

Section I: Identification and JP Status Creative Industries Support Programme

Semester: 2-10

Country	Cambodia
Thematic Window	Culture and Development
MDGF Atlas Project	
Program title	Creative Industries Support Programme
Report Number	
Reporting Period	2-10
Programme Duration	
Official Starting Date	
Participating UN Organizations	* FAO * ILO * UNDP * UNESCO

Implementing Partners

- * Artisans Associations of Cambodia (AAC - technical support to the production and commercialization of handicraft)
- * Cambodia Living Arts (safeguarding of performing arts)
- * CORD (Cambodian Organization for Research and Development – baseline survey; territorial diagnosis)
- * COWS (community handicraft production)
- * FLD (community handicraft production)
- * ICCROM
- * Individual experts and researchers (ethno-linguists; museum experts...)
- * Ministry of Agriculture, Forestry and Fisheries (MAFF) and their Provincial Departments (PDoAFF)
- * Ministry of Commerce (MoC) and their Provincial Departments (PDMoC)
- * Ministry of Culture and Fine Arts (MoCFA) and their Provincial Departments (PDoCFA)
- * Ministry of Industry, Mines and Energy (MIME) and their Provincial Departments (PDoMIME)
- * MODE (community handicraft production)
- * My Village International (MVI – community handicraft production)
- * National Authority for the protection and development of the cultural and natural site of Preah Vihear (ANPV)
- * NOMAD RSI (research and documentation)
- * Ponlok Khmer (PKH - community resin production – safeguarding of Indigenous culture)
- * Ponlok Khmer (PKH - community resin production)
- * Village Focus Cambodia (community handicraft production)

Budget Summary

Total Approved Budget

UNESCO	\$748,604.00
ILO	\$941,017.00
UNDP	\$818,826.00
FAO	\$791,553.00
Total	\$3,300,000.00

Total Amount of Transferred To Date

UNESCO	\$748,604.00
ILO	\$941,017.00
UNDP	\$818,826.00
FAO	\$791,553.00
Total	\$3,300,000.00

Total Budget Committed To Date

UNESCO	\$506,499.00
ILO	\$434,712.00
UNDP	\$525,096.00
FAO	\$716,200.00
Total	\$2,182,507.00

Total Budget Disbursed To Date

UNESCO	\$506,499.00
ILO	\$434,712.00
UNDP	\$525,096.00
FAO	\$716,200.00
Total	\$2,182,507.00

Donors

As you can understand, one of the Goals of the MDG-F is to generate interest and attract funding from other donors. In order to be able to report on this goal in 2010, we would require you to advise us if there has been any complementary financing provided in 2010 for each programme as per following example:

Amount in thousands of U\$

Type	Donor	Total	For 2010	For 2011	For 2012
Parallel					
Cost Share					
Counterpart	Ministry of Culture and Fine Arts		0		

DEFINITIONS

1) **PARALLEL FINANCING** – refers to financing activities related to or complementary to the programme but whose funds are NOT channeled through UN agencies. Example: JAICA decides to finance 10 additional seminars to disseminate the objectives of the programme in additional communities.

2) **COST SHARING** – refers to financing that is channeled through one or more of the UN agencies executing a particular programme. Example: The Government of Italy gives UNESCO the equivalent of US \$ 200,000 to be spent on activities that expand the reach of planned activities and these funds are channeled through UNESCO.

3) **COUNTERPART FUNDS** - refers to funds provided by one or several government agencies (in kind or in cash) to expand the reach of the programme. These funds may or may not be channeled through a UN agency. Example: The Ministry of Water donates land to build a pilot 'village water treatment plant' The value of the contribution in kind or the amount of local currency contributed (if in cash) must be recalculated in US \$ and the resulting amount(s) is what is reported in the table above.

Direct Beneficiaries

	Men	Men from Ethnic Groups	Women	Women from Ethnic Groups	Boys	Girls	National Institutions	Local Institutions
Targeted Number	210	101	310	151			4	52
Reached Number	394	279	569	490			11	45
Targeted - Reached	-184	-178	-259	-339	0	0	-7	7
% difference	187.62	276.24	183.55	325.0	0	0	275.0	86.54

Indirect Beneficiaries

	Men	Men from Ethnic Groups	Women	Women from Ethnic Groups	Boys	Girls	National Institutions	Local Institutions
Targeted Number							2	0
Reached Number	185		20				7	0
Targeted - Reached	-185	0	-20	0	0	0	-5	0
% difference	0	0	0	0	0	0	350.0	0

Section II: JP Progress

1 Narrative on progress, obstacles and contingency Measures

Please provide a brief overall assessment (250 words) of the extent to which the joint programme components are progressing in relation to expected outcomes and outputs, as well as any measures taken for the sustainability of the joint programme during the reporting period. Please, provide examples if relevant. Try to describe facts avoiding interpretations or personal opinions

Progress in outcomes

Progress towards outcomes is steady and encouraging. However, all partners understand that some sort of follow up (even at a much reduced scale) will be necessary to ensure the sustainability of registered success in achieving planned outcomes.

Progress in outputs

Progress towards outputs is steady as well. All outputs are ongoing while some are already complete (Royal Decree on LHT system, inauguration of 1 cultural center, completion of the legal study, trainings delivered to more than 500 artisans...). Since mid-Year 2, more efforts have been put on commercialization from the grassroots with encouraging results. Here again, all partners feel that a momentum has been created that would deserve to be kept by ensuring some sort of follow up beyond the JP lifetime.

Measures taken for the sustainability of the joint programme

The JP philosophy, as well as its strategic approach to sustainability, has been to rely on and strengthen existing initiatives. Furthermore, linkages of producer groups and implementing partners to national handicraft network have been strengthened in order to enable continuation of some activities in the future. However, due to the weakness of resources at the local level and the fact BDS delivery is actually ensured by donor-dependent NGOs, the JP Team and its partners understand that it is necessary to look for possible further support to secure long term results. At the same time, it is also clear that such a complex and diverse programme could not be further supported in its entirety. Therefore, it has been agreed that selected thematic and geographical components of the Joint Programme could be proposed for further reduced support. A donor mapping exercise is presently being carried out in order to seek for further potential support.

Are there difficulties in the implementation?

UN agency Coordination
Administrative / Financial
Joint Programme design

What are the causes of these difficulties?

External to the Joint Programme

Briefly describe the current difficulties the Joint Programme is facing

Overall, implementation of the Joint Programme is going on well. Progress towards outcomes and outputs is steady and partners (government and non-government) have expressed satisfaction. A momentum has been created and the impact is being felt. However, all partners agree that in order to keep this momentum, several activities should carry on to ensure the sustainability of the acknowledged positive impact. The main challenge for the Joint Programme is now therefore to ensure that its partners in the field and at the national level can carry on with these activities after the project ends. CISP is also looking for more development institutions to continue supporting partner NGOs in order to further ensure the impact of the programme activities.

Besides, some important members of the Joint Programme Team have recently left as they have to consider their own career prospects. As the Joint Programme draws nearer to the end of its implementation, staff tend to look in advance for new professional opportunities instead of taking the risk of ending without a job right after the end of the Joint Programme. This may affect efficiency as institutional memory is consequently partly lost.

Besides the above, the structural difficulties remain: difficulties related to the fact that the timeframe and budget of the Joint Programme sometimes do not match its ambitions; reduced efficiency and blurred image as a consequence of the cohabitation of 4 different systems (4 UN Agencies = 4 different administrative, financial and decision making environments); distant target areas which weigh on management and implementation (some target areas are 10 hours away from the Joint Office by car)

Briefly describe the current external difficulties that delay implementation

Although the MDG-F Secretariat has been very compliant and steady in transferring the funds to the Joint Programme's participating UN Agencies, it took more than one month in at least 2 (out of 4) Agencies to make these funds available to their Field Offices. Administrative and Financial difficulties related to respective internal rules, decision making mechanisms or working habits are not easily compatible with the MDG-F framework where the timeframe is extremely tight, where all decisions need consensus and where it is often important (if not necessary) to work at a synchronized pace. The close working relationship and common understanding developed at the Joint Programme Team level is not always found at higher levels amongst Agencies where rules and priorities differ. Eventually, one Joint Programme with 4 UN Agencies still means 4 different systems trying to walk at the same pace and it remains uneasy.

