

<b>Total Budget:</b>	<b>USD 3,300,000</b>		
<b>Budget by Agency:</b>	UNESCO:	748,604	
	ILO:	941,017	
	FAO:	791,553	
	UNDP:	818,826	
<b>Participating Gov. Entities:</b>	MoCFA, PDoCFA, MIME, PDoMIME, MoC, PDMoC, MAFF, PDoAFF, National Authority for Preah Vihear, MODE, COWS, FLD, Ponlok Khmer, MVI, CANDO, Village Focus, AAC, Cambodia Living Arts, NOMAD RSI, Bophanna Centre		
<b>Start Date:</b>	10 September 2008		
<b>End Date:</b>	10 September 2011		
<b>Extension:</b>	31 October 2011		
<b>Disbursements:</b>	First Disbursement:	10 September 2008	USD 981,851
	Second Disbursement:	27 January 2010	USD 1,350,343
	Third Disbursement:	14 December 2010	USD 947,806
<b>In Brief:</b>	<p>Cambodia's rich cultural heritage is known worldwide and its tourist industry is booming. But tourism has not brought prosperity to the 5 million Cambodians who live on less than half a dollar a day. Siem Reap Province, which receives 1.5 million tourists each year, is still the second poorest province of Cambodia. There is a need to revive the country's intangible cultural assets and deliver the potential for job creation, economic growth and poverty reduction, while fostering shared identities and social cohesion. This proposed MDG-F joint programme is based on existing programmes and expertise in the areas of cultural preservation, trade, entrepreneurship and marketing. At the end of this 3-year joint programme, local capacities will have been created to design, implement and monitor policies and programmes to realize the economic and social potential of the cultural sector.</p>		

**Outcomes:**

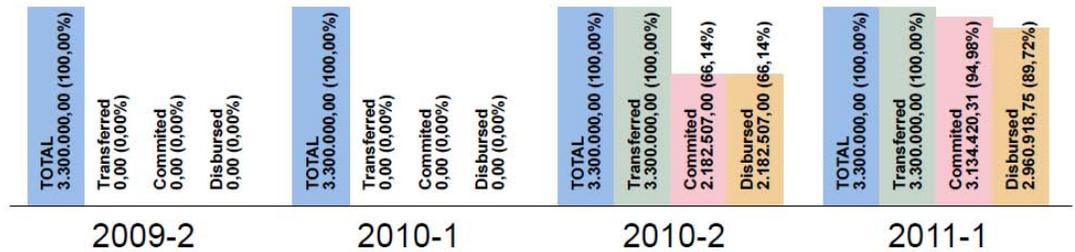
- Improved capacity of national institutions to preserve and develop Cambodia's tangible and intangible cultural heritage and living art and promote its social and economic potential.
- Improved employment opportunities and income generation in the creative industries through enhanced cultural entrepreneurial skills, improved business development services and market access.
- Improved commercialization of local cultural products and services in domestic and international markets.



<b>Regions of Intervention:</b>	• National level, and Kampong Thom, Mondulhiri, Preah Vihear, and Rattanakiri Provinces		
<b>MDGs</b>	MDG1 T1.A, MDG3 T3.A, MDG8		
<b>Beneficiaries</b>	<b>Direct</b>	<b>Indirect</b>	
	• No. Institutions	56	7
	• No. Women	569	20
	• No. Men	394	185
	• No. ethnic groups	769	

**Status** Programme is in its final phase, and overall has been successfully.

**Estimated financial execution status as of the June 30, 2011 report:**



**Main Achievements:**

Overall, 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.

- Outcome 1: 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.
- Outcome 2: in an effort to enhance entrepreneurial skills, a number of trainings and capacity building activities have been completed including BDS service provision training to NGOs, and financial literacy and small business management trainings to producers among others. 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.
- Outcome 3: 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.

Does the JP incorporate gender considerations in the **activities/outputs/outcomes**?

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.

## Observations

### Paris Declaration

#### **Leadership of national and local governmental institutions:**

- Government and Civil Society Organization are involved in the JP implementation: government mostly at the management (mainly PMC) and policy level (design of national policies) and sometimes at the implementation level (co-organization of trainings, establishment of cultural centers, elaboration of the work plans and discussion about its implementation on a regular basis – especially regarding the commercialization component with the Ministry of Commerce and its provincial departments).
- A major achievement of the JP until now is to play the role of a bridge between the government and the civil society organizations, by bringing them together either to exchange ideas or to implement programme activities.

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.

