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(OCTOBER TO DECEMBER, 2010)

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USAID Cambodia MSME2/BEE Project

Quarterly Report Number 9

Task Order Number 4

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Introduction

Pursuant to the requirements of the Cambodia Micro, Small and Medium Enterprise 2/Business Enabling Environment (MSME 2/BEE) Contract No. EEM-I-00-07-00009-00, Task Order No. 4, Development Alternatives, Inc. (DAI) is pleased to submit the ninth Quarterly Report covering the period October 1-December 30, 2010.

Background

The USAID Cambodia MSME 2/BEE project, referred to throughout this document as MSME 2 or the MSME Project, is implemented by a consortium led by DAI. Consortium partners include Nathan Associates, Emerging Markets Consulting (EMC), Equal Access, Indochina Research Limited (IRL), and Development and Training Services, Inc. (dTS).

The USAID Cambodia MSME Project is led by Chief of Party, Mr. Curtis Hundley and supported by Deputy Chief of Party, Ms. Vishalini Lawrence; Value Chain Advisor and Component Team Leader, Mr. Sun Boreth; Private Sector Voice Component Team Leader, Mr. Chet Phirum; and Public Sector Strengthening Component Leader, Mrs. Ly Sopheap. The core technical team is comprised of a Senior Better Regulations Advisor, Mr. Paul Dodds, Technical Advisor, Mr. Kent Helmers, Water Engineer, David Hill, and 24 Cambodian Value Chain Advisors, Business Enabling Environment Specialists, Communications Specialists, Natural Resource Management Specialists, Water and Sanitation Specialists, and Monitoring and Evaluation Specialists. In addition, the Phnom Penh office and field offices in Prey Veng, Battambang, Kampong Thom and Kampong Cham are supported by ten Operations, Administrative, Finance and IT staff.



Project Objectives and Approach

The MSME Project operates in twelve provinces in Cambodia: Battambang, Siem Reap, Kampong, Thom, Kampong Cham, Kampong Speu, Kandal, Kratie, Prey Veng, Svay Rieng, Pursat, Takeo and Kampot. The Project improves the performance of firms in several value chains, supports public-private dialogue and strengthens the capacity of the public sector through targeted technical assistance. Program strategies include:

1. Leverage and expand the value chain efforts in the swine, aquaculture, and clay tile value chains, where a market exists from which information can flow to improve relationships and expand the incomes throughout the value chain, add additional agricultural value chains, such as high-quality fruit, in addition to non-timber forest products, such honey and resin, through an innovative market-led, value chain centered approach in biodiversity;
2. Take an innovative approach to expanding access to safe drinking water and rural sanitation using a value chain approach to engage the private sector and develop sustainable private sector enterprises that will continue the project's efforts after project activities end;
3. Improve the ability of the MSMEs with whom the project engages, to organize effectively among themselves through interest groups, working groups, or associations and then engage with the government to improve their business enabling environment;
4. Assist various levels of the government to create a better business enabling environment by improving their ability to draft and implement good legislation, and helping them effectively communicate with other government agencies and officers and the private sector; and
5. Facilitate the Garment Industry Productivity Center to create a sustainable Cambodia Development Skill Training Center.

The project improves firm productivity, builds relationships across the selected value chains, and increases investments in enterprises to improve competitiveness. MSME assists enterprises to become and remain cost competitive relative to other national and regional firms, while improving quality and capabilities to provide a consistent supply of quality products to local and national markets. The project facilitates business membership organizations (BMOs) among the MSME clients to develop service based associations that facilitate delivery of technical and business training and help lobby for improvements to the business enabling environment; making their businesses more competitive and profitable.

This quarterly report provides an update of significant activities and achievements in the three Program Technical Components, Operations, Communications and Media Outreach, Monitoring and Evaluation.

Summary of Project Highlights this Quarter

1. Facilitated a successful Singapore Provincial Investment Promotion Mission with our partner EMC. The mission was led by H.E. Sun Chanthol. Mission members included Provincial Deputy Governors and Investment Sub-committee members from Kampong Cham and Svay Rieng and representatives from USAID, the Cambodia Development Council, the Council of Ministers and the MSME Project.
2. Supported three Swine Community Working Groups to become officially registered as Agriculture Cooperatives recognized by Public Sector.
3. This quarter saw continued progress in Project activities, including those related to implementing the Water Investment Strategy, the fine work with the Ministry of Tourism in the Marketing and Promotions Board and Eco-tourism areas, and private-public dialog, especially concerning

business and technical concerns in the swine value chain. The Project looks to exceed all performance indicators, although the combination of animal diseases and poor business environment may lead to decreased sales by businesses invested in the swine value chain. The following highlights a few examples of the MSME Team's good work this quarter: Continued technical assistance to the Ministry of Tourism on draft formation documents for a Tourism Marketing and Promotion Board (MPB). These were submitted to the General Director of Tourism, who was appreciate of USAID technical assistance in this area and had only minimal comments and changes. The MPB proposal is under active consideration and discussion within the MOT, and we expect to continue participating in the discussion in the first quarter of 2011.

4. Conducted well-received day long training for MOT staff members in regulatory drafting and regulatory impact analysis.
5. Worked with the Ministry of Commerce led inter-ministerial drafting team on the trade remedies law, which is making good progress, the English language draft is almost 90 percent complete.
6. Worked intensively to analyze and comment on the comprehensive Draft Law on Animal Health and Production. This has been in the works at MAFF for a couple of years, and is gradually being readied for public comment. This major piece of legislation deals with virtually all aspects of animal health and production. It would provide a more secure legal basis for much of MAFF's animal-related regulation, and substantially expand MAFF's licensing, permitting and inspecting powers. Anyone wishing to breed, feed, raise, move, import, export, slaughter, heal or otherwise deal with any animal or animal product – including fish – can be affected by this law. This law is of such large potential importance to our value chain clients, that we continue to track it closely, analyze it in detail and seek ways to engage with the RGC, FAO and other donor funded advisors and soon, the private sector, in a positive discussion about how to make the draft both easier to administer and better for business.
7. Honey groups in Koh Kong met their contractual obligations by supplying 672 liters of honey to KURATA and CEDAC. The total amount of sales revenue for the community was almost \$6,000.
8. In partnership with Anjali Restaurant in Phnom Penh, the tourism team facilitated a technical training on “Cooking and Hospitality” for Banteay Chhmar Hidden Treasure site. Also facilitated a training on “Housekeeping and Hospitality” for four Hidden Treasure Sites (Banteay Chhmar, Chambok, Chi Phat and Phare Ponleu Selpak) in cooperation with Khmer Village Homestay in Baray, Kampong Thom Province.
9. Prepared and facilitated two training modules on tourism investment promotion for the Provincial Investment Sub-Committee in Kampong Cham.
10. 2,935 people, gained access to safe water this quarter. The total to date is 59,535 people, which is 119% of the target. Produced a ten minute video documentary on the USAID Cambodia MSME Project's highly successful Water Investment Strategy, the film will be formally launched in March 15, 2011.
11. 609 Easy Latrines were sold this quarter, bringing the total to 3,151 Easy latrines sold. This is 63% of the target.

Figure 1- Project Private Clients Compared to PMEP Targets FY 2009 and 2010

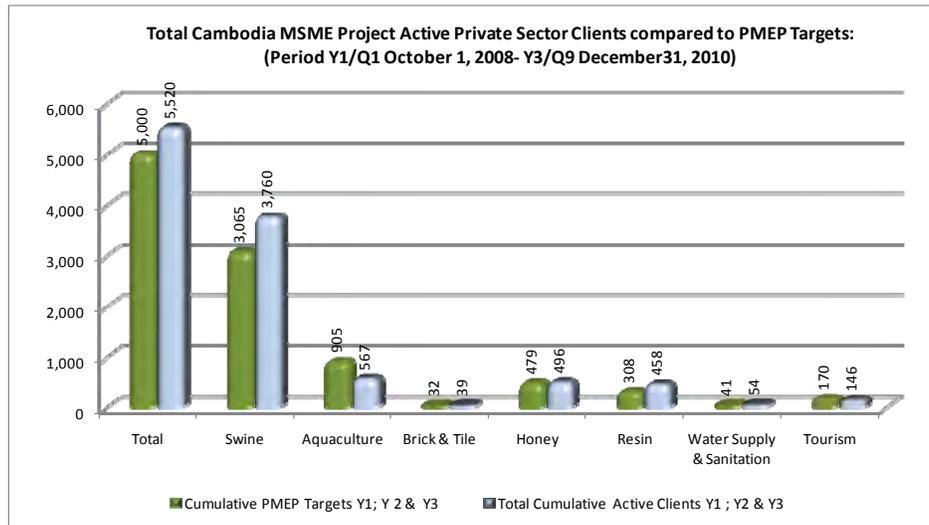
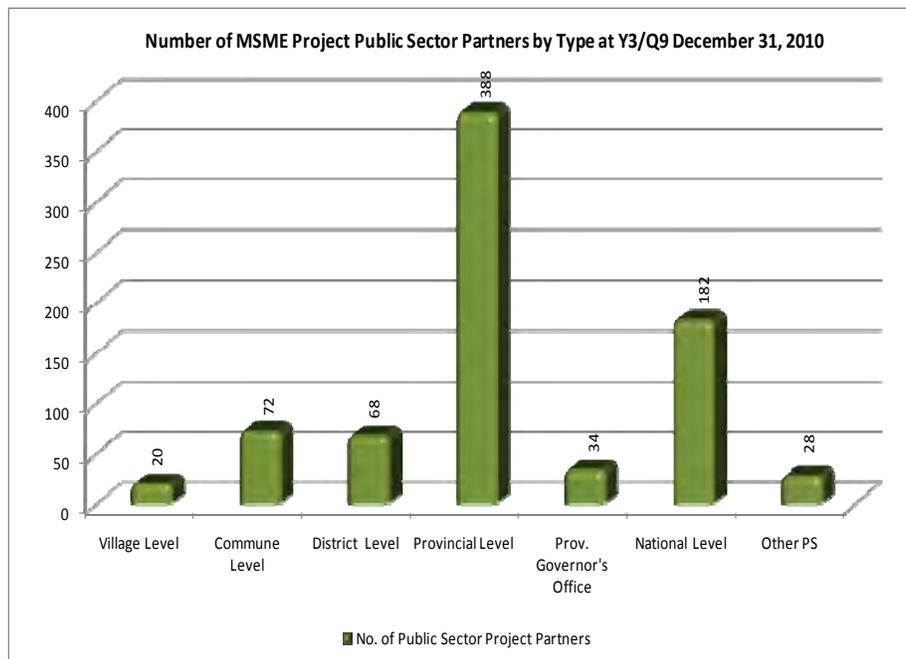


Figure 2- Number of MSME Public Sector Partners by Type



Component 1 - Strengthening Value Chains

Aquaculture Value Chain

Summary of Actions, Activities and Accomplishments this Quarter

- Developed a draft poster for aquaculture businesses on licensing and permit procedures.
- Formulated a strategy to upgrade retail markets.
- Shared our experience of aquaculture business development in Kratie province in a workshop on Aquaculture Development in Northern Cambodia.
- Participated in the Svay Rieng Rural Trade Fair, including a fingerling producer exhibit.
- Embedded Technical Training on aquaculture for producers in Svay Rieng.

Activity 1. Strengthen the Public Sector's Capacity to License and Regulate the Aquaculture Industry

Developed a draft poster for aquaculture businesses on licensing and permit procedures

In response to aquaculture client needs expressed during Public Private Dialogues, the project has produced a poster on licensing and permit requirements for aquaculture businesses. This poster is to provide guidance for entrepreneurs wishing to license and operate aquaculture businesses. The poster was developed in consultation with officials from the Fisheries Administration Cantonments in Kampong Thom, Kampong Cham and Prey Veng and then with the national level departments of aquaculture Development and Fisheries Administration.

Engaged in discussions with the Fisheries officials to improve the regulation of permits to transport aquaculture products to increase cross provincial trade

Currently, aquaculture producers face barriers selling to fish traders for resale across province boundaries. Traders are not buying their fish when they cannot obtain the licenses and permits required to transport aquaculture products across provinces. These licenses cannot be issued by the provincial Fisheries Administration Cantonment, without a permit issued from the national Fisheries Administration Department in the Ministry of Agriculture, Forestry and Fisheries. This was confirmed in discussions with Directors of the Fisheries Administration Cantonments in Kampong Thom, Kampong Cham and Prey Veng, based on articles of the sub-decree on aquaculture. One exception is the transport of aquaculture products to Phnom Penh markets.

Aquaculture clients requested project support to raise this issue with the Director of Fisheries Administration in Phnom Penh to seek reconsideration and revision of the Sub decree on Aquaculture to overcome this barrier to trade. The MSME project team discussed this issue with the Director and suggested revising the sub decree to authorize provincial Fisheries Administration Cantonment to issue licenses allowing cross-provincial transport of aquaculture products to neighboring provinces.

Activity 2. Diversify Aquaculture Products To Meet Current Demand

With fingerling producers, conducted an assessment fish species requirements of the market and on how to build capacity to meet market demand

This assessment was conducted through individual meetings with fingerling producers in Prey Veng, Takeo, Kampong Thom, Kampong Cham and Svay Rieng. The assessment was that the most marketable fish species are Catfish and Tilapia (Tilapia growth includes sex reversal, and they cannot naturally breed in ponds). These species will attract traders most due to demand and can increase profits for fingerling and aquaculture producers.

In response, the MSME Project has sought partners who have skills in producing those two species and in building capacity of fingerling producers. Discussions have been held with Mr. Reach Sopheap, Director of Vocational Training in Agriculture to organize training in March or early April, 2011.

Activity 3. Strengthen Consumer And Retail Market Demand For Aquaculture Products

Retail Market Upgrade Strategy

The project has facilitated new awareness and has successfully implemented in retail market upgrading with its partner market vendors, owners and committee members. Innovations have included better vendor stall design tailored for each product, more attractive display of pork, fish and vegetable products for consumers, better environment and sanitation, and improved market management and security.

To build on these achievements, the project commissioned Ms. Marian Boquiren, a Consultant on Retail Market Upgrading to produce a Retail Market Upgrade Strategy to guide project staff. The strategy emphasizes i) Improving awareness and practice of food safety among retail market stakeholders through training and ii) Developing a vision for each retail market upgrading through conducting workshop with vendors, market owners and market committee members.

Facilitated a field visit for US Congress Representatives to an upgraded market in Siem Reap

The Phsar Chas Market is a wet market that has been upgraded with MSME project support. It now has an improved management structure and policies to support market business activities. These changes were explained to the Congress Representatives by the market manager and then discussed. After this presentation the delegation viewed the physical upgrades in the market. They were much interested by the improvements to the market space and environment, including the zoning of stalls, and improved stall design and product displays.

Activity 4. Increase Capacity Of Small Fingerling And Aquaculture Producers To Scale Up The Size Of Their Operations

The project visited leading businesses in 12 provinces to choose entrepreneurs using best practices for aquaculture. These practices will be introduced as a model for other aquaculture clients interested in scaling up their businesses. Next quarter, the project team will conduct exposure trips for producers to introduce them to these best practices by visiting leading aquaculture producers and discussing the practical points of fish raising.

Activity 5. Strengthen Producer Networks To Improve Technical Services And Carry Out Industry Dialogue

The Aquaculture Team facilitated a group meeting between two Aquaculture Community Working Groups, from Dom Rey Poon and Chea Klang, to share their experiences of raising Tilapia and key business challenges. During discussions, participants questioned each other on management practices and improving their aquaculture businesses. Improved control of fish diseases emerged as one key issue. Participants suggested that the MSME Project facilitate technical training on fish diseases.

Development Partners Coordination Meetings

The Spanish International Cooperation for Development agency collaborated with Department of Aquaculture Development (DAD) and the MAFF Fisheries Administration (FiA), to conduct a workshop in Stung Treng province on sharing experienced of aquaculture development in the north of Cambodia.

During the workshop, the USAID Cambodia MSME Project made a presentation on its experience of aquaculture development in Kratie province, including achievements, interventions and key challenges for aquaculture development in Kratie.

Rural Trade Fair Aquaculture Exhibitor

The project assisted Mr. Ros Rinda, a local fingerling producer to participate in the Svay Rieng Rural Trade Fair. Mr. Ros Rinda had not previously considered participating in the fair as he was uncertain of any benefits and also of how to exhibit products at such a fair. After project staff explained the promotion benefits and gave him more confidence in arranging an exhibitor's booth, he agreed to participate in the fair. During the fair, he worked to promote his products by introducing them to visitors at his booth and by passing out his business card. He was very happy and he said; "This Trade Fair is good occasion for me to look for market opportunities and clients. I will participate in any future trade fairs".



Embedded Technical Training on Aquaculture in Svay Rieng

The project facilitated embedded technical training by a leading fingerling producer for 27 aquaculture producers including three women in Svay Rieng. Embedded technical trainings help value chain clients gain new knowledge and skills to improve the productivity of their business, improve business-to-business relationships and help training partners increase sales and outreach for their products and services.



Constraints Encountered and Unresolved Issues

On the issue of cross-provincial trade of aquaculture products, the Fisheries Administration Cantonments are still regulating on the basis of the 1988 sub-decree on Fisheries Products Transportation, even though a new Fisheries Law has just been approved by the National Assembly and Senate. This is because the Fisheries Law does not specify or include instructions for Fisheries Administration Cantonments to apply the new law.

Main Events Planned for Next Quarter

- Cross-provincial exposure trip for clients to visit leading aquaculture businesses.
- Finalize the poster for aquaculture businesses on licensing and permit procedures.
- Public Private Dialogue on eliminating latrine use in fish ponds in Takeo Province.
- Training on food safety for vendors and traders at Chi Pu Market, Svay Rieng and at Oraing Ov Market, Kampong Cham.
- Participation in Rural Trade Fairs in Pursat, Kampot, Battambang and Prey Veng Provinces.
- Continue to find lead entrepreneurs and select aquaculture best practices in 12 provinces to train other aquaculture clients.

Swine Value Chain

Summary of Actions, Activities and Accomplishments this Quarter

- Facilitated five trainings on strengthening swine industry technical and business skills, including meat processing, Artificial Insemination and other swine raising skills.
- Facilitated two trainings on lowering inputs costs through local Swine Feed production in Kampong Cham and Takeo. MSME local feed producer communities provided the training.
- Facilitated three cross provincial exposure visits on swine feed making community processes, functioning and management, and contacted commercial feed bag manufacturers for feed branding.
- Facilitated three cross provincial visits on modern pig raising methods, improved pig breeds and Artificial insemination visiting M's PIG APMC (Cambodia) Co., Ltd. (Mong Reththy farm).
- Organized three workshops on feed technical improvements and diversifying business linkages as a means of lowering input cost by expanding local production of swine feed.

Activity 1. Strengthening Swine Industry Technical and Business Skills

Training in Meat Processing

Training in Meat Processing was provided by instructors from the Royal University of Agriculture (RUA) for two full days. Most of participants were members of the Agriculture Community of Svay Rieng and others were pork processors in the province. Members of the Agriculture Community were interested in pork processing to make sausages. During the Trade Fair in Svay Rieng in December 2010, the community had exhibited processed pork and these products were sold out.

Training in Artificial Insemination

Two Artificial Insemination courses were organized in different districts of Kampong Cham (Ponhea Krek and Chamkarleu). Each two day course included theory and practical demonstrations. The 40 participants, including 5 women, were a mix of district and village veterinarians, boar owners and leading swine clients. So far, one boar owner and one leading swine client have adopted A.I. practices.

To date, nine training courses on AI have been completed in 6 project target provinces. So far 14 swine clients have adopted A.I. practices, including some offering A.I. services to other swine producers.

Building technical capacity of District Veterinarians, producers and Village Animal Health Workers (VAHWs)

Two technical training courses were conducted for village and district veterinarians and swine clients to build capacity to efficiently curb persistent diseases. The main focus of training was how to use antibiotics properly and how to control and prevent piglet diarrhea and Mycoplasma disease. Training was provided by two inputs supplier companies, Vypharvet and Centralvet, in Kampong Cham and Battambang provinces. A total of 92 participants, of which 15% were women, attended the courses. The Office of Animal Health and Production (OAHP), as well as swine clients, had requested project support for this capacity building activity.

Table 1- Summary of Swine Technical and Business Training Activities

N°	Training type	No. of courses	No. of trainees	No. of Women	Training providers	Province
1	Meat Processing	1	22	5	Lecturers from RUA	Svay Rieng
2	Artificial Insemination	2	40	5	Staff from OAHP of Takeo and MSME client	Kampong Cham
3	Technical Training	2	92	14	Vypharvet and Centralvet	Kampong Cham & Battambang
	Total	05	154	24		

Cross-Provincial Visits

Improving pig breeds through good genetic selection is one of the main means to improve the competitiveness of the Cambodian swine industry in international competition. To facilitate swine client's awareness and to improve access to improved breeds, the Swine Team swine team organized

two exposure visits to the large scale M's PIG APMC Co., Ltd., pig farm. Also during the visits, issues faced by swine industry were raised and discussed with the Director of M's PIG APMC CO., Ltd., Okhna Mong Reththy, to find probable and achievable solutions. In total 51 leading swine clients including two women participated in these visits.

As result of these visits, swine clients bought 50 improved breed pigs, including 14 boars and 36 young sows from M's PIG APMC Co., Ltd. The prices paid were \$600 per boar and \$400 per young sow on average. In total, they invested around \$25,600 buying improved breed pigs. The company transported ordered pigs to buyers' houses.

A further Cross provincial visit aimed to improve Artificial Insemination practices, including learning new techniques for taking semen and checking quality. A.I. trained clients from Kampong Thom visited boar centers in Kampong Speu and Kandal provinces.

Activity 2. Lower Inputs Costs By Expanding And Diversifying Local Production Of Swine Feed

Making your own swine feed is a dominant factor in reducing production costs for producers, as it constitutes approximately 80 percent of the total cost of pig production. It is also a key factor for improving competitiveness of the swine industry. Results from 18 months of feed making by clients indicate that producing your own feed making can save \$40- \$50 per head, compared to buying commercial feed. Having seen this positive impact, the project has tried to build capacity of more swine producers to produce their own feed through workshops, exposure trips and technical and economic training.

Training on Feed Making

Two feed making courses were conducted by trainers who are members of Swine Feed Communities for 38 swine producers (3 women) from Takeo and Kampong Cham, at their request.

One cross-provincial trip was conducted on feed making techniques and feed community function and management. Contacts with commercial feed bag manufacturers were also established. Participants included 14 members (4 women) representing three feed communities in Kampong Thom.

As result of this exposure trip, one Feed Community from Sankor commune ordered 2000 commercial feed bags and bought a bag sewing machine, a total investment of \$USD 350. They intend to extend their market for swine feed to the provincial town through middlemen and other retailers. Packaged in a standard feed bag, with technical information and address of manufacturers, the community hopes to gain the confidence of pig raisers and increase sales.

Two further exposure trips were conducted on feed making and sharing experiences of feed community function and management including one cross- district trip in Takeo and one cross-provincial trip from Kampong Cham to Kampong Thom. A total of 34 swine clients participated including three women.

Workshops on Swine Feed Technical Improvements and Diversifying Business Linkages

Three workshops were organized to share successful experiences of feed producers as groups and individuals, and to improve feed making techniques. Moreover, links were established with more input supply companies selling feed additives, such as Biomin. The workshops were held in Pursat, Kampot and Kratie provinces and involved 130 participants including 21 women.

Overall results of swine feed making support activities are that five new local feed manufacturers have been established including four enterprises and one swine feed group. Since the start of project support in May 2009, a total of 73 feed making enterprises have been established either as individual

or community enterprises. In Mid January 2011 the results for active and inactive local feed producers, with reasons, will be shown during a national feed workshop.

Publication of Pig Feed Manual, Feed Poster and Screening Feed Video on TV Channels

The manual and the poster for pig feed were both officially approved and published and have now been distributed to feed makers and other interested clients in training courses and workshops.

The video “Lucky Pigs of Kampong Trach” produced by the project and partner Meta House was a great success when screened on television channels TVK and CTN. Audiences were really impressed. Mr. Chea Thay, a swine feed maker featured in the film, received calls from onlookers in Kampong Speu, Prey Veng, Oddar Meanchey, Battambang, Banteay Meanchey and other provinces requesting to visit his community swine feed making enterprise. World Vision in Kampong Chhnang also called to arrange a visit.

