



REDD+ politics in the media: A case study from Vietnam

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What is REDD+?

... policy approaches and positive incentives for activities relating to **reducing emissions from deforestation and forest degradation**; and the role of conservation, sustainable management of forests and enhancement of forest carbon stocks in developing countries

UNFCCC Decision 2/CP.13–11



CIFOR's Global Comparative Study (GCS-REDD+)

- To support REDD+ policy arenas and practitioner communities with
 - information
 - analysis
 - tools
- so as to ensure 3E+ outcomes:
 - effectiveness
 - efficiency
 - equity and co-benefits



Media discourse analysis

- Different social actors negotiate environmental policy decisions, including those on REDD+ with competing interests (Di Gregorio *et al.* 2013, Boykoff and Boykoff 2007).
- Policy actors also use the media to signal their positions to policy opponents as well as to potential allies, to build coalitions and impact policy decisions (Andsager 2000)
- Media is used to frame actors' positions, and depending on the political system might represent the diverse positions of multiple state and non-state actors or emphasise those of more powerful state actors.



Research Questions

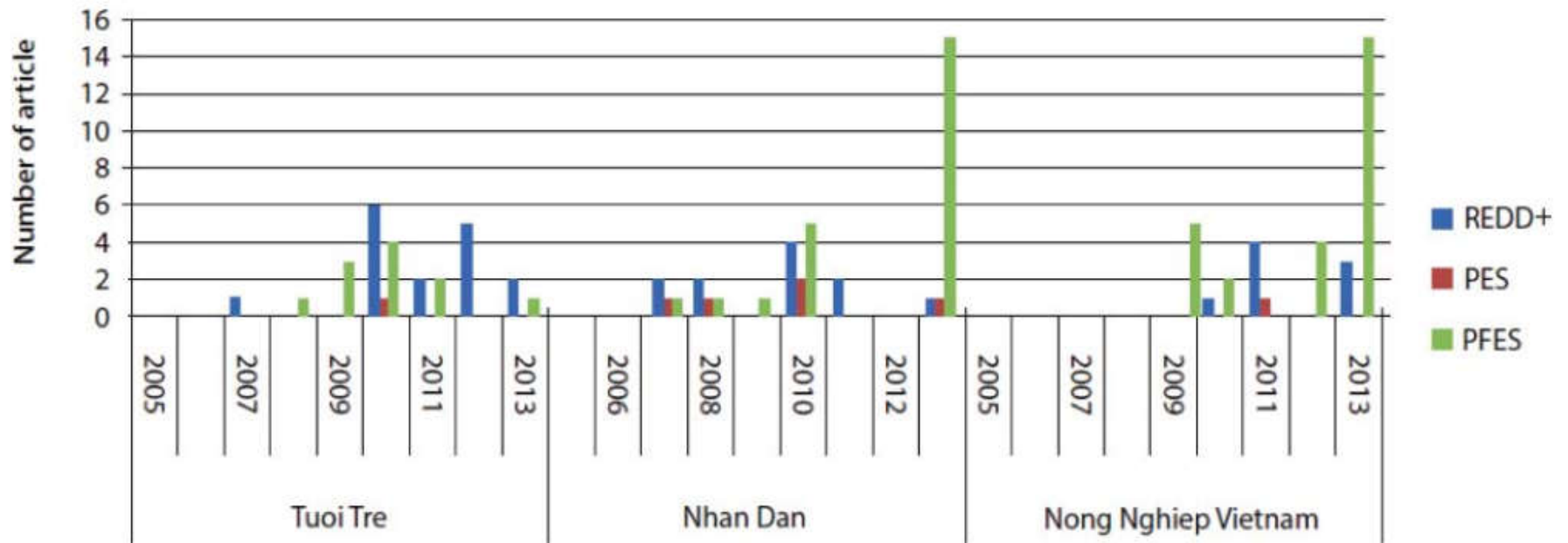
- How are REDD+ debates framed in the media ?
- Who is represented in the media discussing REDD+ and what concerns and claims do they express?
- What space is given in the media to the interests of non-state actors on REDD+?

Methods

1. **Newspapers selection**
2. **Selection of newspaper articles and coding**
3. **Coding and analysis of newspaper content**
4. **Interviews with journalists**
5. **Consultation workshops**

Media coverage on REDD+

FIGURE 1 Frequency of articles referring to 'REDD+', 'PES', or 'PFES' by year, 2005–2013



REDD+ remains of margin interest compared to the broader theme of climate change

Main REDD+ themes

Time	Ecology	Economics and markets	Politics and policymaking	Governance context	Science	Culture	Other	Total
2007		1						1
2008			2					2
2009	1	1	8				1	11
2010	1	6	17				2	26
2011	2	1	10	2	2			17
2012	1		10					11
2013			35	2				37
Grand Total	5	9	82	4	2	0	3	105

- Policy making frames urged for better implementation of payments for forest protection and discussed the challenges in scaling-up PFES and REDD+ across the country.
- Economic concerns referred to PES and REDD+ providing payments as potential pathways to address poverty reduction and improve the livelihoods of local people.



Who are represented ?

Actor type	Optimistic	Pessimistic	Neutral	No outlook	Total
National level state and bureaucratic actors	37	7	11	19	74
Intergovernmental Organizations	8	2	1	2	13
Domestic business	7	0	2	0	9
Foreign government and bureaucratic actors	3	1	0	0	4
International NGOs	0	3	0	0	3
National research centre/think tank/ educational institution	0	0	0	3	3
Individual	2	0	1	3	6
Total	57	13	15	27	112

- Optimistic outlook for future of REDD+
- State actors have mixed/different views -> politics within state
- while state actors dominate REDD+ media frames, some limited space is present for some non-state actors' interests, but only domestic business and international organisations discussing equity issues are represented.

Policy actors' concerns with effectiveness, efficiency and equity of REDD+

	Effectiveness	Efficiency	Equity	Other co-benefits	Others	Total
National level state and bureaucratic actors	52	2	13	3	0	70
Intergovernmental Organization and Bodies	7	0	1	3	0	11
International NGOs	2	0	8	0	0	10
Domestic business	4	0	2	0	0	6
Business association	2	0	1	1	0	4
Foreign government and bureaucratic actors	2	2	0	0	0	4
National research centre/think tank/educational institution	1	0	0	0	2	3
Individual	4	0	0	1	0	5
Total	74	4	24	8	2	112

- *The dominant concern of policy actors was with effectiveness (66%), followed by concerns over equity (21%)*
- Effectiveness in REDD+ is discussed by policy actors = better law enforcement = traditional command and control planning modalities

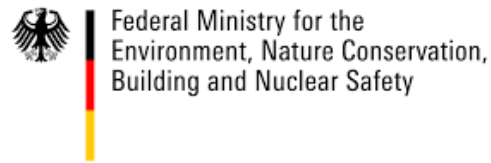


Key messages

- REDD+ received relatively little attention
- Key issues of REDD+ (Benefit sharing mechanism, land tenure, carbon rights) and controversial and critical issues (e.g. leakage or indigenous rights) are not featured
- State was the dominant voice + little political space is given to non-state actors but only businesses and international orgs.



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RESEARCH PROGRAM ON Forests, Trees and Agroforestry



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