

***Creative Industries Support Programme Work Plan Year 1: state of implementation as of 20 October 2009***

Color codes: **Green** means completed; **yellow** means ongoing; **red** means not started

<b>JP Output 1.1 National capacity to design, implement and monitor policies will be enhanced and programs to realize the social and economic potential of the cultural sector will be developed</b>											
Annual targets	Activities	Timeframe				UN Agency	Responsible party	Planned budget <sup>1</sup>			Comments
		Q1	Q2	Q3	Q4			Source of funds	Budget description	Total	
PMC established	1.1.1 Establish a PMC, chaired by the MoCFA which includes representatives from Joint UN Agencies, the MoWA, MAFF, MoC, MoT, and MIME	x				UNESCO	MoCFA	MDG-F	Int personnel Nat personnel Mgt support	500 434 65.38	The PMC has been convened on 26 August and made major decisions with regards to the selection of cultural products to be promoted

<sup>1</sup> Budget including 7% indirect costs

											by the JP. A report has been published.
5 MoCFA staff participated in 3 training courses, 2 technical missions	1.1.2 Identify officials within the participating Ministries for on-the-job training and capacity building	x				UNESCO	MoCFA	MDG-F	Int personnel Nat personnel Mgt support	3,000 738 261.66	Focal points have been appointed in all four partner Ministries. Working partners within have been identified within the Ministry of Culture and Fine Arts (at the national and provincial level) and within the Ministry of Agriculture, Forestry and Fisheries (at the provincial level). Selection of partners within the Ministry of Commerce is however being

											narrowed down.
Training materials on Convention finalized	1.1.3 Identify potential partners in selected localities (NGOs, member-based groups)	X				UNESCO	MoCFA	MDG-F	Int personnel Nat personnel Travel Miscellaneous Mgt support	3,000 773 700 200 327.11	Partners have been selected within each target province for activities implementation as well as at the national level to strengthen and further build capacity of local initiatives. Some contracts are about to be sign with several of these partners.
	1.1.4 On-the-job training of officers of the MoCFA during the implementation, fine-tuning, and monitoring of the program.		X	X	X	UNESCO	MoCFA	MDG-F	Int personnel Nat personnel Training Equipment Travel Miscellaneous Mgt support	6,000 3,961 1,500 7,500 600 1,000 1,439. 27	A team comprising the JP Focal Point, one Secretary of State, one Director General and one Assistant Director General of the MoCFA has been set

											<p>up to prepare the organization and animation of the Workshop on LHT. MoCFA civil servants will be involved in the same way for the organization of other workshops. Provincial officials are associated with activities design and implementation in the provinces especially with regards to the establishment of a Cultural Center in Ratanakiri. Further involvement is being prepared with regards to research and cultural</p>
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										inventory activities in the target provinces.		
	1.1.5 Design training materials in Khmer language and training on the “Convention on the Protection and Promotion of the Diversity of Cultural Expressions.”										Int personnel 7,000 Nat personnel 2,345 Training 18,500 Supplies 4,000 Miscellaneous 1,800 Mgt support 2,355. 15	Relevant material on the 2003 and 2005 Conventions have been identified and translated. More could be identified in the future. Research and translation of available documentation about intangible heritage and cultural diversity is promoted. Establishment of inventories and research documentation is being designed, in collaboration with individual researchers, MoCFA and

											the Royal University of Fine Arts
	1.1.6 Deliver training on the relevant UNESCO Conventions in strategic locations with special reference to areas where indigenous minorities are prevalent (UNESCO)			x	x	UNESCO	MoCFA	MDG-F	Int personnel Nat personnel Mgt support	2,500 2,173 327.11	A National Training Workshop on the 2003 Convention took place on 1 <sup>st</sup> September with the participation of national and provincial officials from all four Ministers as well as representatives of the civil society based in both Phnom Penh and the target provinces. Another training session about the 2005 Convention is being planned for the first quarter of

**JP Output 1.2 Mentorship program established to support artists and producers in strategic locations to refine their products/ services**

Annual targets	Activities	Timeframe				UN Agency	Responsible party	Planned budget			Comments
		Q1	Q2	Q3	Q4			Source of funds	Budget description	Total	
Five LHT criteria recognized	1.2.1 Develop criteria specific to Cambodia based on UNESCO LHT criteria and a recognition process for LHTs that's pluralistic in terms of ethnic diversity.		x			UNESCO	MoCFA	MDG-F	Int personnel 10,000 Nat personnel 4,064 Contracts 1,600 Supplies 2,430 Travel 1,500 Miscellaneous 500 Mgt support 1,406.58	A National Workshop was organized on 4-5 August 2009 to ensure a wide consultation with concerned Ministries, Civil Society and Artists about a draft sub decree on the establishment of a LHT System in Cambodia prepared by the MoCFA. Participants came from	