In one specific case (construction of a cultural center) prices have gone up between the time of the project document elaboration, then of the conceptualization and design and finally of the actual bidding.

Explain the actions that are or will be taken to eliminate or mitigate the difficulties

When related to administrative and financial rules or to the simple fact that Agencies have different internal validation processes, the Joint Programme Team do not have much influence except individual persuasion efforts. For the other challenges, the same actions as described in previous reports are taken to mitigate difficulties.

As for the sustainability issue, the Joint Programme team understand that the Joint Programme (as geographically vast and technically complex as it is) cannot go on beyond the MDG-F lifespan. Therefore, its various components (either technical, or geographic or thematic) can be considered independently to see which ones are sustainable enough to go on by themselves (when the local partner is already strong enough to carry on the activity) and which ones would need further support which can then more easily be found as it's just one component and not the whole complex Joint Programme. In addition, joint effort as well as individual UN agency's effort has been initiated to identify potential funding sources for some components.

The fact that the Joint Programme relies on existing initiative makes it easier to identify the strength and weaknesses of specific components.

2 Inter-Agency Coordination and Delivering as One

Is the joint programme still in line with the UNDAF?

Yes true

No false

If not, does the joint programme fit the national strategies?

Yes
No

What types of coordination mechanisms

- One Joint Office where the Joint Programme permanently seats together
- Regular Joint Programme Team meetings during all implementation and framework related points are discussed and agreed upon at the JP Team level
- The Joint Programme Coordinator ensure coordination of all 4 UN Agencies
- Provincial Field Coordinators in charge or following up all Joint Programme's activities in each target province
- Joint field trips as often as possible (13 in the reporting period)
- Joint TORs (in some occurrences)
- Quarterly PMC Meetings
- Joint format and templates for relevant documents such as reporting format for partners (one single report format)+ one single joint logo
- Development of a matrix designed to monitor figures related to all componengs of the Joint Programme
- Joint communication and advocacy strategy designed and implemented
- The UN Country Team bi-monthly meetings assure information sharing and joinnt decision making
- Thematic UN groups (HIV, Gender, Communications) contribute to the coordination at different levels and areas

Please provide the values for each category of the indicator table below

Indicators	Baseline Value	Current Value	Means of verification	Collection methods
Number of managerial practices (financial, procurement, etc) implemented jointly by the UN implementing agencies for MDF-F JPs	NA	5	Joint approach of potential partners; joint juries to select partners/staff; joint meetings; joint office	meetings minutes recording
Number of joint analytical work (studies, diagnostic) undertaken jointly by UN implementing agencies for MDG-F JPs	NA	12	6 PMC meetings; 5 jointly contracted partners; 1 jointly elaborated communication strategy; all monitoring reports jointly prepared	reports and minutes
Number of joint missions undertaken jointly by UN implementing agencies for MDG-F JPs	NA	12	mission reports; JP matrix	

3 Development Effectiveness: Paris Declaration and Accra Agenda for Action

Are Government and other national implementation partners involved in the implementation of activities and the delivery of outputs?

Not Involved false

Slightly involved false
Fairly involved true
Fully involved false

In what kind of decisions and activities is the government involved?

Policy/decision making

Management: service provision

Who leads and/or chair the PMC?

The UNRC chairs the PMC, as its TOR was designed and adopted before the MDG-F Guidelines were disseminated with the JPs. The Secretary of State of the Ministry of Culture and Fine Arts is however invited to give closing remarks at each PMC meeting.

Number of meetings with PMC chair

A total of 6 PMC meetings took place already. Besides these, at least 3 more meetings have taken place with the chair who also joined 1 field trip.

Is civil society involved in the implementation of activities and the delivery of outputs?

Not involved false
Slightly involved false
Fairly involved true
Fully involved false

In what kind of decisions and activities is the civil society involved?

Policy/decision making

Management: service provision

Are the citizens involved in the implementation of activities and the delivery of outputs?

Not involved false
Slightly involved false
Fairly involved true
Fully involved false

In what kind of decisions and activities are the citizens involved?

Policy/decision making

Where is the joint programme management unit seated?

National Government

Current situation

Government is involved at all levels: management (PMC meetings); implementation (Co-organisation of trainings and workshops at the national, provincial and district levels with

commune support to village programme activities including recently raised possibility of budget involvement from the communes as well as of possible Commune Decrees to support relevant programme activities such as safeguarding of specific areas); policy level (design of the LHT Royal Decree, legal study, public-private dialogue, sub-national public-private consultations)

Civil Society is involved at the same levels: PMC meetings (presentation of activities to the PMC with recommendations and requests); implementation (BDS delivery to beneficiaries at the national and especially provincial levels); policy level (trainings on UNESCO Conventions, design of the LHT Royal Decree, legal study, sub-national public-private consultations)

Citizens are the main beneficiaries but also exert ownership on the JP as they are involved in the design of activities (they are always consulted when forming producer groups, designing the contents and calendar of trainings) as well as in the policy making (artists and artisans are invited to participate in policy related meetings such as the national consultation on the elaboration of the LHT Royal Decree, legal study, public-private dialogue). Also, in some areas, target groups shared their budget and labor force to build community production sales and production houses.

Therefore, Government, civil society (national and local NGOs) and citizens (artisans and artists) alike are all both actors and beneficiaries of the JP, each with a full sense of ownership.

Furthermore, the JP continues to successfully encourage dialogue and mutual exchange between Government institutions and Civil Society (NGOs) which is a major overarching achievement of the JP. In all activities, opportunities are taken to bring together government and non-government actors which leads to very positive results including better mutual understanding and closer cooperation.

4 Communication and Advocacy

Has the JP articulated an advocacy & communication strategy that helps advance its policy objectives and development outcomes?

Yes true
No false

Please provide a brief explanation of the objectives, key elements and target audience of this strategy

The Communication and Advocacy Strategy aims to

- Improve internal communications to provide greater transparency, accountability and understanding of the Creative Industries Support Programme (CISP), MDG-F and One UN.
- Broaden outreach and impact of field training and mentorship programs across IP communities
- Increase awareness and support for IP and the revival and preservation of cultural heritage practices

The primary target audiences have been identified as:

- Internal stakeholders (UN agencies, donor, government ministries)
- Beneficiaries (producer groups, wider IP communities, implementing NGOs)
- External audiences (select civil society groups, private sector, international community and new potential donors)

The implementation work plan and resources are structured around 3 strategic pillars and associated activities

1. Corporate communication Building a CISP identity, communication toolkit and network
2. Integrated field operation support Community Radio Program and trade related events
3. Advocacy seeding strategy Media engagement, PR activities and strategic partnership building

What concrete gains are the advocacy and communication efforts outlined in the JP and/or national strategy contributing towards achieving?

Increased awareness on MDG related issues amongst citizens and governments
New/adopted policy and legislation that advance MDGs and related goals
Establishment and/or liaison with social networks to advance MDGs and related goals
Key moments/events of social mobilization that highlight issues
Media outreach and advocacy

What is the number and type of partnerships that have been established amongst different sectors of society to promote the achievement of the MDGs and related goals?

Faith-based organizations
Social networks/coalitions
Local citizen groups Support to the producer groups
Private sector
Academic institutions Support to one of the cultural centers
Media groups and journalist Regularly informed of JP activities
Other Facilitation of trade fairs participations to producer groups

What outreach activities do the programme implement to ensure that local citizens have adequate access to information on the programme and opportunities to actively participate?

Focus groups discussions

Remark:

After having received the approval of the PMC for the communication and advocacy strategy, the JP recruited a Communication Officer early August 2010 in order to ensure actual implementation. However, after a promising start, the Communication Officer left the JP for another opportunity and (due to administrative process) recruitment of replacement won't be finalized before mid-March. In the meanwhile, the JP still follows the strategy but without a dedicated focal point.

