouraging women to take part in economic activities and to contribute to national goals such as equitable economic development and participation of all stakeholders; is key to achieving gender equality in Cambodia  |
| 18 | Ministry of Interior (Mol)  | Responsible for public administration throughout Cambodia, governs national police and the administration of law enforcement   |
| 19 | National Council for Sustainable Development (NCSD)   | Working to increase environmental awareness and conservation, seeking solutions for sustainable and equitable use of natural resources through education, training, advocacy, community-based natural resource management, and eco-tourism activities  |
| 20 | National Democratic for Subnational Democratic Development (NCDD/Mol)                         | Public Administration: Responsible for decentralization implementation   |

**Stakeholder Type: Government Provincial Department**

**Geographic Level/Location: Subnational Level/ PLL&EPL**

| No | Name of Institution  | Focused Areas: Mission/Roles and Responsibilities  |
|----|--|--|
| 1  | Provincial Development of Agriculture, Forestry and Fisheries (PDoAFF) | The Governor has been appointed as General Commander to crackdown on all illegal activities, including logging, poaching, and other destruction natural resources; coordinate provincial |

|   |   |   |
|---|---|---|
| 2 | Provincial Development of Environment (PDoE)    | departments to ensure the implementations of their roles and responsibilities in natural resource management; districts and communes have decentralized, autonomous authority; work with all key actors under authorities of the provincial mandate and all line departments; provide order/legal documents for communes to implement their natural resource management functions |
| 3 | Provincial Development of Tourism (PDoT)        |   |
| 4 | Provincial Development of Women Affairs (PDoWA) |   |
| 5 | Provincial Governors / Deputy Governors         |   |
| 6 | Provincial Hall                                 |   |

**Stakeholder Type:** District and Commune Level

**Geographic Level/Location:** Subnational Level/ PLL&EPL

| No | Name of Institution | Focused Areas: Mission/Roles and Responsibilities   |
|----|---------------------|---|
| 1  | Commune Councils    | General Commander: Oversees all works related to zoning, land use planning, CPA establishment, livelihood activities, law enforcement, and other support to community people  |
| 2  | District Governors  | General Commander: Engaged in land registration, land conflict resolution, Community Forests (CFs)/agriculture cooperatives official registration, forest patrolling, livelihood development, illegal logging arrests, coordination for resource mobilization, Commune Investment Plan development, joint patrolling, and interventions for security mobilization |

### 3. Stakeholders—Law Firm

**Stakeholder Type:** Legislation

**Geographic Level/Location:** National Level/Phnom Penh

| No | Name of Institution    | Focused Areas: Mission/Roles and Responsibilities  |
|----|------------------------|--|
| 1  | Vishnu Law Group (VLG) | Legislation: Vishnu Law Group is a leading public interest law firm with offices in Phnom Penh. To promote the rule of law and provide legal services at the highest possible level, Vishnu was established and registered with the Bar Association of the Kingdom of Cambodia in March 2012. Their team includes legal professionals with over ten years' experience working on a wide range of issues within Cambodia and internationally.<br>Mission: to provide high quality legal services and to contribute to legal and judicial reform and to promote the rule of law of Cambodia. |

#### 4. Stakeholders—Donor Agencies

**Sector/Area:** Environment (Biodiversity Conservation, Forest Protection, NRM, and Ecosystem)

**Geographic Level/Location:** National Level/Phnom Penh

| No | Name of Institution  | Focused Areas: Mission/Roles and Responsibilities  |
|----|--|--|
| 1  | Asian Development Bank (ADB)                                   | Committed to achieving a prosperous, inclusive, resilient, and sustainable Asia and the Pacific, while sustaining its efforts to eradicate extreme poverty. It assists its members and partners by providing loans, technical assistance, grants, and equity investments to promote social and economic development.   |
| 2  | Food and Agriculture Organization of the United Nations (FAO)  | 1. Enhanced agricultural productivity, diversification and commercialization, and safe and nutrition-sensitive food systems for poverty reduction and food and nutrition security.<br>2. Equitable and sustainable management of natural resources, and climate change adaptation and mitigation.<br>3. Reduction of vulnerability and improved resilience to shocks at national, community and household level. |
| 3  | UNDP-Cambodia (UNDP)   | Governance, Environment, Energy, Poverty Reduction<br>UNDP works at the policy level and supports Ministry of Environment (MOE) promoting policy reforms at national level.  |
| 4  | United Nations Office for Project Services (UNOPS)             | Our mission is to help people build better lives and countries achieve peace and sustainable development.  |
| 5  | International Union for Conservation of Nature (IUCN)          | Protected areas, governance and sustainable financing  |
| 6  | United Nations Fund for Population Activities (UNFPA)          | Deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled.   |
| 7  | United Nation International Children's Education Fund (UNICEF) | UNICEF works in Cambodia to promote the healthy development of children, to defend their rights and help them fulfil their potential, from early childhood to adolescence.   |
| 8  | United States Agency for International Development (USAID)     | The United States works with Cambodia to build a framework for lasting democracy and to improve the lives of all its citizens.   |
| 9  | World Bank (WB)  | Ending Extreme Poverty and Promoting Shared Prosperity   |

**Sector/Area:** Agriculture, Democracy, Policy, Health, Others

**Geographic Level/Location:** National Level/Phnom Penh

| No. | Name of Institution | Focused Areas: Mission/Roles and Responsibilities  |
|-----|---------------------|--|
| 1   | SNV Cambodia (SNV)  | SNV has been active in Cambodia for over 10 years, tailoring solutions to the local context and addressing people's basic needs. |

|   |  |   |
|---|--|---|
|   |  | In order to increase production, employment and equitable income opportunities as well as food security for the poor, most of whom farmers, they run a number of programs in Agriculture. They also work to improve coverage and quality of basic services as well as people's access to services in the Energy and Water, Sanitation & Hygiene sectors.  |
| 2 | International Labour Organization (ILO)        | Advancing social justice and promoting decent work by setting international labor standards.  |
|   | Korea International Cooperation Agency (KOICA) | Mission—Leave no one behind with People-centered Peace and Prosperity<br>Vision—Korea's leading development cooperation agency that pursue global social values   |
| 3 | World Health Organization (WHO)                | The WHO Cambodia Representative Office works closely with the Royal Government of Cambodia, international partners and nongovernmental organizations to improve the health and well-being of the Cambodian people. In a rapidly developing country such as Cambodia, WHO provides technical expertise in public health and support to the Government to improve the health of all Cambodians, in particular the poor and vulnerable, through strengthening public health programs and health systems. |
| 4 | Japan International Cooperation Agency (JICA)  | JICA, in accordance with the Development Cooperation Charter, will work on human security and quality growth  |
| 5 | European Union (EU)                            | Political Affairs, Economic Affairs, Cooperation, and Information and Cultural Affairs.   |

