

## *Creative Industries Support Programme Work Plan Year 1: state of implementation*

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											
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 hold a preparatory meeting in May 2008. Further contacts were kept by each Agency with their partner ministry while waiting for the next meeting of the PMC which should occur in May 2009.
5 MoCFA staff	1.1.2 Identify officials within the	x				UNESCO	MoCFA	MDG-F	Int personnel Nat personnel	3,000 738	Focal points have been

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

participated in 3 training courses, 2 technical missions	participating Ministries for on-the-job training and capacity building								Mgt support	261.66	appointed in the Ministries of Culture and of Industry. Focal is being appointed within the Ministry of Commerce. FAO has reactivated its relationships with the Ministry of Agriculture with regards to the JP implementation
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	A large number of potential partners have been met by the JP Team in all 4 target provinces as well as in Phnom Penh. Consultations are still going on.
	1.1.4 On-the-job training of officers of the MoCFA during the		X	X	X	UNESCO	MoCFA	MDG-F	Int personnel Nat personnel Training	6,000 3,961 1,500	UNESCO has started to work with

	implementation, fine-tuning, and monitoring of the program.								Equipment Travel Miscellaneous Mgt support	7,500 600 1,000 1,439. 27	Headquarters and with the MoCFA on the organization of a national seminar on the 2003 and 2005 Conventions. A research publication on ethnic minorities' languages in Cambodia is being translated in Khmer to be distributed to the relevant institutions and partners.
	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.”			x	x	UNESCO	MoCFA	MDG-F	Int personnel Nat personnel Training Supplies Miscellaneous Mgt support	7,000 2,345 18,500 4,000 1,800 2,355. 15	UNESCO is contact with HQ to translate relevant materials.
	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	These training activities are planned to start before mid-2009

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 Nat personnel Contracts Supplies Travel Miscellaneous Mgt support	10,000 4,064 1,600 2,430 1,500 500 1,406.58	UNESCO has been working with the MoCFA to officially establish a LHT system.
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 manual).		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	Several field trips have been organized in the target provinces to identify disciplines and mentors. Further consultation will be needed for a clear selection.
	1.2.3 Develop training materials			X	X	UNESCO	MoCFA	MDG-F	Int personnel Nat personnel	8,000 2,471	This activity will start

	(using for example resources such as ‘Start your own cultural or artistic business, ILO manual).								Contracts Supplies Miscellaneous Mgt support	12,300 12,000 800 2,489.97	after the JP Team has selected its partners and target groups
	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	
<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	On-going activity. NGOs and community groups have started to be identified in the 4 target provinces
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					ILO	MIME	MDG-F	Int personnel Nat personnel Contracts Training Travel Miscellaneous	14,000 5,294 5,700 7,000 2,000 1,800	Value-chain analysis needs to be undertaken. Needs and

									Mgt support	2,505.58	problems currently being identified through field missions and meetings with stakeholders
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 5,000 500 2,485.98	To be done when groups and products are selected, but broader BDS services and simpler tools are required, not simply training
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	Some MFIs and NGOs have been identified, activity will be implemented when groups are selected

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	Potential areas and products have been identified but value-chain analysis needs to be conducted
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					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	A large number of groups and associations have been met in all 4 target provinces and in Phnom Penh and the analysis work has started.
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	This task will only start after products and target groups have been selected. Its starting therefore relies on the completion

											of the VCA and selection of products by the PMC
	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	
	2.1.9 Support the groups by providing training on production skill, accounting, management and follow-up their activities.				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	This task will only start after target groups have been selected and their needs assessed.
	2.1.10 Support fair market linkages through trade fairs				x	ILO	MIME	MDG-F	Int personnel Nat personnel Travel Miscellaneous Mgt support	2,000 973 1,200 500 327.11	Groups and cultural products need to be selected. Cultural Hubs proposals have been developed to implement and ILO90 celebration has product trade fair.



JP Output 2.2 Improved business development service delivery to cultural entrepreneurs by member-based organizations and business development service providers											
Annual targets	Activities	Timeframe				UN Agency	Responsible party	Planned budget			Comments
		Q1	Q2	Q3	Q4			Source of funds	Budget description	Total	
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	BDS providers do not exist in target areas. Some MBO-type organizations and NGOs do exist
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	No BDS providers exist in provinces, only in Phnom Penh. BDS requirements being identified, NGOs identified.
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	Training materials exist, target and products groups

											need to be identified in value-chain analysis. Cultural Hub proposals being developed
	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	
	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	Following field trips in the target provinces, several potential products have been identified and further study is being carried out
	2.2.7 Design technical training materials for product development using available natural resources				x	FAO	MAFF	MDG-F	Nat personnel Contracts Supplies Miscellaneous Mgt support	8,130 16,000 8,000 580 2,289.70	This activity will only be launched after the products have been selected

											(following VCA Analysis and PMC final selection)
	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	
	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	
<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	First encounters have occurred during the field trips to target provinces

	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; further data and conclusions will be obtained through the VCA.
	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	Underway
<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	3.2.1 Develop and support implementation of Value Chain Analysis on identified cultural			X	X	UNDP	MoC	MDG-F	Nat personnel Contracts Training Supplies Equipment	12,806 16,000 5,000 6,500 7,000	Recruitment process for the VCA is almost

disseminated	products/ services (UNDP)								Travel Miscellaneous Mgt support	3,000 1,100 3,598.42	complete but needs final approval by a UNDP regional evaluation committee.
	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 UNESCO Seal of Excellence for these products/ services.				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	Several potential cultural products/ services have been identified but final selection by the PMC (and based on the VCA result) are required before

										working on the elaboration of Seal of Excellence. UNESCO has however been in consultation with other Offices (esp. Bangkok) to share experience on this activity.	
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	Several potential locations have been identified with the Ministry of Culture during the field trips to target provinces.
<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	2,000 2,892 9,800 4,000	ILO waiting for value-chain

									Mgt support	1,308.44	analysis to identify target group
<b>TOTAL:</b>									<b>Int personnel</b>		<b>166,260</b>
									<b>Nat personnel</b>		<b>198,387</b>
									<b>Contracts</b>		<b>216,692</b>
									<b>Training</b>		<b>142,000</b>
									<b>Transport</b>		<b>8,000</b>
									<b>Supplies</b>		<b>44,430</b>
									<b>Equipment</b>		<b>80,000</b>
									<b>Travel</b>		<b>51,800</b>
									<b>Miscell.</b>		<b>28,741</b>
									<b>Mgt support</b>		<b>65,541.70</b>
									<b>Total:</b>		<b>1,001,851.70</b>