Use of local communication mediums such radio, theatre groups, newspapers

Remark:

After having received the approval of the PMC for the communication and advocacy strategy, the JP recruited a Communication Officer early August 2010 in order to ensure actual implementation. However, after a promising start, the Communication Officer left the JP for another opportunity and (due to administrative process) recruitment of replacement won't be finalized before mid-March. In the meanwhile, the JP still follows the strategy but without a dedicated focal point.

Open forum meetings

Remark:

After having received the approval of the PMC for the communication and advocacy strategy, the JP recruited a Communication Officer early August 2010 in order to ensure actual implementation. However, after a promising start, the Communication Officer left the JP for another opportunity and (due to administrative process) recruitment of

replacement won't be finalized before mid-March. In the meanwhile, the JP still follows the strategy but without a dedicated focal point.

Capacity building/trainings

Remark:

After having received the approval of the PMC for the communication and advocacy strategy, the JP recruited a Communication Officer early August 2010 in order to ensure actual implementation. However, after a promising start, the Communication Officer left the JP for another opportunity and (due to administrative process) recruitment of replacement won't be finalized before mid-March. In the meanwhile, the JP still follows the strategy but without a dedicated focal point.

Section III: Millenium Development Goals

Millenium Development Goals

Additional Narrative Comments

Please provide any relevant information and contributions of the programme to de MDGs, whether at national or local level

Logically, families/dependants of direct beneficiaries should be registered as indirect beneficiaries. However, in the table above, only people who have been associated (either indirectly or directly but to a more limited extent for instance as guests to the PMC meeting or as participants associated to specific workshops) to some of the JP activities are accounted for.

Please provide other comments you would like to communicate to the MDG-F Secretariat

Whereas the previous monitoring report format (first semester 2010) presented clear improvements as compared to the earlier ones, the present format is much less convenient to fill and gives much less space for qualitative indicators and figures breakdown:

- No possibility to add explanatory footnotes
- No space to breakdown and give details about beneficiaries (for instance: artisans versus civil servants) or institutions (NGOs, BDS providers, government etc.)
- Impossible to edit the introductory information (1st page where partners etc. are listed)
- Very often indicators are only quantitative and leave no space to elaborate (as for joint coordination where we took the liberty to elaborate in the "means of verification" column)
- No possibility to return to the previous page when filling the report
- Impossible to share amongst the team for comments, inputs and edits as we can only circulate a pdf format or open the internet version to everybody but no track changes option available).
- The "Apply/Does not apply" boxes in Section IV (general thematic indicators) could have been kept

Section IV: General Thematic Indicators

1 The development of government policies for the effective management of the country's cultural heritage and tourism sector strengthened and supported

1.1 Number of laws, policies or plans supported by the programme that explicitly aim to mainstream cultural diversity, and strengthen national and local government capacity to support the cultural and tourism sector.

Policies
National 3
Local

Laws
National 1
Local

Plans
National
Local

1.2 Please briefly provide some contextual information on the law, policy or plan and the country/municipality where it will be implemented (base line, stage of development and approval, potential impact,):

-The UNESCO 1972 Convention concerning the Protection of the World Cultural and Natural Heritage was ratified by the Kingdom of Cambodia in 1992 and translates in to the design and implementation of safeguarding policies in 2 World Heritages sites, one of which is located in one of the target provinces of the JP (Preah Vihear). The JP provides technical support to the Government with regards to the elaboration of a local museum.

-The UNESCO 2003 Convention for the Safeguarding of Intangible Cultural Heritage was ratified by the Kingdom of Cambodia in 2006 and translates in the design and implementation of safeguarding activities. The JP provides support to local safeguarding programmes (support to a performing arts class in one target province; recording of Indigenous endangered songs in another one; support to an Indigenous performing arts in a third province). The JP has also organized a training session on the Convention to which both Government officials and Civil Society members (including from the target provinces) were invited to attend.

-The UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions was ratified by the Kingdom of Cambodia in 2007 and translates in the design and implementation of activities related to cultural diversity. The JP provides support to research and publication activities in the field of cultural diversity (1 translation in Khmer of a French publication; 4 more researches publications to be published before the end of the Joint Programme) as well as to the establishment of 2 cultural centers exclusively dedicated to the promotion of Indigenous culture, located in 2 of the target provinces (one of which has already been inaugurated). The JP has also organized a training session on the Convention to which both Government officials and Civil Society members (including from the target provinces) were invited to attend.

-A Royal Decree on the establishment of a national Living Human Treasures (LHT) system in Cambodia has been elaborated and officially adopted with the support of the JP. This Royal Decree allows providing official recognition and incentives to Masters in endangered cultural disciplines in exchange of which these Masters will commit to document their knowledge and transfer it to the new generation. The JP has been instrumental in securing the approval of the Royal Decree (which was signed by His Majesty the King of Cambodia on 16 February 2010) thanks to close cooperation with the MoCFA and the joint-organization of a national consultation workshop on the then-draft decree in August 2009 which gathered concerned officials from the Royal Government (4 partner Ministries, Council of Jurists, Council of Ministers, Ministry of Economy and Finance) along with representatives of the civil society and artists. The JP now supports the organization of workshops throughout the target provinces to present and explain the Royal Decree to local officials and civil society organizations.

-A thorough legal analysis of trade related legislations/procedures and gaps in their implementation (especially with regard to the commercialization of cultural products supported by the JP and beyond) has been conducted through local and national consultation. Conclusions and detailed recommendation have been made and presented to the Ministry of Commerce (as well as to the PMC).

-Guidelines for the institutionalization of provincial public private consultation forum at provincial-district level in supporting production and promotion of local products have been developed and pilot programmes are consequently being launched. Potential linkages to the national Government Private Sector forum will be further assessed. As an impact of the forum, access to networks and solutions for relevant production and promotion issues should be facilitated in a more sustainable manner.

- As a result of sub-national public-private consultations, commune Deika (Provincial Decree) have been envisaged by two commune authorities in order to protect raw material resources for the producers in the communities. After the suggestion from the provincial government, it is also planned to allocate part of the commune budget to support the producers' activities as well.

1.3 Sector in which the law, policy or plan is focused

Management and conservation of natural and cultural heritage
Tourism infrastructure
Ethnic minorities and inter-culturalism
Cultural industries
Statistics and information systems on natural and cultural heritage

Comments: Please specify how indicator 1.1 addresses the selected sectors

- IP focused Cultural Centers promote interculturalism, IP preservation and promotion as well as specific cultural industries
- Support the elaboration of a museum with an ethnographic collection contribute to promote ethnic minorities and inter-culturalism
- All handicraft related programmes are related to the implementation of the 2003 Convention
- Support to the promotion of a museum and livelihood assessment in one target province (Preah Vihear) and activities related to the 1972 Convention contribute to the promotion of a World Heritage Site
- Research publications and activities related to the 2005 Convention contribute to awareness raising about Indigenous People cultural specificities
- Legal study relates to commercialization of cultural products with a link to the tourism industry as a potential market
- Market assessment study on selected cultural products conducted to identify markets and improve sales and market access of selected cultural products
- LHT Royal Decree (which is linked to the 2003 Convention) raises awareness about the necessity to develop a nationwide inventory of intangible cultural heritage as a basis to its implementation

1.4 Number of citizens and/or institutions directly affected by the law, policy or plan

Citizens

Total
Urban
Rural

National Public Institutions

Total
Urban
Rural

Local Public Institutions

Total
Urban
Rural

Private Sector Institutions

Total
Urban
Rural

1.5 Government budget allocated to cultural and tourism policies or programmes before the implementation of the Joint Programme (annual)

National Budget

Does not apply: by definition, a law (or a Royal Decree) applies to all.

Local Budget

Does not apply: by definition, a law (or a Royal Decree) applies to all.

