

# CREATIVE INDUSTRIES SUPPORT PROGRAMME /

**Color code:**

Green: <b>Complete</b>
Yellow: <b>Ongoing</b>
Red: <b>Not yet started</b>

**Outcome 1: Cambodia’s heritage, cultural diversity and living arts are preserved and developed to promote their social and economic poten**

Targets	Activities
<b>1.1 Government and civil society capacity to develop and implement policies and programmes will be developed to strengthen the cultural secto</b>	
After 2.5 years, at least 5 MoCFA staff have increased their skill and knowledge on supporting creative industries by each participating in at least 3 national workshops, 3 training courses and 6 technical missions	1.1.1 Identify officials (at least 50% women) within the participating Ministries for on-the-job training and capacity building.
	1.1.2 Identify potential civil society development partners in selected localities
	1.1.3 Design safeguarding/inventory activities in selected localities
	1.1.4 Implement safeguarding/inventory activities in selected localities
	1.1.5 Carry out/facilitate on-the-job training of officers of the MoCFA during the implementation and monitoring of program/policies
	1.1.6 Design training courses with materials in Khmer language on the relevant UNESCO Conventions
	1.1.7 Deliver training on the relevant UNESCO Conventions in strategic locations
National LHT system adopted	1.1.8 Develop criteria specific to Cambodia based on UNESCO LHT criteria and a recognition process for LHTs
At the end of 20 months at least two cultural centres conceptualised	1.1.9 Partners identified to manage cultural centres
	1.1.10 Location for cultural centres identified
	1.1.11 Cultural centres conceptualised and constructed in most appropriate locations
	1.1.12 Management and/or business plan elaborated for cultural centres
<b>1.2 Awareness raised about cultural diversity and indigenous peoples specificity in collaboration with national counterparts and developme</b>	
At least 2 research publications are disseminated	1.2.1 Identify appropriate topics and experts

	1.1.2 Elaborate and facilitate research programmes
	1.2.3 Publish and disseminate documents
<b>1.3 Traditional skills are transferred to communities by development partners and artisan techniques are used by communities</b>	
<b>At least 10 producer groups participate in mentorship programmes</b>	1.3.1 Identify development partners to disseminate traditional techniques amongst communities (at least 50% women)
	1.3.2 Develop training programmes with materials
	1.3.3 Support mentors to produce higher quality traditional handicrafts adapted to market demand
	1.3.4 Support mentors to disseminate traditional and improved handicraft techniques adapted to market demands to selected communities
	1.3.5 Support new producers (at least 50%) to learn traditional handicraft techniques adapted to market demands
<b><i>JP Outcome 2: Enhanced creative industries lead to improvements in livelihoods, particularly for indigenous groups and women</i></b>	
<b>Targets</b>	<b>Activities</b>
<b>2.1 Fair and effective marketing networks established</b>	
At the end of 24 months marketing networks established	2.1.1 Identify producer groups (at least 60% women) in ethnic minority areas and identify their needs
	2.1.2 Facilitate formation of producer groups and provide support in organization and management
	2.1.3 Organize study tour of producer groups to observe market and start networking
At the end of 30 months producers supported with technical training for product development with natural resources	2.1.4 Support the groups by providing training on production skill and management
<b>2.2 Organisational capacity of business development service providers is increased</b>	
At the end of 24 months, at least 8 BDS providers supported to deliver services to producers (ILO)	2.2.1 Identify development partners able to deliver business development services
	2.2.2 Elaborate contracts with partners
	2.2.3 Facilitate Organisational Needs Assessments
	2.2.4 Facilitate training sessions and modules that contribute to organisational strengthening
	2.2.5 Provide follow up support and mentoring
	2.2.6 Support development partners to elaborate and implement business development service projects

**2.3 Improved technical skills and effective business development service delivery that respect the cultural practices of entrepreneurs and o**

At the end of 30 months at least 16 producer groups supported with technical training for product development including the usage of natural resources	2.3.1 Identify potential products based on available natural resources and existing skills and conduct a market survey
	2.3.2 Design technical training materials for product development
At the end of 30 months 4 productions workshops established	2.3.3 Support setting up of production workshops which can be used for meetings, training, storage, and information exchange.
	2.3.4 Deliver technical training for product development using available natural resources, and training on group management

