



Comm4Development (C4D) is a Cambodian based Consulting joint venture providing Communication services in Southeast Asia and beyond. With our in-house experts, we can respond to all your communication needs with flexibility and added focus.

C4D offers cross-sector communication advice, strategic planning and implementation support with expertise in a wide range of development sectors, which include Governance, Public Health, Epidemics and Pandemics, Disaster Risk Reduction, Climate Change Adaptation, Environment Education, and more.

C4D services also include full guidance in internal communication processes, Media & Communication Training, and Monitoring & Evaluation of outreach programs and campaigns.

We have a passion for media solutions and use a variety of behaviour communications and production techniques to ensure that our work achieves expected results. We offer a complete media & communication consulting supply chain providing you the flexibility to communicate based on your needs.

For individual assignments C4D consultants are available on independent contracts. For joint projects C4D consultants operate under ActionIEC, a well-established media for development Cambodian NGO established since 1995 and registered in 1999.

**DO ASK DO TELL**

# STRATEGIC C4D SERVICES

## PUBLIC INFORMATION

C4D offers strategic advice and planning for implementation of public information objectives ranging from media & civic education campaigns on programmatic activities, behaviour change and advocacy, to long-term organizational communication plans and media strategies for public exposure and external relations.

Strategies developed by C4D consultants include large-scale public campaigns on avian influenza in Southeast Asia; multi-million dollar civic education programs on the constitution process in Somalia; mainstreaming Disaster Risk Reduction awareness and preparedness in Lao PDR; Profiling the Asia Pacific Leaders Malaria Alliance (APLMA), and; multi-year public information strategies on social protection, climate change and land management in Cambodia.



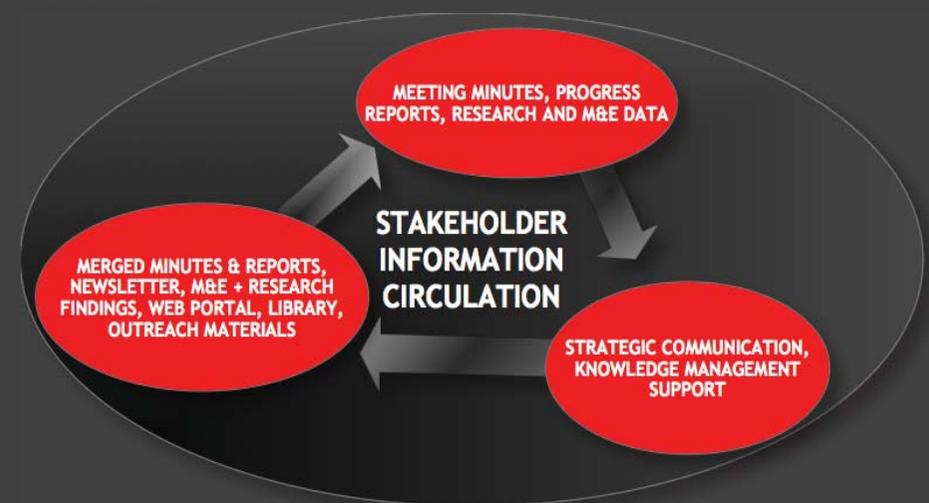
## KNOWLEDGE MANAGEMENT SOLUTIONS

An effective knowledge management strategy simply enables an organization or consortium to better organize knowledge sharing structures and processes for the benefit of the organization and all its stakeholders. Knowledge Management is about capturing, creating, distilling, sharing and using know-how.

A good knowledge management strategy is closely aligned with the organization's overall strategy and objectives.

C4D consultants, as a principle, treat Information and Knowledge Management as an essential integral part of long-term communication strategies, and will include these components depending on the needs and capacity required.

Detailed C4D KM samples include Communication and Knowledge Management strategies for the Social Protection Coordination Unit and for the National Climate Change Committee of the Royal Government of Cambodia.



# C4D TRAINING

## INTERNAL & EXTERNAL COMMUNICATION

C4D offers training and advice to improve both internal and external communication processes and individual abilities of senior management (spokespersons), project managers, and communication, information & press officers.

Trainings focus on written communication, public speaking and presentation, interview preparation and radio and TV performances.

Ready-made training packages, inclusive of instructional radio handbook and video scripts, training manuals and models for training modules are available and can be adjusted to your specific needs.

C4D Consultants have designed and conducted training programs for Cambodians for Resource Revenue Transparency (CRRT) spokespersons, the Independent Federal Constitution Committee of Somalia (IFCC), and training of Government public information officials in Cambodia, Laos and Myanmar on topical issues such as avian influenza, reproductive health, HIV/AIDS and environment.



## MEDIA TRAINING

Mainstream media play a vital role in informing the public on the context of current affairs and developments in the nation and beyond. A majority of journalists in developing nations has however not had the opportunity to receive quality education in their profession and as a result show limited ability to live up to this vital role.

Improvement of their understanding of issues and ability to adequately report on them is therefore extremely beneficial for all stakeholders involved: the public, the government and development partners working for the public and the nation.

C4D offers media training for all mainstream media; print media, radio, TV and social media. Trainings focus on broadcast and production management, reporting, interviewing, editing and montage, production, scriptwriting, research, and coverage of specific issues.





