

Section I: Identification and JP Status Creative Industries Support Programme

Semester: 1-11

| | |
|--------------------|---------------------------------------|
| Country | Cambodia |
| Thematic Window | Culture and Development |
| MDGF Atlas Project | |
| Program title | Creative Industries Support Programme |

| | |
|------------------------|------|
| Report Number | |
| Reporting Period | 1-11 |
| 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 | \$705,836.89 |
| ILO | \$851,431.84 |
| UNDP | \$789,387.02 |
| FAO | \$787,764.56 |
| Total | \$3,134,420.31 |

Total Budget Disbursed To Date

| | |
|--------|----------------|
| UNESCO | \$550,452.25 |
| ILO | \$903,185.91 |
| UNDP | \$764,970.59 |
| FAO | \$742,310.00 |
| Total | \$2,960,918.75 |

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 and Ministry of Agriculture, Forestry and Fisheries | | | | |

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

Programme towards outcomes has been steady as the Programme is nearing the end of its implementation. Overall, and despite several lessons learnt, the economic and social potential of Indigenous cultural industries has been demonstrated by actual skills and livelihood improvements (both through income generation and women empowerment) gained through the programme activities in the field of handicraft and resin enhancement. Regular cultural programmes and publications have also been contributing to raise awareness about Cambodia's cultural diversity while capacity of local officials, in particular within the Ministry of Culture and Fine Arts and more recently the Ministry of Industry, Mines and Energy, have been increased through formal sessions and on-the-job training. The partner Ministries have expressed satisfaction towards the quality of the cooperation between the UN and the Royal Government which has been an enriching experience for them. The main worry remains the sustainability of these achievements which could be possible with supplementary minor but well focused support to identified activities. At the same time, the JP and its partners see a real potential for replication and upscale of the Joint Programme's successes to larger target areas. Finally, securing the adoption of a Royal Decree on Living Human Treasures has been a key success for the Joint Programme as it enabled to imbed its principles in the national legal framework.

Progress in outputs

All outputs are either complete or nearing completion, usually with achievements above target indicators. Strengthening achievements would still be needed to ensure long term fulfillment sustainability: further strengthening producer groups' organization; capital funds supply; upgrading some production/selling spaces; secure more support for the Cultural Centers... A few outputs are relatively late, including the completion of the Cultural Center in Ratanakiri province which depends on climate conditions (construction site) and the failure of a new kiln provided to jars and pottery producing communities (technical failure – cf. below) which needs replacement with different techniques.

Measures taken for the sustainability of the joint programme

A general meeting is planned on 18 October with the Heads of UN Agencies and high level representatives of all 4 Ministries in order to look into possible new commitments for further limited support in key areas previously support by the Joint Programme.

AECID Cambodia has requested a brief from the Joint Programme to identify key areas where sustainability could be quickly secured with limited, focused support.

Support to livelihood (handicraft and resin):

-The Joint Programme has been organizing provincial consultations with beneficiaries, NGO partners and local authorities (especially commune councils) to explore the possibilities of autonomous continuation of activities. Some partners, including several NGOs and some government partners such as the Provincial Departments of Industry, Mines and Energy, will continue providing support to local communities with their own means, as smaller amounts of support can now ensure sustainability in key areas. The Joint Programme has also worked with the National Programme for Sub-National Democratic Development (lead by the Ministry of Interior) on the possible integration of grassroots development programmes in the existing mechanisms of sub-national administrations . In the same respect, it has been suggested that part of the Commune, District and Provincial Council use parts of their yearly budget to provide capital funds as in order to deliver limited further support to the producer groups.

-A national workshop on resin economic potential has been organized, allowing for the development of a Sustainable Forests Enterprise Programme to be disseminated and

submitted to potential donors. Furthermore, as a result of the Joint Programme support, two communities have been able to register respectively as Community Resin Business Association and Handicraft Enterprise. This official registration will help to operate their business more efficiently in the future.

Legal frameworks:

- The Ministry of Culture and Fine Arts has guaranteed sustainability with regards to the Royal Decree on Living Human Treasures, as its official adoption (a Royal Decree is the second highest legislation tool after a law) implies that State's human and financial resources will be devoted to its implementation (which is already the case).
- The Ministry of Interior has agreed to consider the possibility of using the Guidelines for Public-Private Sub-National Consultation (developed by the Joint Programme) as a model for Indigenous populated areas, within the larger framework of the Royal Government's "10 Years Local Democratic Development Plan".