Use of Locally Formulated Animal Feed for Chicken Raising

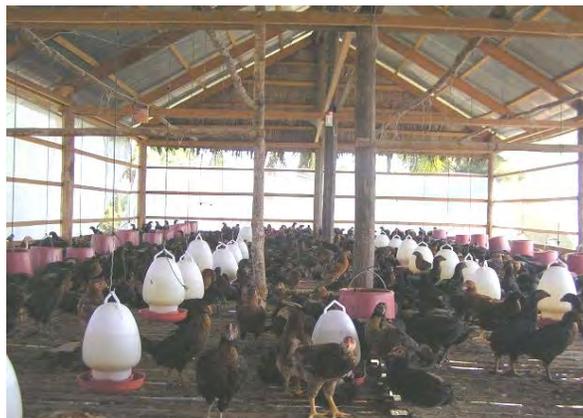
The Sankor community of Kampong Thom is now undertaking three business activities, a savings group, feed making and chicken raising. Confronted with many difficulties in raising pigs, including outbreaks of fatal PRRS and dumping of live pigs from neighboring countries into their market, the community decided to diversify into chicken production.

They invested around \$3,000 dollars in a chicken house and 1,950 head of chickens of three breeds. The chickens were purchased from CP Company at a price of \$0.80 per head. The company required chicken raisers to buy their commercial feed. In return, the company would buy back the chickens. After 20 days of raising the chickens, the company increased the price of the feed. Another problem was discovered, that the CP chicken feed spilled a lot when given to the chickens, wasting of money.

In response the community changed to using their own community produced feed for swine to feed the chickens. Using the community feed saved 800 riel per kilogram in feed costs (CP feed costs 2,500 riels, community feed 1,700 r/kg). When community members observed chicken growth, they thought that the community feed was better quality and it also spilt less while feeding.

When CP staff next came to check the chickens and saw they were being fed community feed, they said that the CP Company would not buy the chickens as they had stopped using the CP feed. So instead the community is now selling their chickens to provincial traders at a price of 11,700 riels/kg.

The community members are satisfied with the feed they produce on their own and can save a lot on feed costs. It is not clear that CP Company will sell chicks to the community again as its condition that chick buyers also agree to buy company feed. Below is a recent picture of the communities’ chickens:



Activity 3. Strengthen Swine Industry Bio-Security

We have reported results for this activity under the earlier section on technical training for district veterinarians, VAHWs, and swine producers.

Activity 4. Improve Market Transparency and Facilitate the Flow of Market Information in Selected Swine Markets

The swine team has been working with the Provincial Department of Agriculture in Svay Rieng to find a location for a potential swine livestock market. Such a market would improve the flow of market information as trades would occur more regularly and transparently in a central location.

Development Partners Coordination Meetings

The swine team participated in discussions and provided comments on the National Swine Strategy Paper written by EMC. This strategy has five initiatives with specific objectives to solve technical, business, functional and institutional issues faced by the Cambodian swine industry.

Case Study 1- Facilitating Training to Enhance Value-Added Pork Processing

Facilitating Training to Enhance Value-Added Pork Processing

The USAID Cambodia MSME Project works with businesses across the entire swine supply chain to improve the value at each step and provide Cambodian consumers quality, safe products.



Mr. Jason Foley, Director of International Development Policy at USAID in Washington, D.C., Mr. Curtis Hundley, Project Manager and Mr. Preap Prathna, Senior Value Chain Coordinator of the USAID Cambodia MSME Project, encourages Mr. Foley as he tries his hand at sausage making in the processing factory of Ms. Chhor Kim Eng in Siem Reap Province.

Facilitating training to pork processors that improves and expands their sales lets them improve relationships with local pork traders. Local pig producers then increase their market share of locally produced swine.

Rice is the primary income source for Cambodian farmers, but with an estimated 70 percent of farmers owning at least one pig, swine raising is a close second. Businesses involved across the swine supply chain – farm input dealers, producers, traders, and sausage makers - face challenges competing against more efficient regional producers.

Reducing high input costs, growing healthy, leaner pigs, and fighting surges of swine and meat products imported at or below production costs from Thailand and Vietnam is a daunting and constant struggle.

To promote sustainability, encourage investment and support Cambodian businesses to compete, the USAID Cambodia MSME Project promotes value-adding investments across supply chains. Encouraging improvement and investment in businesses such as local sausage makers ensures markets for Cambodian-raised swine. Due to the increasing popularity of locally-made sausage products, the MSME team worked to enhance the technical and business skills of pork processors, who had a clear stake in buying locally-grown pigs and in keeping Cambodia's swine value chain competitive.

In 2009, the MSME team identified a group of pork processors who wanted to grow their businesses, but didn't know how. The MSME team facilitated meat processing, packaging and hygiene skills training with the Royal University of Agriculture and followed up by facilitating training to improve marketing, packaging and other business skills.

An example is Ms. Chhor Kim Eng, a pork processor in Chong Kaosou village, Siem Reap province who initially hesitated to participate with the MSME Project because she didn't see a need to improve. Her opinion changed when, after attending an initial training and improving her company's product, she saw her sales and profits grow significantly.

With a better product and improved packaging, and new nicely-printed brochures and business cards, Ms. Chhor introduced her improved products at the 2009 USAID Cambodia MSME Rural Trade Fair in Kampong Thom. She sold more than 250 kilograms of pork and beef sausages in two days and met more than 100 new clients.

"All my employees working in the shop are now wearing caps, gloves and clean clothes," Ms. Chhor Kim Eng said. "Now, more customers know our products. Before working with the MSME team, we used to produce and sell about 100 to 150 kilograms of sausage per day, but now I'm producing and selling about 200 kilograms per day for the markets in Siem Reap and Phnom Penh. We will expand our sales to more provinces and cities," she added.

Encouraging pork processors to improve and expand their businesses means they increase their production quantities and improve relationships with local pork traders, making the entire industry more competitive.

Constraints Encountered and Unresolved Issues

The main constraints confronting swine clients in this quarter remained illegal importation of fattening pigs from Vietnam, fierce outbreaks of fatal diseases at some locations and prices too low for pigs sold by clients. These problems were mainly encountered earlier this quarter. Otherwise, as a result of Blue Ear disease spreading over the country, swine producers now lack improved breed pigs to restock. The MSME project has linked with large scale farms to facilitate restocking with improved breed pigs. However, the price of improved breed pigs is high and some clients cannot afford the investment.

Main Events Planned for Next Quarter

- Two workshops on pig feed technical improvement and business linkages in Phnom Penh and Battambang.
- A workshop on improving Artificial Insemination (AI) in Phnom Penh.

Brick and Tile Value Chain

Activity 1. Build Understanding of and Compliance with Regulations for Production and Sale

Client Brick and Tile manufacturers have expanded their businesses a great deal with the support of the MSME project, through national and international exposure visits, technical and business sharing in meetings and forums, and technical and business advice from project staff.

Progress Last Quarter

Notable improvements during the last quarter include the following:

- Two brick and tile manufacturers in Kampong Thom have invested in one new big kiln each and one was completed and another was completed 70%.
- Three brick and tile manufacturers in Kampong Thom went to Vietnam by themselves to learn on technology for installing kiln.
- Two brick and tile manufacturers in Kratie have installed new tile and brick molds.

Other Activities in Progress

- Some new mechanical and hydraulic brick molds are to be installed by brick and tile manufacturers by November 2010.

Conclusion

As a result of good collaboration between the MSME project, brick and tile clients and government partners, the following progress has been achieved:

- Manufacturers are investing to improve their production system through proper clay preparation, machinery upgrades and business management.
- The production of bricks and tiles has increased and the quality is much improved.
- Business linkages among Cambodian brick and tile manufacturers and with firms abroad especially with Vietnam firms have greatly improved.
- Hard physical labor for brick and tile employees has been reduced and all of their children has possibility to go to the school.

Honey Value Chain

Summary of Actions, Activities and Accomplishments this Quarter

- Honey groups in Koh Kong met their contractual obligations by supplying 672 liters of honey to KURATA and CEDAC. The total amount of sales revenue for the community was almost \$6000.
- Mr. Ponreay Pich, Biodiversity Specialist attended a global conference on best practices in participatory beekeeping training and shared the Cambodia MSME project's approach to sustainable honey harvesting and processing training. This training was held in Hanoi, Vietnam in October, 2011.
- Facilitated an exposure visit on box bee keeping for honey hunters from Kampong Thom to Battambang.
- Facilitated training on financial management and bookkeeping for honey groups in Koh Kong.
- In cooperation with CEDAC enterprises, facilitated a technical training exposure visit on hygienic post-harvesting of wild honey for honey groups in Koh Kong.
- As part of the strategy to expand market area for wild honey, facilitated two exposure visits to potential markets in Siem Reap and Peam Krasop.

Activity 1. Increase Honey Production and Improve Post Harvesting Practices

Expanding Box Beekeeping Practice

Box Beekeeping Scoping and Exposure Visit

Box Beekeeping is a relatively new practice being applied in some provinces like Battambang and Siem Reap using Apis Cerena bees. The biodiversity team worked on integrating this practice into the honey target area. While rafter bee keeping is a seasonal activity, box beekeeping is year round activity which will help to ensure steady supply of honey to the market and a more reliable income stream for honey value chain clients. The biodiversity team conducted a scoping visit to meet and learn more from box beekeepers in Ou Pong Moan village, Banorn District, Battambang province. This activity is supported by Sustainable Cambodia (SC).

Following the initial scoping visit, the biodiversity team organized an exposure visit for 12 honey hunters from Bosh Veng and Trapeang Kroal, Salavisay commune, Prasath Balangk district, Kampong Thom to meet with 6 professional box beekeepers in Ou Pong Moan, Takream commune, Banorn District, Battambang. The visit provided an opportunity for honey hunters to learn about bee box making, colony management, queen catching, bee disease, bee management and protection. MSME clients appreciated the visit, and honey hunters requested additional intensive training on box beekeeping.

After the exposure visit, the biodiversity team conducted a site assessment with honey hunters in Bosh Veng and Trapeang Kroal and found that these areas have enough forage sources and the hunters are willing to practice box keeping. The hunters are now looking into investing in box beekeeping as a new business venture.

Table 2- Participants in Box Beekeeping Learning Exposure Visit

CF Name	Commune	District	Province	Resin Tappers	Training Topic
Bosh Veng and Trapeang Kroal	Salavisai	Prasath Balangk	Kampong Thom	12 P (2 women)	Box Beekeeping for Apis Cerena

Honey Post-Harvesting Practice Improvement

The biodiversity team conducted meetings with honey harvesting communities in Phnom Toap Cheang, Prang and Chamkar Kroam, Kondoal, Chroy Svay and Tameak to discuss about the post harvesting technique application including harvesting practices. The meeting found that many honey hunters harvested honey combs using sustainable harvesting practices and put the honey comb in a clean plastic bag then immediately sell it to the honey committee. But there are honey hunters who still do not apply proper and hygienic harvesting and post-harvesting techniques. The meeting also found that hunters needed to improve honey processing techniques.

This quarter, the biodiversity team organized a trip to bring 17 honey hunters from Phnom Toap Cheang, Prang and Chamkar Kroam, Kondoal, Chroy Svay and Tameak communities to Phnom Penh, visiting CEDAC's honey processing house in Phnom Penh Thmey.

During the trip, the 17 honey hunters met with CEDAC staff to discuss how to process and handle honey hygienically so that the processed quality honey could be sold at high prices. The trip participants also discussed issues related to honey packaging, branding and pricing.

This activity was more than a technical learning exposure visit and resulted in real market-linkages. It helped honey hunters from all sites in Koh Kong to interact directly with CEDAC Enterprises, a honey buyer in Phnom Penh and learn about the market requirements for consistent supply of good quality honey.

Table 3- Participants in Post-Harvesting Technique Improvement

Community Name	Commune	District	Province	# of Honey Hunters	Exposure Topic
Phnom Toap Cheang	Dang Peng	Srae Ambil	Koh Kong	3	Post-Harvesting Technique Improvement
Prang and Chamkar Kroam	Srae Ambil and Dang Peng	Srae Ambil	Koh Kong	3	
Nesath	Chroy Svay	Srae Ambil	Koh Kong	3	
Prolean	Chroy Svay	Srae Ambil	Koh Kong	3	
Tameak	Andoung Teuk	Botum Sakor	Koh Kong	2	
Tany	Chroy Svay	Srae Ambil	Koh Kong	3	

Activity 2. Facilitate Stronger Market Linkages in the Honey Value Chain

Honey Market Exposure Visit

To improve market linkages and enable honey hunters to understand more about the market for honey, the biodiversity team facilitated a honey market exposure visit for 11 honey representatives from Kampong Thom and Preah Vihear province to several leading supermarkets in Siem Reap province. The honey hunters met with product-purchasing staff of these super markets and discussed about product packaging, labelling, branding and learned about honey product pricing. The honey hunters also learned more about customer interest and criteria for purchasing wild honey.

During the honey market exposure visit, the biodiversity team facilitated a honey harvesting experience exchange between four professional honey hunters (rafter bee keepers) from Tbeng Lech communities in Siem Reap and honey hunters from Kampong Thom and Preah Vihear. The team

discussed and demonstrated harvesting best practice, what works, what don't work and how the honey hunters from Kampong Thom and Preah Vihear can improve their practices.

The trip coincided with a visit by Jason Foley from USAID/Washington who met with the honey groups to learn more about the USAID Cambodia MSME project's work in biodiversity conservation and wild honey value chain strengthening.

Table 4- Participants in Honey Exposure Visit in Siem Reap

Community Name	Commune	District	Province	# of Honey Hunters	Exposure Topic
Bosh Veng	Salavisai	Prasath Balangk	Kampong Thom	4	Honey Market Exposure Visit to Siem Reap province
Trapeang Kroal	Salavisai	Prasath Balangk	Kampong Thom	4	
Peuk	Puthrea	Chey Saen	Preah Vihear	3	

Honey Market Expansion to Ecotourism Site

The biodiversity team facilitated meetings with honey hunters in Phnom Toap Cheang, Prang and Chamkar Kroam, Kondoal, Chroy Svay and Tameak to discuss honey marketing and potential markets for wild honey. The honey hunters informed us that some tourism destination like Peam Krasop ecotourism site would be a good place to market wild honey to both domestic and foreign tourists.

As part of the honey market expansion strategy, the biodiversity team facilitated a trip for four honey representatives from Phnom Toap Cheang's honey group to meet with Peam Krasop Ecotourism management committee members in Koh Kong town. The marketing pitch from honey representatives from Phnom Toap Cheang included a presentation on their wild honey quality, volume of production, processing techniques as well as their quality assurance management system.

As a result of the trip, the Peam Krosop eco-tourism management committees agreed to display honey products Phnom Toap Cheang's Honey Group. In addition to the sale of honey, the Peam Krosop management committee agreed to assist in the marketing of other NTFP products such as rattan-made products and other locally produced NTFP handicrafts if they were available.

2010 Honey Contract Completion

This quarter, the main achievement of the Honey Communities in Koh Kong, represented by Phnom Toap Cheang Honey Group was the successful completion of the 2010 Honey Contract. The honey groups met their contractual requirement by supplying 672 liters of honey. The total amount of sales revenue from sales to KURATA and CEDAC was \$5,577.60

Activity 3. Strengthen Private Sector Voice To Enhance Honey Industry's Capacity To Improve The Business Environment

Strengthening Honey Group's Internal Rule and Regulation

To improve the honey business environment through a better implementation of their internal rules and regulations, the biodiversity team facilitated meetings with honey committees and members in Phnom Toap Cheang, Tameak, Prang and Chamkar Kroam and Chroy Svay and Nesath to discuss challenges and opportunities in the wild honey value chain. The team also discussed the implementation of internal rules and regulations so that honey resources are better managed,

sustainable harvesting practices are applied and prevention of the stealing of honey from rafters by outsiders as well as from within the communities.

Table 5- Participants in Internal Rule and Regulation Strengthening

Community Name	Commune	District	Province	# of Honey Hunters	Discussion Topic
Phnom Toap Cheang	Dang Peng	Srae Ambil	Koh Kong	9	Strengthening Honey Group Internal Rule and Regulation
Prang and Chamkar Kroam	Srae Ambil and Dang Peng	Srae Ambil	Koh Kong	10	
Nesath	Chroy Svay	Srae Ambil	Koh Kong	4	
Chroy Svay	Chroy Svay	Srae Ambil	Koh Kong	5	
Tameak	Andoung Teuk	Botum Sakor	Koh Kong	8	

Capacity Building on Financial Management and Book Keeping System

In close cooperation with the American Friend Service Committee (AFSC) and local authorities conducted several meetings with Phnom Toap Cheang CF management committee members and honey groups to increase their knowledge and understanding of the importance of financial management and book keeping system to improve their honey income tracking and expense recording system. The meeting found that management capacity of the committees on the financial management is weak. In addition to this, the team also found that the management of the CF community fund was weak, and there is a problem with committee members who borrowed money from the CF fund, but did not repay the loan. A disorganized recording system made tracking funds challenging.

To respond to this challenge, the biodiversity team cooperated with AFSC to facilitate a financial management and book keeping system training for 18 CF and Honey committees including 9 women. The training was held at the Phnom Toap Cheang community hall with participation of the commune chief.

Development Partners Coordination Meetings

Community-Based Wild Honey Enterprise Assembly

As a member of the Cambodian Wild Honey Federation and NTFP Working Group, the biodiversity team co-organized and supported 17 honey hunters to participate in the Community-Based Wild Honey Enterprise (CBHE)'s 1st assembly to discuss honey business issues, review and comment on CBHE's by-laws.

The meeting lasted for 1 full day with a total of 98 participants including 20 women. The participants included international NGOs, companies, local NGOs, honey hunters and local authorities.

The participants from each community had a chance to update Federation on their honey business success and challenges including quality control and management. The honey hunters from each honey group prepared their 2011 annual plan and then shared each of their plans with the wider group.

Table 6- Participants in CBHE Assembly

Community Name	Commune	District	Province	# of Honey Hunters	Exposure Topic
Phnom Toap Cheang	Dang Peng	Srae Ambil	Koh Kong	3	Post-Harvesting Technology
Prang and Chamkar Kroam	Srae Ambil and Dang Peng	Srae Ambil	Koh Kong	3	
Nesath	Chroy Svay	Srae Ambil	Koh Kong	3	
Prolean	Chroy Svay	Srae Ambil	Koh Kong	3	
Tameak	Andoung Teuk	Botum Sakor	Koh Kong	2	
Tany	Chroy Svay	Srae Ambil	Koh Kong	3	

Case Study 2- Sales Help Forest Communities Grow their Businesses and Conserve Cambodia's Natural Resources

Honey sales help forest communities grow their businesses and conserve Cambodia's natural resources

The USAID Cambodia MSME Project facilitates activities to provide opportunities for honey collectors and traders to share information about their businesses



Mr. Oeung Ban from the Phnom Toap Cheang Honey Committee demonstrates his community's products and processing equipment during a meeting with honey producers and traders from other communities.

Forests are important to all Cambodians, but especially to those living in forest communities. Many community members rely on non-timber forest products (NTFPs), such as honey production and sales, as a major source of their livelihood. When managed sustainably, these products give business owners an incentive to protect the natural habitat and promote Cambodia's biodiversity. Unfortunately, those in the wild honey business face a number of challenges, including difficult access to markets and skeptical customers who are unsure of the honey product's purity and origins.

To respond to these challenges, the USAID Cambodia MSME project and partners Pact Cambodia and the NTFP-Exchange Program work to facilitate permanent relationships between honey collector communities and bulk buyers. Fun activities allow these important value chain participants to meet and share information before production begins.

In early 2010, the MSME Project facilitated a meeting in Koh Kong province between CEDAC, a food supply company, and a honey collectors group from the Phnom Toap Cheang Forest Community to discuss market needs and requirements, including prices. The meeting provided an opportunity for CEDAC to assess honey quality and available quantities, honey resource management, sustainable harvesting practices, and hygienic handling and processing of the honey.

Shortly after the meeting, a contract for up to 1,000 liters of honey was signed between CEDAC and Phnom Toap Cheang's Honey Group. The agreement was facilitated by Pact Cambodia as part of the USAID Cambodia MSME Project, and the NTFP-Exchange Program. CEDAC agreed to buy the honey for US\$8.30 per liter.

The 2010 honey season lasted from July through September. Phnom Toap Cheang Honey Group bought honey from their members and nearby honey groups to sell to CEDAC in bulk at the negotiated price. In total, the Group sold 672 liters of honey for US\$5,578, which met the minimum sales amount set by the agreement.

Mr. Moeung Mean, Chief of Phnom Toap Cheang's Honey Group, said, "The income from honey, besides being used to expand honey production, will help fund the conservation of the community forest, especially the bee habitats. The honey business is an important source of income for our community members."

Constraints Encountered and Unresolved Issues

Sustainable Harvesting and Post-Harvesting

Though, many hunters apply the sustainable harvesting practice and simple hygienic processing, there are still some honey hunters in Koh Kong, Kampong Thom, Preah Vihear who do not do so. This leads to poor quality contaminated honey reaching the market and fetching low prices.

Main Events Planned for Next Quarter

- Wild Honey Bee Forum in Kampong Thom
- Promote Honey Sale in USAID-Cambodia Rural Trade Fair
- Bee Box Bee Keeping Training
- Refreshment training on Sustainable Honey Harvesting and Post-Harvesting Technique
- Honey Market Expansion (Eco-tourism, Roadside, etc.)
- Implement Biodiversity Year III Work Plan/Honey Value Chain
- Disseminate the Honey Bee Technical and Business Training Manual

Resin

Activity 1. Improve the Sustainability of Resin Resources

Sustainable Resin Tapping Training

The MSME project facilitated training on sustainable resin harvesting techniques for 47 resin CPA members in Boeung Pe Wildlife Sanctuary. This training was provided by 2 lead community resin tappers from Chi Oak Boeung Prey CPA in Preah Vihear province. The training will lead to improving sustainable resin tapping and better forest protection and management, in this Community Protected Area.

Table 7- Participants in Sustainable Resin Tapping Practice

CPA Name	Commune	District	Province	Resin Tappers	Training Topic
Srae Thom	Rung Roeung	Rovieng	PVH	47 (22 women)	Sustainable Resin Tapping Practice

Resin Management Committee Establishment

To strengthen resin interest group's capacity to run their business and sustainably protect their resin resources, the biodiversity team facilitated the resin management committee election in Srae Thom CPA in Boeung Pe area in Srae Thom village, Rung Roeung commune, Rovieng district, Preah Vihear province.

There were 35 resin tappers with 16 women including commune council members and park rangers of Boeung Pe Wildlife Sanctuary in Preah Vihear. As a result, 7 resin tappers were elected to be resin management committee members.

Table 8- Resin Management Committee Election

CPA Name	Commune	District	Province	Resin Tappers	Resin Committee Elected
Srae Thom	Rung Roeung	Rovieng	Preah Vihear	35 (16 Women)	7 Committees

Resin Resource Management Strengthening

The biodiversity team facilitated a meeting with resin tappers, resin collectors, CPA and CF management committee members in Preah Vihear and Stung Treng province to follow-up and strengthens resin resource management capacity to ensure sustainable harvesting, protection and management of their resin resources. Also discussed resin market challenges including pricing. The resin price per 30-litre container differed from place to place but ranged between \$5-10.

Table 9- Participants in Resin Resource Management Strengthening

Community Name	Commune	District	Province	Participants
Srae Thom	Rung Roeung	Rovieng	Preah Vihear	18 (5 women)
Srae Thnong	Rung Roeung	Rovieng	Preah Vihear	9 (1 woman)
Romchek	Romany	Rovieng	Preah Vihear	9 (1 woman)
Ou Long	Siem Bouk	Siem Bouk	Stung Treng	14
Tonsoang	Siem Bouk	Siem Bouk	Stung Treng	
Siem Bouk	Siem Bouk	Siem Bouk	Stung Treng	
Choam Pen	Rum Tum	Rovieng	Preah Vihear	

Resin Enterprise Assessment

To assess the progress and challenges encountered of our existing resin enterprises in three selected landscapes of Prey Long, Boeung Pe and Oddar Meanchey, the PACT team conducted ten assessments with a total of 132 participants attended these meetings including 26 women. The purpose of the assessment is to assess skills of the resin enterprise and its general function, to identify gaps for further technical support as well as market support.

The assessment found that many of resin enterprise members understand the overall objectives of their enterprise organization and the roles and responsibilities of their members. Many of the enterprise members were clear about the structure of their enterprise and their by-laws, and they cooperated closely with CF or CPA management committee members in order to carry out collaborative patrolling activities. During the assessment, the resin members showed us that their resin enterprises have clear linkages with external markets. The resin committee members reported that they spend a day or two visiting outside markets to research the price of resin.

However, the challenges enterprise faced included: some resin tappers are not aware of their roles and responsibilities and their resin by-laws and the committees are not active and they do not coordinate well with resin members and continue to operate individually. There is still lack of access about resin market information. Management Capacity is also a concern, in terms of bookkeeping and financial management. In addition to this, the participants in the assessments shared their difficulties in answering questions on basic financial management, participatory VC analysis, business plan, marketing and M&E.