## C4D PRODUCTION

We pride ourselves in having not only extensive experience in planning media & communication programs, but also in the production of virtually every possible media product; from design and content for leaflets, posters, press releases, newsletters and handbooks to radio and TV spots, magazine-type shows, debates and news programs.

C4D can either take the responsibility for coordination and production fully out of your hands or work in-house in close cooperation with your communication and production teams. C4D has moreover an extensive contact list of media, ministries, development partners and donors in the region for targeted distribution of your publications.

Products designed and produced by us include:

Ready-made training packages as available include production of fit-to-publish materials and radio and TV program production modules. C4D consultants are also available for short and medium term training on the job for reporters and editors of running publications, TV and radio programs.

Over the years we have conducted multiple short- and medium term trainings for staff and journalists of newspapers, magazines, radio and TV stations in Cambodia, China, Laos, Myanmar, and Sri Lanka.

Issues covered include Avian Influenza, Corruption, Elections, Environment, Reproductive Health, HIV/AIDS, social and economic development, and current affairs as relevant for coverage in developing nations in general.

Various print materials, websites, radio and TV productions, and gadgets for Avian Influenza, Disaster Risk Reduction, Elections, Reproductive Health, Land Law, Environment, HIV/AIDS, and more.



## C4D M&E

Mainstream Monitoring & Evaluation services of C4D currently focus on the following areas:

- Identification of effective M&E models and indicators as part of strategic planning of public information programs
- quantitative and qualitative public awareness, campaign and media monitoring to evaluate the impact of implemented public information programs.

Screening local media on how they report on topics relevant for your mission gives you crucial insight in public perception and tells you which information in campaigns need to be added, changed, or intensified. It does however involve an investment in hiring capable local staffing which, if to be arranged by C4D, currently can only be offered in Cambodia.

Elsewhere, the service is available if local monitoring teams are provided. Services include development of M&E database indicators, supervision of staff, analysis, report writing of results, as well as full production of public newsletters on findings.

Previous M&E assignments include extensive monitoring on coverage of corruption related issues in Cambodian newspapers and radio programs for PACT Cambodia; on accuracy, identification, stigmatization of reporting on people living with HIV/AIDS for Internews Cambodia; baseline and evaluation of projects for the Cambodia Health Education Media Service; for Health Unlimited's RHIYA project in Laos; and, for the Land Law Awareness program for the East-West Management Institute in Cambodia.

## ABOUT US

C4D is founded by **Cedric Jancloes & Arnold Marseille**

Cedric (1970 - Congo R.D.P.) is an expert in television, social media and behavior change communications. His areas of expertise include Governance, Health and Climate Change. Cedric is Belgian and lived in developing countries since childhood. He studied Film & Media and Sociology in Stirling University.



Cedric initially worked in television for natural history film companies in Europe (UK - Green Umbrella) and the United Nations Volunteers in Geneva and Phnom Penh. His devotion is to use media to support development. His first missions included work in Jalalabad, Afghanistan, Laos and Cambodia where Cedric resides since 1995.

In Cambodia, Cedric launched the NGO Action IEC, and a private media company MC&D, acting as lead producer for over 80 national media campaigns.

With on the job technical expertise in TV, Radio, Design and Web, Cedric has facilitated and provided training to hundreds of media professionals in South and East Asia.

Over the last years, Cedric launched Cambodia's first and only current affairs TV program (Equity Weekly), worked as Senior Producer for Channel News Asia and drafted the Climate Change Education and Awareness Strategy for the Ministry of Environment of the royal Kingdom of Cambodia.

He has developed and populated numerous websites for international development agencies such as UNDP/CCCA, IFAD and UNCDF, combining expert audio-visual and reporting capacities with strategic communication skills, to deliver innovative solutions for development communications. His technical skills and content development capacities bring you the added edge to respond to today's corporate and social media needs.



**Arnold** (The Netherlands, 1969) is a media specialist in public information & civiceducation, strategic communication & knowledge management.

His sectors of expertise include peace and constitution making processes, elections, social protection, Disaster Risk Reduction, resettlement, HIV/AIDS, natural resource revenues, corruption, and education.

Arnold has since designed and guided implementation of multiple high profile media, communication and/or knowledge management strategies, i.e. for: Cambodians for Resource Revenue Transparency; the 2008 Least Developed Country Ministerial Conference in Cambodia; the Lao PDR National Disaster Management Office; the Social Protection Coordination Unit, and the Inter-Ministerial Resettlement Committee (IRC) in Cambodia; the Nepal Peace Trust Fund, and; the Asian Pacific Leaders Malaria Alliance (APLMA).

As project manager and researcher Arnold has led media monitoring surveys on the quality of reporting on HIV/AIDS and corruption in Cambodian newspapers and radio programs. And for ADB's Office of the Special Project Facilitator (OSPF) he conducted an impact survey on the problem solving process for people affected by the Cambodia Railway.

In Laos and Myanmar Arnold has given media training on avian influenza reporting. And in Cambodia he conducted short and long-term journalism training and on the job coordination and technical support for local print, radio and TV journalists covering current affairs and politics.

Between 2009 and 2011 Arnold left Cambodia for Somalia where he designed and managed implementation of the largest media & civic education campaign in Somalia history advocating the importance of a newly drafted constitution.

Arnold currently works on public outreach and visibility assignments for the Asian Development Bank and the Delegation of the European Union in Cambodia.



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