



« Creative Industries Support Programme (CISP) »

MDG-F Culture and Development Joint Programme implemented in

CAMBODIA

DURATION : September 2008 – November 2011	CONTRIBUTION TO MDGS :
UN PARTNERS : UNESCO, UNDP, ILO, FAO	
BUDGET : 3.3 million USD	




1
ERADICATE
EXTREME POVERTY
AND HUNGER



3
PROMOTE GENDER
EQUALITY AND
EMPOWER WOMEN



7
ENSURE
ENVIRONMENTAL
SUSTAINABILITY



8
A GLOBAL
PARTNERSHIP FOR
DEVELOPMENT

OVERVIEW :

The Joint Programme aims to foster economic development by improving the commercialization of local cultural products and by generating jobs and incomes in five creative industries (performing arts, traditional weaving, pottery, basketry, resin), while also enhancing social cohesion through cultural capacity-building of national institutions and local communities to ensure the promotion and safeguarding of the country’s rich cultural heritage, in particular the endangered culture and traditions of Indigenous people.

Specific objectives :

- Improved commercialization of local cultural products and services in domestic and international markets
- Improved employment opportunities and income generation in the creative industries through enhanced cultural entrepreneurial skills, improved business development services and greater market access
- Improved capacities of national institutions to preserve and develop Cambodia’s cultural heritage and living art and promote its social and economic impact, by promoting the implementation of the UNESCO Conventions (1972, 2003, 2005) and by researching the endangered culture and traditions of Indigenous people

DIMENSIONS ADDRESSED BY THE JOINT

PROGRAMME :

- Economics
- Heritage
- Communication
- Social
- Environment
- Gender equality

CULTURAL DOMAINS COVERED :

- Cultural and natural heritage
- Intangible cultural heritage
- Performance and celebration
- Visual arts and crafts
- Books and press

INTERNATIONAL CULTURE CONVENTIONS COVERED :

- 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions
- 2003 Convention for the Safeguarding of the Intangible Cultural Heritage
- 1972 Convention concerning the Protection of the World Natural and Cultural Heritage

GEOGRAPHICAL SCOPE :

4 provinces: Ratanakiri, Mondulakiri, Preah Vihear and Kampong Thom

SNAPSHOT OF MAIN ACTIONS :

- **Enhanced employment opportunities and income opportunities in the creative industries, particularly in the handicraft and performing arts industries:** handicraft producers linked to wholesalers and retailers through study tours/market exposure trips (158 beneficiaries) and 8 indigenous trade fairs; market linkages established for 94 artists in local performing arts troops through support for indigenous performances and the organisation of a Youth Arts Festival; 321 producers trained in small business management; 8 producer groups supported in developing and implementing business plans; 8 local NGOs trained in providing business development services for local NGOs
- **Improved commercialization of local cultural products and services in domestic and international markets:** mentorship programmes in handicraft production provided to all 63 beneficiary producer groups to encourage design creativity; Indigenous Designers of the Year Competition inaugurated; Analysis of Trade Related Legislation Procedures for cultural products completed and legal training courses organised for producer groups to promote better understanding of related legislation for the commercialisation of cultural products; 4 baseline studies and surveys conducted to identify potential handicraft markets and assess their tourism potential; cultural infrastructure developed (2 cultural centres established in Mondulakiri and Ratanakiri, support provided for the conceptualization of a museum and cultural centre in Preah Vihear) and Indigenous Handicraft Exhibition held at the National Museum to promote indigenous culture and improve the market space of indigenous vendors
- **Improved institutional capacity to preserve, develop and promote Cambodia's cultural heritage and to develop policies for Indigenous minorities:** Royal Decree for the establishment of a national Living Human Treasures (LHT) system (February 2010); Ministry of Culture and Fine Arts strengthened at the state and provincial levels through capacity-building activities on the implementation of the 1972, 2003 and 2005 UNESCO Conventions as well as the Royal Decree on LHT (150 beneficiaries); National Indigenous People Policy Dialogue developed along with a five-year strategic plan to implement the National Policy on the Development of Indigenous Minorities; 5 anthropological and linguistic research programmes conducted to raise awareness about indigenous people and culture

BENEFICIARIES :

Direct: 1 700 individuals and 63 producer groups – 70% women

Indirect: over 3 200 individuals

- Local communities - primarily Indigenous people and artisans involved in the five targeted cultural industries
- National institutions safeguarding Cambodia's intangible cultural heritage and promoting the Kingdom's cultural diversity (Ministries: Culture and Fine Arts, Commerce, Industry, Mines and Energy, Agriculture, Forestry and Fisheries, Rural Development; National Authority for Preah Vihear; National Task Force for Preah Vihear; National Commission for UNESCO)
- Local NGOs acting as Business Development Service providers
- Training centres
- Secondary school students

LOCAL IMPLEMENTATION PARTNERS :

- **National Level:** Ministries (Culture and Fine Arts; Industry, Mines and Energy; Commerce; Agriculture, Forestry and Fisheries) and national NGOs (Artisans Association of Cambodia, Enterprise Development Institute, Cambodian Living Arts, Cambodian Craft Cooperation, Non-Timber Forest Products-Exchange Programme, Royal School of Administration)
- **Provincial Level:**
 - NGOs and partners in Ratanakiri (Cambodian NTFP Development Organization, Cambodian Centre for Study and Development in Agriculture), Mondulakiri (My Village International, NOMAD RSI, Village Focus International), Preah Vihear (Ponlok Khmer, Farmer Livelihood Development) and Kampong Thom (Cambodian Organization for Women Support, Minority Organization for the Development of Economy)
 - Provincial Departments of all four Ministries (leading role given to the Provincial Departments of the Ministry of Culture and Fine Arts and the Ministry of Agriculture, Forestry and Fisheries)

ALIGNMENT TO NATIONAL PRIORITIES :

The Joint Programme is aligned to Outcomes 2 and 3 of the United Nations Development Assistance Framework (UNDAF) for 2006-2010:

- Increased and equitable access to and utilization of land, natural resources, markets, and related services to enhance livelihoods
- The rural poor and vulnerable use their enhanced skills, abilities and rights to increase productivity

SUCCESS STORIES :**❖ Women's empowerment through culture-based economic activities**

Job creation, income generation and women's empowerment have been achieved through the training of 547 handicraft producers (mostly women) in handicraft production, entrepreneurship, financial literacy and rural marketing, thereby enabling them to produce, cost, market and sell their own products from home, and also lead community producer groups, instead of selling their labor force on large plantations owned by landlords.

❖ Adoption of a National Living Human Treasures (LHT) System in Cambodia

Social dialogue and sustainable development have been fostered through the adoption of a Royal Decree on LHT in February 2010, in the framework of the 2003 UNESCO Convention. The Decree was elaborated following a highly inclusive national consultation, resulting in increased social dialogue amongst government and non government actors, to the point where the Ministry of Culture and Fine Arts is willing to replicate the process for the drafting of other legal texts, such as a national cultural policy. Moreover, the title of Living Human Treasure is awarded to individuals or groups who possess a high degree of knowledge and skills linked to specific elements of intangible cultural heritage, that they can transmit to younger generations. The Government's legal commitment to establish a national LHT system is therefore a significant step towards promoting cultural creativity and safeguarding the country's identity in order to guarantee sustainable development.

FOR MORE INFORMATION :

MDG-F website: <http://www.mdgfund.org/program/creativeindustriessupportprogramme>