Table 10- Participants Attending Resin Enterprise Assessment

CF/CPA Name	Commune	District	Province	# of People Participated	Assessment Topic
Chi Ouk Boeung Prey CPA	Romany	Rovieng	Preah Vihear	18 (2 women)	Resin Enterprise Assessment
Boeung Tonle Mrix CPA	Romany	Rovieng	Preah Vihear	14 (2 women)	
Sorong Rokhavoan CF	Trapeang Tav and Koun Kriel	Anlong Veng and Samroang	Oddar Meanchey	7 (2 woman)	
Sangkruos Prey Chheur CF	Anlong Veng	Anlong Veng	Oddar Meanchey	10	
Thmor Da Teuk Khiev CF	Phaav	Trapeang Prasath	Oddar Meanchey	13 (1 women)	
Samarky CF	Trapeang Tav	Anlong Veng	Oddar Meanchey	10 (5 women)	
Ou Chen Chean CPA	Sakream	Prasath Balangk	Kampong Thom	24 (7 women)	
Ou Panha CPA	Sakream	Prasath Balangk	Kampong Thom	19 (15woman)	
Kbal Takong CF	Dang Kambet	Sandan	Kampong Thom	19	
Trapeang Tralach CF	Mean Rith	Sandan	Kampong Thom	13 (11 women)	

Development Partners Coordination Meetings**Cambodian NTFP Working Group Meeting**

As a member of the Cambodia NTFP Working Group, the biodiversity team participated in Stakeholder Dialogue Workshop on Linking Sustainable and Participatory NTFP Management (SPNM) with Community-based NTFP Enterprise Development (CBNE) in Cambodia with a total of 69 participants including 20 women. The participants were from MoE, FA, local communities from 5 provinces, international and national NGOs. The meeting was held at Himawari hotel, Phnom Penh on 17th, December 2010.

3 NTFP were brought to discussion including Honey, Resin and Rattan and the participants from different provinces including government and NGOs shared the current field-based experience and perspective about the integrated approach of CBNE development and SPNM initiatives in Cambodia among relevant stakeholders as well as shared perspectives and background of CF and CPA legalization process and SME and trade development in Cambodia. The meeting also provided opportunities for participants to dialogue about harmonizing CBNE and SPNM with policy in Cambodia and discussed next steps for future collaboration and cooperation.

Constraints Encountered and Unresolved Issues

Resin Enterprise Assessment

The results from the resin assessment indicate that most of the resin enterprises do not function well. Most members from the ten sites showed that they were actively involved in forest management, especially of resin trees, but their resin business activities did not run well. The resin enterprise members were not able to apply the knowledge of marketing, business planning, financial management and M&E in order to run their resin business and they do not have a sufficient understanding to address their concerns.

Moreover, some committee members of the resin enterprise have resigned or if they are members are no longer active in participating in the activities of this resin enterprise.

Main Events Planned for Next Quarter

- Provide monthly coaching and follow up support to each resin committee to help solve their challenges
- Facilitate training on sustainable resin tapping techniques
- Facilitate resin market-link trips
- Facilitate resin PPD and forum
- Conduct resin resource zoning
- Implement Biodiversity Year III Work Plan/Resin Value Chain

Natural Resource Management

Activity 1. Improve Sustainable Natural Resources Management And Cooperation Among Relevant Stakeholders In Four Targeted Landscapes

Ecosystem Health Monitoring Indicators

Live and Learn Environmental Education completed the design of the Ecosystem Health Monitoring Indicators with three indicator categories including: Biodiversity, Resilience and Productivity and developed an Ecosystem Health Indicator database. This indicators and database were shared with Community Forestry Office and Information Management Unit of Forestry Administration. Forestry Administration officials consulted felt that the indicators were too broad and numerous and that they needed to be specific, simple and relevant to the local communities. PACT has been tasked with providing capacity building and training on the Ecosystem Health Monitoring Indicators to communities in three landscapes including Prey Long, Boeung Pe Wildlife Sanctuary and the Forested Area in Oddar Meanchey province.

This quarter, the PACT team delivered ten training courses on the Ecosystem Health Monitoring Indicators to ten target communities in the three landscapes. The total community participants are 167 participants including 42 women. These trainings were provided in order to build the management capacity of the CF and CPA management committee and its members to track ecosystem health indicators.

After this training, each community monitoring focal teams was participatory and voluntarily selected. Endangered species were also identified. Twenty community volunteers were selected to carry out the Ecosystem Health Monitoring Tool on an ongoing basis. A list of monitoring indicator species based on their importance and relevance to their daily livelihoods were compiled and is attached in Annex 1.

Table 11- Participants in Ecosystem Health Monitoring Training

CF/CPA Name	Commune	District	Province	No. of People Participated	Training Topic	Monitoring Volunteer Selected
Chi Ouk Boeung Prey CPA	Romany	Rovieng	Preah Vihear	18 (4 women)	Ecosystem Health Monitoring Indicator	2
Boeung Tonle Mrix CPA	Romany	Rovieng	Preah Vihear	13 (2 woman)		2
Sorong Rokhavoan CF	Trapeang Tav and Koun Kriel	Anlong Veng and Samroang	Oddar Meanchey	7 (1woman)		2
Sangkruos Prey Chheur CF	Anlong Veng	Anlong Veng	Oddar Meanchey	7		2
Thmor Da Teuk Khiev CF	Phaav	Trapeang Prasath	Oddar Meanchey	12 (5 woman)		2
Samarky CF	Trapeang Tav	Anlong Veng	Oddar Meanchey	11 (1 woman)		2
Ou Chen Chean CPA	Sakream	Prasath Balangk	Kampong Thom	31 (11 women)		2
Ou Panha CPA	Sakream	Prasath Balangk	Kampong Thom	18 (4 women)		2
Kbal Takong CF	Dang Kambet	Sandan	Kampong Thom	18 (4 women)		2
Trapeang Tralach CF	Mean Rith	Sandan	Kampong Thom	32 (10 women)		2

Biodiversity Conservation Comparative Study

Sangkruos Prey Chheur and Kbal Ou Sophy Kiri Prey Srong Community Forestry

The biodiversity team facilitated 2 cross-provincial trips for CF Management Committees, local authorities from Kbal Ou Sophy Kiri Prey Srong and Sangkruos Prey Chheu Community Forestry from Anlong Veng district, Oddar Meanchey province to meet with CF Management Committees and local authorities in Tbeng Lech CF in Banteay Srey, Siem Reap. The trip offered opportunities for the CF committees to learn about forest management and protection, benefit-sharing, conflict resolution and NTFP management.

As a result of this exposure visit, the CFMC have learned a lot about CF management such as: forest management, protection, benefit-sharing, conflict resolution and NTFP management, solidarity and cooperation with CFMC and CF members in each village. The discussion also covered the importance of relationship building with Forestry Administration and local authorities in natural resource protection and management.

Table 12- Participants in Biodiversity Conservation Comparative Study

Community Name	Commune	District	Province	Resin Tappers
Prey Srong CF	Lom Tong	Anlong Veng	Oddar Meanchey	13 (3 women)
Sangkruos Prey Chheu	Anlong Veng	Anlong Veng	Oddar Meanchey	15 (2 woman)

Biodiversity Conservation Comparative Study Follow-up:

To better understand the CF Management Committee’s willingness to replicate the natural resource management best practice from Tbeng Lech in Siem Reap, the biodiversity team organized a meeting with CF Management Committees in Sang Kruos Prey Chheur in Anlong Veng, Oddar Meanchey to follow up on forest management and protection from the study tour.

As a result of this facilitated exposure mission to Siem Reap, the committee has improved cooperation and set up regular meetings and built 2 patrolling posts inside the Community Forest area for better management especially to protect against forest fires. The relationships between CF management committees, CF members and local authorities have been strengthened and regular communication channels have been established.

Community Mapping of Assets**Recount Number of Hectares**

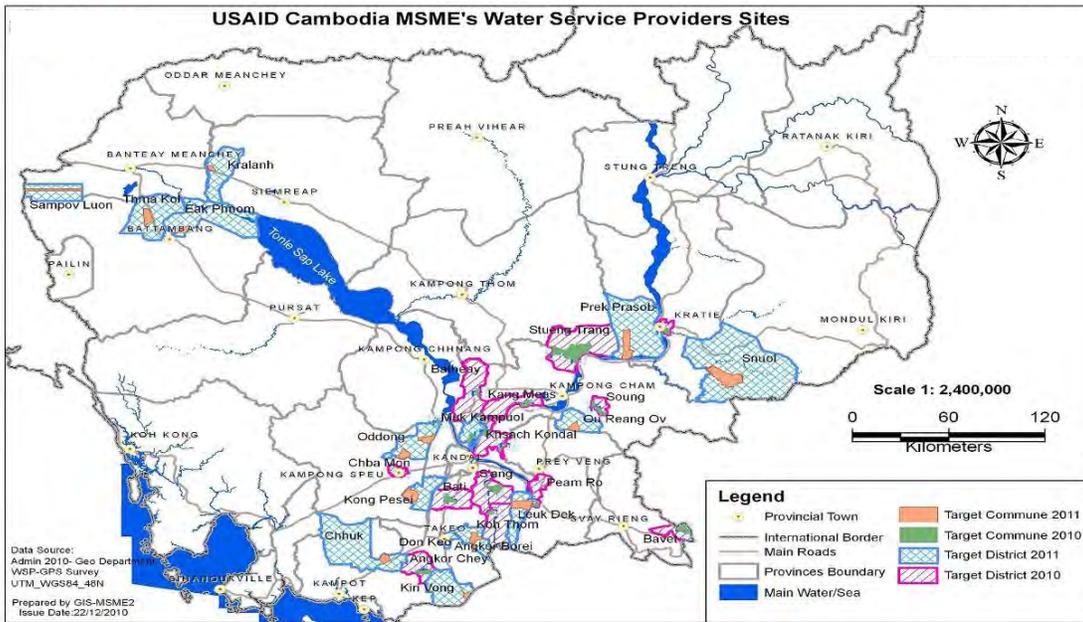
This quarter, the biodiversity team worked on digitizing CF/ CPA maps based on Satellite images 2009 and Google Earth 2010 for four Landscapes including Boeung Per Wildlife Sanctuary, Prey Lang, South Cardamom Mountains and Oddar Meanchey. After digitizing, biodiversity team conducted a ground-check using GPS to verify the forested area, grassland, rice field and plantation. The results of recounted number of hectares are shown in the table below:

Table 13- No of Hectares Recounted Under Biological Significance and Improved NRM

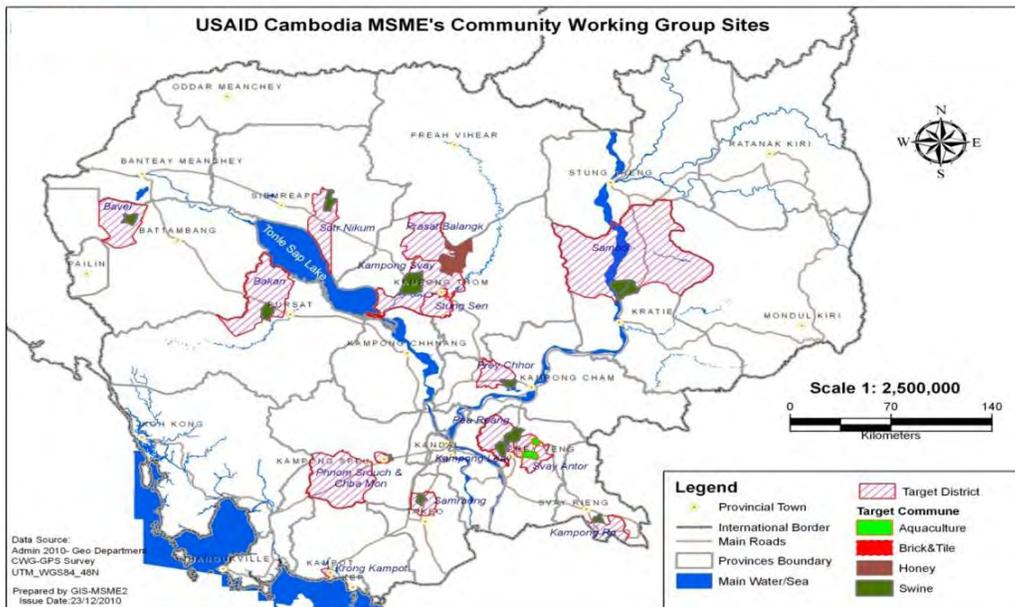
No	Site Name	Site Location			NTFP Value Chain	Total Area (Ha)	Natural Resources		
		Commune	District	Province			Rice Field	Grass	Forest
Cardamom Mountain									
1	Kondol CPA	Kondol	Botum Sakor	Koh Kong	Honey	1440	2	30	1408
2	Tany CPA	Chi Khor	Botum Sakor	Koh Kong	Honey	550	8	58	484
Boeung Pe Wildlife Sanctuary									
3	Ou Chen Chean CPA	Sakream	Prasath Balangk	Kampong Thom	Resin	2295	216.3	7.4	2071.3
4	Ou Pannha CPA	Sakream	Prasath Balangk	Kampong Thom	Resin	5487	545	0	4942
5	Srae Thnong/ Phnom Prolanh CPA	Rommany	Rovieng	Preah Vihear	Resin	1869	46	88	1735
6	Rumchek CPA	Rommany	Rovieng	Preah Vihear	Resin	1981	0	42	1939
7	Boeung Tonle Mrech/Ou Po CPA	Rommany	Rovieng	Preah Vihear	Resin	1722	0	131	1591
8	Bankeun Phal/Chorm Pen	Romtum	Rovieng	Preah Vihear	Resin	1891	0	166	1725
9	Srae Thom CPA/ Chreap Puy	Rong Roearng	Rovieng	Preah Vihear	Resin	1988	8	22	1958
Oddar Meanchey Forest									
10	Samarky CF	Trapeang Tav	Anlong Veng	Oddar Meanchey	Resin	1079	28	19	1032
11	Phaav CF	Phaav	Trapeang Prasat	Oddar Meanchey	Resin	2025	0	100	1925
12	Song Rokhavoan CF	Koun Kriel, Trapeang Tav	Samroang, Anlong Veng	Oddar Meanchey	Resin	18262	147	935	17180
13	Prey Srong CF	Lumtong	Anlong Veng	Oddar Meanchey	NTFPs	6469	500	1485	4484
14	Sangkrouh Prey Cheu CF	Anlong Veng	Anlong Veng	Oddar Meanchey	Resin	4151	113	83	3955



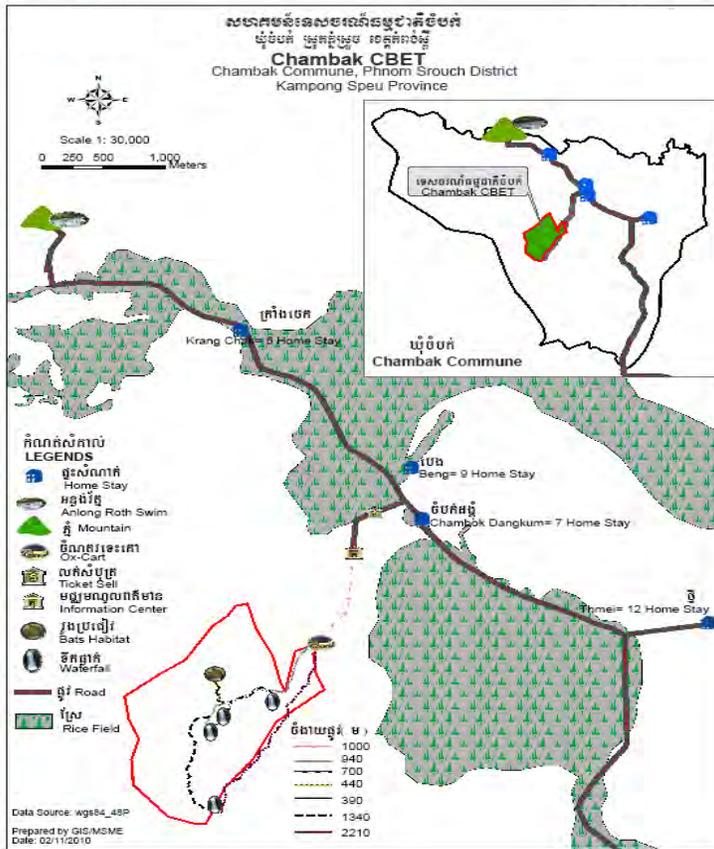
Map 1- Water Service Providers



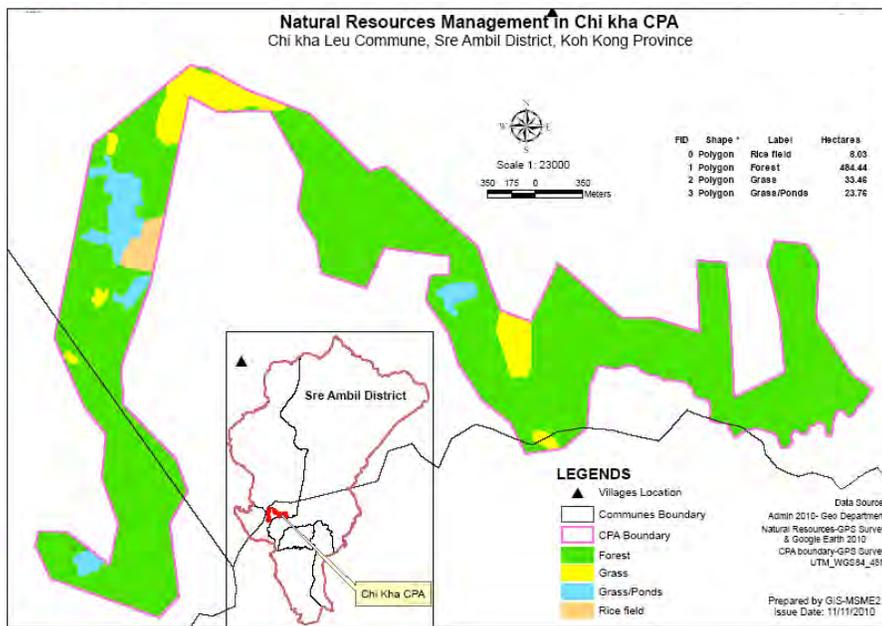
Map 2- Community Working Group Sites



Map 3- Chambak CBET Map



Map 4- Natural Resource Management in Chi Kha CPA, Tany Commune, Koh Kong



Resin Resource Zoning

Biodiversity team organized and facilitated meetings with CFs/CPAs management committees, its members and relevant stakeholders to discuss about resin potential areas, resin tapping area and then developed a participatory sketch map at Samaky CF, Sangkrouos Preychheu CF in Oddar Meanchey, Ou Panha CPA and Ou Chunchien CPA and at Choarm Pen CPA in Preah Vihear.

With the Sketch mapping developed together with CFs/CPA and stakeholders, we teamed up with local community people and village and commune chief and conducted resin resource zoning using GPS to demarcate the resource boundary.

Table 14- Resin Resource Zoned

Community Name	Commune	District	Province	Resource Zoned	Total Area of Ha Zoned
Samarky CF	Trapeang Tav	Anlong Veng	Oddar Meanchey	Resin	1431 Ha
Sangkrouos Prey Chheu CF	Anlong Veng	Anlong Veng	Oddar Meanchey	Resin	Drafted Resin Sketch Map
Ou Panha CPA	Sakream	Prasath Balangk	Kampong Thom	Resin	Drafted Resin Sketch Map
Ou Chen Chean CPA	Sakream	Prasath Balangk	Kampong Thom	Resin	Drafted Resin Sketch Map
Choam Pen CPA	Romany	Rovieng	Preah Vihear	Resin	Drafted Resin Sketch Map

ArcGIS 9.3 Capacity Building

The project facilitated the participation of GIS specialist, Mr. Duk Phon to attend an intensive 6-day ArcGIS training course. The training was provided by ARUNA Technology and was held in Phnom Penh. ArcGIS is a tool/software designed to help capture information mentioned above and at present, the project has ArcGIS software version 9.3.

GIS is an important part of the biodiversity conservation component of the Cambodia MSME project and it helps to identify and map out threats to biodiversity through boundary demarcation, resource zoning of the resin and honey for a sustainable natural resources management. It also helps our value chain work by mapping out the locations of our clients, service providers and markets.

The training will help the in-house Cambodia MSMEII GIS specialist to fully comprehend all the software functions and make good use of the program to support the project.

Activity 2. Improve The Implementation Of Public Policies, Regulations, Laws And Strategies To Encourage More Sustainable Natural Resources Management

Phnom Toap Cheang CF Agreement Signing Ceremony

The biodiversity team facilitated several meetings with Koh Kong Forestry Administration (FA) Cantonment, local authorities, CF management committees and CF members together with other local and international NGOs like American Friend Service Committee (AFSC) to facilitate CF Agreement document preparation and also discussed plans to organize CF Agreement signing for Phnom Toap Cheang CF in Dang Peng commune, Srae Ambil district, Koh Kong.

On 13rd December, MSME team facilitated the CF Agreement Signing Ceremony for Phnom Toap Cheang CF in Srae Ambil, Koh Kong with a total of 218 participants including FA, provincial, district and local authorities, environment officials, and AFSC staff. Phnom Toap Cheang CF agreement is a major step in ensuring and encouraging the conservation and protection of the biodiversity in the Cardamom Mountain Range.

Ou Panha and Ou Chen Chean CPA Agreement Development

To build capacity of Ou Panha and Ou Chen Chean CPA management committees and members to prepare the CPA Agreement documents, MSME/PACT team conducted two training courses and two meetings on CPA agreement development to Ou Panha CPA and Ou Chouchean CPA in Sakream commune, Prasath Balangk district, Kg Thom province with a total of 154 participants including 57 women. The aim of this training is to support the Ou Panha and Ou Chouchean management committee members to draft and finalize its legal tenure agreements.

As a result of the training, the CPA Agreements in Ou Panha and Ou Chen Chean CPA was jointly developed by all CPA management committees, members, and MoE officials from Boeung Pe.

To ensure that the drafted CPA Agreements of Ou Panha and Ou Chen Chean CPA is fully aware by all members, MSME/PACT team organized and facilitated a general meeting that allowed Ou Panha and Ou Chouchean CPA members to participate in the consultation. There were 80 participants including 24 women. The meeting was held in order to finalize the drafting of CPA agreements. The meeting also provided an opportunity for the local communities to discuss and share general comments on the CPA agreement as well. Finally, the CPA agreements were finalized with strong support from the communities. At that time CPA committee members also discussed about the plan and procedure that they need to carry out in order to submit their CPA agreements to get approval from the government.

Table 15- Participants in CPA Agreement Development

CF/CPA Name	Commune	District	Province	No. of People Participated	Topic
Ou Chen Chean CPA	Sakream	Prasath Balangk	Kampong Thom	29 (12 women)	CPA Agreement Training
Ou Panha CPA	Sakream	Prasath Balangk	Kampong Thom	21 (2 woman)	
Ou Chen Chean and Ou Panha	Sakream	Prasath Balangk	Kampong Thom	122 (27 women)	Consultation on CPA Agreement

Equal Access Radio Program

Within this quarter, the biodiversity team with Equal Access team to develop radio scripts and conducted interview on topic of the use and benefit of resin, importance of resin resource zoning and zoning procedure and honey market expansion strategies.

Development Partners Coordination Meetings

National Community Forestry Program Coordination Committee (NCPF CC)

In this quarter, the biodiversity team attended a National Community Forestry Program Coordination Committee meeting at Forest and Wildlife Training Center in Phnom Penh on Community Forestry Potential Area map in Cambodia. This meeting was organized by Community Forestry Office of Forestry Administration with participation from Forestry Administration (FA) at all level, CF management committees, local authorities, local and international NGOs with the purpose of consulting CF potential area identification and demarcation procedure and updating CF status in Cambodia.

Based on CF statistic released by Community Forestry Office of Forestry Administration is that 1000 CF communities covering a total area of 2 million hectares will be established by 2029. So far, the total number of CF in Cambodia is **441** CF with a total area of **392,431** ha.

The meeting also offered opportunities to participants to ask questions and comments on the CF potential area identification and demarcation procedure as well as questions related to CF management, forest protection and FA cooperation.

Case Study 3- Biodiversity Exposure Visit promotes Participation, Protection and Conservation of Natural Resources

Biodiversity study trip promotes participation, protection and conservation of natural resources

The USAID Cambodia MSME Project facilitates activities so forest-dependent communities can learn from each other and replicate forest management best practices



Community forest management committees actively discuss and record opinions of members on topics such as how to manage forest resources, such as non-timber forest products, how to share benefits, and methods for solving conflicts involving community members harvesting resources.