## 5. Stakeholders—USAID Implementing Partners

**Sector/Area:** Environment (Biodiversity Conservation, Forest Protection, NRM, and Ecosystem)

**Geographic Level/Location:** National Level/Phnom Penh

| No | Name of Institution  | Focused Areas: Mission/Roles and Responsibilities   |
|----|--|---|
| 1  | Tetra Tech, USAID Greening Prey Lang (TT/GPL)                                      | GPL aims to promote resilient, low-emission development and inclusive, sustainable management of the Prey Lang Extended Landscape. The primary geographic focus of USAID GPL will be the provinces of Preah Vihear, Kampong Thom, Kratie, and Steung Treng. |
| 2  | Wildlife Conservation Society/USAID Keo Seima Conservation Society (WCS/KSCP)      | KSCP is a three-year project funded by USAID (August 15, 2018 to August 14, 2021), which aims to protect biodiversity and promote sustainable livelihoods and inclusive governance of Keo Seima Wildlife Sanctuary (KSWs) in Monduliri Province.            |
| 3  | World Wildlife Fund - Cambodia/USAID Wildlife Sanctuary Support Project (WWF/WSSP) | The USAID Wildlife Sanctuary Support Program seeks to conserve forests and biodiversity, and promote inclusive, sustainable management of the Srepok Wildlife Sanctuary (SWS) and Phnom Prich Wildlife Sanctuary (PPWS) and their                           |

|   |   |  |
|---|---|--|
|   |   | extended landscapes in Cambodia's Eastern Plains Landscape (EPL)   |
| 4 | Conservation International Cambodia (CI)                  | <p>CI's mission is to spotlight and secure the critical benefits that nature provides to humanity, such as food, fresh water, livelihoods and a stable climate. CI's work focuses on science, policy and partnership with businesses, governments and communities.</p> <p>CI focuses on conservation activities and works with government and communities to protect the forests and wetlands, to minimize the impact of forest degradation and improve management of fisheries.</p>   |
| 5 | USAID Green Invest Asia (Mekong Strategic Partners (MSP)) | <p>Conservation: The US Government's flagship climate financing program for sustainable landscapes across Asia.</p> <p>Connecting investors with sustainable agriculture and forestry.</p> <p>Mekong Strategic Partners (MSP) together with Pact was awarded the 5-year contract by USAID to implement Green Invest Asia across the target countries of Indonesia, The Philippines, Vietnam, Thailand, Cambodia and Malaysia. MSP is specifically responsible for engaging with businesses and financial institutions to identify pipeline and assist in arranging and structuring transactions for the climate focused investments, which catalyze and enable sustainable agriculture and forestry projects across South East Asia.</p> |
| 6 | Wonders of the Mekong Project (WMP)                       | The project aims to improve understanding, appreciation, and capacity to manage a healthy Mekong River for fish, wildlife, and people also seeks to highlight the conservation value of the Mekong River's ecosystem services, habitats, cultural heritage, and biodiversity.  |
| 7 | WorldFish (WF)  | The mission of WorldFish is to strengthen livelihoods and enhance food and nutrition security by improving fisheries and aquaculture. They pursue this through research partnerships focused on helping those who stand to benefit the most.   |

**Sector/Area:** Agriculture, Democracy, Policy, Health, Others

**Geographic Level/Location:** National Level/Phnom Penh

| No | Name of Institution | Focused Areas: Mission/Roles and Responsibilities  |
|----|---------------------|--|
| I  | Cambodia Harvest II | Cambodia Harvest II is a five-year project funded by USAID, which aims to accelerate the growth of Cambodia's commercial horticulture in the provinces of Pursat, Battambang, Siem Reap, and Kampong Thom. |

|   |   |   |
|---|---|---|
| 2 | East-West Management Institute (EWMI)             | Improve CSOs' capacity in management, planning, and analytical skills. Provides funding support for strengthening role of law in Cambodia   |
| 3 | FHI360-Cambodia                                   | An international nonprofit working to improve the health and well-being of people in the United States and around the world.  |
| 4 | Pact Cambodia (Pact)                              | Governance, Economic Empowerment, and Forestry Partnerships in the Community and Climate  |
| 5 | Population Service International Cambodia (PSI/C) | PSI/Cambodia works to improve the health of low-income and vulnerable Cambodians through affordable market-driven solutions in collaboration with the Royal Government of Cambodia: <ul style="list-style-type: none"> <li>- Using social and behavior change activities to improve healthy behaviors</li> <li>- Improving health outcome through quality improvement in the public and private sectors</li> <li>- A franchise for sexual and reproductive health</li> <li>- Supporting women to access safe abortion</li> <li>- Sustainable access to high- quality and affordable health products</li> <li>- Closing in on malaria elimination in Cambodia</li> </ul> |

## 6. Stakeholders— International NGOs

**Sector/Area:** Environment (Biodiversity Conservation, Forest Protection, NRM, and Ecosystem)

| No. | Name of Institution                          | Audience Geographic Level/Location | Focused Areas: Mission/Roles and Responsibilities   |
|-----|--|------------------------------------|---|
| 1   | ActionAid International Cambodia (Actionaid) | National-Level/ Phnom Penh         | Housing, urban poverty, education, food security, women health, non-formal education, disaster risk reduction (DRR), Natural resources management protection, women health, primary health care, small holding farming, HIV/AIDS, public health services.   |
| 2   | BirdLife International (BirdLife)            | National-Level/ Phnom Penh         | Promote the conservation of habitats, sites and species of birds.   |
| 3   | Cambodia REDD+ Programme (REDD+)             | National-Level/ Phnom Penh         | Deforestation and forest degradation contribute to increasing concentrations of greenhouse gases in the atmosphere which leads to climate change. Cambodia is participating in international efforts to mitigate climate change and reduce emissions from deforestation and forest degradation while also pursuing other national goals for society and the environment.  |
| 4   | Caritas Cambodia (Caritas)                   | Both                               | Social development through community development, health care, measure adaptation for Climate Change, and gender  |
| 5   | Fauna & Flora International-Cambodia (FFI)   | National-Level/ Phnom Penh         | FFI- focus on community engagement and empowerment, food security, biodiversity monitoring and research with the aim of conserving critical forest and marine habitat and protecting flagship species of global importance such as Siamese crocodiles and Asian elephants.<br>Key goals: <ul style="list-style-type: none"> <li>- Conserving Cambodia's yellow-cheeked crested gibbon</li> <li>- Elephant conservation</li> <li>- Protecting Cambodia's coastal and marine environments</li> <li>- Conserving Siamese crocodiles</li> </ul> |



|    |  |                               |  |
|----|--|-------------------------------|--|
| 6  | Groupe Energies Renouvelables, Environnement et Solidarite (GERES) | National-Level/<br>Phnom Penh | Climate Solidarity: Strengthening sustainable access to biomass energy   |
| 7  | Heinrich Boell Foundation (Boell)                                  | National-Level/<br>Phnom Penh | Empower female and male indigenous leaders and their communities to defend their livelihood rights and pursue self-determined development  |
| 8  | Non-Forest Timber Products-Exchange Programme (NTFP-EP)            | National-Level/<br>Phnom Penh | Strengthen forest-based communities' capacity in the sustainable management of natural resources   |
| 9  | Oxfam Great Britain (OXFAM)  | Both                          | Natural resource governance, resilience to climate change and voice of change for women  |
| 10 | Regional Community Forestry Training Center (RECOFTC)              | Both                          | Main focus in Cambodia is to help local communities and the government establish legal Community Forest (CF) sites countrywide and ensure their long- term economic viability.   |
| 11 | Wild Earth Allies (WEA)  | Both                          | To protect vital areas of our natural world for the benefit of wildlife, habitats, and people by inspiring collaborative action.   |
| 12 | Wildlife Alliance (WA)   | Both                          | Combat deforestation, biodiversity loss, climate change, and poverty by partnering with local communities and governments.   |
| 13 | Wildlife Conservation Society (WCS)                                | Both                          | Save wildlife and wild places:<br><ul style="list-style-type: none"> <li>- Education</li> <li>- Environment (General awareness, advocacy, behavior change, Fundraising, gender mainstreaming)</li> <li>- Media and communication</li> </ul>  |
| 14 | World Wildlife Fund - Cambodia (WWF)                               | Both                          | WWF's mission in Cambodia is to ensure that there will be strong participation and support from all people to conserve the country's rich biological diversity.<br>Mekong Flooded Forest and Eastern Plan Landscape (Biodiversity, forest and wildlife protection and reintroduction Tigers)<br><ul style="list-style-type: none"> <li>-Protected area and law reinforcement</li> <li>-Wildlife research and monitoring</li> <li>-Saving the Irrawaddy Dolphin</li> <li>-Reintroduce Tigers to Cambodia</li> <li>-Sustainable livelihoods</li> <li>-Endangered Wildlife</li> </ul> |

