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FINAL REPORT: ADVANCING EARLY WARNING SYSTEM 1294

Project Summary:

Introduction:

Cambodia is highly vulnerable to climate change, facing a significant risk of hydrological disasters such as floods and droughts. To mitigate these risks, ActionAid International Cambodia is launching the "Advancing Early Warning Systems in Cambodia" project. This project aims to strengthen disaster resilience in disaster-prone areas by improving early warning systems and enhancing community access to critical information.

Project Overview:

The project, funded by the GSMA Innovative Fund (GSMAIF), will run for 18 months starting from October 2023. It will be implemented across 11 provinces: Kratie, Stung Treng, Preah Vihear, Oddar Meanchey, Pursat, Kampong Speu, Kampot, Koh Kong, Kampong Thom, Svay Rieng, and Prey Veng. The primary goal is to reduce disaster risks through enhanced early warning systems (EWS), community awareness, and improved coordination among stakeholders.

Assignment objective:

The objective of this assignment is to conduct a comprehensive social media campaign to promote the Early Warning Systems (EWS 1294) in Cambodia. This includes broadcasting live radio shows to raise awareness and educate communities on disaster risk reduction and management.

Timeline

The project will be executed from July 8, 2024, to September 30, 2024.

Scope of Work:

The service provider will:

- **Pre-Broadcasting Preparation:**
 - Meet with ActionAid Cambodia (AAC) to discuss work plans and develop program content.
 - Identify relevant stakeholders and finalize the work plan.
 - Develop and submit the first draft of the radio talk show content for AAC's review and feedback.
 - Finalize the content based on AAC's feedback.
- **During Broadcasting:**
 - Coordinate and facilitate discussions with technical teams and guest speakers.
 - Conduct live broadcasts of the radio talk show on the service provider's Facebook page.
 - Ensure each session is recorded and promote these recordings on the Facebook page to maximize reach.
- **Post-Broadcasting:**
 - Submit copies of the recorded broadcasts to AAC.
 - Provide a final report on the number of audiences and viewers reached through both radio and Facebook page broadcasts.

Location:

The program will be conducted in Phnom Penh, Cambodia.

Project Timeline

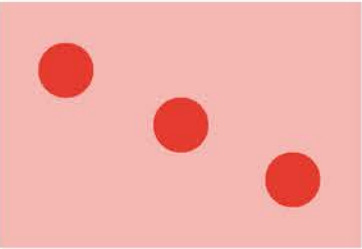
The detailed timeline is as follows:

- **Pre-Broadcasting:**
 - Initial meetings with AAC and review of provided documents.
 - Development and submission of the first draft of the talk show content.
 - Finalization of content based on AAC feedback.
 - Develop poster template for announcement in social media for up coming Live shows.
- **Broadcasting:**
 - Coordinate and facilitate discussions with technical teams and guest speakers.
 - Conduct live broadcasts of the radio talk show on the service provider's Facebook page.
 - Ensure each session is recorded and promote these recordings on the Facebook page to maximize reach.
- **Post-Broadcasting:**
 - Submit copies of the recorded broadcasts to AAC.
 - Provide a final report on the number of audiences and viewers reached through both radio and Facebook page broadcasts.

Note:

- The project will take place from Augsust 28, 2024, to December 4, 2024.
- The timeline is subject to be changed based on the situation and feedback from the project team.

Month 1				Month 2				Month 3				Month 4	
W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 1	W 2	W 3	W 4	W 1	W 2



Hosting a live radio talk show
12 times over 9 weeks span.



All 12 LIVES



Session 1: Open Remark from NCDM



Session 2: Kompot Province



Session 3: Preah Vihea Province

គម្រោង ៖ ការផ្សព្វផ្សាយប្រព័ន្ធប្រកាសឱ្យដឹងមុននៅកម្ពុជា

ប្រធានបទ
ពិធីបើកកម្មវិធីវិទ្យុ ប្រព័ន្ធប្រកាសឱ្យដឹងមុន ការគ្រប់គ្រងគ្រោះមហន្តរាយ និងការគ្រប់គ្រងទឹកជ្រោះមី

វាគ្មិនភក្តីយស



លោក ម៉ិន ផល្លា
អនុប្រធាននាយកដ្ឋានព័ត៌មាន នៃគណៈកម្មាធិការជាតិគ្រប់គ្រងគ្រោះមហន្តរាយ