Forests are invaluable natural resources that provide for the socio-economic wellbeing of forest communities and contribute to Cambodia's rich biodiversity. In spite of the many benefits available, Cambodians are quickly losing important forest resources through deforestation and degradation.

As part of USAID's commitment to help Cambodia conserve its biodiversity conservation areas, such as community forests, the USAID Cambodia MSME Project facilitated a study tour in October 2010. Fifteen community forestry committee members, local authorities and forestry administration officers from Oddar Meanchey participated in the event.

The participants are involved in the management of the Sangkruos Prey Chheu Community Forestry (CF) site. As part of this study tour, the participants also visited communities in Siem Reap from the Tbeng Lech Community Forestry site.

The study tour offered great opportunities for participants from Sangkruos Prey Chheu to learn how to manage such things as non-timber forest product (NTFP) resource harvesting and sales by community members, how to resolve conflicts related to forest use, encroachment, and various mediation methods.

Committee members from both groups learned about methods for improving cooperation between community groups, local authorities and forestry administration officials.

Soon after the study tour ended, committee members organized separate meetings with other nearby CF management committees and their members. Local authorities provided strong support for these meetings and actively participated to disseminate the lessons learned from the Siem Reap study tour.

One result of the study tour is that now the Sangkruos Prey Chheu CF now holds monthly meetings and shortly after returning, the community used their own resources to build two patrolling stations inside the forest area. These stations will play a key role in preventing illegal logging and monitoring forest fires.

CF Secretary Mr. Thy Bunthin, said, "These activities strengthened the commitment of CF members to protect local forests." He added, "Improved communication among committees and their members will help Cambodia save its forests and its important biodiversity."

Constraints Encountered and Unresolved Issues

Biodiversity Monitoring Indicator

To date we have only delivered the ecosystem health monitoring training session and conducted meetings with the communities. As of yet, we are unable to assess the ability of the community volunteers to implement the Ecosystem Health Monitoring Tool (EHMT). However, we encountered some general challenges from the trainings and meetings.

The community members who attended the training said that there were too many biodiversity indicators in the monitoring tool and the capacity of the selected community volunteers was quite low. All of the selected volunteers can read and write, but not very well, making it difficult to fill out the tool. Their ability to analyze information makes it difficult for them to fill out the form. They might also not have sufficient time to carry out the monitoring too. Pact will provide regular coaching on how to fill out the information and check the results. It is also recommended that the tool be further simplified. In particular, the participants said that it was hard for them to collect information on resilience indicators.

CPA Agreement

With regards to the legal tenure of Ou Panha and Ou Choncheang CPA in Kg Thom province the communities have already completed the process, but the MoE has not yet reviewed the documents for the CPA agreement. In the next quarter, we will discuss this issue with the senior officials at the Ministry of Environment in order to avoid further delay.

Main Events Planned for Next Quarter

- Provide coaching to each volunteer on the EHMT
- Collect and compile ecosystem data together with the communities
- Recount Number of hectares of biological significance and under improved NRM
- Facilitate CPA/CF Legalization Process
- Attend NCFP Coordination Committee Meeting with FA
- Complete the Prey Long Socio-economic and Hydrological Assessment activities in close cooperation with the Forestry Administration.
- Finalize and publish a poster on Forest Fire Prevention.

Tourism

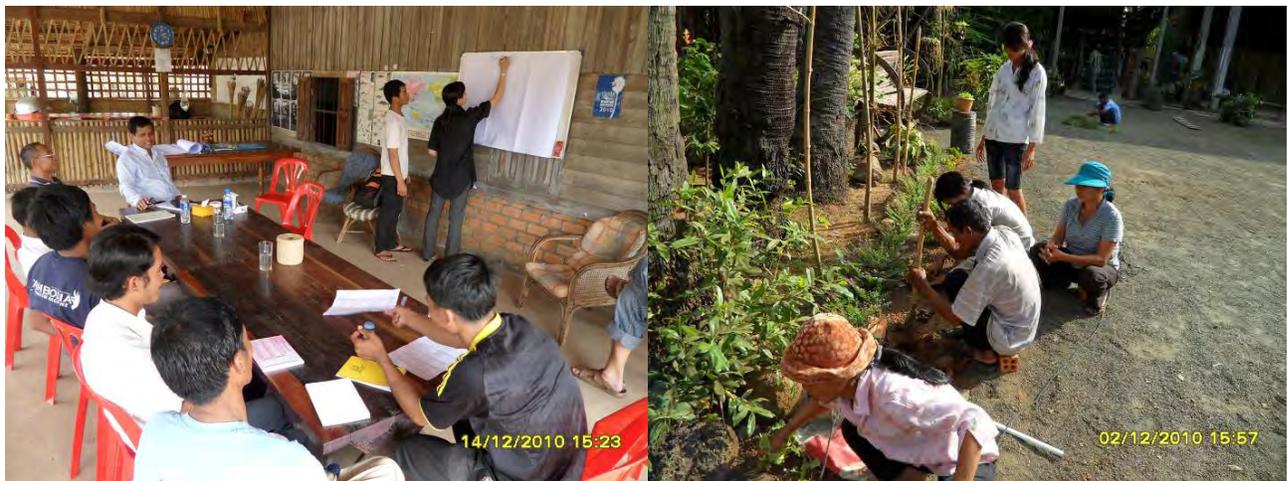
Summary of Actions, Activities and Accomplishments this Quarter

- In partnership with Anjali Restaurant in Phnom Penh, facilitated a technical training on “Cooking and Hospitality” for Banteay Chhmar Hidden Treasure site.
- Facilitated a training on “Housekeeping and Hospitality” for four Hidden Treasure Sites (Banteay Chhmar, Chambok, Chi Phat and Phare Ponleu Selpak) in cooperation with Khmer Village Homestay in Baray, Kampong Thom Province.
- Prepared and facilitated two training modules on tourism investment promotion for the Provincial Investment Sub-Committee in Kampong Cham.
- Facilitated an experience sharing cross provincial trip for Banteay Chhmar Hidden Treasure site with Street Family Center (Coconut House) and Phare Ponleu Selpak

- Conducted a live radio talk show with Equal Access on the “Uniqueness of Tourism Destinations in Cambodia” to encourage CBT sites and tourism service providers to think about marketing the uniqueness of their sites in order to attract more visitors.
- Ms. Sok Sophea, Tourism Coordinator, presented on “Ecotourism and Pro-poor Tourism in Cambodia with MSME strategies working in tourism sector” at the Economic Finance and Finance Institute organized by ADB. The participants were tourism policy makers from the Greater Mekong Sub-region (Cambodia, Vietnam, Thailand, Lao-PDR, Myanmar and China)

Activity 1. Support The Continued Development Of Viable Hidden Treasure (HT) Community-Based Tourism Destinations That Can Serve As Models For Others To Replicate In Cambodia.

- Coordinated a training on “Cooking and Hospitality” for 2 cooks from Banteay Chhmar Hidden Treasure site. At the end of the ten day training at Anjali Restaurant in Phnom Penh, the community cooks learned about food cooking and preparation, focusing on hygiene, food quality and decoration. A week after their return, MSME team followed up with them and the team was please to note that the cooks shared their new knowledge and skills with other community cooks in Banteay Chhmar and had begun applying their new skills to cook and present appetizing local cuisine to tourists.
- Facilitated a training on “Housekeeping and Hospitality” for four Hidden Treasure Sites (Banteay Chhmar, Chambok, Chi Phat and Phare Ponleu Selpak) in cooperation with Khmer Village Homestay in Baray, Kampong Thom Province. After the five day training, the four Hidden Treasure communities learned how to make a bed, clean and organize bedrooms and bathrooms, gardening and landscaping and guiding principles of hospitality.
- Developed a non-verbal communication tool for home-stay and restaurant staff at two hidden treasure communities (Chambok and Banteay Chhmar). This training was requested by these two sites to facilitate easy basic communication with non-Khmer speaking guests.
- Began a six month dance training course for Banteay Chhmar community; the trainer was from Chambok Community. Each training session will take two weeks of teaching.
- Coordinated Peace-Corp volunteers to conduct English language training for Peam Krasop community. This is an ongoing training and will take some time to show results.
- Coordinated four hidden treasure communities, Banteay Chhmar, Peam Krasop, Chi Phat and Chambok to develop tourism promotion seasonal calendar. This calendar will help them to diversify tourism products and services, in order to attract more visitors to their sites year round.



Activity 2. Map, Assess, and Promote Cambodia’s Community-Based Tourism Sites

This activity will begin in January, 2011

Activity 3. Strengthen Provincial Tourism Investment Capacity

Developed two training modules on “Promoting Tourism Investment” for Provincial Investment Sub-Committee in Kampong Cham



Module three part II was held on October 13-14, 2010 with 25 participants in Battambang province. The Director of Planning and Investment Office was invited to share experiences about investment works and issues in Battambang with participants. On the second day, the tourism team facilitated an exposure trip for participants from Kampong Cham to get ideas on potential sites for tourism investment based on the Battambang experience.

- Module four of the Tourism Investment training module was conducted on December 8-9, 2010, for 18 PISC members in Kampong Cham Province. It was the last training on Tourism investment promotion. The closing ceremony was presided over by Mrs. Khong Sun Eng, the Deputy Governor of Kampong Cham Province who expressed sincere gratitude on behalf of the Provincial governor for USAID technical assistance in this area.



- Met with selected working group of Provincial Investment Sub-Committee after the training to follow up their plans to develop a tourism investment strategy and plan and discussed ideas on promotional material that could be developed to promote tourism investment in Kampong Cham to potential investors.

Activity 4. Facilitate Private Sector Participation and Input into National Tourism Programs

On December 7, 2011, met with Ministry of Tourism (Marketing department, Community Based Tourism Office, and Deputy of Tourism General Director) to follow up and discuss progress on establishing a Marketing and Promotion Board (MPB). The next follow up meeting will be after the Asian Tourism Forum scheduled to take place in Phnom Penh in mid-January, 2011.

Coordinated with Equal Access to develop one radio PSA (Hygiene of cooking at restaurant kitchen) and one TV PSA (Littering at public area) to promote “Clean City, Clean Resort, Good Services”. In addition three radio shows were developed and broadcast on the following topics:

- Topic 1: Marketing the Uniqueness of Community Based Tourism (CBT) sites with guest speakers from the MSME Tourism team, Khiri Travel Cambodia, Peam Krasop and Chi Phat community
- Topic 2: Developing a Tourism Seasonal Calendar (Pre-recorded Show), this show included interviews with Banteay Chhmar and Chambok community members.
- Topic 3: Promoting Community Based Tourism (Pre-recorded show), this show included interviews with Banteay Chhmar and Chi Phat community.

Development Partners Coordination Meetings

- Met with Ms. Yem Nary, Lecturer at Norton University, to discuss possible cooperation in training for Hidden Treasure communities and practical internship for students to those Hidden Treasure Sites. An architecture teacher will visit to Banteay Chhmar to train artisans on wood carving; possibly in March 2011.
- Met with Ms. Esther Ding, the Director of Khmer Village Homestay at Baray in Kampong Thom to discuss possible training on “Housekeeping and Hospitality” for the Hidden Treasure Sites that operate homestay services. The meeting was at Khmer Village Homestay office on October 20, 2010.
- Conducted a field visit to Sambor Preikuk community and met with Khiri Travel and GTZ to learn how they operate tourism activities. The team also met with the Director of Tourism Department in Kampong Thom to get an update on tourism development in Kampong Thom
- Met with Global Heritage Fund to discuss Banteay Chhmar Community Based Tourism Development; how to sustain Banteay Chhmar in the future; including
 - Including CBT registration as a legal NGO
 - Establishing a loan facility for the CBT
 - Toilet and sanitation facilities at the CBT
 - Importance of developing a management plan for Banteay Chhmar CBTMSME will provide advisory support for these activities and GHF will provide funding.
- Met with Mr. Mark Ellison and Mrs. Tina, (the owners of Anjali Restaurant), Mr. Chan Nathan (Catering and Operation Manager of Hagar Restaurant), Mr. Gustav Auer (Hospitality and Business Manager of Rumdeng Restaurant) to discuss possible embedded training on “Cooking and Hospitality” for Hidden Treasure Sites that provide food services. All of the potential service providers were open and willing to have CBT cooks and staffs learn from their respective restaurants to improve their services.
- Met with CATA and CCBEN (Their president, Chairperson and coordinators) to discuss support for a potential homestay competition in 2011. CATA will lead this competition with cooperation from CCBEN and possible technical and financial support from the Cambodia MSME project.
- Met with CATA board to develop CATA activities plan 2011 in coordination with SNV, the Netherlands Development Organization. To strengthen the association, they really need a clear plan to move forward.

Case Study 4- Skill Upgrading Improves Quality and Attracts More Tourists to Community-Based Tourism Sites

Skills Upgrading Improves Quality and Attracts More Tourists to Community-Based Tourism Sites

The USAID Cambodia MSME Project Supports Rural Tourism by Improving the Skills of Community Based Tourism Sites



Banteay Chhmar community members learn new cooking skills and practice meeting the hygiene standards required by discerning tourists.



A delicious presentation of Cambodia's famous fish amok specialty prepared at the Banteay Chhmar community.

Low service quality and unhygienic conditions at many of Cambodia's rural community-based tourism sites keep tour operators from regularly sending visitors for overnight stays. Services such as food preparation, food variety, overnight home-stays, cleanliness, customer service, and level of comfort are critical to attracting customers. Upgrading the knowledge and skills of community members to provide higher quality services is the key to a more competitive and profitable industry.

During the past year, the USAID Cambodia MSME Project has been working with several community-based tourism groups to help them better understand the needs of tourism operators and customers and to learn what it takes to attract tourists who will return for another visit or refer their friends to come and enjoy all these sites have to offer.

Using a value chain approach, the MSME Project promoted the introduction of the six community-based tourism sites selected in 2009 as winners of the Hidden Treasure Contest – Chambok in Kampong Speu, Chi Phat, Peam Krasop, and Tataikrom in Koh Kong, Banteay Chhmar in Banteay Meanchey, and Phare Ponleu Selpakin Battambang – to more than 20 Cambodia and international tourism operators. During two familiarization trips in May and June 2010, sponsored by the Project, all six tourism site committees met with and discussed the “market requirements” that had to be met before the tour operators would be confident in referring customers to these sites.

Based on the feedback from the tour operators, the communities have begun seeking practical training in areas such as cooking, housekeeping, traditional dance, and English language training.

The MSME Project team has helped the communities by introducing them to private sector firms and social enterprises willing to provide free training; all the communities need to do is select the persons to be trained and begin upgrading their skills. Examples include training offered by tour operators themselves in marketing, and cooking and hygiene skills offered by Phnom Penh restaurants and resorts such as Anjali, Friend International, Hagar and Khmer Village Home-stays. As a result of this practical training, newly trained cooks have gone back to their tourism sites and shared their experience with other members and continued their commitment to improve guest services.

“I am so happy that the MSME Project facilitated this training so I could learn new cooking skills at Anjali Restaurant. I learned a lot about hygiene, food preparation and presentation. I feel very confident after the training,” Mrs. Chan Nou, cook in Banteay Chhmar CBT said.

With new cooking skills, more knowledge about the importance of hygiene in attracting customers, and a improved understanding about what tourists want and expect, the community-based tourism sites will continue to attract more customers and provide higher standards of living to the villagers that support the community.

Constraints Encountered and Unresolved Issues

One of the Hidden Treasure Sites (Tataikrom Community), has been facing a challenge of non-recognition from stakeholders; therefore, it was hard for tourism team to implement activities with this community. Since the site is under the management of the Forestry Administration, The Officer from FA suggested Tataikrom community to form a Community Forestry (CF) Group and implement tourism activities under FA. This site is currently a Community Based Ecotourism site registered under Ministry of Tourism. FA has the vision to change or reform all the CBET sites in Cambodia into CF if the sites are under the management of FA. The Tourism team is closely monitoring the situation but letting the communities resolve this challenge in direct consultation with FA and other local government authorities.

Main Events Planned for Next Quarter

- Coordinate with the Cambodia Association of Travel Agents (CATA), Cambodia Community Based Ecotourism Network (CCBEN) and Ministry of Tourism to organize and conduct a Homestay Competition.
- Cooperate with Ministry of Tourism to promote the “Clean City, Clean Resort, Good Services” promotional Campaign.
- Apply the DCED standard for measuring results of Tourism Value Chain Strengthening interventions in annual work plan.
- Continue working with the private sector to provide embedded trainings to improve tourism service quality and hospitality in the Hidden Treasure Communities.
- Cooperate with Component II to build and strengthen capacity of the hidden treasure communities on business skill in order for them to be sustainable in the future.
- Facilitate cross provincial trip for housekeeping trainees to gain more experience from some projects in the Northeast of Cambodia (Kratie and Stung Treng).
- Follow up with Provincial Investment Sub-Committee in Kampong Cham to develop Tourism Investment Strategy and Promotional materials and coordinate a workshop for PISC members in Kampong Cham to meet with potential investors from Singapore.
- Work with Component III to follow up and coordinate with MoT and Private Sector regarding establishment of a Cambodian Marketing and Promotion Board.

Water Supply and Sanitation

Summary of Actions, Activities and Accomplishments this Quarter

- 2,935 people, gained access to safe water this quarter. The total to date is 59,535 people, which is 119% of the target.
- 609 Easy Latrines were sold this quarter, bringing the total to 3,151 Easy latrines sold. This is 63% of the target.

Activity 1. Expand Access To Safe Water In Towns And Villages In Targeted Provinces

Collaborative efforts between all three components of the MSME Project Team have led to a very strong start for Year 3 Workplan for Water.

Beginning with the MOU conference on Friday, October 22, more than 34 local private water service providers (WSPs) from 10 provinces joined the leading material/equipment suppliers, design engineers, financial institutions and others to discuss future investments in piped drinking water. In this interactive and engaging conference participants shared experience and best practices gained over the last year and discussed plans for the future. Presentations were given by 6 leading local firms and group discussions were held highlighting various issues, such as:

- Upgrading old systems to meet safe water standards,
- Finding professional support in design and construction,
- Attracting more customers and improving customer satisfaction,
- Facing challenges in a growing town and
- Management decisions to reach the poor, and
- Standardizing operations and management.

Future Challenges and Solutions

Government officials from Provincial Departments of Industry, MIME, and the ILCC had a group discussion on monitoring water quality for private water service providers.

December 7-9th, representatives of 10 WSPs in Kratie and Kampong Cham and 2 PDIMEs in Kratie and Svay Rieng joined the cross provincial visit to 3 WSPs in Kandal. Participants saw 3 different types and sizes of treatment facilities and business operations.

Under the Water Investment Strategy, 2,935 people gained access to safe water this quarter. The total to date is 59,535 people, which is 119% of the target. 10 WSPs successfully completed their expansions and warranty period, fulfilling all commitments to the Project. The Project signed MOUs with 16 more WSPs in 8 provinces to expand access to safe water to over 40,000 people in the coming year.

We also prepared one radio show to stimulate and expand household demand for connection to safe, piped water services.

Activity 2. Expand Access To Safe Sanitation

Overall Marketplace Growth and Competition

The concept of sanitation as an excellent business opportunity has spread far beyond IDE trained entrepreneurs. The size of the pilot region has grown to all districts of Kandal and Svay Rieng, as well as leading to major sales in other provinces including Prey Veng, Takeo, Kampong Speu, Kampong Cham and other regions. Many competitors have also sprung up, who have not only reverse-engineered the Easy Latrine, but have also adopted sales and marketing strategies that IDE-trained entrepreneurs are using, such as displays and sales agent networks. Initial research has shown that of all new latrine installations upwards of 40-50% are coming from latrine producers other than those trained by IDE.

- 609 Easy Latrines were sold this quarter, bringing the total to 3,151 Easy latrines sold. This is 63% of the target.

Taking into account 40%-50% sales from other suppliers, this approach may have already reached the target of 5000 total latrine sales and installations in the target areas that are attributable to USAID. Final field surveys will begin in February 2011 to verify the results.

Sales and Marketing

Latrine producers have proven that having a wide-spread and effective sales agent network in communes and villages, is key to the generating wide-spread sales. Many latrine producers now employ many commission-based sales agents who actively market latrines in their areas of influence, allowing producers to focus on what they do best- production and delivery.

Latrine producers have also made advancements in marketing activities, such as investing in replication of marketing materials, banners on the sides of their trucks, business cards, megaphones on their transportation to announce their arrival in villages, and other innovative tactics. Another interesting progression was the fact that many of the entrepreneurs sales agents have asked IDE to help them create marketing materials that employ more education-based information such as transmission routes and more sanitation/hygiene education messages, as these have proven to be effective tools for their sales (as opposed to traditional product based promotion alone).

Government

Relations between entrepreneurs and local governing bodies have strengthened and grown considerably as proof of the effectiveness of sanitation marketing has enticed these actors to become more involved in the promotion and delivery of latrines in their areas. Many government actors at the village and commune levels are engaged by the latrine entrepreneurs to become commissioned sales agents, furthering support tremendously.

Preparation for Harvest Season

Most entrepreneurs who began selling latrines prior to 2010's harvest season, made significant advances in preparation for this season. These activities included investing in large volumes of stock (upwards of \$2000 per producer) so that they would be prepared for the large influx of demand generated when households have cash-in-hand after their harvests. Other advancements included several entrepreneurs investing in trucks and other transportation services to keep up with the demand in the villages, as well as the previously mentioned investments in sales staff.

Financing

Proof of sanitation business models, as well as preparation for harvest season has definitely indicated a large gap in financing support for entrepreneurs for stock, transportation, labor and other investments they need to run an effective sanitation business. MFI's are unwilling to lend at the

\$2000-\$5000 ranges in many cases without collateral, and more to the point that loans are not the best products, whereas a revolving line of credit would be better suited to the cash flow needs of these businesses. Many opportunities for learning in this area will extend past the point of this pilot program, but which have been clearly evidenced here.

Activity 3. Through Working Groups And Public-Private Dialog, Help Private WSP's To Share Knowledge, And Identify And Address Business And Regulatory Issues That Impede Their Investment And Growth

Through the MOU Conference and the cross provincial visits momentum is growing among WSPs to collectively address constraints that they face.

Activity 4. Identify And Address Several Key National Regulatory And Legal Issues That Impede Investment And Growth Of Private WSPs

We facilitated a discussion among officials from PDIMES in 10 provinces, MIME, and the ILCC regarding water quality monitoring across provinces. The MSME Project also shared their experience with water service providers who effectively and simply monitor water quality at the household level.

We met with many WSPs to better understand and document the impact of road, irrigation and other infrastructure projects that damage their systems.

We reviewed the request by MIME for regulation support and will meet with them to follow-up next quarter.

Main Events Planned for Next Quarter

- March 7 - Water Video Release
- February 3 - Public forum in Kandal
- March 8 - Cross Provincial Visit to Kampong Cham

Case Study 5- USAID Boosts Local Entrepreneurship in Latrine Production

USAID Boosts Local Entrepreneurship in Latrine Production

Easy Latrine success attracts new competitors to enter the Svay Rieng sanitation market



Competitors are not alone in their optimism and satisfaction with the Easy Latrine. Mr. Seng Heng, one of the MSME Project's original latrine producers has invested over \$7,500 to purchase a delivery truck.



Many latrine producers are investing more than \$2,000 so they will have materials in stock for the upcoming rice harvest season when customers have cash-in-hand to purchase latrines.



Imitation is the highest form of flattery. As a testament to their success, Cambodia MSME Project-trained latrine producers are seeing many imitators competing for the growing sanitation business in Svay Rieng province. During the past two months, three new competitors have set up businesses locally and are challenging existing firms. This is the story of three new business owners; Mr. Kong Ra, Mr. Chea Samoeun, and Mr. Chhay Saron.

Mr. Kong Ra lives in Tasous commune of Svay Chrum district. He entered the latrine market after participating in an MSME Project-facilitated Business Forum Meeting in Svay Rieng town. Mr. Kong initially did not participate in the Easy Latrine training program. He chose instead to differentiate himself from other Easy Latrine producers. He would charge a higher price than the average \$30 that other producers charged. But emulate, he did. He purchased an Easy Latrine and copied everything so precisely that even his customers could not tell the difference from the original. But after observing the support Easy Latrine producers received in the form of training and marketing support, Mr. Kong decided to join the program. Mr. Kong is optimistic about the Easy Latrine because: 1) most poor households can afford it; 2) it is very easy to produce and deliver; 3) profitability from sales is good even at the lower average price; 4) he gets invited to participate in meetings with other business owners to share information; and 5) past Easy Latrine marketing activities have created market demand. Mr. Kong is so confident of the success that he has set up production in two communes.