#### **Involvement of CSOs and citizens:**

Civil society mostly at the management (design of technical activities) and implementation level (playing the role of BDS provider) and sometimes at the policy level (involved in national consultations on legal texts) with the view that by the end of the programme, most of the JP activities will be fully taken over by them.

The citizens are the ultimate beneficiaries of the JP activities and are therefore involved in the implementation through trainings and mentorship programmes. Their sense of ownership is exercised either through participation to national consultations (legal texts) or through the formation of producer groups and involvement in the entrepreneurship and related training activities.

#### **Alignment and Harmonization:**

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.

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.

#### **Innovative elements in mutual accountability:**

The UNRC chairs the PMC. The Secretary of State of the Ministry of Culture and Fine Arts is however invited to give closing remarks at each PMC meeting.

<p><b>Delivering as One</b></p>	<p><b>Innovative elements in harmonization of procedures and managerial practices:</b></p> <hr/> <p><b>Role of the RCO and synergies with other MDG-F JPs:</b></p> <p>RCO support the two MDG-F JPs in the country and keeps good communication with the MDG-F Secretariat.</p> <hr/> <p><b>Inter-agency coordination:</b></p> <p>The JP UN team is sitting together in a Joint Office provided by the Ministry of Culture and Fine Arts which allows permanent consultation and close cooperation amongst its members;  The structure of the Joint Programme whereby, although being joint, the implementation has to rely on 4 different administrative systems and higher authority approvals diminish the effectiveness of the decision 1 at the JP level and at the same time generates confusion amongst the partners who have to deal with different contracts (one per Agency) while implementing a single project.</p> <p>Thematic UN groups (HIV, Gender, and Communications) contribute to the coordination at different levels and areas</p>
<p><b>Sustainability</b> (concrete actions and strategic partnerships)</p>	<p><b>Sustainability Plan in place?</b></p> <p>A general meeting is planned 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.</p> <p>AECID Cambodia has requested a brief from the Joint Programme to identify key areas where sustainability could be quickly secured with limited, focused support.</p> <p><b>Support to livelihood (handicraft and resin):</b></p> <p>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.</p> <p>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.</p> <p><b>Legal frameworks:</b></p> <p>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).</p> <p>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".</p> <p><b>Cultural Centers:</b></p> <p>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</p> <p>In Mondulkiri, the partner organization NOMAD-RSI, who is managing the Resource and Documentation Center, has been actively looking for further funds to ensure future sustainability.</p> <p>In Preah Vihear, the Government is allocating human resources and funds to further support the</p>

	<p>establishment of the future Museum as it is a national priority.</p> <p>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.</p> <p>In Mondulkiri, the partner organization NOMAD-RSI, who is managing the Resource and Documentation Center, has been actively looking for further funds to ensure future sustainability.</p> <p>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.</p> <p>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.</p>	
<b>Innovation and Scale-up</b>	<p>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.</p>	
<b>External Factors and mitigation</b>	<p>Land tenure and availability of forests is a challenge (lands eviction and forest destruction are major issues in Cambodia).</p> <p>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.</p>	
<b>Communication and Advocacy</b>	<p><b>C&amp;A plan in place?</b></p> <p>The Communication and Advocacy Strategy aims to</p> <ul style="list-style-type: none"> <li>•Improve internal communications to provide greater transparency, accountability and understanding of the Creative Industries Support Programme (CISP), MDG-F and One UN.</li> <li>•Broaden outreach and impact of field training and mentorship programs across IP communities</li> <li>•Increase awareness and support for IP and the revival and preservation of cultural heritage practices</li> </ul> <p>The primary target audiences have been identified as:</p> <ul style="list-style-type: none"> <li>•Internal stakeholders (UN agencies, donor, government ministries)</li> <li>•Beneficiaries (producer groups, wider IP communities, implementing NGOs)</li> <li>•External audiences (select civil society groups, international community and new potential donors)</li> </ul> <p>The implementation work plan and resources are structured around 3 strategic pillars and associated activities</p> <ol style="list-style-type: none"> <li>1. Corporate communication <input type="checkbox"/> Building a CISP identity, communication toolkit and network</li> <li>2. Integrated field operation support <input type="checkbox"/> Community Radio Program and trade related events</li> <li>3. Advocacy seeding strategy <input type="checkbox"/> Media engagement, PR activities and strategic partnership building</li> </ol>	
<b>M&amp;E</b>		
<b>Missions from MDG-F Secretariat:</b>	<b>Date: October 2010</b>	<b>Members:</b> Sophie de Caen, Paula Pelaez
<b>Mid Term Evaluation:</b>	<p><b>Evaluator: Bob Boase</b></p> <p><b>Period: June- July 2010</b></p>	