

Assessing economic and welfare values of fish in the Lower Mekong Basin
Project funded by ACIAR

COMMUNICATIONS STRATEGY

Peter STARR

July 2012



ABBREVIATIONS AND ACRONYMS

ACIAR	Australian Centre for International Agricultural Research
AFP	Agence France-Presse
AP	Associated Press
CARDI	Cambodian Agricultural Research and Development Institute
CCJ	Club of Cambodian Journalists
CCTU	Can Tho University (Vietnam)
CEN	Cambodia Express News
CGIAR	Consultative Group on International Agricultural Research
CNMC	Cambodia National Mekong Committee
CPI	Consumer Price Index
Danida	Danish International Development Agency
DPA	Deutsche Press Agentur
DPFIC	Department of Planning, Finance and International Cooperation (FiA)
DPS	Department of Planning and Statistics (MAFF)
FiA	Fisheries Administration (MAFF)
FP	Fisheries Programme (MRC)
IFReDI	Inland Fisheries Research and Development Institute (FiA)
JICA	Japan International Cooperation Agency
MAFF	Ministry of Agriculture, Forestry and Fisheries
MoE	Ministry of Environment
MoI	Ministry of Information
MoWRaM	Ministry of Water Resources and Meteorology
MIME	Ministry of Industry, Mines and Energy
MoP	Ministry of Planning
MRC	Mekong River Commission
NIS	National Institute of Statistics (MoP)
NUL	National University of Laos
RUPP	Royal University of Phnom Penh
URU	Ubon Ratchatani University (Thailand)
TSA	Tonle Sap Authority
TWG	Technical Working Group (FiA)
VNA	Vietnam News Agency
VOV	Voice of Vietnam
VTV	Vietnam Television

Disclosure statement

The author of this communications strategy is senior advisor to the Cambodian National Assembly, advisor to the Club of Cambodian Journalists and Pen Media Group as well as being editor of Catch and Culture, the regional fisheries research and development newsletter of the Mekong River Commission.

BACKGROUND

On June 21, 2012, an Australia-funded project to assess the rural value of fish in the Lower Mekong Basin, primarily Cambodia, was officially inaugurated with an inception workshop in Phnom Penh. The four-year project, from September, 2011 to August, 2015, is being carried out by the Phnom Penh-based Greater Mekong Office of the World Fish Center, part of a global consortium known as the Consultative Group on International Agricultural Research (CGIAR). The Australian Centre for International Agricultural Research (ACIAR) is funding the project which is budgeted at \$A1.15 million. Cambodia accounts for 91 percent of the project costs. Laos, Thailand and Vietnam each account for three percent. Project partners are two Cambodian government research institutes and four universities in Cambodia, Laos, Thailand and Vietnam.

The project aims to address the possible underestimation of the freshwater fish catch in Cambodia. The annual catch of up to 400,000 tonnes used to be valued at as little as \$200 million, based on fish prices of about 2,000 riel a kilogram. Higher price estimates of up to 10,000 riel a kilogram would value the annual catch as high as \$1 billion. In addition to assessing the economic value of the freshwater fish catch (Objective 1), the project aims to assess its value in terms of welfare (Objective 2), defined as a "contented state of prosperity, well-being and health." The project also aims to set up a fish values monitoring network between the four universities in Cambodia, Laos, Thailand and Vietnam (Objective 3) and communicate project findings to a wide range of stakeholders (Objective 4).

The overall goal of the project is to improve the integration of freshwater fisheries resources into national plans and development strategies. Communications materials are therefore ultimately aimed at decision makers and the general public as well as more technical audiences.

The official launch of the project in June followed the abolition of commercial fishing lots announced on March 8. Without the fishing lots, the traditional approach for estimating catch volumes needs to be revised. As of late June, authorities were considering three options.