Mr. Chea Samoeun and Mr. Chhay Saron appreciate the profit-making opportunities in the latrine market. Both are from the commune of Chrey Thom in Svay Rieng, a region of the province with significant latrine sales and pent-up demand. Mr. Chea added latrines to his existing concrete business after his uncle, the deputy village chief in Doung Kar village, participated in an MSME Project pre-commune sanitation workshop and immediately recognized the business opportunity. Mr. Chea designed his own wooden mold for the chamber box and ordered a ring mold from Phnom Penh. Together, he and his wife produce a less expensive latrine and beat the competition on price. With the upcoming harvest season and an anticipated increase in sales, Mr. Chea is planning to hire employees to help meet production demand. He will also begin participating in the Easy Latrine training and marketing support program.

Mr. Chhay Saron, unlike Mr. Kong Ra or Mr. Chea Samoeun, did not have any experience with concrete production, but saw the profitable opportunities producing and marketing the Easy Latrine. After conducting market research by interviewing villagers and observing demand for quality, low priced latrines, Mr. Chhay entered into a joint venture with his construction-experienced neighbor. They borrowed an Easy Latrine and used reverse-engineering to replicate the entire Easy Latrine set. They hired one laborer full time and paid for transportation to deliver each latrine. In the first month, the venture sold 20 latrines on credit to villagers who promised to pay after the harvest season.

The USAID Cambodia MSME Project, implemented by Development Alternatives, Inc. (DAI), facilitates technical and marketing assistance to entrepreneurs active in the sanitation and latrine value chain through its consortium partner, International Development Enterprises (IDE). More than 10,000 latrines will be installed as a result of USAID assistance.

Garment Industry Productivity Centre (GIPC)

Introduction

GIPC captured 20% of the market industry during its first three years as an international-donor funded project. Since then, under new entity CASDEC, the growth of its market has continued and has reached over 25% market share. It has expanded into new sectors, with SME clients now providing 20% of revenue. Services have also been extended to the footwear sector following an investment in specialized training for Cambodian technical staff. Only introductory steps have been taken into the footwear market, but outreach has reached approximately 9% of the market.

The current contract for USAID support will end by January 31st 2011. Accordingly, while the organization has continued its operational focus on marketing and revenue growth, administrative and technical support during this last quarter has been directed towards contract closure and to the planned transition. This is a planned merger with HR Inc., a private sector firm working in human resources development and recruitment. The resulting entity will be registered as a for-profit training and consulting institute, continuing CASDEC's work with the garment industry and extending services to include "soft skills," and other business sectors.

Summary of Accomplishments this Quarter

Revenue is up by 90% over the same quarter of CY 2009. While it is still below the requirement for economic sustainability, the increase in revenue shows a very positive trend in the market and economy.

The Production Management Certificate, offered as a university level three month program, has attracted private sector support. Training products targeting individuals are expected to improve the labor pool, while adding to CASDEC revenues. There are some challenges in financing tuition and attracting candidates. However, networking with other associations, the partnership with Puthisastra University, and the interest of key client factories, suggests future demand in this market. Further, individual factories are accepting the practice of refunding tuition fees for the graduates they hire. To date all students have been hired after completing the course.

After 2-3 years of mixed communications, *Agence Francaise de Developpement* (AFD) and the garment manufacturers' trade association, GMAC, formally approached CASDEC-GIPC to explore potential scenarios for cooperation to offer our recognized production management programs through their proposed National Garment Training Institute (NGTI). A successful agreement will ensure continued access to CASDEC's most important market.

Revenue from CASDEC's monthly production services for SME's grew by 61% (vs. last quarter). During the quarter new services began for four new clients. The SME's have become an important market for CASDEC services. The resulting improvements in their competitiveness and profitability support and encourage entrepreneurial ventures, while generating employment and improving workforce quality on a smaller scale. Moreover, some of these enterprises are non-profits, who provide income opportunities for economic and socially at-risk individuals such as trafficking victims.

CASDEC participated in three public meetings and discussion groups sponsored by stakeholders in the industry including the Arbitration Council Foundation, Ministry of Commerce, UNDP, UNIDO, and ILO-

BFC. These diverse entities acknowledge CASDEC as the leading source of insight into technical training needs and requirements of the garment industry, and as a specialist in productivity enhancement.

CASDEC-GIPC led the ASEAN regional Competency Certification Testing of Pattern Makers on behalf of Cambodia. Common competency standards for key positions in the garment industry are considered crucial to regional integration in the sector. Pattern makers are desperately needed in all member countries but few have training and testing capabilities. In conjunction with the regional USAID VALUE project (which has worked closely with the ASEAN Federation of Textiles, AFTEX, in defining competency standards) and with GMAC, CASDEC conducted training, orientation for competency candidates, the actual testing, and will use the knowledge gained to maintain the quality of the pattern making courses introduced in 2009.

Activity 1. Conduct Marketing Activities and Deliver Productivity and Manufacturing Services

This indicator captures the business activities of the organization (marketing and delivery of services). Our objective as an organization is to improve manufacturing in Cambodia, specifically addressing productivity. In addition, success in marketing and delivering services is critical to becoming a self-sustaining organization.

Task 1.1. Provide training/consulting services to 7 garment factories, including 4 new clients (cumulatively from last fiscal year, a target of 27 garment factories including 14 new clients).

Due to this quarter being the high season for orders, and despite consistent telemarketing, we have been able to visit only 9 factories (4 garment and 5 SMEs). However, out of 4 new factories, we have provided assistance to 2 of these (either a free assessment and consultation, or paid service). In addition, without any solicitation, our CAD services have now provide assistance to 5 new clients (3 garment and 2 SMEs).

Indicator result: Provided technical assistance to 7 factories, including paid services delivered to 3 new clients (from CAD to training programs). For CY 2010, we have provided technical assistance to over 37 factories against a target set at 27.

Task 1.2. Provide training/consulting services to 6 SME clients, including 3 new SMEs (cumulatively from last fiscal year, a target of 18 SME clients including 9 new clients).

SMEs may have less capital to invest in consulting and training, but this sector shows all the signs of a very lucrative market. The revenue from this sector now represents 20% of our income. We provided services to 9 SME's during the quarter, including assessment/consultation with 7 new firms. The CAD capability of CASDEC is of real value to this client group and they show great interest in pattern making.

Indicators: Worked with 9 SME clients – including 7 new clients in quarter.

Task 1.3. Provide training/consulting services to 3 new sector clients (e.g. footwear or other).

To ensure sustainability, we have expanded services to other manufacturing sectors. Footwear production continues to grow in Cambodia, and is the strongest potential market for our services (after apparel). Food processing is also being explored. The new sectors show interest in training in Industrial Engineering, supervision and production management, to improve quality and efficiency. The footwear factories are

proving to be a difficult market, resistant to local technical assistance. Food processing would demand continuous field work if we want to tackle this sector seriously.

Indicators: No activities were engaged this quarter.

Task 1.4. Develop industry use of the CAD (significant contribution to product quality) to strengthen the industry, and generate new revenue streams for CASDEC

The automated plotter is used by different types of clients. Firstly, our client factories to use this plotter to produce markers and patterns. Secondly, our SME customers use it to archive their models and improve the quality of their products. Finally the buyers and their QC (quality control) agents based locally also use the plotter for their work. As mentioned earlier, word- of- mouth reports from clients has increased interest in this service and we are now providing assistance to 5 new clients (3 garment and 2 SMES) without any additional marketing.

The overall target, including the previous fiscal year in addition to this quarter is 24 clients: 12 factories and 12 SME's.

Indicators: In this quarter, we have contracted 5 new clients and worked with 4 existing ones. CAD and Pattern Making activities earned \$3,045 in this quarter, a growth of 11% in comparison to last quarter.

Task 1.5. Develop TOT including GIPC technicians (study tours).

Our Senior Technicians continue building capacity of our new recruits (3 persons), who are progressing in their aptitudes and responsibilities within their role as trainers. The technical team totals 8 persons. During this high season, most factory staff development is associated with on-the-job training, rather than specific, planned formal training sessions.

Three technicians received special coaching in association with the ASEAN Competency Testing on Patternmaking, described above. More follow-up is planned in this critical area.

Indicators: Thanks to the various programs implemented in factories and workshops, our 4 new recruits have gained much experience as assistants in the advanced courses of CASDEC curriculum, They will be able to become Technicians Level 1 in the next 3 months.

Table 16- Activity Analysis/Indicator Summary

Clients served	Oct-Dec	Jan-Mar	Apr-Jun	Jul-Sep	Oct-Dec	YTD	Target**	%
Existing factory	3	2*/3	1*/3	2	4*/5	12	13	92%
New factory	6	4	7	3	5	25	14	178%
Total garment factory	9	6	8	5	7	37	27	137%
Existing SME	6	0*/3	0*/3	0*/2	0*/2	6	12	50%
New SME	1	2	1	4	7	15	6	250%
Total SME	7	2	1	4	7	31	18	172%
New sectors								
Footwear	1	0	1	1	0	3	3	100%
Food-Processing	0	2	0	0	0	2	3	66%
Total new sectors	1	2	1	1	0	5	6	83%
CAD existing	3	1*/3	1*/4	1/3*	2*/4	8	12	66%
CAD new	5	1	3	2	5	16	12	133%
CAD total	8	2	4	3	7	24	24	100%

*we don't count factories/workshops that were registered in the previous quarters of the fiscal year.

** Fiscal year plus one Quarter

Obstacles to Progress

- Factories continue to place a lower priority on improvement than is desirable. High order volumes and low order volumes are both used regularly as excuses for delaying training and remediation.
- The Technical staff currently working at full capacity, affecting CASDEC's ability to push into new areas, and the learning curve required for new technicians makes responding to new opportunities difficult.
- Expansion into the footwear sector is challenging, because of sector's reliance on internal support provided by expatriates within these primarily Taiwan-owned enterprises. They are slow to experiment or consider using local expertise.
- New products target individuals for training, but the attitude of high-potential individuals towards manufacturing industries presents a hurdle. "Prestige" employment is considered to be office work in an international NGO, bank, or similar company, not in manufacturing. How to expand participation in training products remains a constant focus.

Solutions Proposed

- Keep our focus on garment and SME sectors, and build confidence in the footwear sector.
- Increase technical resources by identifying high potential individuals in the Production Management course and hire them as interns/support staff. Most will go on to factories at higher salaries, but some can be used to build our pool of expertise.
- Identify new ways to use existing expertise in new revenue streams. For example, develop subject specific courses to be offered outside of working hours to give access to training to lower-middle management. And to serve factories who do not want to pay for consulting, nor allow their workers to attend training during working hours.
- Expand marketing through other venues, such as with the buyers' community at the ILO Buyers Forum. We hope to exploit these contacts and that they will push new clients to CASDEC.
- Become a local technical source and service provider for agents such as CSR companies mandated by their buyer to evaluate the quality management (which includes production) of their suppliers.
- Develop contacts to provide access to students, capitalizing on the success of our program graduates, to illustrate the potential of a career in manufacturing.

Change in objectives proposed

- No changes

Activity 2. Capture New GIPC Revenue

CASDEC revenue for the quarter is \$USD 18,293, nearly double earnings in the same period last year. We attribute this increase to purchase of services by our regular clients and the growth in SME clients. Garment factories are more and more open to retaining our services for consulting on a monthly basis, and in particular in the development of their Industrial Engineering Department and Production Control coaching.

The indicator for revenue growth is the ratio of earnings to payroll and benefits expenses of the Technical Team, with the target for the year at 70%. In this quarter, we have once again been able to exceed this target, reaching 93%.

Indicator: Result for the quarter: 116% of salary, 93% of salary and benefits of the Technical Team.

Tasks 2.1. Develop and implement business process for identifying and offering services to new sectors.

Following the slow response and lack of interest from the footwear sector, and because of the success in the SMEs, the decision was made to focus for the moment on sectors that are generating income. The SME's fit this requirement. They have become more serious in their production organization and efforts to build capacities of their workers and supervision staff.

Indicators: Evaluation of the potential need for services in the footwear and SME sectors was made in 2009 and no other sectors have been evaluated at this time. No additional comment.

Task 2.2. Implement resource mobilization plan (RMP) to embrace all aspects of sustainability.

As part of the RMP, a Financial Gap Analysis has been completed and has guided a decision by the Board of Directors to seek a private sector partnership as best scenario for CASDEC sustainability.

The next step is to draft the legal organization entity, and to define which markets (non-manufacturing industries) it could embrace to serve with its initial consulting and training services. The feasibility studies on potential legal status and business opportunities vs. our services have been conducted and these reports will be utilized draft the new CASDEC Business Plan.

Indicators: CASDEC's Board has chosen a private sector partner, HR Inc., which is a recruitment and human resources consulting agency, to ensure and pursue the goal of the organization sustainability. Legal advisory and business development surveys were undertaken to evaluate the value and benefits of this merger. We are now in the process of hiring firm to develop additional business opportunities and to finalize the organization status of this new institute. A Business Plan is still pending, and we should have a draft by the end of January.

Task 2.3. Conduct 1 technical seminar and one SME focused showroom for this quarter. With the previous quarter, it amounted to 5 seminars.

A seminar on SMEs was held with the Cambodia Fashion Council (CFC) who gathered stakeholders in the handicraft and apparel sectors. CASDEC-GIPC had the opportunity to present a quick synthesis of technical services for SMEs. This seminar immediately generated 2 new clients with a debut of \$2,000 in revenue. Previously 5 other seminars have already been completed.

Indicators: Met target of 5 seminars -6 seminars were conducted, last one done in October with CFC.

Task 2.4. Update Business Plan.

As presented in Task 2.2 above, the Board of Directors selected a private sector firm's proposal to merge with CASDEC. Further business planning of CASDEC has been deferred while transition planning and the structure and products of the new entity are being finalized.

Indicators: The business plan has not been altered; activities and business development have continued as defined under the 2009 business plan.

Task 2.5. Develop joint products/services for the benefit of business associations and GIPC.

This indicator was adopted to capture GIPC progress towards sustainability, as the organization functioned as a de facto association for industry skills development. As originally created, it was the most appropriate place to record progress towards the self-sustainability of the organization. We have continued to track revenue growth under this indicator. However, CASDEC-GIPC has also contributed to the development of previously existing associations and to their viability. We also want to report this assistance to other business associations.

As an example, the Production Management Certificate in collaboration with University of Puthisastra, has benefited CAMFEBA (the Cambodian Federation of Employers and Business Associations) which has used the program as part of its initiative on youth employment which is important to their visibility.

During this quarter, our work on the AFTEX competency program in Cambodia was a critically needed support to GMAC, as it enabled them to fulfill their obligation to the regional organization and deliver a

needed skill to their members. This also strengthened relations between CASDEC and GMAC, and the association has been more active in promoting CASDEC capabilities with its members.

Indicators: Overall revenue earned for CASDEC's self-supporting status is positive and should meet target (see table below). For the one revenue stream, development of joint product/services, we over-estimated revenue for the year at \$20,000 but generated only \$11,600.

Table 17- GIPC Activity 2 Indicators and Progress in Yearly Objectives

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	5 th Quarter*	YTD	Target
Capture revenue	\$17,500	\$17,500	\$17,500	\$17,500	\$18,750	\$86,300	\$95,000
GIPC Contribution	\$9,551 (\$3,949)	\$15,099 +\$1,599	\$13,430 (\$ 70)	\$30,027 +\$16,526	\$18,193 (\$556)	\$86,300	\$74,000 with min. \$15,000 /Quarter **
Business evaluation	Post-Preparation	Preparation Evaluation	Delay in process	Client survey conducted in September	Plan new structure/products	NA	Transition on schedule for end January, 2011
4 Technical Seminars	Post	2 technical seminars	2 technical seminars	1 technical seminar	1 technical seminar (for SME)	6 technical seminars	5 seminars-entrance free of charge
Business Plan	Nil	Postpone to May	Update end Sept	Business dev. survey conducted in Sept, Reco. to be discussed	Under process	To be submitted in January	To be discussed in January
Develop Joint product/service	\$2,000	\$6,850	Nil	\$1,050	\$1,260	\$11,160	\$20,000

* The fifth quarter corresponds to the new Work Plan, which includes January (ending contract under MSME) and is aiming at generating \$25,000 during these four months (\$6,250 per month). Accordingly, the CASDEC contribution is increased to \$5,000 per month.

** Previous Fiscal Year, the contribution was set at \$54,000 with min. \$13,500/ Quarter (\$4,500 per month).

Obstacles to Progress

- Program pricing sounds prohibitively high to many factories, for what is perceived as “training”. This is because CASDEC-GIPC products are not comparable to other training services. They are actually production consulting services supported by training.
- Factories often fear implementing improved processes that will disrupt output. So they resist investing in CASDEC packages, or if the investment is made, they are inconsistent in actually implementing changes.
- A lack of consistent, supportive private sector partners. GMAC acknowledges CASDEC-GIPC as the sole and unique provider in productivity training programs. But their interest in promoting and supporting productivity improvement in Cambodia is erratic and reflects a low priority for training among member factories. There is no other comparable industry trade association in Cambodia to help generate support.
- Individuals are reluctant to invest in their own training, uncertain of the potential for employment in the garment industry.

Solutions Proposed

- Refine marketing messages to improve understanding of the programs and the impact of outcomes. This includes new promotional materials for our new services in Footwear, and other manufacturing processes.
- Expand our partnership with CAMFEBA and other human resources agencies to reach more jobseekers and graduate students.
- Coach our marketing staff and technicians on outreach to the footwear and food-processing factories, so they can be more effective with these potential clients.
- Establish relations and work with CSR companies representing buyers.

Change in Objectives Proposed

None

Activity 3. Technical and Vocational Training for Employment

GIPC and GMAC partnered with HR Inc in 2007 in a survey of compensation and positions in the garment industry. The survey confirmed that only 20% of workers above the level of operator, including supervisors to top management, are Cambodians. Some believe this is factory selective hiring, but that is not necessarily true. In fact, most GIPC clients claim a strong interest in hiring local skilled workers as their cost is much lower than foreigners’ salary and housing benefits.

Further, there is an evident disconnection between employers’ needs and the education sector, and no schools offer the type of training needed by the garment industry. The people who are lost in this disconnect are certainly the students, the potential workforce for the industry.

Negotiations are still ongoing between CASDEC-GIPC and AFD/GMAC for CASDEC involvement as a shareholder and/or service provider to the proposed NGTI (National Garment Training Institute). The

NGTI is to be funded through a \$USD 3 million project loan by AFD. The French development agency would like the organization to take an active role in the training of graduates for the garment sector, as far as it can.

Task 3.1. Deliver 3 technical training programs; with previous fiscal year, it totaled 11 technical training programs.

The Industrial Engineering (IE) Development Component and the Structure and Supervisors Principles Programs are the most popular courses in this last quarter. There is also an increased interest in Pattern Making, where Cambodia lacks pattern makers in the industry. Our Production Management for SMEs is also being recognized as useful for SMEs.

CASDEC has created new evening class Short Courses on Design & Pattern Making and Line Leadership. These courses aim to overcome resistance from firms who do not wish to pay for training, and do not wish to send their workers to train during working hours. These courses will allow operators and line leaders to train for higher positions. It is also an opportunity to widen our markets to smaller workshops such as tailors. Our outreach campaign has met some success and 2 modules on Pattern Making are prepared for an NGO workshop with 45 workers this January.

Indicators: Three Technical Training programs are planned in this year. Two were conducted this quarter. This program has not met its target this year. However, other programs, such as Supervisory Principles and Pattern Making have contributed to meet the overall target and to ensure in that the numbers trained has exceeded the target of 185 trainees.

Table 18- GIPC Activity 3 Technical Training

Course	Quantity	Male	Female	Khmer	Foreign
Work and Time study	-	-	-	-	-
I.E. Development	in process	-	-	-	-
Pattern Making	in process	-	-	-	-
Production Management	in process	-	-	-	-
Supervisory Principles	1	1	36	37	-
Production Management for SME	1	3	7	10	-
TOTAL	2	4	43	47	-

Note: Two training program contracts (one factory with 15 trainees in IE Development and Supervisors, and one SME with 8 trainees in Pattern Making) were rescheduled to begin in January, 2011, accordingly so are not reflected in these numbers.

Task 3.2. Measure success/completion and test and follow up in factories.

The trainings this quarter were conducted with essentially new trainees. Specifically the Pattern Making program was delivered to SMEs. The Production Management Certificate concluded in September.

Indicators: Out of 49 trainees, 37 trainees were in a course completed during the quarter, but the Production Management for SME course was delayed by scheduling conflicts. So those 12 trainees will not be evaluated until January, 2011.

GIPC Training Impacts

In general, an assessment is conducted on the production floor to measure productivity and the production capacity. Once factories have agreed to a remediation program, training and follow-up (implementation on site of concepts learned in class) are planned to bring the needed improvements. Quantifiable productivity gains are obtained and measured during the “follow up”, where clients have seen production efficiency increase substantially, some up to 62%. Results achieved are based on initial measurement of production efficiency, compared with measurements made after implementation of new organization and methods.

For instance, Gawon, a Korean-owned factory has been CASDEC client for the past 4 years, improving its production capacity from a cut-make-trim supplier status to an FOB supplier (in charge of fabric as well). It started its first production unit with 450 workers. Nowadays, they employed 1,550 workers and recently opened a second factory with 250 more workers.

Table 19- GIPC Activity 3 Technical Training Impacts on Productivity

Comparison Pre and Post Test Tracking Productivity Enhancement	Increase in Production	The Increase in Efficiency	The Improve- ment in Efficiency %
M & V #4 (Kompong Chnnang)	Increase in Production: Baseline: 48% Cur. Efficiency: 64%	16%	33%
Gawon Apparel (with a course still in process)	Increase in Production: Baseline: 43.5% Cur. Efficiency: 59%	15.5%	36%
Control and Coaching at Smateria (SME)	Increase in Production: Baseline: 36% Cur. Efficiency: 41.5%	5.5%	15%

Task 3.3. Implement a 3-month University program in production management

The next Production Management Certificate, in partnership with Puthisastra University, is planned to start in February 2011. The course is now receiving recognition and support from industry partners. The International NGO Pour un Sourire d’Enfant is willing to pay partial tuition and to assist in attracting university level students. In addition, a factory that has hired graduates of the first program obtained permission from their UK headquarters to allow use of their factory as a classroom, as well as granting access to the production floor as a laboratory. They have also allocated \$5,000 budget for this program and expect to hire at least 10 graduates.

With the revenue generated from PSE and the factory, CASDEC will have covered design and development costs in addition to all costs associated with the next program, and begin generating profit from this program.

Indicators: The program has been successfully implemented and graduates are easily placed in employment. Challenges remain in building interest and participation among qualified youth.

Task 3.4. Improve income and/or employment opportunities of individuals

Participants have been surveyed three times (end 2008, covering over 2 years, 2009, and early 2010) with highly consistent results. The next survey will be scheduled depending on resources, but history allows us to make some estimates of impact on individuals trained during the past quarter.

Indicators: The target is 30 trainees per quarter. Previous surveys determined that (conservatively) 70% achieve higher income and/or promotion and satisfaction. Based on the number of trainees this quarter, we estimate that a minimum 30 people (about 50%) will improve employment and income from this quarter’s training. (We believe that the actual results will prove to be closer to 40 individuals).

Activity Analysis

Table 20- GIPC Activity 3 Indicator assessment & Progress as per Yearly Objectives

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	5 th Quarter	Target*
Deliver training programs	5	5	3	6	2	11 technical programs, additional 11 more
Number participants	64 part. incl. 58 female	48 including 39 female	46pers incl. 38 female	61 part. Incl. 55 female	47 pers including 43 female	267 with 233 female against target set at 240 with 215 female
Measure success/follow up	Completed	28 Completed	NA	NA	37 completed	NA
Production Management C.	postpone to January	to graduate in next quarter	8 graduates incl. 2 fem.	4 graduates incl. 1 female	NA	2 semesters. Met target and is forecasting new session in Feb. 2011
Improve individuals’ income/job	NIL	NIL	Postponed next quart.	NIL	NIL	Postponed again to hopefully conduct in Jan.

* Target is a cumulative from previous fiscal year and this quarter plus one month (January)

Obstacles to Progress

- Challenges attracting students, as individuals must generally be sponsored by their employers in an industry that is sometimes ambivalent about the value of training, and is also recovering from the 2008-9 economic problems.
- Lack of support and also competition from a key main stakeholder, GMAC.
- Despite their involvement in working conditions, the donor community has shown limited interest in supporting skills development in the garment industry.

- Negative image (working conditions, low salary) of the garment industry must be overcome to attract high potential individuals. Students from middle class families still see industry as undesirable.
- The market reluctant to offer salaries based on education, so students worry that they cannot recover training costs.