**JP Outcome 3: Improved commercialisation of selected cultural**

Targets	Activities
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**Output 3.1: Recommendations for trade related legislation and implementation procedures presented to MoC to support the commercialisation**

At the end of 24 months: Strategy developed to strengthen links and enhance commercialisation between tourism and selected cultural products and linked with DTIS	3.1.1 Identify existing trade related laws, procedures and actual implementation effecting selected cultural products
	3.1.2 Identify the trade related laws, procedures and implementation constraints to commercialisation of selected cultural products
At the end of 24 months Quick win competitiveness strategies for selected cultural products developed and embedded into relevant NGO's implementation of product strategies	3.1.3 Present MoC with recommendations to revise trade related laws, procedures and implementation that will improve commercialisation for selected cultural products
	3.1.4 Conduct training for local NGOs and producers/traders on relevant trade related laws and procedures in target provinces

**3.2 Guidelines established and piloted to enable provincial public-private sector consultation to improve commercialisation of cultural products**

	3.2.1 Conduct scoping study for the provincial public- private consultation in target provinces
	3.2.2 Develop the Provincial public-private consultation concept note
	3.2.3 Develop, in collaboration with key stakeholders, the Provincial public private consultation guidelines
	3.2.4 Pilot the Provincial public private consultation in at least 1 target province

	3.2.5 Provincial workshop with relevant development partners, public sectors, CSOs about creation of PPP Consultation guidelines
<b>3.3 Sales and promotion/ market access activities implemented for selected cultural products and services</b>	
<i>Target: At the end of 24 months: Strategy developed to strengthen links and enhance commercialisation between tourism and selected cultural products and linked with DTIS</i>	3.3.1 Develop a strategy to strengthen links and enhance commercialisation between tourism and selected cultural products
<i>Target: At the end of 24 months Quick win competitiveness strategies for selected cultural products developed and embedded into relevant NGO's implementation of product strategies</i>	3.3.2 Support the implementation of the strategy
	3.3.3 Identify partner NGOs to develop and implement sales and promotions strategies for selected cultural goods
	3.3.4 Develop sales and promotions strategies for selected cultural products in partnership with local NGOs
	3.3.5 Support the implementation of these strategies by partner NGOs
	3.3.6 Carry out activities that promote the selected cultural products
<b>3.4 Official certification introduced to promote cultural products/services</b>	
At the end of 24 months national institutions and development partners are collaborating to develop the Seal of Excellence	3.4.1 Consultations with National Institutions and development partners to propose the seal of excellence concept
	3.4.2 Support collaboration efforts to jointly design the seal of excellence programme
	3.4.3 Seal of Excellence applied to cultural products and services
	3.4.4 Seal of Excellence operational
	3.4.5 Promote Seal of Excellence scheme

# ANNUAL WORK PLAN

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Time Frane				UN Agency	sponsible pa
Q1	Q2	Q3	Q4		
or					
				UNESCO	MOCFA
				UNESCO	MOCFA
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ent partners, through research and publications					
				UNESCO	MOCFA



**ther stakeholders and promote better practice of natural resource management**

				FAO	MAFF
				FAO/ILO	MAFF/MIME
				FAO/ILO	MAFF/MIME
				FAO/ILO	MAFF/MIME

Time Frane				UN Agency	sponsible pa
Q1	Q2	Q3	Q4		

**of selected cultural products of the target group**

				UNDP	MOC
				UNDP	MOC
		To start Q4		UNDP	MOC
		To be complete in Q4		UNDP	MOC

		To be complete in Q4		UNDP	MOC
				UNDP	MOC
				UNDP	MOC
				UNDP	MOC

		Activity for 2011		UNDP	MOC
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				UNDP	MOC
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				UNDP	MOC
		To be complete in Q4		UNDP	MOC
				UNDP	MOC

				UNESCO	MOCFA
				UNESCO	MOCFA
				UNESCO	MOCFA
				UNESCO	MOCFA
				UNESCO	MOCFA