The current weighting of fish in the monthly consumer price index (CPI) compiled by the National Institute of Statistics at the Ministry of Planning is 9.3 percent. Fish prices do not appear in the monthly reports published by the NIS website but are included under Category 1 (food and non-alcoholic beverages) which have a weighting of 44.8 percent of the CPI. Prices for two categories of freshwater fish are, however, included in the hard copies of the monthly CPI bulletin. Category 01.1.3.1 is fresh fish (ត្រីស្រស់) and has a weighting of 7.4 percent. Category 01.1.3.3 is processed fish (ត្រីកែច្នៃ) which has a weighting of almost 1.7 percent (Category 01.1.3.2 is seafood which accounts for the remaining 0.2 percent). NIS statisticians say they stopped disaggregating species in the published CPI data in 2008 but still collect separate price data for snakeheads, walking catfish and tilapia for the fresh fish category and salted dried fish (snakeheads), smoked fish (Asian minnow cyprinids) and fermented fish (mud carp cyprinids) for the processed category.

KEY AUDIENCES

Key audiences for this communications strategy are drawn from the study Policy Processes and Impact Pathways for Fisheries-Related Information in Cambodia undertaken by the World Fish Center as part of the initial phase of the project. The study, completed in June, 2012, is one of the three communications milestones to be reached in the first year of the project, the others being the Inception Workshop on June 21 and this Communications Strategy. A staggered program for releasing different types of communications materials to an increasingly larger audience is envisaged over the four years.

Partners (already targeted from 2011) comprise two Cambodian government research institutes and four universities in Cambodia, Laos Thailand and Vietnam. These are the Cambodian Agricultural Research and Development Institute (CARDI), under the Council of Ministers, and the Inland Fisheries Research and Development Institute (IFReDI) of the Cambodian Fisheries Administration, under the Ministry of Agriculture, Forestry and Fisheries (MAFF). Partner universities are the Royal University of Phnom Penh (RUPP), the National University of Laos (NUL), Ubon Ratchatani University (URU) in northeast Thailand and Can Tho University (CTU) in the Mekong Delta in Vietnam.

Possible additional partners from the Cambodian media that could be targeted from 2013 are the leading Khmer-language daily Rasmei Kampuchea. The newspaper has its own correspondents in Pursat, Steung Treng and Takeo provinces where the project is conducting studies. The Pursat correspondent already has experience in partnering with the ADB-funded Tonle Sap Environment Management Project (which targeted five reporters from provinces around the Tonle Sap Lake with \$50 monthly wage supplements for 12 months in exchange for each reporter writing several articles on environmental issues every month).

Another possible Cambodian media partner is the Club of Cambodian Journalists (CCJ). Established more than a decade ago, the club is largely funded by Germany's Konrad Adenauer Stiftung and is by far the most professional organization among the many media associations in Cambodia. Its board comprises Cambodian journalists from both the domestic and foreign press and its president is the editor in chief of Rasmei Kampuchea. CCJ is particularly adept at arranging "round-table meetings" with newsworthy speakers. In the online media world, Pen Media Group with its Cambodia Express News (CEN) in Khmer and The Cambodia Herald in English (which has already covered the Inception Workshop with more than 300 views of late June) are obvious potential partners. The owner of Pen Media Group is also editor in chief of Rasmei Kampuchea.

Possible additional partners from the Vietnamese media that could be targeted from 2013 are the Vietnam News Agency (VNA) and Voice of Vietnam (VOV), both of which have full-time correspondents in Phnom Penh.

Since neither Lao nor Thai media have any presence in Phnom Penh, there is no scope for any direct partnership with either. Media in both countries are accessible through foreign media with offices in Phnom Penh.

There is scope, however, to partner with an assistant editor of the Vientiane Times who is currently on a long-term sabbatical in Ho Chi Minh City. It is recommended that he be invited to attend annual meetings in Phnom Penh from 2013 along with those invited from the University of Laos.

Line agencies (targeted from 2012) are those directly involved with the project. These are the Department of Planning, Finance and International Cooperation (DPFIC) and the Technical Working Group (TWG) of the Fisheries Administration, the Department of Planning and Statistics (DPS) at the Cambodian Ministry of Agriculture, Forestry and Fisheries, the Cambodia National Mekong Committee (CNMC), the Fisheries Programme (FP) of the Mekong River Commission (MRC) and the National Institute of Statistics (NIS) of the Cambodian Ministry of Planning. Details are in Annex 1.

Other ministries and government institutions (targeted from 2013) are those with activities directly related to freshwater fisheries. These are the Cambodian Ministry of Environment (MoE), the Cambodian Ministry of Industry Mines and Energy (MIME), the Cambodian Ministry of Water Resources and Meteorology (MoWRAM) and the Tonle Sap Authority under the Council of Ministers (headed by the Minister of Water Resources and Meteorology who also holds the Cambodian seat on the Mekong River Commission Council). Details are in Annex 1.