										Phnom Penh and from the provinces (4 target provinces but also the others). The workshop ended up with recommendations which the MoCFA is now taking into consideration for the finalization of the draft sub-decree. A report is being prepared for publication.
Twelve mentors trained in at least 3 disciplines	1.2.2 Identify DPs and mentors in these agencies for the preservation of the unique “savoir faire” in different cultural disciplines. (using for example resources such as ‘Start your own cultural or artistic business, ILO		x		UNESCO	MoCFA	MDG-F	Int personnel Nat personnel Contracts Travel Miscellaneous Mgt support	5,000 1,119 4,900 1,500 1,500 981.33	Most DPs (which actually are NGOs) have been identified and contracts are being



	manual).										prepared to support them in the organization of mentorship programs.
	1.2.3 Develop training materials (using for example resources such as ‘Start your own cultural or artistic business, ILO manual).			X	X	UNESCO	MoCFA	MDG-F	Int personnel Nat personnel Contracts Supplies Miscellaneous Mgt support	8,000 2,471 12,300 12,000 800 2,489.97	ILO has adapted and translated several manuals, in consultation with local partners involved in relevant activities. More manuals are being prepared and translated.
	1.2.4 Train mentors for the preservation of the unique “savoir faire” in different cultural disciplines.				X	UNESCO	MoCFA	MDG-F	Int personnel Nat personnel Contracts Training Travel Miscellaneous Mgt support	6,000 3,906 4,200 12,000 3,000 800 2,093.42	The PMC having made its decision on the selection of products, contracts are being prepared with identified

											partners to develop mentorship programs. First activities should start in Ratanakiri province before the end of Year 2009.
<b>JP Output 2.1 Fair and effective marketing networks established by groups and associations of artists and producers including ethnic/ indigenous minorities</b>											
Annual targets	Activities	Timeframe				UN Agency	Responsible party	Planned budget			Comments
		Q1	Q2	Q3	Q4			Source of funds	Budget description	Total	
10 associations trained based on needs assessment and 2 associations newly established	2.1.1 Identify existing and potential groups and associations of artists and producers	X				ILO	MIME	MDG-F	Int personnel Nat personnel Contracts Equipment Travel Miscellaneous Mgt support	14,000 5,159 2,000 5,000 2,200 800 2,041.13	Final selection made based on the products selected by the PMC and criteria of partner organizations
10 groups in ethnic minority communities on fair trade networks	2.1.2 Undertake a needs and problem analysis amongst groups and associations of artists and producers		X			ILO	MIME	MDG-F	Int personnel Nat personnel Contracts Training Travel	14,000 5,294 5,700 7,000 2,000	Analysis undertaken.

									Miscellaneous Mgt support	1,800 2,505.58	
2 exchange programme completed leading to improved market access for at least 2 groups	2.1.3 Develop and test training materials for group formation and association building (based on existing ILO materials “Group Formation” and “Managing Small Business Associations”)			X	X	ILO	MIME	MDG-F	Int personnel Nat personnel Contracts Training Supplies Equipment Miscellaneous Mgt support	12,000 3,014 5,000 5,000 5,000 5,000 500 2,485.98	On-going adaptation of manuals according to the special needs of the target group
Survey of supply and demand for financial services completed	2.1.4 Strengthen the voice and representation of artists and producers through training on group formation and association building			X	X	ILO	MIME	MDG-F	Int personnel Nat personnel Training Travel Miscellaneous Mgt support	4,000 2,592 10,000 900 1,200 1,308.44	On-going collaboration with partner organizations
Target areas and potential products identified and a market survey conducted	2.1.5 Deliver direct support services to groups and associations of artists and producers based on the needs and problem analysis			X	X	ILO	MIME	MDG-F	Int personnel Nat personnel Contracts Training Travel Miscellaneous Mgt support	10,000 1,521 2,500 3,500 2,400 1,200 1,478.47	In preparation phase
Producer groups are formed; leaders are selected; group rules are agreed.	2.1.6 Identify groups of artist and producers in ethnic minority areas (at least 60% women) and identify their needs	X				FAO	MAFF	MDG-F	Int personnel Nat personnel Contracts Travel Miscellaneous Mgt support	1,820 25,145 4,000 2,200 480 2,355.15	More field trips to the province and identification work by the provincial coordinator have