1.6 Variation (%) in the government budget allocated to cultural and tourism policies or interventions from the beginning of the programme to present time:

National Budget

Overall

Triggered by the Joint Programme

Local Budget

Overall

Triggered by the Joint Programme

Comments

The impact is more about awareness-raising, including amongst decision makers. Although some policies and measures will have been designed and implemented thanks to the JP technical and financial support (e.g. the Royal Decree on LHT or the running of cultural centres) the case is more often that of the Government requesting training, advice or technical support for the design and/or implementation of policies: support to the establishment of a museum nearby the World Heritage Site of Preah Vihear; training on the 2003 and 2005 Conventions; technical support to the elaboration of nomination files for the Intangible Heritage Lists. This would not translate in higher public expenses but in already decided policies being more efficiently designed and/or implemented (therefore more efficient public spending), or more simply put in already approved principles being actually put into implementation or even translated in actual laws (such as with the case of the Royal Decree on LHT which is answers the principles of the 2003 Convention ratified by the Government).

2 Building the capacity of the cultural and tourism sector

2.1 Number of institutions and/or individuals with improved capacities through training, equipment and /or knowledge transferred

Public Institutions

Total 7

Private Sector Institutions

Total 10 (NGOs playing the role BDS providers)

Civil Servants

Total 67

Women

Men

2.2 Number of actions/events implemented that promote culture and/or tourism

Cultural events (fairs, etc)

Total 19

Number of participants NA

Cultural Infrastructure renovated or built

Total 6

Total number of citizens served by the infrastructure created NA

Tourism infrastructure created

Total

Other, Specify

Total

Events: workshop on 2003 Convention, workshop on 2005 Convention, national consultation on LHT Royal Decree, provincial workshop on LHT Royal Decree, the JP facilitated participation of supported producer groups to 8 trade fairs in the capital city and in the provinces, the JP facilitated and supported the participation of supported artists to the Cambodian Youth Arts Festival as well as to 5 performances (2 in local areas, 1 in a high school, 2 in Phnom Penh) and to the UNESCO World Audiovisual Heritage Day in Phnom Penh.

One cultural center in the province of Monduliri was inaugurated. 4 production and sales workshops have been built in all target provinces. 1 handicraft shop located in heritage site has been renovated

2.3 Number and type of mechanisms established with support from the joint programme that serve to document and/or collect statistics on culture and tourism.

Workshops

Total number	4	
Number of participants		301
Women	255	
Men	46	

Statistics

Total
National
Local

Information systems

Total
National
Local

Cultural heritage inventories

Total	4
National	1
Local	3

Other, Specify

Total
The overwhelming number of men in the statistics is explained by the fact that most civil servants are men.

Inventories: 1 translation in khmer of a preliminary overview of Indigenous languages in Cambodia; 1 reserach on Kuay (specific Indigenous language) vocabulary; 1 reserach on Phnong (specific Indigenous group) objects and rites; 1 archaeological guide of a specific target province (this research works are complete, but publication is underway)

National
The overwhelming number of men in the statistics is explained by the fact that most civil servants are men.

Inventories: 1 translation in khmer of a preliminary overview of Indigenous languages in Cambodia; 1 reserach on Kuay (specific Indigenous language) vocabulary; 1 reserach on Phnong (specific Indigenous group) objects and rites; 1 archaeological guide of a specific target province (this research works are complete, but publication is underway)

Local
The overwhelming number of men in the statistics is explained by the fact that most civil servants are men.

Inventories: 1 translation in khmer of a preliminary overview of Indigenous languages in Cambodia; 1 reserach on Kuay (specific Indigenous language) vocabulary; 1 reserach on Phnong (specific Indigenous group) objects and rites; 1 archaeological guide of a specific target province (this research works are complete, but publication is underway)

3 Cultural and tourism potential leveraged for poverty reduction and development

3.1 Number of individuals with improved access to new markets where they can offer cultural and/or touristic services or products

Citizens

Total	797	
Women	533	
Men	264	
% From Ethnic groups		82.5%

Tourism service providers

Total		
Women		
Men		
% From Ethnic Groups		

Culture professionals

Total		
Women		
Men		
% From Ethnic groups		

Artists

Total	94	
Women	49	
Men	45	
% From Ethnic groups		50%

Artisans

Total	703	
Women	484	
Men	219	
% From Ethnic groups		91.7%

Others, specify

Total		
-------	--	--

Improved market access is amongst the JP set objectives. More specific efforts have been put on this component especially after the mid-term recommendation. Market strategy designed for each local implementing partner has been coached in order to build capacity of both local NGOs and producers on marketing skills. Efforts have been made to improve sales and market access of selected cultural products at both national and grassroots levels.

Women

Improved market access is amongst the JP set objectives. More specific efforts have been put on this component especially after the mid-term recommendation. Market strategy designed for each local implementing partner has been coached in order to build capacity of both local NGOs and producers on marketing skills. Efforts have been made to improve sales and market access of selected cultural products at both national and grassroots levels.

Men

Improved market access is amongst the JP set objectives. More specific efforts have been put on this component especially after the mid-term recommendation. Market strategy designed for each local implementing partner has been coached in order to build capacity of both local NGOs and producers on marketing skills. Efforts have been made to improve sales and market access of selected cultural products at both national and grassroots levels.

% From Ethnic Groups

Improved market access is amongst the JP set objectives. More specific efforts have been put on this component especially after the mid-term recommendation. Market strategy designed for each local implementing partner has been coached in order to build capacity of both local NGOs and producers on marketing skills. Efforts have been made to improve sales and market access of selected cultural products at both national and grassroots levels.

3.2 Based on available data, please indicate the number of individuals or groups supported by the joint programme that have experienced a positive impact on health, security and income

Citizens

Total	797	
Women	533	
Men	264	
% From Ethnic Groups		82.5%

Culture professionals

Total		
Women		
Men		
% From Ethnic Groups		

Artists

Total	47	
Women	22	
Men	25	
% From Ethnic Groups		100%

Cultural industries

Total
Women
Men
% From Ethnic Groups

Artisans

Total	703	
Women	484	
Men	219	
% From Ethnic Groups		91.7%

Entrepreneurs

Total
Women
Men
% From Ethnic Group

Tourism Industry

Total
Women
Men
% From Ethnic Groups

Others, specify

Total

Artisans and artists could all be consider as belonging to "cultural industries". Likewise, artisans are all considered as small "entrepreneurs" which is the reason why their capacities are being built in the field of financial literacy, rural marketing, basic business plan etc.

The programme has also contributed to strengthen the role of women in local households as almost 70% of its artisans and artists beneficiary are women who therefore now better contribute to the households income and thus may have a stronger voice in daily family affairs. Husbands have also expressed satisfaction at the stronger contribution of women in their houshold due to handicraft supplementary income.

Women

Artisans and artists could all be consider as belonging to "cultural industries". Likewise, artisans are all considered as small "entrepreneurs" which is the reason why their capacities are being built in the field of financial literacy, rural marketing, basic business plan etc.

The programme has also contributed to strengthen the role of women in local households as almost 70% of its artisans and artists beneficiary are women who therefore now better contribute to the households income and thus may have a stronger voice in daily family affairs. Husbands have also expressed satisfaction at the stronger contribution of women in their houshold due to handicraft supplementary income.

Men

Artisans and artists could all be consider as belonging to "cultural industries". Likewise, artisans are all considered as small "entrepreneurs" which is the reason why their capacities are being built in the field of financial literacy, rural marketing, basic business plan etc.

The programme has also contributed to strengthen the role of women in local households as almost 70% of its artisans and artists beneficiary are women who therefore now better contribute to the households income and thus may have a stronger voice in daily family affairs. Husbands have also expressed satisfaction at the stronger contribution of women in their houshold due to handicraft supplementary income.

% From Ethnic Groups

Artisans and artists could all be consider as belonging to "cultural industries". Likewise, artisans are all considered as small "entrepreneurs" which is the reason why their capacities are being built in the field of financial literacy, rural marketing, basic business plan etc.

The programme has also contributed to strengthen the role of women in local households as almost 70% of its artisans and artists beneficiary are women who therefore now better contribute to the households income and thus may have a stronger voice in daily family affairs. Husbands have also expressed satisfaction at the stronger contribution of women in their houshold due to handicraft supplementary income.