Social media (also targeted from 2013) at this stage are FaceBook (in Khmer and English) and Twitter (in English) but could change over the course of the four-year project. A FaceBook account for the project has already been registered at <http://www.FaceBook.com/mekongfishvalue>. A Twitter account has also been set up at <https://twitter.com/#!/mekongfishvalue>. It is recommended that these two accounts be flagged on the website for the project to be hosted by IFReDI.

Print media (also targeted from 2013) are local daily newspapers and online news services as well as international news agencies with offices in Phnom Penh. The daily newspapers are Rasmei Kampuchea, Koh Santepheap and Kampuchea Thmey in Khmer and Cambodia Daily and Phnom Penh Post in English. The local online news services are Cambodia Express News (CEN) in Khmer and The Cambodia Herald in English, both part of Pen Media Group. International news agencies are Agence France-Presse (AFP), Associated Press (AP), Deutsche Press Agentur, Thomson Reuters, Vietnam News Agency (VNA) and Xinhua. Details are in Annex 1.

Development partners (targeted from 2014) include bilateral donors, multilateral agencies and non-governmental organizations. Key bilateral donors are the Australian Agency for International Development (AusAid), the Danish International Development Agency (Danida), the European Union, the Japan International Cooperation Agency (JICA) and the United States Agency for International Development (USAID) including its recent initiative known as Helping to Address Rural Vulnerabilities and Ecosystem Stabilities (HARVEST). Key multilateral agencies are the Asian Development Bank (ADB), the Food and Agricultural Organization of the United Nations (FAO), the United Nations Development Program (UNDP) and the World Bank. Key non-governmental organizations are Conservation International (CI), the Wildlife Conservation Society (WCS), the World Wildlife Fund (WWF) and an NGO alliance known as the Fisheries Action Coalition Team (FACT). Details are in Annex 1.

Broadcast media (targeted from 2015) comprise key radio and television stations. Radio stations targeted are Radio National, controlled by the Ministry of Information (Mol), the NGO-affiliated Women's Media Centre (WMC) and Voice of Vietnam (VOV) which has a full-time correspondent in Phnom Penh. Television stations targeted are Bayon Television (managed by the prime minister's daughter), Cambodian Television Network (CTN), including the new Cambodia News Channel (CNC) channel being launched in July, Television Kampuchea (TVK), the official government channel under the Ministry of Information, and Vietnam Television (VTV) which has a full-time correspondent in Phnom Penh. Details are in Annex 1.

Lawmakers (also targeted from 2015) are members of National Assembly Commission No 2 and National Assembly Commission No 3. Commission No 2, headed by HE Cheam Yeap, is the body responsible for overseeing government activities in the fields of economics, finance, banking and audit (including the NIS national accounts estimates of gross domestic product which disaggregate fisheries into a separate category under agriculture, forestry and fisheries along with three other categories, namely crops, livestock and poultry, and forestry and logging) . Commission No 3, headed by HE Try Chheang Huot, oversees planning, investment, agriculture, rural development, environment and water resources. The corresponding commissions in the Senate could also be targeted. Given the crucial importance of fish to nutrition in Cambodia, especially to the poor, the National Assembly and Senate commissions with oversight for health could be targeted as well. If considered strategically important, National Assembly provincial offices in Pursat, Takeo and Steung Treng could be targeted as early as 2013 (in conjunction with Rasmei Kampuchea correspondents, for example). It is recommended that all electronic communications with the National Assembly are undertaken by fax with copies emailed to the office of the Secretary General. Physical delivery of hard copies is also highly recommended.

COMMUNICATIONS MATERIALS

Communications materials in electronic format are PDFs of project reports and other documents (see below) as well as PowerPoint presentations from annual meetings. These will be uploaded to the IFReDI website with links flagged by emails as well as on the FaceBook page and Twitter account. In general, project reports are not limited in length. PowerPoint presentations, however, should be limited to no more than 35 slides.