**Sector/Area:** Agriculture, Democracy, Policy, Health, Others

**Geographic Level/ Location:** Both at National Level and Subnational/ Phnom Penh, PLL and/or PEL

| No. | Name of Institution  | Focused Areas: Mission/Roles and Responsibilities  |
|-----|--|--|
| 1   | Cambodia Partnership for Sustainable Agriculture at Grow Asia (CPSA) | Agriculture: Cambodia Partnership for Sustainable Agriculture: Works to improve the livelihoods of Cambodia's farmers. CPSA brings together companies, government agencies, civil society organizations, farmer groups and financial institutions to link smallholder farmers to the market with the goal of improving farmers' profits and productivity while increasing the environmental sustainability of their farms. |
| 2   | InSTEDD iLab SEA (InSTEDD)   | Development: To improve global health, safety and sustainable development through: 1) Building Capacity within communities to foster a local culture of innovation 2) Creating Collaboration Technologies for social good 3) Collaborating with End Users through a bottom up design and development process 4) Ensuring Usefulness and Impact through research and evaluation   |

## 7. Stakeholders— Local NGOs/ Network/Associations

**Sector/Area:** Environment (Biodiversity Conservation, Forest Protection, NRM, and Ecosystem)

**Geographic Level:** Both at National Level and Subnational

| No. | Name of Institution  | Audience Geographic Level/Location                 | Focused Areas: Mission/Roles and Responsibilities   |
|-----|--|--|---|
| 1   | Action for Development (AFD)                               | Sub-National-Level/ Kampong Thom                   | Protect biodiversity and use natural resources sustainably to improve livelihoods. AFD works in partnership with civil society groups and local authorities, specializing in providing grass-roots education, training, practical skills and building capacity within the communities to increase democratic influence on decision-making and improving family livelihoods. |
| 2   | Cambodia Institute for Research & Rural Development (CIRD) | Both/ Phnom Penh& Mondulkiri                       | CIRD's Mission is to reduce the suffering of the world's most vulnerable groups and provide tools and/or resources needed to increase their sufficiency. CIRD's Vision is to implement cost-effective relief and development program that improve the lives of the world's most vulnerable groups.  |
| 3   | Cambodia NTFP Development Organization (CANDO)             | Both/ Phnom Penh& Mondulkiri                       | A local Cambodian NGO, supporting over 500 non-timber forests products (NTFP) handicrafts artisans to gain access to markets through their CANDO Market Access Center. The program teaches marketing and pricing to entrepreneurs from indigenous and rural communities in Cambodia   |
| 4   | Cambodia Timber Industry Association (CTIA)                | National-Level/ Phnom Penh                         | Cambodia Timber Industry  |
| 5   | Cambodian and Environment and Development (CRDT)           | Both/ Phnom Penh, Kratie, Stung Treng & Mondulkiri | Provides sustainable livelihood development through community organization, business growth and environmental protection  |

|    |  |  |   |
|----|--|--|---|
| 6  | Cambodian Community Development (CCD)                              | Sub-National-Level/ Kratie                   | 1-Natural Resource Management<br>2- Advocacy and Governance<br>3-Climate Resilience/Adaptation<br>4-Gender Action in Communities and Micro-businesses   |
| 7  | Culture and Environment Preservation Association (CEPA)            | Both/ Phnom Penh, Stung Treng & Ratanak Kiri | An independent society that preserves its culture and protects its environment while collaborating with partners, government agencies, researchers and international communities to meet its needs without compromising its abilities to meet the needs of future generation in terms of their environmental, social and economic stability and security. |
| 8  | Development and Partnership in Action (DPA)                        | Sub-National-Level/ Kampong Thom             | Empowers and supports poor and vulnerable Cambodians, especially in rural areas, actively contributing to an enabling environment for sustainable and equitable development.  |
| 9  | Elephant Livelihood Initiative Environment (ELIE)                  | Sub-National-Level/ Mondulokiri              | To improve elephants' health and welfare through the development of an elephant sanctuary while providing province-wide veterinary care and associated social support programs for the Bunong people.   |
| 10 | Forests and Livelihood Organization (FLO)                          | Sub-National-Level/ Kratie                   | Building resourceful communities through natural resource conservation and alternative livelihood development.  |
| 11 | Forum Syd (Forum Syd)  | National-Level/ Phnom Penh                   | Conservation: Forum Syd has worked in Cambodia since 1994 to promote human rights, democracy and sustainable development. Forum Syd's Cambodia program focus on the sustainable use of natural resources, democracy, gender equality and climate change.  |
| 12 | Kampuchea Women's Welfare Action (KWWA)                            | Sub-National-Level/ Kratie                   | 1. Community base prevention care and support (CBPCS)<br>2. Together conserve and protect community forestry for better livelihood<br>3. Gender and Economics<br>4. Strengthening the community power for climate changes and resilience  |
| 13 | Live & Learn Environmental Education Cambodia (Live & Learn)       | National-Level/ Phnom Penh                   | Strong knowledge and expertise in environmental governance, sustainable biodiversity, climate change, etc.  |
| 14 | Mlup Baitong (MB)  | Both/ Phnom Penh & PLL                       | Working to increase environmental awareness and conservation, seeking solutions for the sustainable and equitable use of natural resources through education, training, advocacy, community-based natural resource management, and eco-tourism activities   |
| 15 | Mondulokiri Indigenous Peoples Association for Development (MIPAD) | Sub-National-Level/ Mondulokiri              | MIPAD works to promote confidence, skills, knowledge and means within indigenous communities of women, men and children, to effectively and equitably participate in decision making to choose their own futures, especially to ensure that they have access to education, information and opportunities to improve their basic health and livelihoods.   |
| 16 | My Village Organization (MVI)                                      | Sub-National-Level/ Mondulokiri              | Conservation: Working for Indigenous Peoples' Rights and Natural Resources Management.  |

|    |                                      |   |  |
|----|--------------------------------------|---|--|
| 17 | Northeastern Rural Development (NRD) | Sub-National-Level/ Kratie                          | Conservation: A local NGO working on Natural Resource Management (NRM)-Fishery, Agriculture (SRI and rice seed product), Disaster Management and livelihood to improve the living conditions of people, living along the Mekong River.                 |
| 18 | Ponlok Khmer Organization (PKH)      | Sub-National-Level/ Preah Vihear                    | Conservation: A justice society where the environment and human rights are respected   |
| 19 | Save Cambodia's Wildlife (SCW)       | Both/ Phnom Penh, Ratanakiri, Kratie & Stung Treng. | Environmental Conservation through Education. SCW working for the protection and conservation of natural resources and wildlife habitats throughout Cambodia.  |
| 20 | The Learning Institute (LI)          | National-Level/ Phnom Penh                          | Livelihoods resilience and Enhancement, Climate change adaptation, Conservation and Governance and planning  |
| 21 | The NGO FORUM on Cambodia (NGOF)     | National-Level/ Phnom Penh                          | To improve life for poor and vulnerable people in Cambodia. It is a membership organization that builds NGO cooperation and capacity, supporting NGO networks and other civil society organizations to engage in policy dialogue, debate and advocacy. |