3.3 Percentage of the above mentioned beneficiaries that have improved their livelihoods in the following aspects

Income

% Of total beneficiaries 92%

Basic social services (health, education, etc)

% Of total beneficiaries NA

Security

% Of total beneficiaries NA

Others, specify

% Of total beneficiaries

It is believed that all participants (except the students for the high school where a performing arts class is supported) are benefiting from the programme and that their livelihood has been improved. However, the question is rather about how to keep this new momentum when the JP phase out, namely how to ensure that this improvement can be preserved and/or further developed.

3.4 Number of individuals with improved access to cultural services, products and/or infrastructure

Citizens

Total NA
Women
Men
%from Ethnic groups

Culture Professionals

Total NA
Women
Men
%from Ethnic groups

Artists

Total 94
Women 49
Men 45
%from Ethnic groups 50%

Cultural industries

Total
Women
Men
%from Ethnic groups

Artisans

Total 703
Women 484
Men 219
%from Ethnic groups 91.7%

Entrepreneurs

Total
Women
Men
%from Ethnic groups

Tourism Industry

Total
Women
Men

%from Ethnic groups

Other, Specify

Total

Such an impact is difficult to measure. However, it is understood that the JP has contributed to raise awareness about hitherto neglected cultural specificities in remote provinces which are increasingly opened to lowlanders. Due to priority given by the Cambodian government on infrastructure development, the challenge is more about preparing local populations and culture to be able to sustain massive inflow of newcomers and investment without seeing their culture disappearing. Awareness-raising, handicraft entrepreneurship programmes, cultural preservation and promotion through related programmes (policies, and cultural centers) aim at contributing to this objective.

Women

Such an impact is difficult to measure. However, it is understood that the JP has contributed to raise awareness about hitherto neglected cultural specificities in remote provinces which are increasingly opened to lowlanders. Due to priority given by the Cambodian government on infrastructure development, the challenge is more about preparing local populations and culture to be able to sustain massive inflow of newcomers and investment without seeing their culture disappearing. Awareness-raising, handicraft entrepreneurship programmes, cultural preservation and promotion through related programmes (policies, and cultural centers) aim at contributing to this objective.

Men

Such an impact is difficult to measure. However, it is understood that the JP has contributed to raise awareness about hitherto neglected cultural specificities in remote provinces which are increasingly opened to lowlanders. Due to priority given by the Cambodian government on infrastructure development, the challenge is more about preparing local populations and culture to be able to sustain massive inflow of newcomers and investment without seeing their culture disappearing. Awareness-raising, handicraft entrepreneurship programmes, cultural preservation and promotion through related programmes (policies, and cultural centers) aim at contributing to this objective.

%from Ethnic groups

Such an impact is difficult to measure. However, it is understood that the JP has contributed to raise awareness about hitherto neglected cultural specificities in remote provinces which are increasingly opened to lowlanders. Due to priority given by the Cambodian government on infrastructure development, the challenge is more about preparing local populations and culture to be able to sustain massive inflow of newcomers and investment without seeing their culture disappearing. Awareness-raising, handicraft entrepreneurship programmes, cultural preservation and promotion through related programmes (policies, and cultural centers) aim at contributing to this objective.

Joint Programme M&E framework

This template is the same as the one you will find in the JP documents. We have added 3 columns to provide spaces for baselines of the indicators as well as targets. All the values for indicators in this template are cumulative. This means the past values obtained accumulate (add up over time) as the joint programme gets implemented. We are expecting you to include not only the indicators but the value of these indicators. If you do not provide them, please explain the reason and how you are going to obtain this information for the next reporting period.

Outcome 1¹	Indicators	Baseline	Overall JP Expected target	Achievement of Target to date	Means of verification	Collection methods (with indicative time frame & frequency)	Responsibilities	Risks & assumptions
Cambodia's heritage, cultural diversity and living arts are preserved and developed to promote their social and economic potential <i>Implementing Agency UNESCO Implementing Partners MoCFA, Civil Society</i>	Programmes related to the convention on the safeguarding of intangible cultural heritage developed and implemented Programmes on the protection and promotion of the diversity of cultural expressions developed and implemented	Baselines are a measure of the indicator at the start of the joint programme	The desired level of improvement to be reached at the end of the reporting period	The actual level of performance reached at the end of the reporting period	How is it to be obtained?	Programme documents MoCFA documents and policy (proposals, reports, reviews, evaluations)		Human and financial resources will be made available Stable government The Tourist industry in Cambodia remains buoyant

¹ This log frame is the revised log frame, approved by the 4th PMC meeting in early June 2010 after having been endorsed by the Secretariat. There is no major difference with the former one in terms of outcomes and outputs but it's rather a reorganization with adaptation to field reality.

<p>1.1 Government and civil society capacity to develop and implement policies and programmes will be developed to strengthen the cultural sector</p>	<p>At least 20 national and provincial government staff (at least 50% women) have increased their knowledge and skills on safeguarding intangible heritage and promoting the diversity of cultural expressions</p> <p>Inscription of intangible elements on 2003 Unesco Convention heritage list has progressed</p>	<p>NA: qualitative and not quantitative</p> <p>Two intangible elements are presently listed</p>	<p>Trainings and consultations organized with regards to the 2003 and 2005 Conventions and dissemination of the LHT Royal Decree has started</p> <p>MoCFA further works on elaborating nomination files to list new elements on the Intangible</p>	<p>1 Training on 2003 Convention organized in October 2009; 1 national consultation on LHT organized in August 2009; 5 trips to the province to disseminate about LHT principles carried out in the first semester of 2009; 1 Training session on the 2005 Convention organized in October 2010; 1 provincial workshop to disseminate and explain the LHT Royal Decree organized in December 2010</p> <p>MoCFA has</p>	<p>Skills audit Training materials/reports</p> <p>Nomination files prepared by MoCFA ; communication between MoCFA and UNESCO</p>	<p>Before and after trainings (materials; reports) + long term impact (improved quality of nomination files; design and implementation of LHT system)</p> <p>In line with UNESCO nominations (once a year)</p>	<p>The political will and resources to develop and implement a programme</p> <p>Sufficient numbers of women working in the ministries to train</p> <p>A sufficient number of local authorities will be available and committed to the programme</p> <p>Availability of experts to ensure training on recent conventions</p> <p>Continued RGC and development partners support to cultural centres</p>
---	---	---	--	--	---	--	---

	Safeguarding activities carried out	Considered 0	Heritage Lists Safeguarding activities have taken place in at least two provinces	<p>decided to propose more elements on the list and is working on nomination files.</p> <p>One classical dance class has been revived in Kompong Thom. Two Indigenous groups of artist (1 in Ratanakiri and 1 in Preah Vihear) have been supported to perform in their province and in Phnom Penh as well as to record their music (for one of them) for safeguarding and livelihood purposes.</p>	<p>Progress reports; performances; audiovisual materials</p> <p>Internal MoCFA documentations/decisions. Provincial workshops documentation.</p>	<p>Regular progress reports sent by partners (contract based); performances and recordings</p> <p>From the Royal Government</p>	<p>Availability of funds (cost of establishment of cultural centres have obviously been well underestimated)</p>
--	-------------------------------------	--------------	--	--	--	---	--