Printed communications comprise three formats. *Regular printouts of all project reports* listed will be bound in WorldFish folders (especially designed if necessary) and physically distributed to the line agencies (less than 10). In addition three science briefs (in 2013, 2014 and 2015) will be professionally printed for broader non-technical audiences. Each brief will be no more than eight pages and produced with a professional graphic designer in Khmer and English with photographs, illustrations, tables and charts (not in Excel format). Science briefs of no more than 1,500 words should be designed to be absorbed in no more than 10 minutes. As well as being uploaded on the project website and distributed by email, the science briefs will also be physically distributed to offices in Phnom Penh and at events such as the three annual meetings (and three back to back roundtable discussions with the Club

of Cambodian Journalists if they are held, in which case they should be accompanied by news releases on ACIAR and WorldFish letterheads of no more than 600 words in English and the equivalent in Khmer). News releases should be designed to be read in no more than five minutes. As well as the media targeted, all news releases should be copied to the Club of Cambodian Journalists (CCJ) for broader distribution.

DISSEMINATION

Year 1: 2012

Audience: Project partners, line agencies and social media

Deadline: End of Semester 2 (June 30)

- **Inception Workshop** (news release, PDF, sent to Cambodia Herald and Club of Cambodian Journalists for wider distribution, Cambodia Herald article viewed more than 200 times as of late June, summary for August edition of *Catch and Culture*)
- **Communication Study: Policy Processes and Impact Pathways for Fisheries-Related Information in Cambodia** (study, PDF and print, PDF uploaded to IFReDI website, link flagged on FaceBook page and Twitter account, articles prepared for *Catch and Culture* and the *Cambodian Journal of Agriculture*)
- **Market Study 1: Market Prices of Different Fish Groups in Five Provinces and Added Value along the Food Chain** (methodology report, PDF uploaded to IFReDI website, link flagged by email as well as on FaceBook page and Twitter account; hard copy delivered to line agencies)
- **Market Study 2: Quantitative Values of Fish in Relation to other Natural and Agricultural Resources** (literature review, PDF uploaded to IFReDI website, link flagged by email as well as on FaceBook page and Twitter account, hard copy delivered to *line agencies only*)
- **Welfare Study 1: Role and Value of Fish in the Welfare of Rural Communities and Main Changes and Trends** (3 reports, PDF uploaded to IFReDI website, link flagged by email as well as on FaceBook page and Twitter account; hard copy delivered to *line agencies only*)
- **Biology Study 1: Fish Productivity by Habitat** (report on trammel net testing in open waters, PDF uploaded to IFReDI website, link flagged by email as well as on FaceBook page and Twitter account; hard copy delivered to *line agencies only*)
- **Monitoring Report 1: Regional Network of Universities** (progress report, PDF uploaded to IFReDI website, link flagged by email as well as on FaceBook page and Twitter account; hard copy delivered to *line agencies only*)

Year 2: 2013

Audience: Line agencies + other ministries and government institutions and print media

Deadline: End of Semester 4 (June 30)

- **Market Study 2: Market Prices of Different Fish Groups in Five Provinces and Added Value along the Food Chain** (methodology report, PDF uploaded to IFReDI website, link flagged by email as well as on FaceBook page and Twitter account; hard copy delivered to *line agencies only*)
- **Welfare Study 2: Role and Value of Fish in the Welfare of Rural Communities and Main Changes and Trends** (report, PDF uploaded to IFReDI website, link flagged by email as well as on FaceBook page and Twitter account; hard copy delivered to *line agencies only*)
- **Biology Study 2: Fish Productivity by Habitat** (literature review, results and conclusions about productivity in open waters, PDF uploaded to IFReDI website, link flagged by email as well as on FaceBook page and Twitter account; hard copy delivered to *line agencies only*)
- **Monitoring Report 2: Regional Network of Universities** (progress report, PDF uploaded to IFReDI website, link flagged by email as well as on FaceBook page and Twitter account; hard copy delivered to *line agencies only*)
- **Science Brief 1: Assessing Economic and Welfare Values of Fish in the Lower Mekong Basin** (summary of project findings, four pages in Khmer and English, PDF uploaded to IFReDI website, link flagged by email as well as on FaceBook page and Twitter account; hard copy distributed to *all audiences targeted in Year 2*)
- **Scientific article** (publication yet to be decided but summary can be included in *Catch and Culture*)
- **2nd Annual Meeting** (in addition to usual stakeholders, invite 8-10 key print media and chairmen of National Assembly Commissions No 2 and No 3, inviting one to make an opening address)
- **Newspaper articles** (1st Annual Round Table Discussion with Club of Cambodia Journalists for about 50 reporters, back to back with annual meeting)