Solutions Proposed and Implemented

- Continue to participate in initiatives promoting the importance of the garment industry and its opportunities and continue to position CASDEC as the specialist in productivity.
- Publicize professional accomplishments of successful program graduates.
- Continue to collaborate with GMAC and other business associations to strengthen relationships.
- Explore offering further courses in different formats (short and evening courses).
- Position training programs to support other community issues--poverty alleviation, human trafficking.

Change in Objectives Proposed

No changes

Activity 4. Facilitate and/or Lead Public Private Dialogue

As part of economic good governance, over the past three years, CASDEC-GIPC has established among stakeholders its voice as a promoter of industry competitiveness. Moreover, under the Tripartite Strategic Forum, CASDEC is placed as one of the official coordinator/secretariat bureaus, coordinating between the three key players in the industry: the private sector, unions and official authorities. CASDEC is considered a neutral entity and has been able to facilitate discussion among the three parties.

CASDEC has led public private sector activities to improve the business environment and support good governance dialog in Cambodia since the beginning. However, with sustainability as a critical objective, we have decided to invest minimal time and funding to activities that do not contribute directly to revenue growth.

Recently, CASDEC has participated in a Dialogue on Productivity organized by ILO-BFC. Despite this being time consuming, and not generating any revenue, this initiative has allowed us once again to position the organization as the specialist in Productivity. Many factory representatives and unions leaders attended the conference.

Task 4.1. Provide leadership to Trade SWAP pillar II/private sector-led government strategies

For the past two years, CASDEC-GIPC has been co-leading these efforts with the GMAC Task Team on Garment/Footwear. The objective is to find solutions to help the industry maintain its status and eventually grow. The Sub-decree from the Royal Government, which will allow government authorities to participate in the task team and play a proactive role in response to the private sector needs has been approved, but is not effective. The Ministry hosting this project is having difficulty raising interest in this working approach among ministries.

CASDEC-GIPC began participation in a co-chair role, but was asked to continue as main Team Leader because of our effectiveness in coordinating the sector committee. However, having fulfilled immediate

obligations and reached the target, and because of the conflicting demands for time and business development requirements at CASDEC, our leadership and coordination role will not be extended.

Indicators: Four TradeSwap meetings were targeted for the year. We have reached target in previous quarters. No more activity is to be undertaken.

Task 4.2. Provide tripartite Strategic Forum support to GMAC/private sector, unions, and government

This initiative was started in 2005 by The Asia Foundation. When their project concluded the (2007) the participants wanted to continue the forum and GIPC was to lead. The goal of this forum is to facilitate the dialogue among the garment industry stakeholders; discuss competitive challenges and weaknesses and how each party can help, and finally, to create common goals to strengthen the industry. Since its initial gathering of members in September 2007, GIPC has reconvened the group at quarterly intervals.

CASDEC-GIPC led the 15th Tripartite Strategic Forum in May 26th, 2010. Lacking ongoing funds to continue the full convocation (regularly attracting over 50 participants from factories, unions, and government) CASDEC has encouraged the participants to help seek some level of support or sponsorship, or identify other means for continuation that reflect their interest.

Two sub-committees were created to draft proposals on training in labor relations, and on collaborating to improve productivity. These sub-committees have continued to meet, independent of CASDEC.

Indicators: No more activity in this quarter.

Activity Analysis

Table 21- GIPC Activity 4 Indicator Assessment & Progress

	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter	5 th Quarter	Target
Trade Swap Task Team	2	0	2	0	0	4 Trade Swap meetings
Tripartite Str. Meeting - TSF	1	0	1	1	0	3 TSF

Obstacles to Progress

- Weak government institutions were unable to advance on the objectives of the Trade Swap, which sapped the interest of other parties. This was outside of CASDEC ability to influence.
- The participants are enthusiastic, but are quickly distracted outside of the group setting, rarely following through on assignments or showing interest in work done by others.
- Progress in improving dialog was observable, but successful outcomes are difficult to measure.
- Over time, and in the absence of a crisis, principals such as factory managers, upper level government officials and union presidents began sending lower level representatives who wanted to bring in other

associations and stakeholders not active members of the tri-partite dialog such as NGO's. In the end, this reduced the effectiveness of dialog.

- CASDEC's challenges business growth and sustainability remained.

Solutions Proposed

- Ensure CASDEC leadership is able to give greatest priority to organizational requirements.
- Assist interested forum members in finding other partners to contribute to continuing the meeting and dialog activities.
- Ensure that future participation of CASDEC in similar activities will include specific organizational objectives and evaluate the outcomes regularly to guide ongoing participation.

Change in Objectives Proposed

No changes.

Activities Focus for Next Quarter

- Conduct all necessary activities to successfully close the DAI/Nathan-USAID contract under which CASDEC is currently supported.
- Continue to deliver high impact productivity improvement programs in Cambodia.
- Address new product needs by focusing on programs that are designed as classroom training rather than as part of larger production remediation projects. These might be short courses on very specific subjects, designed around specific markets (e.g., sewing operators rather than supervisory level).
- Develop reliable partners (donors and/or private sector) to sponsor specific workforce development programs which CASDEC either offers, or can develop, to meet demand/needs.
- Complete transition planning, including a business plan to guide development of the new entity resulting from the merger and a time frame for implementation of activities.
- Continue building up network with Buyers and CSR companies that represent Buyers.
- Integrate CASDEC-GIPC into AFD/GMAC planning for the NGTI (National Garment Training Institute) to ensure continuation and expansion of our highly successful programs for improving production, and establishment of long term market.

Component 2 – Strengthening Private Sector Voice

Summary of Actions, Activities and Accomplishments this Quarter

- Facilitated a successful Singapore Provincial Investment Promotion Mission with our partner EMC. The mission was led by H.E. Sun Chanthol. Mission members included Provincial Deputy Governors and Investment Subcommittee members from Kampong Cham and Svay Rieng and representatives from USAID, the Cambodia Development Council, the Council of Ministers and the MSME Project.
- Supported three Swine CWGs to become officially registered as Agriculture Cooperatives recognized by Public Sector.
- Organized a Round Table Discussion on Swine Transportation issues. Topics including a lack of transparency in implementing transportation regulations and a strategy for MSME Project support to the swine sector in Cambodia. The guest speakers included swine association members, leading swine entrepreneurs, Agriculture Cooperative leaders and MSME staff.

Activity 1. Create and Strengthen Community Working Groups (CWGs) as vehicles of industry strengthening

Facilitate registration of a minimum of two aquaculture and eight swine CWGs with PDA and FiA

The Component 2 team worked with five swine Community Working Groups to finalize their CWG statutes and define their proposed activities in preparation for official registration with the government;

- Finalized statutes and designed next steps for compliance with one swine CWG (24 members) in Battambang, in cooperation with the Agriculture Extension Office.
- Finalized statutes and defined proposed activities with one swine CWG in Kratie (23 members, 7 women), in cooperation with the Provincial Department of Agriculture.
- Finalized statutes with three swine CWGs in Kampong Cham (total 44 members, 15 women), in cooperation with the Provincial Agriculture Extension Office.

Facilitated General Assemblies for three swine CWGs, including election of leaders and committees, for registration as Agricultural Cooperatives in Kampong Cham;

- General Assembly of the Dambae Swine CWG (77 members), in cooperation with the Provincial Department of Agriculture.
- General Assembly of the Mean Swine CWG (68 members, 32 women), in cooperation with the Provincial Department of Agriculture.
- General Assembly of the Stung Trong Swine CWG (72 members, 30 women), in cooperation with the Provincial Department of Agriculture.

Held other meetings with CWGs and provincial government departments to facilitate registration of Aquaculture and other Swine CWGs;

- Meeting with one Aquaculture CWG and Fisheries Administration to discuss the official registration.
- Meeting with the Agricultural Extension Office to support registration of Swine CWGs with the Provincial Department of Agriculture in Kampot. The Agriculture Extension office agreed to work with MSME and the CWGs toward registration.
- Held a meeting with the Mean Swine Raiser Association, to reactivate the association and support its registration as an Agricultural Cooperative.
- Facilitated a workshop to disseminate the Royal Decree on Agriculture Cooperative Formation and Operation with the Stung Trong Swine CWG (50 participants).

1.2 Strengthen institutional capacity of registered CWGs

Cross-provincial Study Tours

- Kampong Speu Swine Cooperative visit to Svay Reing Swine Cooperative (15 participants, 4 women) to study cooperative management and functions, exchange experiences of saving schemes, and the process of applying for transport license for cooperatives. Also held a meeting with Director of PDA and the Provincial Deputy Governor discuss how the public sector can support the private sector.
- Samroang Agriculture Cooperative, Takeo, to visit to Svay Reing Swine Cooperative (15 participants, 1 woman) to learn savings management, and cooperative management and functions. Also met the Director of PDA to sharing experience of public sector support to cooperatives.
- Sonikum Swine CWG, Siem Reap, to visit the Svay Reing Swine Cooperative and the Green Feed Factory (21 participants, 10 woman). At the Svay Reing Swine cooperative they learned the process registration with Provincial Department of Agriculture, and about saving groups and other functions of swine CWGs. At the Green Feed Company, they learned about ingredients for making pig feed, feed production and how the company works with swine producers.
- Two Swine CWGs from Kampong Cham to visit Svay Rieng (19 participants, 2 PDA staff) to study cooperative management and business functions, marketing, and mechanisms to solve issues with local officials.

Animal Feed Activities

- Facilitated a field trip for staff from the Green Feed Company, which supplies animal feed, to visit three swine CWGs in Kampong Cham province (Chamkarleu, Steng Trong and Mean). A total of 41 Swine CWG members including 13 women met the company visitors. The Company will work more closely with the CWG committees to provide embedded technical training, including a new theory of mixing feed, to improve the swine business in the target areas.
- Facilitated a meeting between the Samroang Agriculture Cooperative and district agriculture officials, in Takeo (42 participants, 13 women) to report on progress in local animal feed production and to discuss the challenges in agriculture encountered in 2010. The Cooperative requested MSME support

to obtain an animal transportation license for the cooperative from the Provincial Department of Animal Health and Production, to reduce market transport constraints.

Saving Groups

- Reviewed results of a SWOT analysis conducted with three Saving Groups in Prey Veng. The MSME team and Saving Groups developed priority activities to improve the capacity of Saving Committees and to reduce the risks in savings group activities.
- Reviewed the progress of three Saving Groups in Kampong Speu, Takeo and Kampot. These Savings Groups lack capacities to fulfill their functions. The MSME team will cooperate with development agencies to provide further capacity building training for these groups.

Table 22- Savings Groups Summary

No.	Name/Location	Total Members Fee Share in Riel		
		Oct	Nov	Dec
I	Kampong Thom			
	1. Sanko Commune, Sanko A Village (Swine).	57,130,000	62,290,000	88,000,000
	2. Tbeng Commune, Taream Village (Swine)	3,540,000	3,790,000	4,050,000
II	Prey Veng			
	1. Kampong Leav Commune (Swine)	5,008,000	6,058,000	7,308,000
	2. Prey Pnov Commune (Swine)	4,638,500	4,700,000	4,950,000
	3. Chea Kleang Commune (Fish)	1,453,300	1,670,000	1,980,000
	4. Domrey Poun Commune (Fish)	4,200,000	4,600,000	4,960,000
III	Kampong Cham			
	1. Mean Commune (Swine)	18,000,000	19,050,000	20,100,000
	2. Chamkarleu District (Swine)	2,700,000	2,950,000	3,080,000
	3. Dambae District (Swine)	3,780,000	4,590,000	6,500,000
IV	Kratie			
	1. Sandan Commune (Swine)	22,765,000	26,000,000	29,080,000
	2. Sambo commune (Swine)	4,800,000	5,106,000	5,543,000
V	Svay Rieng			
	1. Preash Ponlea Commune (Swine)	9,135,000	10,670,000	11,510,000
VI	Siem Reap			
	1. Sonikum Commune (Swine)	3,500,000	3,309,000	3,671,800
VII	Kampong Speu			
	1. Chbamon district (Swine)	60,326,000	63,790,000	70,317,000
VIII	Kampot			
	1. Kampot City (Swine)	9,300,000	9,537,000	9,860,800
	Total Amount			

- Reviewed the progress and internal policies of Saving Groups in Prey Veng. These groups lack capacity and require more training. The MSME team in partnership with the Cambodian Women and Children's Organization (CWCO) will facilitate training for four Savings Groups in this province. Topics will include book keeping, paying dividends to members and calculating closing annual balances. Participants were 22 SG committee members including 10 women.

Other

- Meetings with three registered Agriculture Cooperative Committees in Takeo (Samroang), and Kampong Cham (Chamkarleu and Mean) to discuss office space for committee monthly meetings. As none of these groups have an office facility, the MSME team provided guidelines and built capacity for proposal writing to seek private sector support to set up these offices.

Activity 2. Improve the Business Enabling Environment (BEE) for Target Industries

- Facilitated a meeting with the Chamkarleu Agriculture Cooperative to design a strategy solve BEE issues at the provincial level and to prioritize the activities for develop of the cooperative. As a result, the MSME team was able to establish a mechanism between the cooperative and the Provincial Department of Agriculture to work together to solve BEE issues.
- Facilitated meeting with aquaculture traders to discuss the issue of payment of unofficial fees for fish transportation. The project team is working with traders to find a solution to this problem but the issue is still very complicated and there is no clear mechanism established so far to solve it.
- Facilitated a provincial workshop in Kampong Cham on swine issues including dissemination of animal transport procedures, sharing swine business successes and the idea of forming a Provincial Swine Federation to become a strong institution to work for swine sector interests. Five Swine CWGs participated through 26 of their members. Two PDA officers also participated.
- Organized a Round Table discussion on swine transportation issues, including a lack of transparency in implementing regulations, unofficial payments and to develop a strategy for MSME project support for the swine sector.
- Facilitated a meeting to improve the swine sector in Prey Veng, as so far it is very weak in terms of swine production, sharing market information and marketing activities. The 19 leading swine entrepreneurs from four districts proposed formation of new Swine CWGs to improve the sector.

Activity 3. Strengthen Provincial Government Capacity to Promote Investment

- With our partners EMC, reviewed and tested the presentation for the Singapore Provincial Investment Promotion Mission with 11 Provincial Investment Sub- Committee members from Svay Reing and Kampong Cham provinces.
- Facilitated a successful Singapore Provincial Investment Promotion Mission led by H.E. Sun Chanthol and the Deputy Governors from Kampong Cham and Svay Rieng provinces. More than 90 potential Singapore based investors participated in a half day seminar, highlighting investment opportunities in Cambodia. Initial feedback was exceptionally positive.
- Designed an activity plan for the Inward Mission for Singapore Investors, in February/ March 2011, with EMC and the Provincial Investment Sub committees.

- There are four companies interested in investing in Cambodia, each with its own investment priorities;
 - Atlas Agriculture Business–Rice, soybean and shipping.
 - Samsung Asia Pty Ltd–investment in Phnom Penh Special Economic Zone.
 - Lim Shrimp Pty Ltd–Shrimp, sea cucumber and fish.
 - ATLAS Trade, South Africa–Trade.
 - KGGD Pty Ltd–Steel Company.
- Met with the EMC team to discuss processes for working closely with the CDC for investment promotion. Also brainstormed on the issue of how to strengthening Provincial Investment Promotion and sustainability.
- Met with Provincial Investment Sub- Committee members from Svay Reing and Kampong Cham to discuss how to update Provincial Investment Profile information and publish the profile in the future. The Svay Reing Investment Sub- Committee is very interested in updating this profile and publishing it again by themselves, but need advice and guidance from the MSME team.

Activity 4. Facilitate the development of and public private sector support for a national swine strategy

The MSME Team facilitated a high level meeting with the private sector to discuss a national swine strategy to solve the problems facing the industry. Participants included H.E. Senator Mong Rithy and 57 other participants including producers, transporters, traders, input supply companies, swine associations and cooperatives from 8 provinces.

The group discussed long term industry competitiveness and strategy development. Good results were obtained from the meeting including an agreement to prepare a Position Paper to be submitted to the Minister of Agriculture. It was also agreed to make better use of the media to communicate solutions to long-standing anti-competitive problems. Planned media activities include television panels and radio talk show subjects.

Activity 5. Translation and Interpretation

Translation

- Reviewed translation of the Draft Law on Animal Production and Health.
- Translated MOUs and contract documents for Water Service Providers.
- Translated Component 3 materials for a Seminar on Procedures in Writing Clear Regulations.
- Translated articles for Newsletter No. 7
- Checked and verified Khmer- English translation of the Prakas on Procedure Implementation of Manufacturing Operation (in Progress).
- Translated tourism materials.
- Translated legal materials including on the Draft Law on Trade Remedies; Draft Law Animal Health and Production and the Draft Law on Aquaculture (in progress).

- Continue translation of a policy manual.

Interpreting

- Interpreting for the Dambae Meanchey Agricultural Development Cooperative Congress.
- Interpreting at MOU signings with Water Service Providers Oct 21-22, 2010.
- Interpretation at a Swine Strategy private sector meeting.
- Interpreting for the US Undersecretary of State and USAID officials at water service provider sites in Khsach Kandal district.
- Interpreting for a two-day workshop on the Draft Law on Trade Remedies at Sihanouk Ville.

Development Partners Coordination Meetings

- In partnership with the Betagro company, MSME selected four leading swine clients from Kampong Cham, Takeo, Svay Reing and Kandal to participate in training on upgrading feed making with the company. Topics included reducing production costs and introducing ingredients that provide more protein in feed.
- Facilitated a trip for an ILO team to visit 5 swine and aquaculture CWGs in Kampong Cham, Prey Veng and Svay Reing. The team reviewed Saving Groups processes in terms of what has gone wrong and what has gone right, and identified means to overcome difficulties. The ILO and MSME teams will work together to provide more technical training to Saving Groups including, saving, recording and financial management training.
- Meeting with an advocacy and capacity building institution to discuss how our project can cooperate with them to build stronger business advocacy capacity for CWGs.
- Meeting with Dr. Soun Sothern, Deputy Director of Department of Animal Health and Production, to discuss the possibility of organizing a National Swine Forum and also better cooperation with private sector.
- Meeting with JICA to share successful experiences of the MSME approach. They are in the process of designing a new project to help women entrepreneurs in Kampong Cham province.

Constraints Encountered and Unresolved Issues

- It is difficult to find development partners to provide business advocacy training that fits with the needs of MSME clients and associations.
- It is also difficult to find development partners to provide training to Saving Groups as they grow bigger.
- Supporting and assisting improvements in CWG function needs more time, to help members to trust each other and understand the benefits of association.
- Working with Provincial Investment Sub Committees is big challenge because they do not have power to make any decisions.
- The swine transportation issues are still having strong effect on the swine sector.

Main Events Planned for Next Quarter

- Form a National Swine Working Group
- Facilitate Public and Private Dialogue forums at provincial level.
- Inward Singapore Investor Mission to Cambodia.

Component 3 - Public Sector Strengthening to Improve the Business Environment

Summary of Actions, Activities and Accomplishments this Quarter

- The Component 3 Team continued to provide policy advice and training to key RGC counterparts in several main ministries. The team continued to leverage the effectiveness of our advice by coordinating across lines of RGC ministries, development partners and the private sector. In addition, the team continued to serve as a legal and policy resource for other MSME component teams, especially to help them deal with business environment issues raised by value chain clients.
- Four main activities were the focus of our attention during this quarter.
 1. Continued technical assistance to the Ministry of Tourism on draft formation documents for a Tourism Marketing and Promotion Board (MPB). These were submitted to the General Director of Tourism, who was appreciative of USAID technical assistance in this area and had only minimal comments and changes. The MPB proposal is under active consideration and discussion within the MOT, and we expect to continue participating in the discussion in the first quarter of 2011.
 2. Conducted well-received day long training for MOT staff members in regulatory drafting and regulatory impact analysis.
 3. Worked with the Ministry of Commerce led inter-ministerial drafting team on the trade remedies law, this is progressing well.
 4. Worked intensively to analyze and comment on the comprehensive Draft Law on Animal Health and Production. This has been in the works at MAFF for a couple of years, and is gradually being readied for public comment. This major piece of legislation deals with virtually all aspects of animal health and production. It would provide a more secure legal basis for much of MAFF's animal-related regulation, and substantially expand MAFF's licensing, permitting and inspecting powers. Anyone wishing to breed, feed, raise, move, import, export, slaughter, heal or otherwise deal with any animal or animal product – including fish – can be affected by this law. This law is of such large potential importance to our value chain clients, that we continue to track it closely, analyze it in detail and seek ways to engage with the RGC, FAO and other donor funded advisors and soon, the private sector, in a positive discussion about how to make the draft both easier to administer and better for business.

Activity 1. Provide Systemic Policy and Regulatory Advice to RGC

Sub-activity 1.1. Sub-Decree on Rules

We hope to revisit this later in the year. At that point, we will determine whether or not to revive this activity when more colleagues in other ministries want to jointly lead this initiative.

Sub-activity 1.2. Trade Remedies Law

The Project continued to work closely with the MoC led Trade Remedies drafting team. Substantial progress was made on the draft, which is now 90% agreed among the team members in the English version, and around half conformed in the Khmer version. Another trip to Vietnam was made this quarter by the team, where the team was advised by James Lockett, a Baker & McKenzie attorney with over 25 years of trade law experience and Andrew Stephens of USAID's STAR project in Vietnam.

The drafting team also met three times internally during this quarter to intensively review article by article in the Khmer version. The team together with Andrew Stephens were on a third intensive retreat to Sihanouk Ville to finalize the English version, specifically the articles on Investigating Authority and Judicial Review. The team had agreed to name the Investigating Authority as "Trade Remedies Committee". The Committee will be formed as an interagency and chaired by the Ministry of Commerce. It will be assisted by various sub-committees, task forces, and a Secretariat. The retreat to Sihanouk Ville was combined with a meeting with custom officials at the Port. As a result of the meeting, the team found out that there is a lack of an anti-dumping module in the Asycuda Customs system. In this regards, Mr. Bou Bunnara from the General Directorate of Customs and Excise will request to the programmer (funded by the World Bank) to incorporate an anti-dumping module in the system early 2011.

Sub-activity 1.3. Ministry of Tourism Advice, Including the Creation of Marketing and Promotion Board (MPB)

During this quarter, we worked with the Ministry of Tourism on two main efforts. We continued our work with the MOT on the draft MPB formation documents, and we planed and implemented a joint, one day long training on regulatory drafting and regulatory impact analysis with the MOT legal department.

MPB

The General Director of Tourism, H.E. Tith Chantha had few comments on the draft MPB formation documents which we submitted to him in September. Most of his comments had to do with the financing of the MPB and with the constitution of the Board. He strongly supported the transparency and accountability sections of the documents, as well as the ones providing for active, meaningful private sector participation as partners of the RGC in running the MPB. However, he did not accept a key recommendation made by the MSME team to increase tourist visa fees, which would have had financing for the MPB largely come from charges on tourists. Instead, he is seeking ways to increase direct tourism industry contributions. Although this is unlikely to be popular with tourism firms and we did not recommend it, as advisors to the MOT, we prepared a re-draft of the MPB sub-decree and charter to reflect the GD's requests. The team prepared a Khmer language version of the draft MPB documents for MOT consideration as well, and has worked with the MOT to resolve translation-related questions.

Mr. Chantha then organized a meeting for us to discuss the draft with the Director of the Tourism Marketing and Promotion Department of MOT, Mr. So Visothy and his deputy Mr. Lor Thoura, as well

as Mr. Chantha's Deputy, Mr. Puthvory. No department in the MoT would be more affected by the formation of the MBP than Mr. So's. Our counterparts had received the draft MPB formation documents, but had not yet had a chance to analyze their contents. As the MOT is hosting a major ASEAN tourism event in the second week of January, and Mr. So is the prime organizer, our counterparts made clear that they would not be able to devote much attention to the MPB until after that event. We will prepare summary charts for them of the proposed structure of the MPB, and anticipate that this conversation will continue after the ASEAN tourism conference.

While the private sector has named members to a working group to coordinate with the MoT on the formation of the MPB, this group has not yet met. We attended a GPSF private sector working group session, at which the MPB was discussed. As the MOT has not authorized the draft MPB formation documents to be circulated for comment outside of the MOT, we were unable to provide the private sector with any information about the drafts, or the approach we have suggested. Until the MOT has reached an internal consensus on how it wants to proceed on the MPB formation, we anticipate that private sector input will be limited.

Sub-activity 1.4. Draft Law on Animal Health and Production

As noted above, the Component 3 team has worked hard to track, and suggest improvements in, the draft Law on Animal Health and Production. During the entire five-year history of MSME Cambodia, no law has been proposed of greater potential impact to our value chain clients. It deserves, and receives, our careful attention. The lawmaking process began over two years ago, when the FAO prepared the first draft. We have continued to track its progress through various MAFF and Department of Animal Health and Production (DAHP) committees. For a while, there were several competing drafts of this Law. As noted in the last quarterly report, we made comments on one of them, primarily oriented towards urging MAFF towards going back to the FAO draft as the basis of further work.