**Sector/Area:** Democracy, Policy, Empowerment, Business Entrepreneur, and Others

**Target Group:** Communities and marginalized groups (i.e. women, indigenous people, people with disabilities)

**Geographic Level:** Both at National Level and Subnational

| No. | Name of Institution                              | Audience Geographic Level/ Location        | Marginalized Group Inclusion | Focused Areas: Mission/Roles and Responsibilities   |
|-----|--|--|------------------------------|---|
| 1   | Cambodia Women's Association (CWA)               | Both                                       | Women                        | Women's empowerment   |
| 2   | Cambodian Civil Society Partnership (CCSP)       | National-Level/ Phnom Penh                 | Community                    | To ensure that decentralization and local governance reforms process in Cambodia.   |
| 3   | Equitable Cambodia (EC)                          | National-Level/ Phnom Penh                 | Community                    | A Cambodian organization working to promote equitable development and the progressive realization of human rights in Cambodia through research, evidence-based advocacy, community empowerment, and support for grassroots-led social change. |
| 4   | Indigenous Community Support Organization (ICSO) | Both/ Phnom Penh, Ratanakiri & Mondulakiri | Indigenous People            | ICSO has implemented its main programs in different geographical areas habituated by Indigenous Communities (ICs) in target provinces. Under a global program "Indigenous Community Rights Empowerment Program                                |

|   |   |                             |                        |   |
|---|---|-----------------------------|------------------------|---|
|   |   |                             |                        | (ICREP)" based in Ratanakiri, Mondulakiri province and Phnom Penh office, ICSSO is working on different and coherent projects and component, there are the Communal Land Titling Project (CLTP), Indigenous People Organization Strengthening and Development Project (IPO-SDP), Indigenous Community Economic Empowerment Project (ICEEP), and National Indigenous People Networking and Communication Program (NIPNCP).<br>Disability Programs and Human Rights |
| 5 | Kratie Disable People Organization (KDPO) | Sub-National-Level/ Kratie  | People with disability |   |
| 6 | SHE Investments (SHE)                     | National-Level/ Phnom Penh& | Women                  | A world where investing is women is opportunity; not charity.<br>Support women micro-entrepreneurs to scale up and create long-term social, environmental and economic impact for people and communities.   |

## 8. Stakeholders— Youth NGOs/Associations

**Sector/Area:** Environment, Advocacy, Empowerment, Capacity Development, Civic participation, Media Literacy, Media Communication, Rural Community Development, Others.

| No. | Name of Institution                           | Audience Geographic Level/Location | Focused Areas: Mission/Roles and Responsibilities   |
|-----|---|------------------------------------|---|
| 1   | Cambodia Youth Network (CYN)                  | Both/ Phnom Penh                   | CYN's Mission is to empower Cambodian youth by building capacity, developing networks, and supporting advocacy for good governance, social justice, respect for human rights and sustainable use of natural resources.  |
| 2   | Youth Resource and Development Program (YRDP) | Both/ Phnom Penh                   | Youth are empowered to exercise their civil and political rights as leaders for peaceful, equitable, and sustainable development in Cambodia.   |
| 3   | Khmer Youth Association (KYA)                 | National-Level/ Phnom Penh         | KYA's mission is to upgrade and promote your participation human rights, democracy, peace building, health, gender equality, education and vocational training for young people in Cambodia.<br>KYA focuses on conservation activities—Climate change and mobilization of existing youth networks |
| 4   | Youth Council of Cambodia (YCC)               | National-Level/ Phnom Penh         | YCC's mission is to foster greater participation among Cambodian youth and strengthen their capacity to be an informed and influential voice in the development of Cambodian society.   |
| 5   | Cambodian Youth Action (CYA)                  | Both/ Phnom Penh and PLL&EPL       | CYA's aim is to promote non-formal youth education, environmental preservation and rural community development through voluntary service.   |

|    |   |                                |  |
|----|---|--------------------------------|--|
| 6  | Young Eco Ambassador (YEA)                        | Both                           | A family of earth loving individuals who empower, inspire, and educate each other and their society toward a more sustainable ways of living.<br>YEA Focuses on the youth engagement, awareness, advocacy and behavior change for protecting environmental.  |
| 7  | Khmer Youth and Social Development (KYSD)         | Both                           | KYSD provides capacity building programs focusing youth living in rural areas in Cambodia.<br>Themes: Youth Employment, Skills for Youth, Giving Youth a Voice, Green Youth  |
| 8  | Cambodia Indigenous Youth Association (CIYA)      | Both                           | Indigenous people are strong, prosperous, and able to protect their natural resources, traditions, cultures, and rights. Developing the capacity of indigenous youths, who are the key human resources and future of the indigenous people, will help contribute towards sustaining their traditional livelihoods. |
| 9  | Ambassador's Youth Council in Cambodia (AYC)      | National-Level/<br>Phnom Penh  | The Ambassador's Youth Council is a part of the global initiative around other U.S. Embassies worldwide in which 65 Youth Councils are currently in existence, and these motivated young people are collaborating to create positive changes in their societies.   |
| 10 | ASEAN Youth Leaders Association– Cambodia (AYLA)  | National-Level/<br>Phnom Penh& | A world where youths exhibit a heightened interest on ASEAN through our activities that Empower Youth, Engage Communities to instill and implement ideas that enables Positive Sustainable Change.   |
| 11 | Youth Potential for Leadership (YPL)              | National-Level/<br>Phnom Penh  | YPL is a platform designed to promote youth and women leadership development. YPL is founded by a group of young talents from various backgrounds in Cambodia.   |
| 12 | Commune Council for Women and Children (CCWC)     | Sub-National-Level/<br>PLL&EPL | Advocates for women's and children's participation in community development and NRM through Commune Investment Plans; supports capacity development through Provincial Department of Women's Affairs and Provincial Department of Education, Youth, and Sport  |
| 13 | Young Entrepreneur Association of Cambodia (YEAC) | Both                           | To achieve sustained competitive advantages and bottom-line growth.<br>Have regionally competitive and resilient Cambodian SMEs fostered by innovative capacity and existence of enabling Policy, Business and Regulatory Environment.   |