លោក សេង ភិមហិរ
កូដាទី អនុប្រធាននាយកដ្ឋានផ្គត់ផ្គង់ទឹកជនបទ នៃក្រសួងអភិវឌ្ឍន៍ជនបទ



លោក អៀង ឡុងឌី
មន្ត្រីជាន់ខ្ពស់គម្រោងផ្សព្វផ្សាយប្រព័ន្ធប្រកាសឱ្យដឹងមុន នៃអង្គការភាគីសម្របសម្រួល



Session 4: Replay Liveshow



Session 5: Oddar Meanchey Province



Session 6: Kampong Speu Province

All 12 LIVES

គម្រោង ៖ ការជម្រុញប្រព័ន្ធប្រកាសឱ្យដឹងមុននៅកម្ពុជា

ប្រធានបទ
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វត្តមានភក្តីយស



លោក ហ៊ុម គុម្មៈ
ប្រធានការិយាល័យប្រកាសឱ្យដឹងមុនសាលាខេត្តព្រះវិហារ
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លោក ញាណ គង់
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សហការអនុវត្តគម្រោងដោយ៖






ឧបត្ថម្ភការណ៍ដោយ៖




Session 7: Replay Liveshow



Session 8: Pursat Province



Session 9: Prey Veng Province

គម្រោង ៖ ការជម្រុញប្រព័ន្ធប្រកាសឱ្យដឹងមុននៅកម្ពុជា

ប្រធានបទ
ការគ្រប់គ្រងប្រព័ន្ធប្រកាសឱ្យដឹងមុននៅខេត្តឧត្តរមានជ័យ និងការតាមដានកម្រិតកម្ពស់ទឹកក្រោមដីក្នុងខេត្តឧត្តរមានជ័យ

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លោក ម៉ុក ចាន់ថន
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លោក ឈឹម សុវណ្ណា
អនុប្រធានមន្ទីរអភិវឌ្ឍន៍ជនបទខេត្តឧត្តរមានជ័យ

សហការអនុវត្តគម្រោងដោយ៖






ឧបត្ថម្ភការណ៍ដោយ៖




Session 10: Replay Liveshow



Session 11: Kompong Thom Province



Session 12: Koh Kong Province

Broadcasting Schedule:

- **Week 1 (September 20, 2024):**
 - **Session 1:** Topic: Opening for Radio Talk Show and EWS, Disaster Management, Ground Water Management. **Speakers:** AAC staff (Lundi), NCDM, MRD.
- **Week 2 (September 27, 2024):**
 - **Session 2:** Topic: EWS Management at Provincial Level (PCDM), Women Champion's contribution in community resilience to disasters, ground water level within the provincial context. **Speakers:** AAC Staff, PCDM Kampot, PDRD and Women Champion.
- **Week 3 (October 11, 2024):**
 - **Session 3:** Topic: EWS Management at Provincial Level (PCDM), ground water level within the provincial context. **Speakers:** AAC staff, PCDM PVH, and PDRD,
- **Week 3 (October 15, 2024):**
 - **Session 4:** Replay of previous live shows. **(Selected x1 Topic)**
- **Week 4 (October 18, 2024):**
 - **Session 5:** Topic: EWS Management at Provincial Level (PCDM), ground water level within the provincial context. **Speakers:** Aac staff(Technical), PCDM Oddar Meachey, and PDRD.
- **Week 5 (October 25, 2024):**
 - **Session 6:** Topic: EWS Management at Provincial Level (PCDM), Women Champion's contribution in community resilience to disasters, ground water level within the provincial context. **Speakers:** AAC staff(Technical). PCDM Pursat, PDRD, And Women Champion.
- **Week 5 (October 29, 2024):**
 - **Session 7:** Replay of previous live shows. **(Selected x1 Topic)**

Broadcasting Schedule:

- **Week 6 (November 1, 2024):**
 - **Session 8:** Topic: EWS Management at Provincial Level (PCDM), ground water level within the provincial context. **Speaker:** AAC staff, PCDM Steung Treng, and PDRD.
- **Week 7 (November 8, 2024):**
 - **Session 9:** Topic: EWS Management at Provincial Level (PCDM), ground water level within the provincial context. **Speaker:** AAC Staff, PCDM Svay Rieng, and PDRD.
- **Week 7 (November 12, 2024):**
 - **Session 10:** Replay of previous live shows. **(Selected x1 Topic)**
- **Week 8 (November 22, 2024):**
 - **Session 11:** Topic: EWS Management at Provincial Level (PCDM), Women Champion's contribution in community resilience to disasters, ground water level within the provincial context. **Speaker:** AAC staff, PCDM Kompong Thom, PDRD, and Women Champion.
- **Week 9 (November 29, 2024):**
 - **Session 12:** Topic: Closing for Radio Talk Show and Future Plan for EWS, Disaster Management, Ground Water Management. **Speaker:** AAC staff (Technical), NCDM, and MRD.

