

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 ¹			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 established since May 2008. Representatives of each Ministry within the PMC have been officially appointed.
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

¹ Budget including 7% indirect costs

											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).
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	Identification has been narrowed down to a list of potential partners including at the national level when no one is available at the local level.
	1.1.4 On-the-job training of officers of the MoCFA during the implementation, fine-tuning, and		X	X	X	UNESCO	MoCFA	MDG-F	Int personnel Nat personnel Training Equipment Travel Miscellaneous	6,000 3,961 1,500 7,500 600 1,000	A team comprising the JP Focal Point, one Secretary of

	monitoring of the program.								Mgt support	1,439. 27	State, one Director General and one Assistant Director General has been set 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 will soon be involved in cultural research activities such as the establishment of inventories
	1.1.5 Design training materials in Khmer language and training on the			X	X	UNESCO	MoCFA	MDG-F	Int personnel Nat personnel Training Supplies	7,000 2,345 18,500 4,000	Relevant material on the 2003 and 2005

	“Convention on the Protection and Promotion of the Diversity of Cultural Expressions.”							Miscellaneous Mgt support	1,800 2,355. 15	Conventions have been identified and are being translated. More could be identified in the future. Research and translation of available documentation promoting intangible heritage and cultural diversity is promoted.	
	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 Workshop on the 2003 Convention is being organized and will take place early September 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	1.2.1 Develop criteria specific to		x			UNESCO	MoCFA	MDG-F	Int personnel	10,000	A draft sub-

recognized	Cambodia based on UNESCO LHT criteria and a recognition process for LHTs that's pluralistic in terms of ethnic diversity.								Nat personnel Contracts Supplies Travel Miscellaneous Mgt support	4,064 1,600 2,430 1,500 500 1,406.58	decree on the establishment of a LHT system (including definition of criteria) has been developed by MoCFA and will be further discussed during a National Workshop organized within the framework of the JP in early August 2009
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	Further field trips and consultation have allowed narrowing down the selection to a few potential partners. Some of

											them can undertake the necessary trainings although not being based in the target provinces. Final selection will however be linked to the VCA results
	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	This activity will start after the final selection of partners and target groups is made. ILO has however started to work on the selection of such training materials.
	1.2.4 Train mentors for the preservation of the unique “savoir				X	UNESCO	MoCFA	MDG-F	Int personnel Nat personnel Contracts	6,000 3,906 4,200	This activity can only start after

	faire” in different cultural disciplines.								Training Travel Miscellaneous Mgt support	12,000 3,000 800 2,093.42	the final selection of disciplines and trainers
JP Output 2.1 Fair and effective marketing networks established by groups and associations of artists and producers including ethnic/ indigenous minorities											
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. Identification is narrowing down on shortlists 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		X			ILO	MIME	MDG-F	Int personnel Nat personnel Contracts Training Travel Miscellaneous Mgt support	14,000 5,294 5,700 7,000 2,000 1,800 2,505.58	While waiting for the completion of the Value-chain analysis needs to be undertaken, needs and problems are currently being further

											identified through more 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	ILO is presently reviewing through existing tools to start of selection of which ones could be adapted
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 further 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	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 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	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	The final selection of products by the PMC will determine this task. Potential target beneficiaries have already been highlighted
	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	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 definitely selected and their needs assessed. Potential partner NGOs have however already been met to envisage activities
	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	Groups and cultural products need to be selected. Cultural Hubs proposals are being shared with potential partner organizations and with the partner Ministries
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 product groups need to be identified in

											value-chain analysis. Cultural Hub proposals are being shared with potential partner organizations and with partner Ministries
	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	More field trips and rapid assessment in target provinces focusing on the natural resource products are undertaken in order to identify these products.

										Some products have already been identified and will be included in concept notes proposals to be submitted to the PMC. Marketing demand and supply of some products are identified.	
	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	This activity will only be launched after the final selection of products is decided by the PMC. Potential partners have been identified for implementation after

											the product will have been endorsed and approved by PMC
	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	
JP Output 3.1 Effective and streamlined implementation of trade legislation and export procedures for promising cultural products/ services.											
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

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 consultant has been recruited and should complete the analysis by early September
	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	
JP Output 3.3 Infrastructure created to promote cultural products/ services through certification and quality control											
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	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 is necessary
Appropriate locations for	3.3.4 Identify appropriate location(s)			X	X	UNESCO	MoCFA	MDG-F	Int personnel Nat personnel	700 645	Two locations

two cultural centres identified.	for a cultural center for the display and promotion of products/ services.								Travel Miscellaneous Mgt support	2,000 300 255.15	are being strongly considered but sustainability remains a heavy issue.
Other											
	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	Contacts have been established with institutions able to run such a survey. Further consultations are necessary.
TOTAL:									Int personnel Nat personnel Contracts Training Transport Supplies Equipment Travel Miscell. Mgt support Total:	166,260 198,387 216,692 142,000 8,000 44,430 80,000 51,800 28,741 65,541.70 1,001,851.70	