## 9. Stakeholders—Academic Institutions

| No | Name of Institution           | Audience Geographic Level/Location | Focused Areas: Mission/Roles and Responsibilities   |
|----|-------------------------------|------------------------------------|---|
| 1  | International University (IU) | National-Level/<br>Phnom Penh      | International University is a private higher education institution specializing in medicine and medical science. Established in 2002, IU is recognized and nationally accredited by the Royal Government of Cambodia, the |

|   |                                       |                               |  |
|---|---------------------------------------|-------------------------------|--|
|   |                                       |                               | Royal Cambodian Ministry of Education, Youth & Sports and the Accreditation Committee of Cambodia.   |
| 2 | Prekleap Agriculture College (PAC)    | National-Level/<br>Phnom Penh | The vision of Prek Leap National College of Agriculture (PNCA) is to become a leading agricultural education and research institution in Cambodia is to become a leading agricultural education and research institution in Cambodia   |
| 3 | Royal University of Agriculture (RUA) | National-Level/<br>Phnom Penh | Contribute to the development of agriculture and related sectors and to the sustainable use of natural resources by providing higher-education programs, research, and extension in line with national and international development issue and job market needs.   |
| 4 | Royal University of Phnom Penh (RUPP) | National-Level/<br>Phnom Penh | To be Cambodia's Flagship University with regional standing in teaching and learning, research and innovation, and social engagement.  |
| 5 | University of Puthisastra (UP)        | National-Level/<br>Phnom Penh | UP is committed to the values of excellence, integrity, tolerance, diversity, innovation, and service. Through academic programs, exchanges and international and local partnerships, UP students acquire and apply leadership values enabling them to set professional standards as leaders in their field. |
| 6 | Secondary School                      | Both/<br>Nationwide           | Academic Education: Seen both as an outlet for the growing number of primary school leavers and as a means of promoting the country's economic and social development by raising the labor force's skill levels.   |

## 10. Stakeholders—Research Institutions

| No | Name of Institution                            | Audience Geographic Level/Location | Focused Areas: Mission/Roles and Responsibilities  |
|----|--|------------------------------------|--|
| 1  | Individual Researchers and Champions (IRC)     | National-Level/<br>Phnom Penh      | Researchers and Education  |
| 2  | Cambodia Development Research Institute (CDRI) | Both                               | CDRI works to produce independent, objective, high quality policy-relevant development research, to maximize its accessibility to policy makers, influencers and stakeholders and to affect policy in six interrelated areas that are key for Cambodia's sustainable development |
| 3  | International Development Enterprises (iDE)    | National-Level/<br>Phnom Penh      | Agriculture and conservation: Gender Equity, Nutrition, Food Security, Resilience to climate change, Agriculture, Wash, and Access to finance  |

## 11. Stakeholders— Private Sector

**Sector/Area:** Environment (Biodiversity Conservation, Forest Protection, NRM, and Ecosystem)

**Geographic Level:** Both at National Level and Subnational

**Location:** Phnom Penh, PLL and/or EPL

| No | Name of Institution                     | Focused Areas: Mission/Roles and Responsibilities  |
|----|---|--|
| 1  | Angkor Resources Corp                   | Angkor's international team of geologists are exploring Cambodia's buried treasures.   |
| 2  | Ampru Rice Cambodia Co.Ltd              | A large private company that works with communities inside and outside of protected areas for organic rice, seeds, etc. It is connecting farmers to global markets and transforming them to inclusive and sustainable farming  |
| 3  | Asia Trial Cambodia (ATC)               | Acknowledge in worldwide, Tour Service in Eco Friendly, Stop using plastic products, Stop hunting wildlife   |
| 4  | CamAgra Investment Group Ltd (CAMAGRA)  | Initiated a large-scale operation of Eucalyptus and Acacia plantations in Cambodia. Camagra Investment Group Ltd and its sister company, Camtree Corporation have initiated a large-scale operation of Eucalyptus and Acacia plantations in Cambodia. The reforestation activity started in 2003 and now stands as the largest Acacia and Eucalyptus commercial plantation in Cambodia. The target market of the plantations is directed for the pulp industry in Japan and China and towards the rapidly expanding alternative energy sector. |
| 5  | CSVd Agriculture Development Co.Ltd     | Agriculture, Environment, and Sustainable NRM  |
| 6  | Grandis Timber Ltd                      | Agriculture/NRM: The mission of Grandis Timber is commercial reforestation to develop sustainable high value timber and other agricultural assets in Cambodia, which are appealing to international institutional investors  |
| 7  | Ibis Rice Company                       | Agriculture/NRM: IBIS Rice is an ambitious, not-for-profit conservation enterprise working with Cambodian farmers to produce world-class, organic jasmine rice while standing guard for Mother Nature in a region with biodiversity that is a magnet for poachers and loggers  |
| 8  | Renaissance Minerals (Cambodia) Limited | Agriculture/NRM: To have a net positive impact on near-mine environmental and social values by targeting strict compliance with corporate governance, international guidelines, and local laws, and engaging and collaborating with all stakeholders in the project area.  |
| 9  | SOCFIN Cambodia                         | Agriculture: The purpose is to keep improving tropical agriculture in a responsible, sustainable, and innovative way.  |
| 10 | Sam Veasna Center                       | Conservation: To promote wildlife conservation awareness and education in Northern Cambodia. As SVC has grown, it has become involved in education and capacity building, working in remote protected areas  |
| 11 | Think Biotech (Cambodia) Co., Ltd       | Agriculture/Forestry/Fishing: leading in sustainable & eco- friendly Forestry Management of Tropical Area, a subsidiary of global HANWHA group who is one of main conglomerate in South Korea.<br>Now, we start our joint operation plantation project with Minister of Agriculture, Forestry and Fisheries in Sambor district, Kratie province.   |



**Sector/Area:** Health and Micro-Finance

**Geographic Level:** Both at National Level and Subnational

**Location:** Phnom Penh, PLL and/or EPL

| No | Name of Institution  | Focused Areas: Mission/Roles and Responsibilities  |
|----|--|--|
| 1  | AMK  | AMK's mission is to help large numbers of poor people to improve their livelihood options through the delivery of appropriate and viable microfinance services.                                    |
| 2  | Private Provider Representative - HOPE Worldwide, Cambodia | Health: To serve each patient with affordable quality healthcare through well-trained medical professionals and staff while supporting the Sihanouk Hospital Center of HOPE's mission to the poor. |