Cultural Centers:

- In Ratanakiri, the Ministry of Culture and Fine Arts will devote human and financial resources through its Provincial Department to the maintenance and functioning of the Center, but it will not be enough to ensure the implementation of the concept note as approved by the PMC
- In Mondulakiri, the partner organization NOMAD-RSI, who is managing the Resource and Documentation Center, has been actively looking for further funds to ensure future sustainability.
- In Preah Vihear, the Government is allocating human resources and funds to further support the establishment of the future Museum as it is a national priority.
- The UNESCO Phnom Penh Office plans to set aside 20,000 USD to provide support to the Centers in 2012. This would however be insufficient to support both Centers.

Are there difficulties in the implementation?

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

There are several kinds of difficulties:

- Operational (failure in one output): the Joint Programme has relied on an external partner (the Cambodian Craft Corporation) to provide a new kiln to Indigenous jars and pottery producers in Ratanakiri province. Built in a place more accessible than the location of the old kiln and designed to be more practical, the new kiln proved to be a failure for technical reasons as it could not reach a temperature as high as the traditional kiln (1,200 degrees). Despite several attempts, the contractor could not provide a satisfactory technical solution and did not agree to replace the kiln (proposing instead more training which proved useless).
- Sustainability: the beneficiaries often tell the Joint Programme that they should not "abandon a child after having taught this child how to stand". They therefore acknowledge the achievements of the JP which are reflected in their improved level of life but at the same time are worried that once the JP ends, they won't be able to continue by themselves. Partners which should be able to continue the work after the end of the JP present the inherent weakness of being donor-dependant.
- Process related: UN internal process remain complex. The difficulties are duplicated when trying to synchronize several systems together, which may cause delays in implementation
- Nature of partners: some partners have inherent weaknesses (limited technical human resources) which limit the quality of the implementation. Whereas they have the unique advantage of being close to the field and to the target populations, they often remain donor-driven NGOs which therefore cannot continuously build their capacities (as their action plans are often donor-dependant)

Briefly describe the current external difficulties that delay implementation

-From the external perspective, some major national issues affect the sustainability of the Joint Programme such as land tenure and availability of forests (lands eviction and forest destruction are major issues in Cambodia)

-Climate is an issue with regard to the construction of the Cultural Center in Ratanakiri, as heavy rains may delay the construction. Although the construction was in phase with the schedule, two weeks of continue would suffice to delay the whole programme. During the rainy season, some target villages are difficult to access. The difficulties generated by the climate factor are even more acute this year which has seen the worst floodings in decades.

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

-During national and local meetings, communities have been encouraged to officially register their remaining land and forests as the only way to protect these lands of being given away in concessions; at the same time, authorities have been requested to support this registration effort (as it may be lengthy and costly). Even higher responsible persons within partner Ministries have acknowledge that they have no influence on the present policy of Economic Land Concessions which is affecting rural households land tenure.

-In order to solve the kiln failure-related issue in Ratanakiri, and after consulting with the community members, the Joint Programme team has been organizing a mission to Laos where similar communities have been able to build new operational kilns. The JP Provincial Field Coordinator and community members will therefore undertake a study tour and try to replicate these kilns in their village.

-As for the Cultural Center in Ratanakiri, the only solution is to accelerate the work whenever climate allows for it. Recent flooding may however put the timeframe in jeopardy.

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 true

No false

What types of coordination mechanisms

- One Joint Office where the Joint Programme Team permanently seats together
- Regular Joint Programme Team meetings during which all implementation and framework related points are discussed and agreed upon at the JP Team level
- Provincial Field Coordinators in charge or following up all Joint Programme's activities in each target province
- Joint field trips as often as possible (33 in the reporting period)
- Joint TORs (in some occurrences)
- Quarterly PMC Meetings
- Joint reporting format for partners (one single report format)

- Maintenance of a matrix designed to monitor figures related to all components of the Joint Programme
- Joint communication and advocacy strategy designed and implemented
- The UN Country Team bi-monthly meetings assure information sharing and joint decision making
- Thematic UN groups (HIV, Gender, and 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 Means of verification | Collection methods |
|--|----------------|--|--------------------|
| Number of managerial practices (financial, procurement, etc) implemented jointly by the UN implementing agencies for MDF-F JPs | NA 7 | Meetings reports (JP Team); PMC Meeting reports; Joint approaches of potential partners; Joint panel to recruit JP partners/staff/consultants(Communication Officer; Final Evaluator etc.); Joint TOR (in some occurrences only); Joint Office | Files |
| Number of joint analytical work (studies, diagnostic) undertaken jointly by UN implementing agencies for MDG-F JPs | NA | Systemic Through its third of implementation, integration of the JP Team has progressed to the point that all activities and issues are jointly approached/designed/solved. | Files |
| Number of joint missions undertaken jointly by UN implementing agencies for MDG-F JPs | NA 25 | Mission reports | Files |

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 with the AECID/Spain representative sitting next to him, as the PMC 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

The PMC Chair participated in 8 PMC meetings and in at least four other meetings including in the JP target provinces. Another meeting on sustainability (cf. above) under the PMC chairmanship is planned to take place late October. Besides this, the PMC Chair has joined two field trips with the JP Team, including one with a high level representative of one the JP partner Ministries.