Year 3: 2014

Audience: Line agencies, social media, other ministries and government institutions, print media + *development partners*

Deadline: End of Semester 6 (June 30)

- **Welfare Study 3: Role and Value of Fish in the Welfare of Rural Communities and Main Changes and Trends** (report, PDF uploaded to IFRaDI website, link flagged by email as well as on FaceBook page and Twitter account; hard copy delivered to *line agencies only*)
- **Biology Study 3: Fish Productivity by Habitat** (results of survey of open waters, reservoirs with trammel net, Stung Treng rice fields and final conclusions, PDF uploaded to IFRaDI website, link flagged by email as well as on FaceBook page and Twitter account; hard copy delivered to *line agencies only*)
- **Monitoring Report 3: Regional Network of Universities** (progress report, PDF uploaded to IFRaDI website, link flagged by email as well as on FaceBook page and Twitter account; hard copy delivered to *line agencies only*)
- **Assessments of Economic and Welfare Values** (second annual assessment)
- **Science Brief 2: Assessing Economic and Welfare Values of Fish in the Lower Mekong Basin** (summary of project findings, four pages in Khmer and English, PDF uploaded to IFRaDI website, link flagged by email as well as on FaceBook page and Twitter account; hard copy distributed to *all audiences targeted in Year 3*)
- **Scientific** article (publication yet to be decided but summary can be included in *Catch and Culture*)
- **3rd Annual Meeting** (in addition to usual stakeholders, invite key print media, chairmen of National Assembly Commissions No 2 and No 3, inviting one to make an opening address)
- **Newspaper articles** (2nd Annual Round Table Discussion with Club of Cambodia Journalists for about 50 reporters, back to back with annual meeting)

Year 4: 2015 (first half)

Audience: Line agencies, other ministries and government institutions, print media, social media and development partners + *broadcast media and lawmakers*

Deadline: End of Semester 8 (June 30)

- **Project Report: Economic and Welfare Value of Fish in Cambodia** (final report, PDF uploaded to IFReDI website, link flagged by email as well as on FaceBook page and Twitter account; hard copy delivered to *line agencies only*)
- **Monitoring Report 4: Regional Network of Universities** (final report, PDF uploaded to IFReDI website, link flagged by email as well as on FaceBook page and Twitter account; hard copy delivered to *line agencies only*)
- **Assessments of Economic and Welfare Values** (third annual assessment)
- **Science Brief 3: Assessing Economic and Welfare Values of Fish in the Lower Mekong Basin** (summary of project findings, four pages in Khmer and English, PDF uploaded to IFReDI website, link flagged by email as well as on FaceBook page and Twitter account; hard copy distributed to *all audiences targeted in Year 4*)
- **Scientific article** (publication yet to be decided but summary can be included in *Catch and Culture*)
- **3rd Annual Meeting**(in addition to usual stakeholders, invite key print and broadcast media as well as all members of National Assembly Commissions No 2 and No 3, consider holding as a joint event at *the National Assembly chaired by the president*)
- **Newspaper** articles (3rd Annual Round Table Discussion with Club of Cambodia Journalists for about 50 reporters, back to back with annual meeting)
- **Manual on Valuation Methodology** (Khmer and English-language reference for future surveys, about 100 pages including questions)
- **Short movie about project** findings (in addition to documentary format, consider a soap opera or even comedy format with a particular focus on welfare values working with well-established directors such as Ms Phorn Puan Bopha, a former journalist with *Rasmei Kampuchea* and filmmaker for the Women's Media Center).