											allowed to narrow down the producers identification and the assessment of their needs
Producer group leaders visit major market areas to see assess themselves needs in skills and contacts	2.1.7 Facilitate formation of producer groups and provide support in organization and management			X	X	FAO	MAFF	MDG-F	Int personnel Nat personnel Contracts Training Equipment Travel Miscellaneous Mgt support	1,820 25,213 17,000 3,000 10,000 1,800 980 4,186.91	Preliminary raining programmes have been prepared and will be implemented over October.
	2.1.8 Organize study tour of producer groups to observe market and start networking				X	FAO	MAFF	MDG-F	Nat personnel Travel Miscellaneous Mgt support	1,004 1,600 1,135 261.73	This activity will start after the finalization of target areas selection
	2.1.9 Support the groups by providing training on production skill, accounting, management and follow-up their activities.			X	X	FAO	MAFF	MDG-F	Nat personnel Training Equipment Travel Miscellaneous Mgt support	6,452 20,000 10,000 2,000 800 2,747.64	Training programmes have been designed and will start in the coming weeks, once the final selection of target area is made by the JP

												Team
	2.1.10 Support fair market linkages through trade fairs			X	X	ILO	MIME	MDG-F	Int personnel Nat personnel Travel Miscellaneous Mgt support	2,000 973 1,200 500 327.11		Intermittent activities on-going
<b>JP Output 2.2 Improved business development service delivery to cultural entrepreneurs by member-based organizations and business development service providers</b>												
Annual targets	Activities	Timeframe				UN Agency	Responsible party	Planned budget			Comments	
		Q1	Q2	Q3	Q4			Source of funds	Budget description	Total		
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Eight BDS providers and MBOs trained to offer BDS to artists and producers	2.2.1 Identify BDS providers and MBOs to participate in program implementation.	X				ILO	MIME	MDG-F	Int personnel Nat personnel Travel Miscellaneous Mgt support	7,000 4,058 1,400 1,000 942.06		NGOs identified
Four NGOs operating in ethnic minority areas trained to provide technical training on product development using natural resources	2.2.2 Support BDS providers to identify and develop appropriate business development services for artists and producers.		X			ILO	MIME	MDG-F	Int personnel Nat personnel Travel Miscellaneous Mgt support	16,000 4,330 1,000 1,100 1,570.10		On-going development of methodology and implementation
8 production centres are built and the producer groups plan the use of the centre	2.2.3 Design business management training materials, based on existing ILO business management programmes		X	X	X	ILO	MIME	MDG-F	Int personnel Nat personnel Training Supplies Miscellaneous Mgt support	12,000 2,198 1,400 3,000 2,000 1,441.86		on-going

	2.2.4 Create training infrastructure on business management by training trainers of BDS providers and MBOs.				X	ILO	MIME	MDG-F	Int personnel Nat personnel Training Equipment Travel Miscellaneous Mgt support	7,800 1,969 23,100 16,000 2,100 900 3,630.83	Training infrastructure being strengthened through support to existing NGO BDS providers
	2.2.6 Identify potential products based on available natural resources and existing skills and conduct a market survey		X	X	X	FAO	MAFF	MDG-F	Int personnel Nat personnel Contracts Travel Miscellaneous Mgt support	1,820 14,495 3,000 1,800 380 1,504.65	FAO has run a field analysis to provide data for the selection of products by the PMC, along with the VCA run through external consultancy.
	2.2.7 Design technical training materials for product development using available natural resources			X	X	FAO	MAFF	MDG-F	Nat personnel Contracts Supplies Miscellaneous Mgt support	8,130 16,000 8,000 580 2,289.70	FAO will initiate this activity in the coming weeks
	2.2.10 Support setting up of production workshops which can be used for meetings, training, storage, and information exchange.				X	FAO	MAFF	MDG-F	Nat personnel Contracts Transport Equipment Travel Miscellaneous Mgt support	6,780 12,000 4,000 5,000 2,200 300 2,119.60	FAO will initiate this activity in the coming weeks