## 12. Stakeholders—Comms & Outreach and Media Institutions

| No. | Name of Institution                   | Audience Geographic Level/Location | Stakeholder Type | Focused Areas: Mission/Roles and Responsibilities   |
|-----|---------------------------------------|------------------------------------|------------------|---|
| 1   | 17 Triggers                           | National-Level/ Phnom Penh         | Private Sector   | Experts in 'behavior change communication' (BCC) for difference sectors with experience in marketing and branding, research, training, strategy, design, WASH, health and wellbeing, climate change, and financial inclusion.   |
| 2   | Melon Rouge Agency (MRA)              | National-Level/ Phnom Penh         | Private Sector   | Melon Rouge is a creative consultancy specializing in communication that provides integrated brand consulting and creative services to help clients determine how best to develop and enhance the value of their brands.<br>Melon Rouge involves in designing SBCC strategies—WASH, Fauna & Flora, Protecting indigenous people, against hunting wildlife animals, preserving marine resources for awareness. |
| 3   | Nova Cambodia                         | National-Level/ Phnom Penh         | Private Sector   | Branding, Communications, Digital services  |
| 4   | Phibious Cambodia                     | National-Level/ Phnom Penh&        | Private Sector   | An independent brand and digital marketing company working across Southeast Asia's fastest growing markets.   |
| 5   | Cambodia Journalist Association (CJA) | National-Level/ Phnom Penh         | Local NGO        | Online platform for journalists, works n various sectors including environment, NRM, and forestry   |
| 6   | Cambodian Center for Independen       | National-Level/ Phnom Penh         | Local NGO        | Independent of political parties. Currently CCIM is partnering with other institution on forestry and find out the useful   |

| No. | Name of Institution                                       | Audience Geographic Level/Location                      | Stakeholder Type         | Focused Areas: Mission/Roles and Responsibilities  |
|-----|---|---|--------------------------|--|
|     | t Media (CCIM)  |   |                          | component to help promoting the issue through social media about the project.  |
| 7   | Cambodian Journalists Alliance (CamboJA)                  | National-Level/ Phnom Penh                              | Local NGO                | Independent of political parties.  |
| 8   | DW Akademie in Cambodia (DW)                              | Both/ Phnom Penh & Phnom Penh, Battambang, Kampong Thom | Local NGO (Youth Target) | DW Akademie projects in Cambodia aim to increase media literacy among women and young people. DW Akademie strengthens the human right to freedom of expression. Together with its partners, they play a leading role in the development of free media systems, creating access to information, setting standards for education and independent journalism. |
| 9   | Media for Education and Development in Action (Media One) | National-Level/ Phnom Penh                              | Local NGO                | MEDIA One is a non-partisan, independent NGO working to address the need for more inclusive media and more equal information access in Cambodia. It aims to foster positive social change by providing critically needed information and education through innovative media, cutting-edge technology, and direct community engagement                      |
| 10  | Open Development Cambodia (ODC)                           | National-Level/ Phnom Penh                              | Local NGO                | Online platform, various sectors including environment, NRM, forestry  |
| 11  | Women's Media Centre of Cambodia (WMC)                    | Both  | Local NGO                | WMC is a Cambodian non-governmental, nonprofit media organization. WMC delivers national awareness and informative programs on a diverse range of issues affecting contemporary Cambodia, with a special focus on the roles and rights of Cambodian women. The center is best known for its radio channel Women's Radio, FM103.5.                          |
| 12  | Klahan9   | National level  | Local NGO                | Klahan9, which means "Brave9," is an entertaining, informative, and engaging multi-media initiative on TV and online. It aims to support young Cambodian people to improve their life by providing information about employment and economic security/opportunities. Klahan9 is produced by BB Media Action and funded by SIDA.                            |
| 13  | BBC Media Action  |   |                          | BBC Media Action was founded in 1999 by the BBC as its international development charity. Its  |

| No. | Name of Institution                   | Audience Geographic Level/Location | Stakeholder Type | Focused Areas: Mission/Roles and Responsibilities   |
|-----|---------------------------------------|------------------------------------|------------------|---|
|     |                                       |                                    |                  | aim is to inform, connect and empower people around the world.  |
| 14  | Phone Service (ie. Cell Card, Smart.) | Nationwide                         | Private Sector   | To give affordable access to mobile data for all. Rural, urban, young and old   |
| 15  | Khmer Times Virtue Media Pte. Ltd.    | Nationwide                         | Private Sector   | To produce reporting properly to share information with people and work closely with Ministry of Environment (MoE) to build public awareness. |

### 13. Stakeholders— Landscape Community Groups

| No | Name of Institution                | Focused Areas: Mission/Roles and Responsibilities   |
|----|------------------------------------|---|
| 1  | Prey Lang Community Network (PLCN) | PLCN emerged in 2007 from the groups and communities that advocate for government to stop illegal logging in Prey Lang Area; PLCN is working to save the Prey Lang forest from illegal logging and industrial agriculture, patrolling the forest, and recording illegal logging activities. Their monitoring reports are powerful for policy makers and the general public. |
| 2  | Community Fisheries (CFI)          | CFIs can play a significant role in patrolling, demarcation of CFI boundaries, and revenue generation for CFI management; their role is also to ensure the sustainable use of natural resources   |
| 3  | Community Forest (CF)              | CFs play a significant role in patrolling, demarcation of CF boundaries, fire protection, and revenue generation for CF management through activities such as buying honey from CF members, supporting savings groups and rice loan programs to CF members, and annual congress meetings; their role is also to ensure the sustainable use of natural resources             |
| 4  | Community Protected Area (CPA)     | CPAs are very important player for forest management in the protected areas that include the sustainable use of the forest and ecosystems; however, CPAs are new and need a lot of support from donors, NGOs, and communities   |

## Appendix 4: Finding of SBCC Stakeholder Mapping

### I. SBCC Stakeholders—Working Group

| No. | Name of SBCC WG Member | Position  | Name of Institution   |
|-----|------------------------|---|---|
| 1   | [REDACTED]             | Deputy Director General                                       | General Directorate of Environmental Knowledge and Information, Ministry of Environment (GDEKI/MoE) |
| 2   | [REDACTED]             | Deputy Director General at TVK                                | Ministry of Information (Molinfo)   |
| 3   | [REDACTED]             | Director General of Informal Education                        | Ministry of Education, Youth and Sport (MoEYS)  |
| 4   | [REDACTED]             | Project Officer   | Young Eco Ambassador (YEA)  |
| 5   | [REDACTED]             | Environmental Activist  | Freelance consultant  |
| 6   | [REDACTED]             | Communication for Development Officer                         | United Nation International Children's Education Fund (UNICEF)                                      |
| 7   | [REDACTED]             | Outreach Coordinator  | Wonder of the Mekong Project (WMP)  |
| 8   | [REDACTED]             | Head of MRA Social Design                                     | Melon Rouge Agency (MRA)  |
| 9   | [REDACTED]             | Communication Manager   | Wildlife Conservation Society/USAID Keo Seima Conservation Society (WCS/KSCP)                       |
| 10  | [REDACTED]             | Product Manager   | InSTEDD iLab SEA (InSTEDD)  |
| 11  | [REDACTED]             | Environment and biodiversity protection.                      | Freelance consultant  |
| 12  | [REDACTED]             | SBCC Coordinator of Population Service International Cambodia | Population Service International Cambodia (PSI/C)   |
| 13  | [REDACTED]             | Communication Officer   | World Wildlife Fund - Cambodia (WWF)  |
| 14  | [REDACTED]             | Program Manager   | Media for Education and Development in Action (Media One)   |
| 15  | [REDACTED]             | M&E Officer   | Cambodian Civil Society Partnership (CCSP)  |
| 16  | [REDACTED]             | Communication and Outreach Manager                            | Tetra Tech, USAID Greening Prey Lang (Tt/GPL)   |
| 17  | [REDACTED]             | Grassroots Networking Advisor                                 | East-West Management Institute (EWMI)   |

<sup>4</sup> She resigned from a member of the SBCC Working Group as her institution will not have any project involving the environment.