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
Management: service provision

Where is the joint programme management unit seated?

National Government

Current situation

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, 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

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 the Communication Officer left the JP for another opportunity in January 2011. A new Communication Officer was recruited in March 2011 and has since then been responsible for numerous communication activities.

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

Increased dialogue among citizens, civil society, local national government in relation to development policy and practice

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 | NA |
| Social networks/coalitions | NA |
| Local citizen groups | NA |
| Private sector | NA |
| Academic institutions | NA |
| Media groups and journalist | NA |
| Other | |

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

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



Open forum meetings

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

The Joint Programme has shown that creative industries can be contribute to the fight against poverty as when it constitutes a source of supplementary revenue for rural household who otherwise rely only on agriculture (which is not enough even as a main source of income). The Joint Programme has demonstrated the existence of a market for Indigenous handicraft (something which even beneficiaries doubted in the first place) and the means to capture this market (through specific group formation and rural marketing capacity building). Furthermore, creative industries offer a sense of ownership to rural artisans who otherwise can only sell their labour force to plantations located away for their house which mean that they often have to leave their household for 2 to 4 weeks. Therefore, even if the generated income is similar, beneficiaries prefer to do handicrafts rather than work in plantations.

The Joint Programme has furthermore contributed to the empowerment of women who represent 60% of its beneficiary artisans. Being able to generate income for the family, women have a stronger say in the household and testimonies show that internal family relationships improve as a result. Focus group discussions in the field have been revealing in this regard.

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

The final year of implementation has proven very satisfying in terms of growing team spirit and “brand” recognition of the Joint Programme which capitalized on three years of hard work. The Ministry of Culture and Fine Arts, where the Joint Programme Team is seated, has indicated it would be open to any future collaboration as its officials appreciated to have a direct and active counterpart at their premises.

Besides, it is understood that limited, focused support to selected activities could help to secure long term sustainability of the important results achieved by the Joint Programme.

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 1
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 the future Preah Vihear 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 Indigenous performing arts groups in the two other provinces). 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 on Indigenous languages and Indigenous objects and regional heritage 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 Ministry of Culture and Fine Arts 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 Public-Private Sub-national Dialogues have been developed and pilot programmes have been implemented in two provinces. These Guidelines have been discussed with the National Committee for Democratic Local Development who has agreed to consider using it in Indigenous populated areas.

-The National Indigenous People Policy Dialogue has been carried out in close collaboration with the National Programme for Sub-National Administration of the Ministry of Interior in order to allow high level officials, sub-national administrations, indigenous communities and civil society to debate and integrate cultural preservation and economic empowerment programmes in the existing strategy of the sub-national administration of the Royal Government of Cambodia.

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

Management and conservation of natural and cultural heritage
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 multiculturalism, IP preservation and promotion as well as specific cultural industries such as handicraft and performing arts

- Support the elaboration of a museum/Cultural Center with an ethnographic collection (in Preah Vihear and in Ratanakiri) contribute to promote Indigenous cultures and multiculturalism
- All handicrafts 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
- 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 for its implementation
- Public-Private Sub-national Dialogue enables local communities to voice their needs and concerns, including with regard to Indigenous cultural specificities, within local democratic bodies such as Commune Councils.

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

Citizens

Total A law by definition applies to all the population.
 Urban
 Rural

National Public Institutions

Total 7
 Urban 7
 Rural

Local Public Institutions

Total 4
 Urban
 Rural 4

Private Sector Institutions

Total NA
 Urban
 Rural

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

National Budget NA
 Local Budget NA

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 NA
 Triggered by the Joint Programme NA

Local Budget

Overall NA
 Triggered by the Joint Programme NA

Comments

The Royal Government will allocate necessary funds for the implementation of the Royal Decree on the Living Human Treasures System in Cambodia; it allocates priority resources for the establishment of the future Preah Vihear Museum (though it was already a national priority even before the Joint Programme); it has allocated a plot of land for the construction of the Ratanakiri Cultural Center and has committed to allocate sufficient resources to its maintenance and operations.

However, the overall impact of the JP on national policy 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 centers) 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 into 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 of 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 27

Number of participants NA

Cultural Infrastructure renovated or built

Total 2 (Cultural Centers)

Total number of citizens served by the infrastructure created These are provincial centers

Tourism infrastructure created

Total 9 (handicraft workshops)

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.

The handicraft workshops can be considered as tourism infrastructure as they are places to display both production technique and products. They would however need modest upgrading (in space beautification and in organization of parking lots) to fully serve this purpose.