	2.2.11 Deliver technical training for product development using available natural resources, and training on accounting and group management (FAO)				x	FAO	MAFF	MDG-F	Nat personnel Training Transport Travel Miscellaneous Mgt support	2,768 17,000 4,000 2,000 400 1,831.76	FAO will initiate this activity in the coming weeks
<b>JP Output 3.1 Effective and streamlined implementation of trade legislation and export procedures for promising cultural products/ services.</b>											
Annual targets	Activities	Timeframe				UN Agency	Responsible party	Planned budget			Comments
		Q1	Q2	Q3	Q4			Source of funds	Budget description	Total	
Weaknesses in implementation of trade legislation and export procedures identified for five cultural products	3.1.1 Conduct series of Provincial Public and Private Dialogues in the selected Creative Industries Hubs			x	x	UNDP	MoC	MDG-F	Nat personnel Contracts Training Supplies Equipment Travel Miscellaneous Mgt support	5,145 2,000 15,000 3,500 4,000 3,000 1886 2,417.17	The first of these dialogues will take place on 27 October. More are planned throughout the end of the year
	3.1.2 Identify promising cultural products/ services for improved commercialization in domestic and international markets through a study focusing on the 4 target areas	x	x	x		UNDP	MoC	MDG-F	Nat personnel Contracts Travel Miscellaneous Mgt support	8,837 15,000 3,200 1,000 1,962.59	Field trips to the target provinces have been the occasion to make a preliminary list of potential

											products which have been shared with the VCA consultants as basis for documentation for their study.
	3.1.3 Identify existing weaknesses related to the implementation of trade legislation and export procedures for selected cultural products/ services.		X	X	X	UNDP	MoC	MDG-F	Nat personnel Contracts Travel Miscellaneous Mgt support	7,283 26,800 2,500 800 2,616.81	In-depth consultation have been initiated with the Ministry of Commerce
<b>JP Output 3.2 Integrated competitiveness strategies developed for promising cultural products/ services</b>											
Annual targets	Activities	Timeframe				UN Agency	Responsible party	Planned budget			Comments
		Q1	Q2	Q3	Q4			Source of funds	Budget description	Total	
Value chain analysis for 5 cultural products finalized and disseminated	3.2.1 Develop and support implementation of Value Chain Analysis on identified cultural products/ services (UNDP)			X	X	UNDP	MoC	MDG-F	Nat personnel Contracts Training Supplies Equipment Travel Miscellaneous Mgt support	12,806 16,000 5,000 6,500 7,000 3,000 1,100 3,598.42	VCA analysis has been run through external consultancy. The resulting data and analysis were presented



											to the PMC to support its decision making process about cultural products. Final report has been drafted and should be released soon.
	3.2.2 Support producers groups and associations (at least 50% women) to address bottlenecks and inefficiencies (UNDP)				X	UNDP	MoC	MDG-F	Nat personnel Contracts Equipment Travel Miscellaneous Mgt support	13,929 25,200 4,000 2,800 800 3,271.03	
<b>JP Output 3.3 Infrastructure created to promote cultural products/ services through certification and quality control</b>											
Annual targets	Activities	Timeframe				UN Agency	Responsible party	Planned budget			Comments
		Q1	Q2	Q3	Q4			Source of funds	Budget description	Total	
Seal of excellence for 4 cultural products prepared for registration	3.3.1 Identify cultural products/ services and develop Seal of Excellence criteria (work with the Royal Palace to approve a 'By Appointment to His Majesty the King' Seal of Excellence), based on			X	X	UNESCO	MoCFA	MDG-F	Int personnel Nat personnel Contracts Equipment Travel Miscellaneous Mgt support	8,300 3,771 13,000 2,500 1,200 200 2,027.97	Products have been selected by the PMC. Seal of excellence preparation is still to be initiated

	UNESCO Seal of Excellence for these products/ services.										
Appropriate locations for two cultural centres identified.	3.3.4 Identify appropriate location(s) for a cultural center for the display and promotion of products/ services.			X	X	UNESCO	MoCFA	MDG-F	Int personnel Nat personnel Travel Miscellaneous Mgt support	700 645 2,000 300 255.15	Consultation with the MoCFA is under way to establish a Cultural Center in Ratanakiri province. Project proposal is being designed with NGO partners to establish an Education and Resource Center in Mondulkiri
<b>Other</b>											
	Programme formulation	X				ILO		MDG-F	Contracts Mgt support	18,692 1,308.44	
	Baseline survey		X			ILO		MDG-F	Int personnel Nat personnel Contracts Equipment Mgt support	2,000 2,892 9,800 4,000 1,308.44	Contractor has been identified, terms of reference have been prepared and shared with/comm

												ented by the JP Team. Survey should start in November.
<b>TOTAL:</b>										Int personnel	166,260	
										Nat personnel	198,387	
										Contracts	216,692	
										Training	142,000	
										Transport	8,000	
										Supplies	44,430	
										Equipment	80,000	
										Travel	51,800	
										Miscell.	28,741	
										Mgt support	65,541.70	
										<b>Total:</b>	<b>1,001,851.70</b>	