## 4.2 SBCC Stakeholders— Individual Practitioners and Influencers

| No. | Key Stakeholder          | Stakeholder Type         | Facebook Fans in July 2020 | Project Engagement  |
|-----|--------------------------|--------------------------|----------------------------|---|
| 1   | ██████████<br>██████████ | Influencer (Potential)   | 1,700,000                  | Participated as speaker in Project's short video and his social media-FB engagement<br><br>Influential Role: A Buddhist region monk is reputed for his advice and guidance from a Buddhist perspective. He has participated in campaigns related to the environment and provided key messages at environment-related events.  |
| 2   | ██████████               | Influencer (Potential)   | 4,900,000                  | N/A<br><br>Influential Role: A popular celebrity is known as a key influencer on the environment. She was invited by the Prime Minister to express opinions on the environment during the Environment Forum a few years ago. She has also been an ambassador for a number of different environmental organizations, including the World Wildlife Fund (WWF) Cambodia. |
| 3   | ██████████               | Practitioner (Potential) | 60,000                     | Joined the SBCC WG and involved in Project's media monitoring interviews<br><br>Influential Role: She is currently implementing the Think Plastic Now initiative in Cambodia.   |
| 4   | ██████████               | Influencer (Potential)   | 957,620                    | Involved in Project's media monitoring interviews<br><br>Influential Role: She is a Cambodian radio, television, and social media celebrity. She has made a name for herself by being active on social issues including gender equality and children's rights   |

## Appendix 5: Data Collection Tools

### Form I: General Information of Key Stakeholder

This form will be used to collect general information of key stakeholders through desk review (i.e. existing lists of stakeholders, Website, Facebook page, ...) and any clarification will be obtained thoroughly and directly meeting.

**QID**..... Data Collector's Name:.....Date of Data Collection: .....

- 1- Name of Organization/Institution:.....
- 2- Type of Institution:  Public Sector  NGOs/Civil Society Organizations  Private Sector
- 3- If public, please provide specific General Directorate/Department:.....
- 4- Technical Areas:
  - Environment/ Conservation
  - Agriculture
  - Health
  - Education
  - Tourism
  - Democratic
  - Others, please specify .....
- 5- Detailed Technical Areas of Focus: .....
- 6- Who are your donor/funding agencies (Select all that apply)?  
USAID UNDP GIZ  Oxfam  Others, please specify .....
- 7- If USAID, which one you hold under the USAID award?  
Prime (IP)  Sub-contractor Grantee  Others, please specify .....
- 8- If sub-contractor/grantee, please name Prime (Implementing Partner) under USAID Funding  
.....
- 9- Name of project under USAID funding: .....
- 10- Performance Period: .....Years Start Date: ..... End Date: .....
- 11- Geographic Coverage:
  - Phnom Penh
  - Kampong Thom
  - Kratie
  - Preah Vihear
  - Stung Treng
  - Mondulkiri
  - Others, please specify .....
- 12- Who are target audiences/groups/beneficiaries?  
.....
- 13- Please list key contact persons:

- If Ministry, position to be included such as Director General, Deputy Director General, Office Chief
- If Organization, position to be included such as Country Director/Executive Director, Deputy Country Director/Executive Director, M&E/Program, Communication
- If Project, position to be included such as Chief of Party (COP), Deputy Chief of Party (DCOP), M&E/Program Specialist, Communications Specialist

| No | Name | Position | Gender  | Email | Phone |
|----|------|----------|---|-------|-------|
| 1  |      |          | <input type="checkbox"/> I-M <input type="checkbox"/> 2-F |       |       |
| 2  |      |          | <input type="checkbox"/> I-M <input type="checkbox"/> 2-F |       |       |
| 3  |      |          | <input type="checkbox"/> I-M <input type="checkbox"/> 2-F |       |       |

Address of Organization/Institution:

.....

**Form II: Potential Partners of the Project Key Stakeholders**

This form will be used to collect information from key stakeholders about their potential partners on conservation sectors, communication and outreach, other sectors for the Project to work and collaborate in the future. It can be conducted either virtually/directly meeting with stakeholders or requesting them to fill out.

Key terms are used to be dropdown list of few columns as following:

**Type:** 1-National Assembly 2-RGC, 3-Lawyer & Law Firm, 4-International NGOs, 5-Local NGOs, 6-Private Sector, 7-Research institution, 8-Academic Institution, 9-Media Institution (Journalist, TV, Radio), 10- Network/Associations, 11-Youth (club or individual), 12- Community Group 13-Others, please specify .....

**Location:** 1- Phnom Penh, 2- Kampong Thom, 3- Kratie, 4- Preah Vihear, 5- Stung Treng, 6- Mondulkiri, 7- Others, please specify .....

| No | Institution's Name | Type (1-13) | Technical Areas of Focus | Target Audiences | Location (1-7) | Contact Person | Position | Email | Phone | Remarks |
|----|--------------------|-------------|--------------------------|------------------|----------------|----------------|----------|-------|-------|---------|
| 1  |                    |             |                          |                  |                |                |          |       |       |         |
| 2  |                    |             |                          |                  |                |                |          |       |       |         |
| 3  |                    |             |                          |                  |                |                |          |       |       |         |



**Form III: Tools, IEC/promotional materials, and communication platform deployed by the Project Key Stakeholders—SBCC Working Group Members**

This form will be used to collect information on how and what social and behavior change communications (SBCC) tools, materials, approaches and key messages have been employed and delivered in Cambodia to date. It can be conducted either virtually or directly meeting with stakeholders or requesting them to fill out.

**QID**..... Data Collector's Name:.....Date of Data Collection: .....

| No   | Question             | Answer  |
|--|----------------------|---|
| <b>SECTION I: WHAT ARE TOOLS, IEC AND PROMOTIONAL MATERIAL THAT YOUR ORGANIZATION/INSTITUTION PRODUCED? WHAT ARE THESE TOOLS/MATERIALS CURRENTLY USED?</b> |                      |   |
| 1.1  | TOOLS                | <input type="checkbox"/> 1-Game tool<br><input type="checkbox"/> 2-Quiz<br><input type="checkbox"/> 3-Puppet/Community Show<br><input type="checkbox"/> 4-Song/Concert<br><input type="checkbox"/> 5-Storytelling<br><input type="checkbox"/> 6-Video clip (Mobile-Based)<br><input type="checkbox"/> 7-Radio Spot<br><input type="checkbox"/> 8-TV-Spot<br><input type="checkbox"/> 9-Mobile photo booth<br><input type="checkbox"/> 10-Others:..... |
| 1.2  | PROMOTIONAL MATERIAL | <input type="checkbox"/> 1-Fact Sheet<br><input type="checkbox"/> 2-Bag<br><input type="checkbox"/> 3-Cap/Hat<br><input type="checkbox"/> 4-T-Shirt/Polo Shirt<br><input type="checkbox"/> 5-Calendar (desk and wall calendars)<br><input type="checkbox"/> 6-Key Chain   |

|     |              |  |
|-----|--------------|--|
|     |              | <input type="checkbox"/> 7-Design Bottle water/glass<br><input type="checkbox"/> 8-Pin<br><input type="checkbox"/> 9-Pen<br><input type="checkbox"/> 10-Note book<br><input type="checkbox"/> 11-Others:.....  |
| 1.3 | IEC MATERIAL | <input type="checkbox"/> 1-Banner (big and small)<br><input type="checkbox"/> 2-Poster (X-Stand and I-Stand)<br><input type="checkbox"/> 3-Booklet<br><input type="checkbox"/> 4-Brochure<br><input type="checkbox"/> 5-Flyer<br><input type="checkbox"/> 6-Leaflet<br><input type="checkbox"/> 7-Sticker<br><input type="checkbox"/> 8-Comic/Coloring book<br><input type="checkbox"/> 9-Others:..... |