	<p>Living Human Treasure (LHT) criteria established and adopted and at least 5 LHTs recognised</p> <p>At least 2 cultural centres conceptualised, constructed/established and operational</p>	<p>0 (no LHT system in Cambodia)</p> <p>0 cultural centres in province</p>	<p>Royal Decree implementation measures have been designed by MoCFA</p> <p>At least one cultural center operational</p>	<p>A sub-committee for the implementation of the Royal Decree has been set up by MoCFA and dissemination in the provinces has started</p> <p>One cultural center inaugurated in December 2010. Bidding for the construction of the other launched.</p>	<p>Reports and audiovisual documentation</p>	<p>Reporting</p>		
<p>1.2 Awareness raised about cultural diversity and indigenous peoples specificity in collaboration with national counterparts</p>	<p>At least 2 research projects completed</p> <p>Dissemination of at least 2 publications</p>	<p>One publication existing in French</p>	<p>Two research publications finalized and printed</p>	<p>Three publications have been finalized but the lack of publishing houses in Cambodia has delayed publication. A fourth</p>	<p>Books review</p>	<p>Books review</p>		<p>Availability of experts; ability to conduct researches in a limited time frame</p>

and development partners, through research and publications				research project has been launched.				
1.3 Traditional skills are transferred to communities by development partners and artisan techniques are used by communities	At least 10 producer groups (at least 60% women) have retrieved/refined their traditional products	0	10 groups of artisans are in the process to learn/improve traditional skills with 1 per group learning to transmit their knowledge in the future	11 groups have been trained (160 people including 35 women)	Training reports Focus group discussions/Interviews	Reports reading; field trips		Crafts people interested in and have time to attend training

<i>Outcome 2</i>	<i>Indicators</i>	<i>Baseline</i>	<i>Overall JP Expected target</i>	<i>Achievement of Target to date</i>	<i>Means of verification</i>	<i>Collection methods (with indicative time frame & frequency)</i>	<i>Responsibilities</i>	<i>Risks & assumptions</i>
Enhanced creative industries lead to improvements in livelihoods, particularly	Increased income generated from creative industries by targeted communities Targeted women have increased decision	Baselines are a measure of the indicator at the start of the joint program	The desired level of improvement to be reached at the end of the reporting period	The actual level of performance reached at the end of the reporting period	How is it to be obtained?	Specific responsibilities of participating UN organizations (including in case of shared results)	Focus group discussions & Interviews Focus group discussions & Interviews	Global economy improves Government policies continue to be supportive of

<p>for indigenous groups and women</p> <p><i>Implementing Agency ILO, FAO</i> <i>Implementing Partners MIME, MAFF</i></p>	<p>making power relating to the production and sales of cultural products</p>	e	<p>Enhanced creative industries lead to improvements in livelihoods, particularly for indigenous groups and women (From new LogFrame)</p> <p>Group leaders facilitate business activities of the groups.</p>	<p>Group leaders/representatives (2 persons/group/) are aware of small business management skill</p>	<p>Focus group discussions & Interviews</p>			<p>creative industries</p> <p>RGC policies successfully promote tourism</p> <p>Compatibility of traditional life styles with increased entrepreneurial activities</p> <p>Continued support for programme outcomes and strategies beyond its lifespan by other stakeholders</p> <p>Positive collaboration with stakeholders in the value chains</p>
<p>2.1 Fair and effective marketing networks established</p>	<p>Targeted communities have improved access to market information</p> <p>Increased sales by targeted communities</p> <p>Targeted women</p>	0	<p>190 producers have observed local markets and the group leaders/representatives</p>	<p>158 producers (75 women) representatives have taken study tours to observe</p>	<p>Training reports</p>	<p>Field trips</p>	<p>FAO</p>	<p>There is a significant niche market for new and improved cultural products</p>

	producers access marketing networks	0	representatives built networks with traders	local markets and share market information	350 producers have improved their small business management skills	321 producers (190 women) have been trained on small business management	Training reports and focus group discussions /interviews	Report reviewed	
2.2 Organisational capacity of business development service providers is increased	Demonstrated organisational development		CISP partner organisations able to manage creative industries projects to achieve 2.1 and 2.3	8 NGOs have continued to receive practical training regarding how to manage creative industries projects, as well as related BDS services	CISP contract progress reports and field missions.		Organisational assessments Review of organisational documents (strategic plan, action plan, board meetings) Steps taken towards accreditation by Cambodian Cooperation Committee (CCC)	Partners are willing and able to allocate time and resources to programme outcomes. Adequate business development service providers/ NGOs exist	

<p>2.3 Improved technical skills and effective business development service delivery that respect the cultural practices of entrepreneurs and other stakeholders and promote better practice of natural resource management</p>	<p>Gender considerations taken into account in the planning, and delivery of all business development services</p> <p>Development of products that draw upon cultural techniques/designs and/or natural resources</p> <p>Increased marketability and commercialisation</p> <p>At least 500 producers (60% women) benefit from services</p>		<p>A systematic approach to the development of new and improved marketable products has been achieved.</p>	<p>The first samples of new and improved products in the textile weaving, basket weaving and other handicrafts have been produced.</p> <p>On-going training and mentoring occurring in a 4 target provinces</p> <p>Financial literacy trainings have been given to 291 producers and potential producers</p>	<p>CISP contract progress reports and field missions</p>	<p>Field trips</p>	<p>Focus group discussions/interviews</p> <p>Baseline/Review (focus group discussions/interviews/progress reports)</p> <p>Focus group discussions/Interviews, progress reports</p> <p>Progress reports, training reports, focus group discussions</p>	<p>Existing micro finance products are appropriate for indigenous communities</p> <p>Adequate business development service providers/NGOs exist</p> <p>Community forest land is not taken by private companies</p>
---	--	--	--	--	--	--------------------	---	--

		0	7 production workshops built in 4 provinces	4 production workshops built (1 in each target province)	Contractor reports	Field trips		
		0	46 producer group representatives have received training from basket exporting company in the community	23 producer group representative have received training from basket exporting company in the community	Focus group discussions/interviews	Report reviewed		
		65 producers	600 producers (68% women) have been selected	562 producers (356 women) have been selected	Partner NGO reports and field visit			

<i>Outcome 3</i>	<i>Indicators</i>	<i>Baseline</i>	<i>Overall JP Expected target</i>	<i>Achievement of Target to date</i>	<i>Means of verification</i>	<i>Collection methods (with</i>	<i>Responsibilities</i>	<i>Risks & assumptions</i>
------------------	-------------------	-----------------	-----------------------------------	--------------------------------------	------------------------------	---------------------------------	-------------------------	--------------------------------

						<i>indicative time frame & frequency)</i>		
<p>Improved commercialisation of selected cultural products and services in domestic markets</p> <p><i>Implementing agency: UNDP, UNESCO</i></p> <p><i>Implementing partner: MoC, MoCFA</i></p>	of selected cultural products increased	Baselines are a measure of the indicator at the start of the joint programme	The desired level of improvement to be reached at the end of the reporting period	The actual level of performance reached at the end of the reporting period	Focus group discussions/interviews	How is it to be obtained?	Specific responsibilities of participating UN organizations (including in case of shared results)	<p>Selected local products are produced to the quality and quantity required by market demand</p> <p>Targeted localities will be accessible year round or during most of the year</p> <p>Continued good security allowing easy travel and transportation of goods</p>

<p>3.1 Recommendations for trade related legislation and implementation procedures presented to MoC to support the commercialisation of selected cultural products of the target group</p>	<p>Analysis of trade legislation and implementation completed and recommendations submitted</p> <p>Trade related training provided to both local authorities and relevant civil society</p>	<p>N/A</p>	<p>1- Improved relevant trade related legislation and implementation in supporting to commercialisation of cultural products at grassroots level</p> <p>2- Relevant trade related legislations and procedures training programme delivered to 180 target beneficiaries</p>	<p>Assessment of trade related legislations and procedures for selected cultural products completed by a short-term Legal Consultant.</p> <p>The assessment report and recommendations were presented and endorsed by the Project Management Committee (PMC) on 22 September 2010. The recommendations and analysis has contributed to the possible interventions of the joint program on legal aspects related to commercialization of resin and provided further analytical ground to the decision to promote One Village One Product (OVOP) certification for selected cultural products currently supported by the joint programme.</p> <p>206 participants in 4 targeted provinces have attended the trainings. Through these trainings, producers, participants (stakeholders, producers and public officials) understood</p>	<p>Trade legislation report with recommendations</p> <p>Training reports and evaluation</p> <p>5th PMC report (22nd September 2010)</p>	<p>report</p>	<p>UNDP</p>	<p>The joint team has partially followed recommendations from the study based on their scope of works and timeframe. The result was presented to MoC, NGO partners and provincial departments for future implementation</p> <p>The training has helped participants understand IPR which could bring</p>
--	---	------------	--	---	---	---------------	-------------	--

			including handicraft producers, resin tappers, provincial departments, jar and pottery producers and local NGO partners in 4 targeted provinces	better the general legal aspects of the creative industries, various forms of intellectual property rights (IPR).				higher value added to the basket weaving, the value of getting organized into producer associations and brand their indigenous products under the One Village One Product scheme, issues related to export of basket weaving products, and their implications on the specific product(s) in the respective provinces.
--	--	--	---	---	--	--	--	---