The live show will be released every Friday and replayed every Tuesday on:

10:00am to 11:00am

Project Acheivements

Total Reacts

749,796

Total Likes

1,570

Total Share

206

/ Key Challenges

Concept and Script Development for Online Delivery:

- Creating culturally relevant and engaging content for diverse communities across provinces is challenging, requiring localized and accessible messaging for effective disaster preparedness.

Sustainability of the Early Warning Systems:

- Ensuring long-term sustainability after the 18-month project requires securing ongoing funding, maintaining the system, and integrating it into local and national disaster management frameworks.

Climate Change Variability and Unpredictability:

- Increased climate unpredictability makes it difficult to forecast disasters accurately, potentially undermining the reliability of early warning systems and complicating community response.

/ Lessons Learned

Importance of Localized Communication:

- Tailoring early warning messages to the local context, language, and cultural practices significantly improves community engagement and response. Collaborating with local leaders and using region-specific content ensures better outreach and trust in the system.

Building Long-Term Capacity and Ownership:

- For the early warning system to remain effective beyond the project period, it is crucial to build local capacity and ensure that local governments or community organizations are equipped to maintain and manage the system, ensuring sustainability.

Adaptability to Changing Climate Conditions:

- Early warning systems must be flexible and continuously updated to account for the increasing unpredictability of climate events. Incorporating real-time data and adjusting forecasting models can improve the accuracy and relevance of warnings.

/ Recommendations for Further Improvement

- Involve local communities in content creation to ensure cultural relevance, particularly for creating videos that guide rural populations on how to use EWS1294.
- Simplify and visualize disaster preparedness messages to enhance accessibility for a broader audience.
- Build local capacity by training stakeholders to manage and maintain the system.
- Integrate the early warning system into national disaster management frameworks.
- Enhance forecasting tools with real-time data and improved climate models.
- Develop flexible warning triggers to adapt to changing weather conditions.
- Focus on building community resilience by providing regular training and awareness programs.
- Install additional tools to monitor and control data and location more effectively.

Final Thoughts

In conclusion, the "Advancing Early Warning Systems in Cambodia" project faces significant challenges but also presents valuable opportunities for improving disaster resilience in the country. By focusing on local community involvement, simplifying and visualizing communication strategies, and ensuring the sustainability of the early warning systems through strong partnerships and capacity building, the project can overcome key barriers to success. Addressing the unpredictability of climate change requires continuous adaptation, including enhancing forecasting tools and developing flexible warning mechanisms. Strengthening community resilience through training and awareness programs is vital for ensuring that the early warning system remains effective in the long term. By implementing these recommendations, the project can better serve the communities of Cambodia, ensuring they are better prepared and protected against future disasters.





Annex

Session 1 (September 20th, 2024)

<https://www.facebook.com/share/r/15Qm41UYQk/>

Session 2 (September 27th, 2024)

<https://www.facebook.com/share/r/15M9SzJB PQ/>

Session 3 (October 11th, 2024)

<https://www.facebook.com/share/r/187R1t98h8/>

Session 4 (Replay) (October 15th, 2024)

<https://www.facebook.com/share/r/19W24j8dD7/>

Session 5 (October 18th, 2024)

<https://www.facebook.com/share/r/19TUpxnjw4/>

Session 6 (October 25th, 2024)

<https://www.facebook.com/share/r/1AxK3jRD2N/>

Session 7 (Replay)

<https://www.facebook.com/share/r/1D3xZZ3FHL/>

Session 8 (November 1st, 2024)

<https://www.facebook.com/share/r/17pJ77SfUm/>

Session 9 (November 8th, 2024)

<https://www.facebook.com/share/r/185bNUhajZ/>

Session 10 (Replay) (November 12th, 2024)

<https://www.facebook.com/share/r/182JEVVDnr/>

Session 11 (November 22nd, 2024)

<https://www.facebook.com/share/r/18QdZJvsdM/>

Session 12 (November 29th, 2024)

<https://www.facebook.com/share/v/1B4pjfMMWg/>

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