**SECTION 2: WHAT ARE APPROACH, METHOD, AND PROCESS THAT YOU USE TO DEVELOP/IMPROVE TOOLS, IEC AND PROMOTIONAL MATERIAL**

|     |  |   |
|-----|--|---|
| 2.1 | Has your organization/institution ever conducted any research/study before starting to develop/produce these products? | <input type="checkbox"/> 1-Yes<br><input type="checkbox"/> 2-No   |
| 2.2 | If yes, please specify research methodology.   | <input type="checkbox"/> 1-Literature Review-LR,<br><input type="checkbox"/> 2-Key Informant Interview-KII,<br><input type="checkbox"/> 3-Focus Group Discussion-FGD<br><input type="checkbox"/> 4-Survey |

|     |  |   |
|-----|--|---|
|     |  | <input type="checkbox"/> 5-<br>Others:.....<br>.  |
| 2.3 | Who develop?   | 1.....<br>2.....<br>3.....  |
| 2.4 | Please list your CO-COLLABORATED partners/stakeholders   | 1.....<br>2.....<br>3.....<br>4.....<br>5.....  |
| 2.5 | Please list KEY MESSAGES that you developed  | 1.....<br>2.....<br>3.....<br>4.....<br>5.....  |
| 2.6 | Who are your SPECIFIC TARGET AUDIENCES of these developed tools/materials and key messages? (select more than one) | <input type="checkbox"/> 1-Youth<br><input type="checkbox"/> 2-Indigenous Groups<br><input type="checkbox"/> 3-LGBT<br><input type="checkbox"/> 4-Persons with Disabilities<br><input type="checkbox"/> 5-Famers<br><input type="checkbox"/> 6-Community people<br><input type="checkbox"/> 7- Policy maker<br><input type="checkbox"/> 8- Others:..... |

|      |  |  |
|------|--|--|
| 2.7  | Who use or deliver those tools? (TOOLS USERS)                | 1.....<br>2.....<br>3.....<br>4.....<br>5.....   |
| 2.8  | How are they used?   | Please list down the answer:<br><input type="checkbox"/> 1-Training<br><input type="checkbox"/> 2-Technical Assistance<br><input type="checkbox"/> 3-Conferece<br><input type="checkbox"/> 4-Workshop<br><input type="checkbox"/> 5-Others:<br>..... |
| 2.9  | How long are they used?<br><br>(PERIOD OF USE)               | 1-Less than one year<br>2-One year<br>3-Two years<br>4-Three years<br>5-Four years or more   |
| 2.10 | How often have you changed or revised those tools/materials? | <input type="checkbox"/> 1-Less than one year<br><input type="checkbox"/> 2-One year<br><input type="checkbox"/> 3-Two years<br><input type="checkbox"/> 4-Three years<br><input type="checkbox"/> 5-Four years or more                              |

|          |  |   |
|----------|--|---|
| 2.1<br>1 | Please list TOP 3-5 MOST EFFECTIVE TOOLS/MATERIALS | 1.....<br>2.....<br>3.....<br>4.....<br>5.....  |
| 2.1<br>2 | How do you identify MOST EFFECTIVE TOOLS?          | <input type="checkbox"/> 1- Project Monitoring<br><input type="checkbox"/> 2-Survey<br><input type="checkbox"/> 3-Project evaluation<br><input type="checkbox"/> 4- Field observation report<br><input type="checkbox"/> 5- Others: ..... |

**SECTION 3. WHAT ARE THE COMMUNICATION PLATFORM THAT YOU ARE EXPERIENCED AND CURRENTLY USED TO REACH OUT TO YOUR TARGET AUDIENCES?**

|  |                   |   |
|--|-------------------|---|
|  | SOCIAL MEDIA      | <input type="checkbox"/> 1-Website<br><input type="checkbox"/> 2- YouTube<br><input type="checkbox"/> 3-FaceBook Account<br><input type="checkbox"/> 4-FB Messenger<br><input type="checkbox"/> 5-Telegram<br><input type="checkbox"/> 6-Instagram<br><input type="checkbox"/> 7-Skype<br><input type="checkbox"/> 8-Viber<br><input type="checkbox"/> 9-Tweeter<br><input type="checkbox"/> 10- Others:..... |
|  | TRADITIONAL MEDIA | <input type="checkbox"/> 1-TV<br><input type="checkbox"/> 2-Radio<br><input type="checkbox"/> 3-Newspapers  |

|  |   |  |
|--|---|--|
|  |   | <input type="checkbox"/> 4-Magazine<br><input type="checkbox"/> 3-Others:.....   |
| OTHERS                                     |   | <input type="checkbox"/> 1-Training,<br><input type="checkbox"/> 2-Technical Assistance<br><input type="checkbox"/> 3-Workshop<br><input type="checkbox"/> 4- International Day (i.e.women, environment, ....)<br><input type="checkbox"/> 5-Dialogues Meeting,<br><input type="checkbox"/> 6-Forum<br><input type="checkbox"/> 7-Campaign<br><input type="checkbox"/> 8-Press Conference<br><input type="checkbox"/> 9-Partnership Meeting<br><input type="checkbox"/> 10-Interative Voice Response (IVR)system<br><input type="checkbox"/> 11-Voice messages<br><input type="checkbox"/> 12-Village fairs<br><input type="checkbox"/> 13-Community Theater<br><input type="checkbox"/> 14-Community Meeting<br><input type="checkbox"/> 15-Peer to Peer (Interpersonal communication)<br><input type="checkbox"/> 18-Others:.....<br>..... |
| Please list TOP 3-5 MOST EFFECTIVE CHANNEL | Rating scale: 1-5<br><br>Average people viewed/reached per post | 1-Name: .....Rating.....Viewer.....People<br>2-Name: .....Rating.....Viewer.....People<br>3-Name: .....Rating.....Viewer.....People<br>4-Name: .....Rating.....Viewer.....People<br>5-Name: .....Rating.....Viewer.....People  |

|  |   |  |
|--|---|--|
|  | Please select the specific TARGET/PROJECT LOCATION                            | <input type="checkbox"/> 1- Phnom Penh<br><input type="checkbox"/> 2- Kampong Thom<br><input type="checkbox"/> 3- Kratie,<br><input type="checkbox"/> 4- Preah Vihear<br><input type="checkbox"/> 5- Stung Treng<br><input type="checkbox"/> 6- Mondulkiri<br><input type="checkbox"/> 7- Others:..... |
|  | What challenges and/gaps have you encountered to reach your target audiences? | 1.....<br>2.....<br>3.....   |

**SECTION 4: OTHERS**

|     |   |   |
|-----|---|---|
| 4.1 | What platform or innovative idea will you recommend us to reach YOUTH?  | 1.....<br>2.....<br>3.....  |
| 4.2 | What are the most importance of conservation and environmental event that your institution/organization conducted per year? | 1-Name: .....Date.....<br>2- Name: .....Date.....<br>3- Name: .....Date.....<br>4- Name: .....Date..... |