During the summer, while an FAO veterinarian was here for a week, MAFF did return to the FAO draft as the basis for the law. An internal MAFF working group has since revised the draft substantially. Neither we nor the FAO were invited to participate in these working group sessions. MAFF now has this draft on a fast track, and the working group has been meeting often, and regularly in hopes of getting the draft through MAFF in the first quarter of 2011. The breadth, generality and potential importance of this Law for all swine and fish related value chain players led us to review drafts closely as we received them.

The FAO drafting team left some key provisions to MAFF to draft, including penalty and transitional clauses. Since FAO's primary focus in this draft was on animal and human health, and less on the business environment. However, given the technical nature of these clauses, MAFF requested us to assist on their drafting. In particular, MAFF asked if we could retain a member of the Council of Jurists to help them with this process. We sought competitive bids for an English speaking Council of Jurists member, who is not also an RGC official, to provide MAFF this assistance. Mr. Ouk Ry was retained following the bidding process. In the MAFF draft penalty clauses we reviewed:

1. virtually all infractions under the Law could be criminalized, under infractions which often lacked adequate definition;
2. fines were in broad and often high ranges, without guidelines for levying them; and
3. MAFF did not provide itself tools for administrative enforcement, but instead would have had all cases to go court.

The transition clauses had hard deadlines, which did not give the Ministry time to prepare needed regulations, or business to comply. Working with our Council of Jurist consultant, we crafted a fundamentally different approach to enforcement and transition, which could provide business with much more clarity, everyone with more time and government with better administrative tools. This will be given to development partners and MAFF in January, 2011.

MAFF also asked us to provide an analysis of all the various subordinate legal acts, which would or could be needed under this draft law. We prepared a lengthy chart of 88 separate regulations, sub-decrees, joint regulations, permits, licenses, registrations, funds, organizations, plans, etc. necessary to implement the new draft law fully. While many of these can be combined, the stunning number of subordinate acts needed for implementation gives a sense of the breadth of the territory this ambitious law attempts to encompass. For each of these subordinate legal acts, we identified major issues, which would need to be dealt with as part of the regulatory process. Where we thought the draft law needed clarification to make the regulatory or administrative process work better, we noted this as well.

In the first quarter of 2011, this extensive analysis and set of recommendations will be reviewed, conformed to the Khmer language original text, summarized, translated and shared with other development partners and MAFF for consideration by the working group. We are striving to stay in close coordination with the FAO, ADB, World Bank and others, to ensure a consistent donor approach to this important law.

Sub-activity 1.5: Other Advice

Fisheries Administration: In late December, we were given a copy of a draft Law on Aquaculture by the Fisheries Administration Aquaculture Department and requested to provide comment and a concept note. We plan to do this in January, 2011.

MAFF: Under Sub decree 108 and the implementing prakas written in 2008, many more slaughterhouses are being built than were permitted under the old rules. While the old rules permitted only one slaughterhouse per district, thus creating a chance for local market control, the new rules permit much more competition. The DAHP is encouraging closure of older, unsanitary slaughterhouses, especially ones in populated areas, and building of new ones in locations, which will not disturb homes and businesses. We met with the Public Health Office of the Department of Animal Health and Production about how to improve implementation of the new slaughterhouse regulation. We will work with the Water Team project engineers to develop standard design templates for slaughterhouses, which meet the new regulatory requirements, which DAHP can use to advise applicants to build new slaughterhouse, and will be providing continued support to the DAHP to increase public awareness of the new rules and permitting procedures.

Department of Potable Water: We were asked by the Department of Potable Water to assist them to develop an overall water strategy for the Department. There has been substantial consulting work already done on water strategy, including some work currently being undertaken by the ADB. We have asked the Department to provide us with the work, which has been done by other consultants for review by DAI water experts before determining what value we may add to this complex topic.

Sub-activity 1.6. RGC and Donor Coordination

In both formal meetings and informal discussions, during the last quarter we stayed in touch with IFC, World Bank, ADB, EU, GTZ, KfW, UNDP, AusAid, Danida, AFD, SNV, JICA or their advisors working in the Ministry of Commerce, MAFF, MIME, MOT and ECOSOCC. The project team's on-going relationships with donors and their advisors bring great advantages. Given the breadth of policy topics and number of RGC counterparts with which we deal, it is a great help to be able to draw on the specialized expertise of resident advisors or specialized donor-funded programs.

We continued to coordinate closely with the FAO about the draft Law on Animal Health and Production. We have also worked with the ADB on this, particularly regarding the potential SPS impacts of the law, and with the World Bank on the law's possible impacts on trade. In this collaboration, we very much defer to the specialized knowledge of the FAO veterinarians or legal experts in global animal health issues, or of the ADB funded SPS specialists. We see our value added in providing a clear business-environment oriented perspective and careful, overarching analysis to this ongoing discussion.

We continue to coordinate with other donors and their advisors working on SPS issues. While we are not directly involved with this and do not claim expertise, our work on animal transport and on the draft Law on Animal Health and Production, as well as the cross-cutting nature of our assignments tend to have us intersect often with SPS experts. We have met with the ADB and World Bank about possible coordination on a joint workshop among the ministries, which have signed an inter-ministerial prakas on SPS (MIME, MAFF, MOH, MOT, MEF and MOC), to begin to develop a functioning coordinating body. As we work with four of the six responsible ministries, we may be able to add value to this effort.

Activity 2. Provide Value Chain Driven Policy and Regulatory Advice

Sub-activity 2.1. Road Construction Impact on Water Service Providers

We developed a questionnaire for private water service providers to ask them about their experience with road construction disturbances of their piped systems. Ten WSP's were interviewed in an initial test of the questionnaire. Eight of the WSP's said they had lost between \$1,000 and \$50,000 from road building, one had no answer and one had suffered no damage. None had received any compensation for damage suffered. Thousands of homes lost clean water service for periods lasting from one week to one month. Advance notice was very uneven. Five WSP's had advance notice, two did not respond and three had some advance notice (one year, one week and one day). Construction was funded by the RGC, or by a range of donors. Six WSP's were very concerned about possible future road building disturbance, three sort of concerned and only one not concerned. Next quarter, we hope to survey additional WSP's and collaborate with the Department of Potable Water at MIME to have this important issue discussed by decision makers with the power to address it.

Sub-activity 2.2. Swine Transportation Report – Dissemination of Rules

The internal draft report has nearly completed internal review and we anticipate giving it to USAID for review in the next quarter. Following this review, we plan to prepare a version of this report for more general distribution.

Sub-activity 2.3. Regulation on Chemical Use in Aquaculture

We did not have much activity on this regulation during the last quarter. We have been working on this in conjunction with JICA expert at the FiA Tatsuya Hatori. Mr. Hatori was away last quarter and returns to Phnom Penh in January 2011.

The Aquaculture Department of FiA has prepared a technical regulation on aquaculture covering a wide range of activities to be prohibited. One of those activities is the use of chemical substance in aquaculture business. A short list of prohibited chemical names is incorporated in this technical regulation. However, a working group to draft this technical regulation is still discussing what exactly should be included as prohibited activities under the regulation.

The head of the Aquaculture Department has just requested comments from us on this technical regulation; which we will provide them in January 2011.

Sub-activity 2.4. Other Value Chain Driven Advice

We reviewed the legal framework for the establishment and functioning of agricultural cooperatives, and the statutes of community working groups and savings groups. We are preparing comments to revise these statutes to improve the functioning of these important local organizations. We worked closely with swine working groups in Kampong Cham and Svay Reng provinces, and joined a public private dialogue in Kampong Cham between working groups and the provincial Department of Animal Health. The improved structures and communication with provincial officials should make community working groups better able to help members get permits needed to transport and market swine.

Activity 3. Training services to RGC counterparts

Sub-activity 3.1. Legal Drafting Training

The Cambodia MSME Project Component 3 team and the MOT Legal Department jointly organized and implemented a one-day training in Phnom Penh about both rule making and regulatory impact. The training was designed to bring together officials from different departments, both national and provincial, and have them learn about general principles of good rulemaking. The training was attended by 41 MOT officials (including 11 provincial officials), plus six university students invited by the MOT. The training was structured with a mix of lecture and interactive group work on fact situations. A high point of the training was the presentation by Mr. Phan Duc Hieu, a regulatory impact specialist from Vietnam, who was able to discuss the processes the Vietnamese government has developed to weigh the costs and benefits of proposed regulations. Mr. Hieu has been to Cambodia several times for the ADB and for this project to present at various seminars. Participants have quite consistently been very interested to learn about Vietnam's experience, and have had a great many practical questions for him.

The MOT has an extremely large regulatory task ahead of it to implement the Tourism Law. We still plan to conduct a rulemaking strategy training with higher level MOT officials, and met with the Director of Training Department of MoT (Mr. Ten Ratana) to discuss this. It was decided to hold this training after the ASEAN Tourism Conference, probably in February.

Sub-activity 3.2. Regulatory Impact Analysis (RIA) Training

We organized a presentation for Mr. Phan Duc Hieu to over 15 ECOSOCC leadership and staff at the OCOM on the Standard Cost Model for assessing regulatory burden. Mr. Phan worked closely with the USAID-funded Vietnam competitiveness project, was one of the drafters of the Vietnam Foreign Investment Law and works in a research institute in Vietnam where he has conducted hundreds of impact assessments and applied the standard cost model to thousands of regulations. This was his third trip to Cambodia, and provides an excellent example of how USAID supported local experts from one country can take what they have learned at home to provide credible, practical and readily accepted advice to counterparts in a neighboring country. We hope to have him return to help with the session we are planning for legal officers from a number of ministries and the OCOM for February, 2011.

Sub-activity 3.3. Compliance Training in Existing Law

We were pleased to attend a training and public comment session, organized and managed by MIME, on a draft Factory and Handicrafts Operations Regulation, run by H.E. Meng Saktheara, General Director of Industry. The regulation should form one of the cornerstones for industrial safety here in Cambodia. Close to 100 participants from SME's, associations and factories attended the session learning about the draft regulations. The MSME team prepared a concept note for this regulation in Fall 2009 and initial draft for discussion with MIME counterparts, which was presented to MIME early 2010. During the first quarter of 2010, the team had a series of sessions with the MIME drafting team to discuss the draft regulation. MIME continued to work on the regulation, simplifying and making it their own before coming up with a final draft, which clearly reflects the spirit of the MSME draft, while making it fit in the Cambodian context.

Case Study 6- Light Hand and Clear Rules for Growing Business

Light Hand and Clear Rules for Growing Business

The USAID Cambodia MSME Project assisted the Ministry of Industry, Mines, and Energy to craft a set of rules that improves the Cambodian business environment and will increase investment in Cambodia's industry.



H.E. Meng Saktheara opens one of several workshops focused on improving regulations that make compliance easier for the private sector while also improving product quality and safety and improving Cambodia's competitiveness.



Participants in the private sector-public sector dialogs included national and provincial government officers and private sector businesses across several industries. The dialog enhanced understanding of proposed regulations and allowed the Ministry of Industry, Mines, and Energy to incorporate comments by all stakeholders into the final drafts.

The Law on Factories and Handicrafts gives the Ministry of Industry, Mines and Energy (MIME) authority to regulate almost all industry. While MIME could have used the wide scope of the law to create hurdles for business, H.E. Meng Saktheara, Director General of Industry wanted to regulate with a clear, pro-business view. His goals were to maximize investment in industry, focus MIME officers on improved public safety, and minimize regulatory overlap.

MIME and USAID's Cambodia MSME Project team jointly developed two regulations to implement the Law – one for new industry and one for existing industrial operations. Using USAID-funded advice effectively, MIME made many policy choices, often limiting its own potential power, to make rules work for both business, and the public safety and health.

Most ministries issue temporary permits and retain power to decide if an activity can continue, usually without clear standards for renewal decisions. This creates risks for investors because they can lose their right to do business without cause. After discussion with the USAID Cambodia MSME team, MIME granted all factories and handicrafts permanent establishment permits. All the firms need to do in the future is provide MIME with information to be used in national reporting, an annual renewal fee and remain in compliance with written safety rules. MIME is doing everything it can to minimize reporting requirements.

The new Law would have allowed MIME to regulate handicrafts business and factories differently, but did not give guidance on how they should differ. Sensing this would deter investment, MIME used its rulemaking power to exempt thousands of small handicrafts businesses entirely from the Law, and limiting provincial officials' discretion to charge unnecessary fees.

MIME also opted to make life easier for thousands of other entrepreneurs, by setting a high threshold between "factories" and "handicrafts" businesses. MIME now allows most "handicrafts" businesses with less than \$50,000 invested to be established and operate with minimal MIME discretionary decision making. Most businesses will only need to complete a simple notice filing and meet written safety and health regulations.

While the Law permitted MIME to criminalize failures to comply with the Law and rules, MIME decided to promote administrative sanctions over criminal ones, and only resort to criminal prosecution when absolutely merited. This should improve the investment environment and help Cambodia's economy grow.

The collaborative drafting process was especially fruitful. After the Cambodia MSME Team prepared a concept note and draft rule, the MSME team met repeatedly, over a period of months, with the MIME drafting team, in small group meetings to discuss the proposed rules.

"In these sessions, we would very much teach each other," H.E. Meng Saktheara said. "Having a draft rule helped us to understand how to fit our rulemaking into the Law's structure. The sessions about the proposed draft, helped my staff become much more analytical and critical, and build their skills to prepare further regulations themselves."

After some initial Cambodia MSME support, the MIME drafting team finalized the rule themselves and simplified it in a way that works better for MIME, and keeps the Government hand light, effective and clear.

Case Study 7- Progress Achieved on Law to Protect Cambodian Businesses against Unfair Trade

Progress Achieved on Law to Protect Cambodian Businesses against Unfair Trade Practices

The USAID Cambodia MSME Project assists the Cambodian government and includes the private sector to write and enforce laws that improve trade.



H.E. Sok Sopheap chairing one of many Interministerial Trade Remedies Drafting Team meetings. The approach of having all government stakeholders in one team should decrease the time it takes to draft and implement the Trade Remedies Law.



Participants actively engage in a public sector-private sector dialog on protecting Cambodian businesses under WTO. The discussion focused on understanding the cases presented by business people, in the context of WTO trade remedies. Private-sector participants included businesses with potential trade remedies cases, business association leaders, lawyers, economists, and academics.

During the past 18 months, an inter-ministerial drafting team, coordinated by the Ministry of Commerce (MOC) under the leadership of H.E. Sok Sopheap, Director General for International Trade at the MOC, has drafted a Khmer-language trade remedies law addressing anti-dumping and import surges. The draft law is now 90 percent complete in English, and more than half done in the Khmer language translation.

When Cambodia joined the WTO, the nation agreed to follow international rules on trade and to allow competitors in other countries to sell products in its markets. The international rules allow Cambodia to protect Cambodian consumers and businesses against unfair import surges and product dumping. These terms include selling products in Cambodia below the cost of the same products in the exporting country and exporting products into Cambodia in volumes that destroy Cambodian industry.

To defend against dumping and unfair import surges under WTO, the Cambodian government must first develop a law establishing trade remedies and then build a skilled team to enforce the law. The result of a good law is protection of Cambodian business investments that allow Cambodians time to become more competitive.

Through its Cambodia MSME Project, USAID has worked with thousands of Cambodians in the swine and fish business who struggle to compete with drastic increases in low-cost, Thai and Vietnamese imports. Although we do not know if Cambodian agricultural producers are victims of WTO-violating dumping or import surges, we do know that until the Cambodian government develops a WTO-compliant legal and institutional basis for investigating and prosecuting trade remedies cases, Cambodian businesses will remain defenseless.

In response to a request from the Ministry of Commerce, as well as concerns expressed by hundreds of persons involved in the swine and fish business, USAID is assisting to the government develop WTO-compliant trade remedy legislation and skills. USAID is committed to assisting an inter-ministerial drafting team to write a law and build WTO-enforcement capacity.

The drafting team members hope to present the new law to the Office of Council of Ministries for consideration in mid-2011. The 18 members of the team have worked closely with American WTO attorneys and economists, based in Vietnam and Laos, as well as attorneys working with Cambodia MSME.

Some of the most productive work has taken place in a series of meetings in Cambodia and Vietnam that have enabled busy government officers to devote many hours to concentrated collaboration, crafting a Khmer-language draft law that satisfies WTO requirements. A USAID-funded mission to Egypt is being planned for the team members who have been involved throughout the drafting process, to provide a valuable perspective and contribute to building the core skills needed to enforce the law.

With USAID's on-going and focused support, the government will gain its rightful place at the world trade negotiating table and Cambodian businesses will be better protected against unfair trade practices. In time, government officers and business representatives will be able to use the new WTO-compliant law in a fair, transparent way to defend Cambodia's economy against illegal dumping and unfair import surges.

Constraints Encountered and Unresolved Issues

Staff Interaction vs. Minister-level Support: In Cambodia, as in all countries, high-level attention and political will to reform are valuable and sometimes rare commodities. In our various counterpart ministries, the policy and legal team typically works with staff, and rarely above General Director level. This political constraint can make it difficult for us to assess Minister level commitment to support initiatives such as the MPB, or Minister level openness to consider changes such as those we suggest for the draft Law on Animal Health and Production. Whatever USAID can do to strengthen its relationships with Ministers and top counterparts, can help increase our effectiveness, by securing firmer counterpart buy-in than we are able to manage at the consultant working level.

Many Counterparts, Diverging Interests, Small Team: As ever, work with different ministries moves at different and unpredictable paces. The design of this project is unique, as it has a small team, working with a wide range of counterparts. This means that we can concentrate attention where the RGC counterpart seems ready and willing to use advice, or where we see major potential issues for our value chain clients. But it can also leave us spread thin, if multiple counterparts demand attention at the same time, or a single major effort absorbs much of our time. This is in the nature of the project structure and work, and cannot really be changed. It can, however be noted as a constraint which may make us slow to respond to less urgent client requests.

As noted previously, in our policy advisory work, we seek to balance the interests of the private sector, with the legitimate public safety and health or other policy goals of the RGC. The interests of ministries and private sector development do not always converge as we might like. Serving multiple masters always has its risks.

Limited Government Suggestions in RGC Context: Our business environment policy suggestions typically include ideas based in principles of limited government. Recommendations about protective procedures, limits on discretion and checks and balances are basic tools of this trade. Often, when we assess RGC draft or actual laws or regulations from a limited government perspective, we find them disturbingly broad and lacking in basic protections for businesses and investors. Many RGC counterparts, coming from a very different point of view, will see no problems whatsoever, where we see years of potential investor confusion, red tape and opportunities for rent-seeking.

Counterparts focused on expansion of license or inspection powers will also have little interest in procedural checks and balances, which might give the private sector protections against them. If a new law or rule duplicates one of another ministry, or really has no policy justification other than fee collection, that is not a concern, as long as it gives the sponsoring ministry or department adequate collection powers. In such a context, advice may be welcome which points out flaws in legal drafting, that could undermine ministerial power or make administration more difficult. But advice oriented towards improving or protecting the business-enabling environment can meet resistance, as can ideas about better governance, based on risked or fact-based rulemaking.

Private Sector Demand for Reform: Private sector organization and demand for reform remains weak and ad hoc. This is likely to stay so for the foreseeable future. Where the system does work, despite the lack of a supporting legal environment, it can be because enforcement is uneven or problems can be resolved with informal settlements that still leave the private sector sufficient margin. The private sector knows

the unwritten rules, behaves as it must and worries comparatively little about what the written rules provide. In a system as heavily administrative and relationship based as this one, such individual, private sector calculations make perfectly good sense. However, this bias also means that the private sector will not rally around systemic concerns of limited government, good policy and clear rules, much less fund experts to help address them.

Business funded lobbying, if it does exist, often focuses on seeking administrative fixes for specific and usually local issues. It will not usually look at longer-term BEE improvements, which could, if implemented, address the underlying problems that make the fixes necessary. Except for larger, longer term and usually international investors, business here is generally interested in immediate solutions to immediate problems. Government, in its law or rulemaking function, is operating on an entirely different time scale, and really does hold the power. Government can work behind closed doors on a law which might take three to five years to pass, and then another several years to turn into rules, which then turn into a whole new business-damaging inspection and fee collection regime.

Business has much more pressing worries than a draft law or regulation “cloud on the horizon”, which they realistically have little ability to influence anyway. When and if the storm comes, they rationally figure they will just deal with it, as they deal with all the other storms of this nature.

It is important for us to remember that in most countries, lobbying and tracking the business legislative process is a “big boy’s game”, for sophisticated companies or well-funded associations of smaller firms, paying expensive advisors. So, for example, in the US, when “grass roots” farmers appear at legislative hearings, they may often have been carefully selected, well-organized, well-advised and well-scripted by their Farm Bureau lobbyists. As we work with business associations to help them find and express their voice on pending legal change, it is important to have our expectations set correctly about their interests and time table, our role and what realistically can be expected from whom in what context.

Main Events Planned for Next Quarter

- Continued work with MOT on Tourism MPB. High level strategy training for MOT regulators under Tourism Law.
- Continued work with MAFF on draft Law on Animal Health and Production. Possible support for public input on the draft, depending on the draft which MAFF will release and agreement on the format for public input.
- High level, one day training for legal department officers of up to ten line ministries and the OCOM on better regulation concepts. To be organized with the Council on Legal and Judicial Reform. Focus to be on clear legal drafting to improve both the business environment and administration.
- Continued work on Trade Remedies draft law with MoC led drafting team. Possible Regional Workshop on Trade Remedy Law (Cambodia-Vietnam-Laos) supported by WTO secretariat and a possible study tour to Egypt.
- Continued work with Fishery Administration, especially Aquaculture Department to advise on Aquaculture Draft Law and relevant regulations.

- Continued work with the Department of Potable Water of MIME on road construction issues and possible advisory on water strategy for the Department.
- Complete and release swine report.
- Possible coordination with ADB and World Bank on retreat for signatories to SPS inter-ministerial prakas.

Operations and Administration

General Operations

- USAID/Cambodia conducted a Limited Financial Review of the Cambodia MSME project and found that the project's overall operations and financial management systems were sound. There were a few areas for improvement that were suggested by the financial and contract review team and the Cambodia MSME team took immediate measures to implement these recommendations.
- This quarter, the operations team supported a total of 13 local cross provincial trips, 2 international study tours, 14 workshops and forums, and at least 27 trainings.
- The provincial office managers continued to assist the GPS Coordinator and M&E team in collecting client geographical (XY) coordinates.
- The Operations team conducted an orientation session on travel procedure & policy and as well as procurement policy for the entire MSME team.
- A significant number of people visited the Cambodia MSME website, 2079 hits were registered this quarter.
- A new Internship policy was established.

Procurement

- Preparation of payments for water subcontractors is underway and new water subcontracts are being prepared. 15 new water service providers have been selected and signed MOU.
- After a competitive bidding process, the O People were selected to organize five rural trade fairs for 2011.
- Contracted with Bou Nou Ouk and Partners, a Cambodian Law firm to provide legal analysis and review of the draft Animal health law.
- Issued and prepared purchase orders to the following firms and organizations:
 - Meta Art Cambodia for Water Video documentary production.
 - HR Inc., to conduct a salary review and job analysis for 2011.
 - Ripple Effects, Team Building training – Lead Facilitator, Todd Smith.

Workshops and Conference

- Trade Remedies Meeting – October 1, 2010;
- Water MOU Signing Conference – October 21-22, 2010;
- Regulatory Drafting Training for Ministry of Tourism officials – October 26, 2010
- Internal meeting of Drafting team on Trade Remedies Law – November 29, 2010;
- Trade Remedies Meeting – December 8, 2010;
- Trade Remedies Meeting – December 16-17, 2010.

International Conferences/International Study Tours

1. Advance training course on the DCED standard, Kuala Lumpur, Malaysia – Oct 11-15, 2010 for three technical staff, Sun Boreth, Oen Hoeun, and Proum Kimhor;
2. Advance mission for investment promotion study tour, Singapore – Oct 13-15, 2010;
3. Workshop on participatory techniques for beekeeping training, Hanoi – Oct 25-Nov 1, 2010;
4. Trade remedies drafting team workshop, Ho Chi Minh, Vietnam – Nov 7-10, 2010;
5. COP and Value Chain Team Leader attended the USAID/BGI Development Course, Bangkok, Thailand – Nov 15-19, 2010;
6. Investment Mission to Singapore – November 30 – December 2, 2010.

