



PRESS RELEASE

Launching the Cambodia's National Literacy Campaign 2015 02 March 2015

National Institute of Education Phnom Penh, Cambodia

The Ministry of Education, Youth and Sport (MoEYS), in collaboration with UNESCO has launched the Cambodia's National Literacy Campaign 2015 today, 02 March 2015, at the National Institute of Education, Phnom Penh. The Launch was presided over by Samdech Prime Minister Hun Sen. Over 1500 participants, including senior government leaders, ministers, government officials and national and international partners, private sector, media and stakeholders from the national and sub-national levels attended the launching ceremony.

The Royal Government of Cambodia has committed itself in achieving the Dakar Declaration Framework on Education For All (EFA) since 2000 and has made a significant progress achieving all six EFA goals in general, and specifically the goal 4 on literacy. The Ministry of Planning reports that adult literacy rate of the population aged 15 and above has increased by 10 percent from 67.3 in 1998 to 77.6 percent in 2008. In 2013, the literacy rate continued to increase up to 79.7 percent. To achieve the EFA goal on adult literacy by the end of 2015, the UNESCO Institute of Statistics states that Cambodia needs to reach at least 84.4 percent. Based on the Country Literacy Acceleration Plan 2013-2015, developed by the MoEYS with support from UNESCO's Capacity Development for Education for All (CapEFA) Programme, at least 92,125 adults need to be made literate in 2015 to achieve the literacy goals for which 3,685 literacy classes need to be conducted nation-wide.

Cambodia is mobilizing resources within the entire country, including different government ministries and institutions, civil society, private sector, people of Cambodia, and international community. The support, encouragement and guidance of Samdech Prime Minister in promoting literacy in Cambodia are instrumental in designing and implementation of the campaign. The MoEYS and UNESCO thank Smart Axiata Company for the support in raising awareness about the Campaign nation-wide and encouragement of literacy learners to enroll in literacy classes. Smart will be the tele-communication partner for the National Literacy Campaign, supporting the efforts of the

MoEYS and UNESCO, to render the Telco needs. Smart strongly believes that when more people have the ability to read and write, the digital economy powered by the fast mobile internet of Smart nationwide over its 3G and 4G LTE networks will accelerate substantially for the greater good of the society.

For further information, please contact:

Mr. Ros Salin, MoEYS Director of Cabinet (salin_ros@yahoo.com)

Mr. Ros Soveacha, UNESCO CapEFA Programme Coordinator
(s.ros@unesco.org)

Ms. Jamie Lee, UNESCO Communication Officer (hj.lee@unesco.org)