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 | 46 | |
| Men | 255 | |

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 research on Kuay (specific Indigenous language) vocabulary; 1 compilation of Phnong (specific Indigenous group) oral literature; 1 research on Phnong objects and rites; 1 archaeological guide of a specific target province (these 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 research on Kuay (specific Indigenous language) vocabulary; 1 compilation of Phnong (specific Indigenous group) oral literature; 1 research on Phnong objects and rites; 1 archaeological guide of a specific target province (these 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 research on Kuay (specific Indigenous language) vocabulary; 1 compilation of Phnong (specific Indigenous group) oral literature; 1 research on Phnong objects and rites; 1 archaeological guide of a specific target province (these 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 | 809 | |
| Women | 540 | |
| Men | 269 | |
| % From Ethnic groups | | 87% |

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 | 715 | |
| Women | 491 | |
| Men | 224 | |
| % From Ethnic groups | | 92% |

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 in order to design specific market strategies for each partner and to improve access to markets at both the 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 in order to design specific market strategies for each partner and to improve access to markets at both the 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 in order to design specific market strategies for each partner and to improve access to markets at both the 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 in order to design specific market strategies for each partner and to improve access to markets at both the 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 809

Women 540

Men 269

% From Ethnic Groups 87%

Culture professionals

Total

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 | 715 | |
| Women | 491 | |
| Men | 224 | |
| % From Ethnic Groups | | 92% |

Entrepreneurs

Total
Women
Men
% From Ethnic Group

Tourism Industry

Total
Women
Men
% From Ethnic Groups

Others, specify

Total

Artisans and artists could all be considered 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 strengthening the role of women in local households as almost 70% of its artisans and artists beneficiaries are women who therefore now better contribute to the household income and thus may have a stronger voice in family affairs. Husbands have expressed satisfaction at the stronger contribution of women in their household due to handicraft supplementary income.

Women

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Men

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% From Ethnic Groups

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

Income

% Of total beneficiaries 94%

Basic social services (health, education, etc)

% Of total beneficiaries

Security

% Of total beneficiaries

Others, specify

% Of total beneficiaries

It is believed that all beneficiaries (except high schools students whose performing arts class is supported) are financially benefiting from the programme and that their livelihood has been improved. The question is rather about how to keep this new momentum when the JP phases out, namely how to ensure that the gained improvement can be preserved and/or further fostered. Modest but well focused supplementary support could help to secure sustainability in this regard.

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

Citizens

Total NA (all visitors to all four target provinces)

Women

Men

%from Ethnic groups

Culture Professionals

Total
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 | 715 | |
| Women | 491 | |
| Men | 224 | |
| %from Ethnic groups | | 92% |

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 now increasingly opened to lowlanders. Due to priority given by the Cambodian government on infrastructure development, the challenge is more about preparing local

populations to be able to sustain massive inflow of newcomers and investment without seeing their culture disappearing as a consequence. Awareness-raising, handicraft entrepreneurship programmes, cultural preservation and promotion through related programmes (cultural policies, cultural centers, local public-private dialogue) aim at contributing to this objective.

Women

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%from Ethnic groups

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

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| 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 |

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| <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> | <p>e</p> | <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> | <p>0</p> | <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> |

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| | 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 | |

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| <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> |
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| | | 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> |
|------------------|-------------------|-----------------|-----------------------------------|--------------------------------------|------------------------------|---------------------------------|-------------------------|--------------------------------|
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| | | | | | | <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> |

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| <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> |
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| | | | 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. |
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| <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> |
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| | | | | 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> |

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| | | | <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> |
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| | | | <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> |
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| | | | 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> |

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| | | 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 |
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**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> |

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| 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 |
|---|--|--|---|
| Enhanced creative industries ¹ lead to improvements in livelihoods, particularly for indigenous groups and women <i>Implementing Agency ILO, FAO Implementing Partners MIME, MAFF</i> | Increased income generated from creative industries by targeted communities Targeted women have increased decision making power relating to the production and sales of cultural products | Focus group discussions & Interviews Focus group discussions & Interviews | Global economy improves Government policies continue to be supportive of creative industries RGC policies successfully promote tourism Compatibility of traditional life styles with increased entrepreneurial activities Continued support for programme outcomes and strategies beyond its lifespan by other stakeholders Positive collaboration with stakeholders in the value chains |
| Outputs | Indicators | Means of verification | Assumptions |
| 2.1 Fair and effective marketing networks established | Targeted communities have improved access to market information Increased sales by targeted communities | Focus group discussions & Interviews Focus group discussions /interviews | There is a significant niche market for new and improved cultural products ² |

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

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| | 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> |

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| <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

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| 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