ANNEX: AUDIENCES

1. LINE AGENCIES (from 2012)

(a) Department of Planning, Finance and International Cooperation (FiA)

Director: Mr Thor Sensereivorth

Email: sereywath@hotmail.com

Tel: 012-868-815

(b) Technical Working Group (FiA)

Chairman: HE Dr NaoThuok

Email: naothuok.fia@maff.gov.kh

Tel: 023-215-470

(c) Department of Planning and Statistics (MAFF)

Director: Mr Hong Narith

Email: info@maff.gov.kh

Tel: 012-918-658

(d) Cambodia National Mekong Committee

Fisheries Coordinator: Mr So Khom

Email: khom.sk@gmail.com

Tel: 012-235-406

(e) Mekong River Commission

Fisheries Programme Coordinator: Dr So Nam

Email: sonam@mrcmekong.org

Tel: 012-218-031

(f) National Institute of Statistics (NIS) of the Cambodian Ministry of Planning

Department of Statistical Standards and Analysis Deputy Director: Mr Sam Saroeurn

Email: saroeurnsam@yahoo.com

Tel: 016-835-118

2. OTHER MINISTRIES AND GOVERNMENT AGENCIES (from 2013)

(a) Ministry of Environment (MoE)

Department Wetlands and Coastal Areas Director: Dr SreySunleng

Email: moe-cabinet@camnet.com.kh

Tel: 077-333-456

Department of International Conventions and Biodiversity Director: MrMengMonyrak

Email: mmonyrak@gmail.com

Tel: 012-943-909

(b) Ministry of Industry Mines and Energy (MIME)

Department of Hydroelectricity Director: MrCheaNarin

Email: info@mine.gov.kh

Tel: 088-88-07767

(c) Ministry of Water Resources and Meteorology (MoWRAM)

Department of Riverworks and Hydrology Director: Mr Mao Hak

Email: maohak@online.com.kh

Tel: 012-937-595

(d) Tonle Sap Authority (TSA)

Deputy Chairman: HE Lim Puy

Email: plim@enstat.fr

Tel: 016-378-356

Department of Natural Resources Deputy Director: MrNouvMeas

Email: info@tonlesap.gov.kh

Tel: 023-727-454

Department of Exploitation Control and Conservation Director: Mrlng Kim Leng

Email: info@tonlesap.gov.kh

Tel: 023-727-454

3. PRINT MEDIA (from 2013)

Daily newspapers (Khmer and English)

(a) Rasmei Kampuchea

Editor in Chief: Mr Pen Samitthy

Email: pennsamit@yahoo.com

Tel: 012-938-333

(b) Koh Santepheap

Editor in Chief: Mr Thong Uy Pang

Email: info@kpsg.com

Tel: 023-987-118

(c) Kampuchea Thmey

Editor in Chief: MrKhieu Navy

Email: sophak45@gmail.com

Tel: 023-662-4141

(d) Cambodia Daily

Editor in Chief: Mr Kevin Doyle

Email: kevin.j.doyle@gmail.com

Tel: 012-893-704

(e) Phnom Penh Post

Editor in Chief: Mr Alan Parkhouse

Email: aparkhouse@hotmail.com

Tel: 023-214-311

(f) Vientiane Times

Assistant Editor: MrPanyasithThammavongsa (on extended sabbatical in Ho Chi Minh City)

Email: panyasith155@gmail.com

Domestic online news services

(a) Cambodia Express News (Khmer) and Cambodia Herald (English)

Editor in Chief: MrNgunSerath

Email: borarath@hotmail.com

Tel: 012-267-277

Domestic print media association

(a) Club of Cambodian Journalists

Administrator: MrNgunSerath

Email: borarath@hotmail.com

Tel: 012-267-277

International news agencies

(a) Agence France-Presse (AFP)

Bureau chief: Ms Michelle Fitzpatrick

Email: michelle.fitzpatrick@afp.com

Tel: 023-218-412

(b) Associated Press (AP)

Bureau chief: MrCheanSopheng

Email: schean@ap.org

Tel: 023-218-230

(c) Deutsche Press Agentur

Correspondent: Mr Robert Carmichael (also works for Radio Australia)

Email: robert@robert.carmichael.net

Tel: 012-941-250

(d) Thomson Reuters

Bureau chief: MrPrakChantul

Email: prak.chantul.@gmail.com

Tel: 023-992-102

(e) Vietnam News Agency (VNA)

Bureau chief: Mr Tran Chi Hung

Email: tranchihung05@yahoo.com

Tel: 097-519-2888

(f) Xinhua

Bureau Chief: Mr Wang Qi Ding

Email: qiding@hotmail.com

Tel: 023-211-608

International periodical:

(a) The Economist

Indochina Correspondent: Mr Luke Hunt

Email: huntluke@gmail.com

Tel: 012-893-803

4. DEVELOPMENT PARTNERS (from 2014)

Bilateral donors

(a) Australian Agency for International Development (AUSaid)

Agriculture and Rural Development Advisor: Dr Brett Marcus Ballard

Email: brett.ballard@dfat.gov.au

Tel: 023-213-470

(b) Danish International Development Agency (Danida)

Head of Representation: Mr Tom Bathel Hansen

Email: tomhan@um.dk

Tel: 012-654-590

(c) European Union

Ambassador: Mr Jean-Francois Gautain

Email: 023-216-996

Tel: delegation-cambodia@eeas.eu

(d) Japan International Cooperation Agency (JICA)

Representative: Ms Satoko Ogawa

Email: ogawa.satoko@jica.go.jp

Tel: 023-211-673

(e) United States Agency for International Development (USAID)

Agricultural and Environment Officer: MrsRonit Gerard

Email: rgerard@usaid.gov

Tel: 023-728-000

(f) Helping to Address Rural Vulnerabilities and Ecosystem Stabilities (HARVEST)

Fisheries Program Manager: MrTumNyro

Email: ntum@fintrac.com

Tel: 077-665-023

Multilateral agencies

(a) Asian Development Bank (ADB)

Country Director: MrPutuKamayana

Email: pkamayana@adb.org

Tel: 023-215-805

(b) Food and Agricultural Organization of the United Nations (FAO)

Representative: Ms Nina Brandstrup

Email: nina.brandstrup@fao.org

Tel: 023-216-566

(c) United Nations Development Program (UNDP)

Resident Representative: Mr Douglas Broderick

Email: douglas.broderick@undp.org

Tel: 023-216-167

(d) World Bank

Communications Officer: MrBouSarouen

Email: sbou@worldbank.org

Tel: 023-217-304/301

International non-governmental organizations

(a) Conservation International (CI)

Country Director: MrSengBunra
Email: b.seng@conservation.org
Tel: 012-835-352

(b) Wildlife Conservation Society (WCS)

Country Program Director: Mr Mark Gately
Email: mgately@wcs.org
Tel: 023-219-443

(c) World Wildlife Fund (WWF)

Country Director: MrSeng Teak
Email: teak.seng@wwf.panda.org
Tel: 012-457-692

Local non-governmental organization

(a) Fisheries Action Coalition Team (FACT)

Technical Advisor: MrPelleGatke
Email: pгатke@gmail.com
Tel: 023-992-044

5. BROADCAST MEDIA (from 2015)

Radio

(a) Radio National (Ministry of Information)

Head of News Department: Ms Tan Yan
Tel: 023-724-522
Email: info@rnk.gov.kh

(b) Voice of Vietnam (VOV)

Bureau Chief: Mr Nguyen ManhHiep
Email: hiepcambodia@gmail.com
Tel: 097-647-0685

(c) Women's Media Center (WMC)

Executive Director: Ms CheaSundaneth
Email: fm102@wmc.org.kh
Tel: 023-212-264

Television

(a) Bayon Television

Director: Ms Hun Manet
Email: bayontv@bayontv.com.kh
Tel: 023-726-619, 614

(b) Cambodian Television Network (CTN) including Cambodia News Channel (CNC)

Head of News Department: Mr Sam Chaiya
Email: tv@ctn.com.kh
Tel: 089-222-305

(c) Television Kampuchea (TVK)

Director General: HE KemGunawadh

Email: tvk@camet.com.kh

Tel: 023-426-761

(d) Vietnam Television (VTV)

Bureau Chief: MrThach Thong

Email: thachthong@vtv.gov.com

Tel: 088-916-8888

6. LAWMAKERS (from 2015)

(a) National Assembly Commission No 2

Chairman: HE Cheam Yeap (until July, 2013)

Email: sg@national-assembly.org.kh

Tel: 023-213-535, 220-628 Fax: 023-220-629

(b) National Assembly Commission No 3

Chairman: HE Try ChheangHuot (until July, 2013)

Email: sg@national-assembly.org.kh

Tel: 023-213-535, 220-628 Fax: 023-220-629