<p>3.2 Guidelines established and piloted to enable provincial public-private sector consultation to improve commercialisation of cultural products</p>	<p>Provincial public - private consultation guidelines developed reflecting local needs</p> <p>Consultation guidelines piloted in at least 1 province</p>		<p>The Sub-National Public Private Consultation (SNPPC)'s framework established and is being piloted in target provinces</p> <p>70 participants (resin tappers, handicraft producers, jar and pottery producers, commune, district and provincial councils and local NGO partners) are expected to attend the pilot tests of SNPPC in Ratanakiri and Preah Vihear provinces</p>	<p>SNPPC is being piloted in two targeted provinces of Preah Vihear and Ratanakiri. SNPPC was conducted at commune levels in both provinces. SNPPC consultation at district and provincial levels will be conducted in the next reporting period. The final SNPPC guideline will be completed by the end of February. 101 selected participants (56 females) are invited to attend the SNPPC consultation in both provinces.</p> <p>Selected participants and members of commune council in other two targeted provinces are invited to observed and learn from the SNPPC process.</p> <p>Through SNPPC exercises, CISP SNPPC will be tested through integration of its mechanisms and processes into the government' sub-national planning</p>	<p>Consultation process reports Provincial public- private guidelines</p> <p>Provincial public-private consultation report</p>	<p>Report</p>	<p>UNDP</p>	<p>UNDP also involved high level officials from Ministry of Interior who are working on the draft guideline for sub-national development planning process in order for them to learn and adopt the model into their implementing guideline.</p>
---	---	--	---	---	--	---------------	-------------	---

				processes which will hopefully be adopted as one integrated/institutionalized PPC sub-national planning process, focuses on social economic development at the sub-national levels				
3.3 Sales and promotion/ market access activities implemented for selected cultural products and services	<p>Strategy to strengthen links between tourism and selected cultural products developed and implemented</p> <p>Sales and promotion strategies developed and implemented by partner NGOS</p> <p>Selected cultural products promoted</p>		<p>Strategy developed to strengthen links and enhance commercialisation between tourism and selected cultural products</p> <p>Marketing strategy for selected cultural products developed to enable local NGO partners and producers to know about market (market size, market opportunities, market segments), targeted</p>	<p>Scoping study completed and translated into Khmer for dissemination to national stakeholders and partners.</p> <p>Marketing strategy designed for 8 local NGO partners based on the context of each local NGO and geographical area. Intensive coaching session on individual marketing strategy was conducted to handicraft project coordinator and producers and the reflection on effectiveness and implementation of marketing strategy</p>	<p>Scoping study report</p> <p>Marketing strategy for each local NGO partner</p> <p>Trade fair exposure reports</p> <p>NGO progress reports</p> <p>SNPPC framework and guideline</p>	Report, contracts	UNDP	<p>Scoping study was presented to relevant stakeholders for future implementation</p> <p>8 local NGOs imbedded the marketing strategy into their existing marketing plan</p>

			<p>buyers and competitiveness</p> <p>A Market Assessment Study on selected cultural products developed</p> <p>Design competition concept to further improve market access and generate creativity of selected handicraft products is under development</p>	<p>completed. Follow-up interventions are under development and implementation</p> <p>A Market Assessment Study completed and disseminated to stakeholders and partners. The results and findings from this assessment intended to be used to develop a pro-poor marketing strategy that can help improve the livelihoods and economic opportunities of the program's beneficiaries (specifically Indigenous People and women).</p> <p>Design competition concept note completed and</p>				<p>Design competition event will be incorporated into the final PMC which will be held in end of August 2011</p>
--	--	--	--	--	--	--	--	--

			<p>2 trade fair exposures is under development aiming for implementation in Q4 2010. (2 trade fair exposures were conducted in year 1)</p> <p>Contracts with resin specialised NGO at national level is going to be signed off within July-August, implementation of local value creation and commercialisation improvement of resin will be kicked off within August</p> <p>Commercialization improvement of handicraft will be</p>	<p>presented to PMC, implementation being presented.</p> <p>Participation to 6 trade fair exposures facilitated for 57 (31 females) representatives from handicraft producer groups, resin groups, local NGO partners and representatives from provincial department of commerce of 4 targeted provinces</p> <p>Grant to increase Domestic Value-addition of Resin Products of Community-based Resin enterprises in Mondulkiri and Preah Vihear provinces provided to Non-Timber Forest Product-Exchange Programme (NTFP-EP). This project is being implemented from October until End</p>				<p>57 selected participants have better understood market of selected cultural products, product quality, constraint, opportunities and competition. Representatives from each groups shared lesson learns and experience to their members in the communities</p>
--	--	--	--	--	--	--	--	---

			implemented within July-August for 6 months' period.	of July 2011 Grants on market access and linkages of selected cultural products are provided to local NGO partners (CAN-DO for Ratanakiri, FLD for Preah Vihear) and service provider (AAC for Kampong Thom and Mondulkiri) in 4 targeted provinces to increase sales and create market linkage for all producers of CISP				
3.4 Official certification introduced to promote cultural products/services	<p>Consultations initiated with government and handicraft sector partners</p> <p>Certification system jointly developed and adopted based upon defined criteria</p> <p>Certification system implemented</p>	<p>Some regulation exist but are not implemented; a One Village One Product (OVOP) framework has been created without no progress in the field of implementation. However, the OVOP</p>	<p>Establishment and utilization of an official certification system</p>	<p>With the approval of the PMC and based on local observations and analysis (market studies, legal study, AAC studies, contributions from local producers and authorities...), consensus has been reached to promote OVOP certification for cultural products supported by the Joint Programme in the provinces of Ratanakiri and Mondulkiri which face stiff competition from</p>	<p>Consultation report</p> <p>Seal of Excellence documentation with criteria</p> <p>Reports</p>			<p>Willingness and commitment of the national institutions</p> <p>Productive collaboration between national institutions and development partners</p>

		does exist and is available for registration.		cheaper industrial Vietnamese imports sold as Cambodian handicrafts. A joint field trip with the OVOP National Committee has been planned but twice reported due to overbooked schedule in both sides. The trip is now scheduled to take place in February.				Time frame is adequate
--	--	---	--	---	--	--	--	------------------------

**Programme Summary: Creative Industry Support Programme
September 2008 – September 2011**

Country priority	The Royal Government of Cambodia (RGC) Rectangular strategy (2006)		
Millennium Development Goals	MDG 1	Poverty Reduction	
	MDG 3	Women's Empowerment	
	MDG 8	Developing Global Partnerships for Development	
UNDAF Country Outcomes	Outcome 2: Increased and equitable access to and utilization of land, natural resources, markets, and related services to enhance livelihoods		
	Outcome 3: The rural poor and vulnerable using their enhanced skills, abilities and rights to increase productivity		
Programme Objective	To support the people of Cambodia to preserve and develop their tangible and intangible cultural assets and to develop creative industries that are fair, diverse and dynamic particularly improving the position of women and minority groups in Ratanakiri, Mondulakiri, Preah Vihear and Kampong Thom provinces		
Outcome 1	Indicators	Means of verification	Assumptions
Cambodia's heritage, cultural diversity and living arts are preserved and developed to promote their social and economic potential	Programmes related to the convention on the safeguarding of intangible cultural heritage developed and implemented	Programme documents MoCFA documents and policy (proposals, reports, reviews, evaluations)	Human and financial resources will be made available
<i>Implementing Agency UNESCO Implementing Partners MoCFA, Civil Society</i>	Programmes on the protection and promotion of the diversity of cultural expressions developed and implemented		Stable government The Tourist industry in Cambodia remains buoyant

Outputs	Indicators	Means of verification	Assumptions
1.1 Government and civil society capacity to develop and implement policies and programmes will be developed to strengthen the cultural sector	<p>At least 20 national and provincial government staff (at least 50% women) have increased their knowledge and skills on safeguarding intangible heritage and promoting the diversity of cultural expressions</p> <p>Inscription of intangible elements on 2003 Unesco Convention heritage list has progressed</p> <p>Safeguarding activities carried out</p> <p>Living Human Treasure (LHT) criteria established and adopted and at least 5 LHTs recognised</p> <p>At least 2 cultural centres conceptualised, constructed/established and operational</p>	<p>Skills audit Training materials/reports</p> <p>Nomination files prepared by MoCFA Cambodian intangible heritage items inscribed on Unesco list</p> <p>Progress reports</p> <p>LHT documentation (training tools, reports, official text ratified)</p> <p>cultural centres plans/documentation</p>	<p>The political will and resources to develop and implement a programme</p> <p>Sufficient numbers of women working in the ministries to train</p> <p>A sufficient number of local authorities will be available and committed to the programme</p> <p>Availability of experts for recent conventions</p> <p>Continued RGC and development partners support to cultural centres</p>
1.2 Awareness raised about cultural diversity and indigenous peoples specificity in collaboration with national counterparts and development partners, through research and publications	<p>At least 2 research projects completed</p> <p>Dissemination of at least 2 publications</p>	<p>Research documents</p> <p>Book review</p>	<p>Availability of experts</p>

1.3 Traditional skills are transferred to communities by development partners and artisan techniques are used by communities	At least 10 producer groups (at least 60% women) have retrieved/refined their traditional products	Training reports Focus group discussions/Interviews	Crafts people interested in and have time to attend training
--	--	--	--

Outcome 2	Indicators	Means of verification	Assumptions
<p>Enhanced creative industries¹ lead to improvements in livelihoods, particularly for indigenous groups and women</p> <p><i>Implementing Agency ILO, FAO Implementing Partners MIME, MAFF</i></p>	<p>Increased income generated from creative industries by targeted communities</p> <p>Targeted women have increased decision making power relating to the production and sales of cultural products</p>	<p>Focus group discussions & Interviews</p> <p>Focus group discussions & Interviews</p>	<p>Global economy improves</p> <p>Government policies continue to be supportive of creative industries</p> <p>RGC policies successfully promote tourism</p> <p>Compatibility of traditional life styles with increased entrepreneurial activities</p> <p>Continued support for programme outcomes and strategies beyond its lifespan by other stakeholders</p> <p>Positive collaboration with stakeholders in the value chains</p>
Outputs	Indicators	Means of verification	Assumptions
2.1 Fair and effective marketing networks established	<p>Targeted communities have improved access to market information</p> <p>Increased sales by targeted communities</p>	<p>Focus group discussions & Interviews</p> <p>Focus group discussions /interviews</p>	<p>There is a significant niche market for new and improved cultural products²</p>

¹ For programme definition of creative industries see programme glossary at the end of the document

² For programme definition of cultural products see programme glossary at the end of the document

	Targeted women producers access marketing networks	Focus group discussions /interviews	
2.2 Organisational capacity of business development service providers is increased ³	Demonstrated organisational development	Organisational assessments Review of organisational documents (strategic plan, action plan, board meetings) Steps taken towards accreditation by Cambodian Cooperation Committee (CCC)	Partners are willing and able to allocate time and resources to programme outcomes. Adequate business development service providers/ NGOs exist
2.3 Improved technical skills and effective business development service delivery that respect the cultural practices of entrepreneurs and other stakeholders and promote better practice of natural resource management	Gender considerations taken into account in the planning, and delivery of all business development services Development of products that draw upon cultural techniques/designs and/or natural resources Increased marketability and commercialisation At least 500 producers ⁴ (60% women) benefit from services	Focus group discussions/interviews Baseline/Review (focus group discussions/interviews/progress reports) Focus group discussions/ Interviews, progress reports Progress reports, training reports, focus group discussions	Existing micro finance products are appropriate for indigenous communities Adequate business development service providers/ NGOs exist Community forest land is not taken by private companies

³ For programme definition of business development services see programme glossary at the end of the document

⁴ For programme definition of producers see programme glossary at the end of the document

Outcome 3	Indicators	Means of verification	Assumptions
<p>Improved commercialisation of selected cultural products and services in domestic markets</p> <p><i>Implementing agency: UNDP, UNESCO</i> <i>Implementing partner: MoC, MoCFA</i></p>	<p>Domestic sales of selected cultural products increased</p>	<p>Focus group discussions/interviews</p>	<p>Selected local products are produced to the quality and quantity required by market demand</p> <p>Targeted localities will be accessible year round or during most of the year</p> <p>Continued good security allowing easy travel and transportation of goods</p>
Outputs	Indicators	Means of Verification	Assumptions
<p>3.1 Recommendations for trade related legislation and implementation procedures presented to MoC to support the commercialisation of selected cultural products of the target group</p>	<p>Analysis of trade legislation and implementation completed and recommendations submitted</p> <p>Trade related training provided to both local authorities and relevant civil society</p>	<p>Trade legislation report with recommendations</p> <p>Training reports</p>	<p>RGC is receptive and responsive to programme recommendations</p>
<p>3.2 Guidelines established and piloted to enable provincial public-private sector consultation to improve commercialisation of cultural products</p>	<p>Provincial public - private consultation guidelines developed reflecting local needs</p> <p>Consultation guidelines piloted in at least 1 province</p>	<p>Consultation process reports Provincial public- private guidelines</p> <p>Provincial public-private consultation minutes/report</p>	<p>A productive relationship exists between the MoC and the CISP programme</p> <p>CISP programme can meet the expectations of the MoC</p>

<p>3.3 Sales and promotion/ market access activities implemented for selected cultural products and services</p>	<p>Strategy to strengthen links between tourism and selected cultural products developed and implemented</p> <p>Sales and promotion strategies developed and implemented by partner NGOS</p> <p>Selected cultural products promoted</p>	<p>Strategy document, progress reports</p> <p>Strategy documents, NGO progress reports</p> <p>Reports</p>	<p>Supply can meet market demand</p> <p>Trade legislation weaknesses addressed punctually</p>
<p>3.4 Official certification introduced to promote cultural products/services</p>	<p>Consultations initiated with government and handicraft sector partners</p> <p>Certification system jointly developed and adopted based upon defined criteria</p> <p>Certification system implemented</p>	<p>Consultation report</p> <p>Seal of Excellence documentation with criteria</p> <p>Reports</p>	<p>Willingness and commitment of the national institutions</p> <p>Productive collaboration between national institutions and development partners</p> <p>Time frame is adequate</p>

Programme glossary

Business Development Services	Business Development Services (BDS) are services that improve the performance of the enterprise, its access to markets, and its ability to compete. The definition of "business development services" includes a wide array of business services, both strategic and operational. BDS are designed to serve individual businesses, as opposed to the larger business community ⁵ .
Creative Industries	Cultural industries are defined as those industries which produce tangible or intangible artistic and creative outputs, and which have a potential for wealth creation and income generation through the exploitation of cultural assets and production of knowledge-based goods and services (both traditional and contemporary)
Cultural products	All products that are drawing upon traditional techniques and methods
Culturally sensitive	Sensitivity to cultural values (often used when developing or implementing development of health related programmes)
Group	This term is all encompassing and includes small informal groupings of producers, membership based groups, networks and associations
Producer	The term includes artists, artisans and performers and within the programme document largely refers to people producing weaved goods, handicrafts, jars and pottery, resin or non timber forestry products

⁵ Business Development Services for Small Enterprises: Guiding Principles for Donor Intervention, 2001 Edition, Prepared by the Committee of Donor Agencies for Small Enterprise Development