Current status of these large procurements is listed on the table below:

Table 23- Summary of Large Service Procurements in this Quarter

Work	Company Selected	Status
Demonstrating Positive Biodiversity and Socio-Economic Impact in Ten CF/CFA Sites –	PACT	On going
Rapid Socio-Economic and Hydrological Assessment of Prey Lang Forest	Advancing Engineering Consultants	Ongoing
Facilitation of a series of Team Building sessions	Ripple Effects	Completed
Strategy Development Advisory support to the National Swine Strategy development process	Emerging Markets Consulting	On going
Trade Fair 2011 -	The O People	Ongoing

Staffing

Full-time staff recruited and started work in this quarter:

Table 24- Summary of Staff Recruited in this Quarter

Employee	Position
Sot Chanthon	Senior Project accountant
Tim Sokheng	Driver
Sea Sovityea	Business Association development Specialist (start date: 4 January,2011)
Theng Vibol	Legal Advisor (start date: 10 January,2011)

The Project mobilized the following short term technical assistance in this quarter:

Table 25- STTA Mobilized During this Quarter

Consultant	Main Objective
Tanja Lumba	Customize TAMIS with the Year 3 annual work plan. Train all staff on using TAMIS and update modules in the Administration module of TAMIS.
Marian Boquiren	Update the Retail Market Upgrading Strategy

Constraints Encountered and Unresolved Issues this Quarter

No significant encounters were encountered this quarter.

Activities Planned for the Next Quarter

General Operations

- Planning support for international study tours.
- Continue to manage and maintain existing water subcontracts including payments and as well as new water subcontractors
- Update and review new salary scale.
- Intergrades internship policy into Operations and Personnel Manual and distributed to Project staff.

Procurement

- Print Newsletters, Posters, Swine Technical Manual and updated brochure.
- Continue to support and manage trade fair payment.
- Will continue to prepare more water subcontracts purchase orders

Staffing

- In the next quarter, the project will seek to fill the following positions:

Table 26- Project Positions to be Filled in the Next Quarter

Name	Position
TBD	M&E Assistant
Phan Duc Hieu	Regulatory Impact Assessment Trainer from Vietnam

The Operations and Administration team will mobilize the following short-term consultants next quarter

Table 27- STTA Anticipated to be Mobilized in the Next Quarter

Name	Position/ Objective
Brody Dittmore	GIS Specialist to update the Project's GIS strategy
Eleanor Turner	M&E and Operations support
Nabanita Sen	DCED Advisor on Measuring Impact on Private Sector Development Programs.
Steve Smith	Association Development Strategy Development
Marina Krivoslykova	M&E and Management support during COP and DCOP's absence
Andrea Falso	Operations Training, coverage for DCOP, budget realignment follow up and spot check of subcontractors.
Shannon Sarbo	PAT analysis and oversee and assist with IRL mid-term evaluation results report

Communications and Media Outreach

Summary of Actions, Activities and Accomplishments this Quarter

The Cambodia MSME project’s integrated Communications and Media Outreach Program has three main objectives:

Promote a branded approach to all project outreach activities. A branded approach to the MSME Project will strengthen project themes and messages and help attribute project outputs, results, and impact to USAID, support from the American People, the Royal Government of Cambodia and key project stakeholders. Communication material includes USAID and Royal Government of Cambodia branded technical training posters, manuals, newsletters and video documentaries.

Nationwide and local information dissemination and dialogue strategy. The project will use pre-recorded and live radio programming to provide information and generate dialogue about technical, business and governance issues. Radio is a powerful tool in rural Cambodia for publicizing key project activities, themes and messages to micro, small and medium enterprises, as well as national, provincial and district government officials.

Communications and media capacity building for public and private sector to provide BMOs and key government officials and agencies with skills to better communicate with one another and the general public on issues related to economic development and better governance.

The project produced the followed Communications and outreach outputs this quarter:

Table 28- Project Communications and Outreach Materials

#	TOPICS	UNIT	NUMBER
1	Project Newsletter Publication	Copies 1000 copies in English and 1000 copies in Khmer	Produced English and Khmer language Newsletter issue # 8, which covered the following topics: <ul style="list-style-type: none"> Local Pork Producers Show their stuff at the First Local Pork Promotion Fair in Svay Rieng Province Local Swine Cooperatives Proving to Be Highly Effective USAID Helps Water Companies Significantly Boost Piped Drinking Water Supplies in Six Provinces USAID Cambodia MSME Leads the Fight against Blue Ear Disease, Helping Rebuild the Swine Industry Promoting Market Development, Resource Management and Better Governance

2	Newspaper Article Publication	Time	<ul style="list-style-type: none"> Article on Training on Procedures in Writing Clear Regulation was published on Rasmey Kampuchea Daily. Article on Cross-provincial trip to H.E Oknha Mong Reththy was published in Rasmey Kampuchea Daily Article on Swine Value Chain clients' discussion with H.E Mong Reththy, Co-chairman of Private Sector Working Group on Agriculture and Agro-Industry, in Kohsantephea Daily Newspaper. 1 article on Signing Memorandum of Understanding (MoU) Conference between Piped Water Service Providers and USAID Cambodia MSME Project at Rasmey Kampuchea Daily Newspaper.
3	Television Broadcasting	Time	<p>Apsara and Bayon had news clips on the Cambodia MSME Water Conference.</p> <p>National Television of Cambodia (TVK) broadcast news clip on the Cross-provincial trip to H.E Oknha Mong Reththy.</p> <p>TVK broadcast a news clip on Swine Value Chain clients' discussion with H.E Mong Reththy, Co-chairman of Private Sector Working Group on Agriculture and Agro-Industry.</p> <p>TVK produced and broadcasted news on Cambodia MSME project facilitated training seminar on Procedures in Writing Clear Regulations.</p> <p>TVK and CTN broadcast the 25 minutes MSME video documentary, "Happy Pigs of Kampong Trach."</p> <p>TVK produced a 45 minute Round Table Discussion on "Challenges and Opportunities in the Cambodian Swine Industry," the show was broadcast four times on TVK.</p>
4	Radio Broadcasting	Time	<p>13 branded radio magazine programs produced and broadcast on 12 FM radio stations (156 total broadcasts)</p> <p>6 live radio roundtable shows broadcast on 8 FM radio stations (56 total broadcasts)</p> <p>3 radio PSAs broadcast on 11 FM radio stations</p> <p>3 USAID Cambodia MSME events covered during 2 live radio shows and 1 pre-recorded radio show broadcast (*see list below)</p>
5	Technical Manuals on Local Feed Making	1500 copies	Published 1500 copies of Technical Manual on Local Animal Feed Production.
6	Project's Calendar 2011	5000 copies	Produced and Published 5000 copies of Project's Calendar 2011.

7	Project's Brochure	Copies	Updated Project Brochure. 1000 copies of English and 1500 copies of Khmer Brochures will be printed next quarter
8	Forest Fire Poster	Copies	Developed a Poster on Preventing Forest Fires 1500 copies will be printed next quarter
9	Local Feed Making Poster	Copy	Produced 1000 copies of Local Feed Production Posters
10	Video Production		Produced a video documentary on Water Investment Strategy
11	Swine Technical Manual Update	Copies	Finalized the revised script and layout for Swine Technical Manual. 1500 copies will be printed in next quarter

1.1. Develop Radio and TV Broadcasts

Cambodia MSME project consortium partner Equal Access is implementing a weekly business radio program and a bi-weekly live roundtable discussion/call-in show, called *Success Starts with You*. This quarterly report details the results of Equal Access' regular monitoring of the radio broadcasts, conducted to gauge the popularity of the programs, the amount and type of audience interaction created by these broadcasts, new topics that listeners would like to hear in future programs, and other general feedback from the audience, which will help producers improve the content and attractiveness of the radio show. The MSME Business Radio initiative offers the first public-service radio show in Cambodia to be broadcast on both the state-run and on private radio broadcasters, and it reaches the largest potential audience of any regular radio broadcast in Cambodia.

2. Broadcasting Summary of MSME Project, from October through December 2010

2.1. Pre-recorded Programs

During this quarter, Equal Access produced and broadcast 13 radio programs from 11 FM radio stations in nine provinces, including Phnom Penh city. In close collaboration with DAI, five main themes were identified for exploration in the show, including: tourism, honey and biodiversity, community working groups, sanitation and hygiene (latrines), and swine. The following tables and charts provide key details about *Success Starts with You* program broadcasts this quarter:

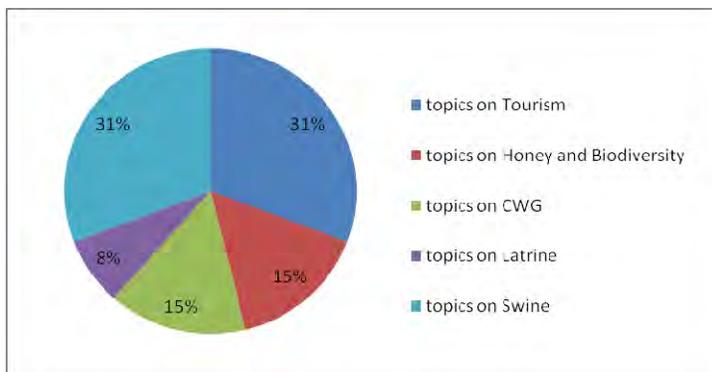
Program Topics

- Episode 84: Role of Tour Guides
- Episode 85: Honey Purity
- Episode 86: Forest Fire Prevention

- Episode 87: Model Agricultural Development Cooperative
- Episode 88: Uniqueness of Tourism Sites
- Episode 89: Pork Processing
- Episode 90: Promoting Local Pork Consumption
- Episode 91: No Latrine, No Pride
- Episode 92: Creating a Tourism Calendar
- Episode 93: Using Medications and Vaccines Properly in Swine Feeding
- Episode 94: Promoting the Tourism Community
- Episode 95: Promoting Local Animal Feed Producing and Packaging
- Episode 96: The Success of Business Cooperatives

Table 29- Broadcasting Summary - Pre-recorded Programs

No	DATE	RADIO STATION	LOCATION	TOPICS
1	03/10/10 – 26 /12/10	FM 95 MHz	Phnom Penh	Episode 84 – 96
2	06/10/10 – 29/12/10	FM 102 MHz	Phnom Penh	Episode 84 – 96
3	02/10/10 – 25/12/10	FM 92.70 MHz	Battambang	Episode 83 – 95
4	01/10/10 – 31/12/10	FM 91 MHz	Battambang	Episode 83 – 96
5	04/10/10 – 27/12/10	FM 105.5 MHz	Siem Reap	Episode 83 - 95
6	02/10/10 – 25/12/10	FM 98.5 MHz	Kratie	Episode 83 - 95
7	02/10/10 – 25/12/10	FM 93.25 MHz	Kampot	Episode 83 - 95
8	01/10/10 – 31/12/10	FM 103.75 MHz	Svay Rieng	Episode 83 - 96
9	02/10/10 – 25/12/10	FM 98.5 MHz	Pursat	Episode 83 - 95
10	02/10/10 – 25/12/10	FM 88.5 MHz	Kampong Thom	Episode 83 - 95
11	04/10/10 – 27/12/10	FM 92.5 MHz	Kampong Cham	Episode 83 - 95



2.2. Radio and Television Public Service Announcements

During this quarter, Equal Access produced three radio spots and one television public service announcement. Developed in close collaboration with DAI experts, these PSAs creatively highlighted important issues related to hygiene. Issues involving latrine use also received input from International Development Enterprises (IDE), and those involving tourism were reviewed and approved by the Ministry of Tourism’s marketing and production teams. The three radio announcements were broadcast 1,372 times on 11 radio stations, and the TV PSA aired 16 times on two popular TV stations, CTN and Bayon.

Radio PSA Topics

- PSA No. 1: Build a Latrine Now
- PSA No. 2: The Advantages of Having a Latrine at Home
- PSA No. 5: Hygiene in Restaurants

Table 30- The Broadcast of Radio Public Service Announcements (October– December 2010)

No	Date	Radio Station	Location	No. of Broadcasts per Quarter
PSA Latrine: (Total broadcast for two PSAs)				
1	20/10/10 – 30 /12/10	FM 102 MHz	Phnom Penh	168 times
2	20/10/10 – 30 /12/10	FM 103.75 MHz	Svay Rieng	168 times
PSA Tourism				
1	01/11/10 – 30/11/10	FM 95 MHz	Phnom Penh	60 times
2	01/11/10 – 31/12/10	FM 105.5 MHz	Siem Reap	122 times
3	01/11/10 – 31/12/10	FM 88.5 MHz	Kompong Thom	122 times
4	01/11/10 – 31/12/10	FM 92.5 MHz	Kompong Cham	122 times
5	01/11/10 – 31/12/10	FM 98.5 MHz	Kratie	122 times
6	01/11/10 – 31/12/10	FM 93.25 MHz	Kampot	122 times
7	01/11/10 – 31/12/10	FM 98.5 MHz	Pursat	122 times
8	01/11/10 – 31/12/10	FM 92.70 MHz	Battambang	122 times
9	01/11/10 – 31/12/10	FM 103.75 MHz	Svay Rieng	122 times

Table 31- The broadcast of TV Public Service Announcements December 2010

No	Date	Channel	Location	No. of Broadcasts
<i>TV PSA Tourism: Spitting and Littering in Public</i>				
1	18/12/10 – 28 /12/10	CTN	Phnom Penh	10 times
2	21/12/10 – 30 /12/10	Bayon	Phnom Penh	6 times

2.3. Live Round Table Discussions

Equal Access conducted seven bi-weekly round table discussions on topics important for tourism business development, swine producers, and hygiene promotion, both nationally on Radio National Kampuchea and on local FM radio station partners. Four live shows were hosted by the Equal Access production team on RNK. On provincial FM partner stations, Equal Access-trained presenters used discussion guides to lead and moderate live discussions with guest speakers and callers. The following is a summary of broadcasts and rebroadcasts of the live round table discussions during the reporting period.

Round Table Discussion Topics

- Round table 41: Elimination of habitual use of latrine in aquaculture business (RNK)
- Round table 42: Raising consumer awareness on ice (RNK)
- Round table 43: Model agricultural development cooperative (PP&SVR)
- Round table 44: Uniqueness of tourism sites (RNK)
- Round table 45: Pork Processing (Local)
- Round table 46: No latrine, No pride (RNK)
- Round table 47: Local pork consumption (Local)

Table 32- MSME Radio Program Broadcasts on Provincial Radio Stations

No	DATE	RADIO STATION	LOCATION	Broadcast		
				October	November	December
1	1/10/10 – 24 /12/10	FM 91 MHz	BTB	- R41 ® - R42 ® - R43 ®	- R44 ® - Live R45	- R46 ® - Live R47
2	5/10/10 – 28 /12/10	FM 105.5 MHz	Siem Reap	- R41 ® - R42 ®	- R43 ® - R44 ® - Live R45	- R46 ® - Live R47
3	3/10/10 – 26 /12/10	FM 98.5 MHz	Kratie	- R41 ® - R42 ® - R43 ®	- R44 ® - R45 ®	- R46 ® - Live R47
4	4/10/10 – 27 /12/10	FM 93.25 MHz	Kampot	- R41 ® - R42 ®	- R43 ® - R44 ® - R45 ®	- R46 ® - Live R47
5	5/10/10 – 28 /12/10	FM 103.75 MHz	SVR	- R41 ® - R42 ®	- Live R43 - R44 ® - R45 ®	- R46 ® - Live R47
6	1/10/10 – 24 /12/10	FM 98.5 MHz	Pursat	- R41 ® - R42 ® - R43 ®	- R44 ® - R45 ®	- R46 ® - Live R47
7	7/10/10 – 30 /12/10	FM 88.5 MHz	K. Thom	- R41 ® - R42 ®	- R43 ® - R44 ®	- Live R45 - R46 ® - Live R47
8	5/10/10 – 28 /12/10	FM 92.5 MHz	K. Cham	- R41 ® - R42 ®	- R43 ® - R44 ® - Live R45	- R46 ® - Live R47
9	13/10/10 – 22 /12/10	AM 918 KHz	PNP	- Live R42 - Live R43	- Live R44 - Live R45	- Live R46 - Live R47

R = Round table/call in discussion ® = Rebroadcast / Repeat

3. Audience Feedback and Interaction

4.

4.1. Audience Interaction to the Program through Phone Calls

Equal Access works closely with FM partner radio stations to monitor, track and document audience interaction with live radio programs. Equal Access examines feedback data provided by each station to classify the types of calls received, the types of callers interacting with the program, and the discussions that took place. The following data has been extrapolated from the feedback forms ('missed calls' indicate audience calls received but not answered, due to high volume):

Table 33- Number of Callers Called to Round Table Discussion

October		November		December		Total	
Callers	Missed calls	Callers	Missed calls	Callers	Missed calls	Callers	Missed calls
23	20	33	44	64	74	120	138

Table 34- Callers' Demographics

Month	Sex		Age						
	Male	Female	[18-25]	[26-35]	[36-45]	[46-55]	[56-65]	>66	N/A
October	19	4	3	11	2	3	0	0	3
November	28	5	7	13	7	4	1	0	1
December	43	21	13	19	7	9	2	0	12
Total	90	30	23	43	16	16	3	0	16

Figure 4- Number of Callers Called to Round Table Discussion

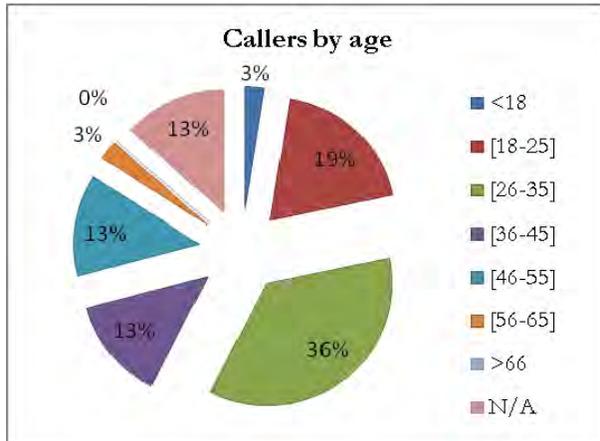


Figure 3- Callers by Sex



Figure 5- Callers by Profession

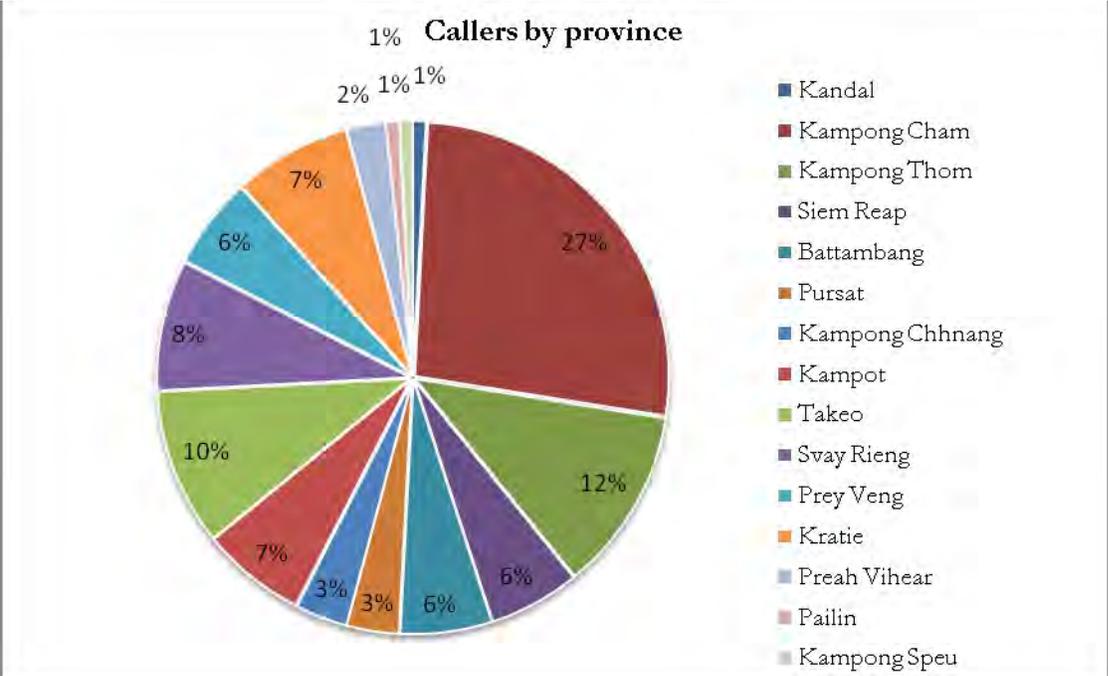


During this three-month period, *Success Starts with You* continued to reach many parts of the country. Listeners called from 15 different provinces, the largest number, 27% of the total, from Kampong Cham. Please see the pie chart of callers' location.

Table 35- Caller's Location

No	Province	October	November	December	Total	Percentage
1	Kandal	0	0	1	1	1%
2	Kampong Cham	8	7	17	32	27%
3	Kampong Thom	3	6	5	14	12%
4	Siem Reap	0	3	4	7	6%
5	Battambang	0	2	5	7	6%
6	Pursat	0	0	4	4	3%
7	Kampong Chhnang	0	1	3	4	3%
8	Kampot	1	2	7	12	10%
9	Takeo	3	2	7	12	10%
10	Svay Reing	6	2	2	10	8%
11	Prey Veng	1	2	4	7	6%
12	Kratie	0	4	5	9	7%
13	Preah Vihear	1	1	1	3	2%
14	Pailin	0	0	1	1	1%
15	Kampong Speu	0	1	0	1	1%

Figure 6- Callers by Province



Caller Intent

Listeners called to the radio program primarily to ask questions and to share ideas and experiences with other audience members. 82% of listeners called to ask guest speakers questions relevant to each topic aired. A sampling of questions asked in our program during this period were the following :

- How do I know whether ice is produced with good quality standards? (For roundtable talk show topic 42)
- How do I form an agricultural association? What are the advantages of forming one? (For roundtable talk show topic 43)
- What are the special characteristics of a tourism site? How do we develop a tourism site? (For roundtable talk show topic 44)
- What kinds of foods can be processed from pork? How can I keep pork with good quality for a long period of time without using a refrigerator? (For roundtable talk show topic 45)
- How much should I spend for building a latrine? Is there any support from the organization for building a latrine? (For roundtable talk show topic 46)
- How can we stop producers from selling sick swine (meat) on the market? Who is obligated to intervene in this problem? (For roundtable talk show topic 47).

Figure 7- Caller Intent



Callers to Live Round Table Discussions on RNK

The interaction data in the table below refers to received and missed calls to the round table discussion conducted at Radio National Kampuchea. The table illustrates the popularity of the show through the number of callers. During this quarter, the topic about latrine issue was the most popular topic that could attract largest number of interaction from audiences, whereas the topic about model agriculture seems to be least popular for callers.

Table 36- Number of Audience Interaction Breakdown by Topic

No	Title	# of Interactions
Topic 42	Raising Consumer Awareness of Ice	22
Topic 43	Model Agricultural Development Cooperative	10
Topic 44	Uniqueness of Tourism Site	25
Topic 45	Pork Processing	25
Topic 46	Latrine is not \$100 anymore	42
Topic 47	Local Pork Consumption	39

Figure 8- Numbers of Audience Interaction by Topic (for NPK only)

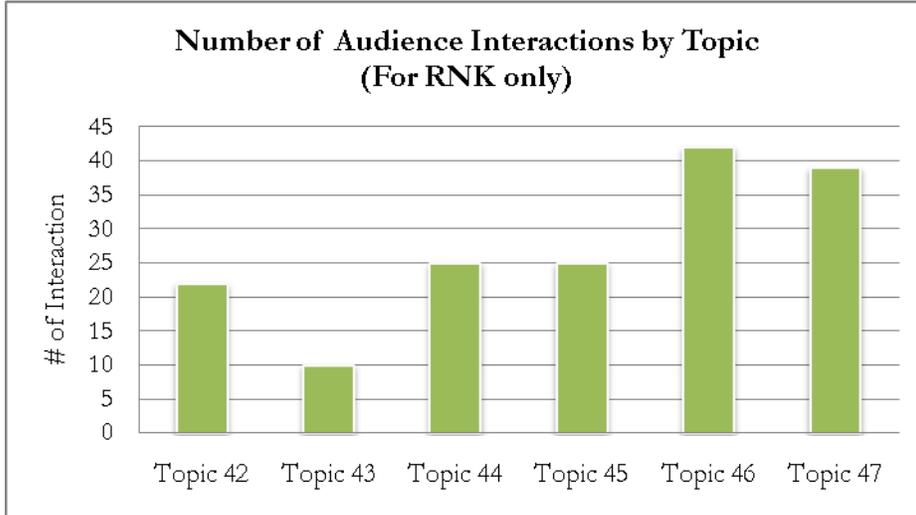
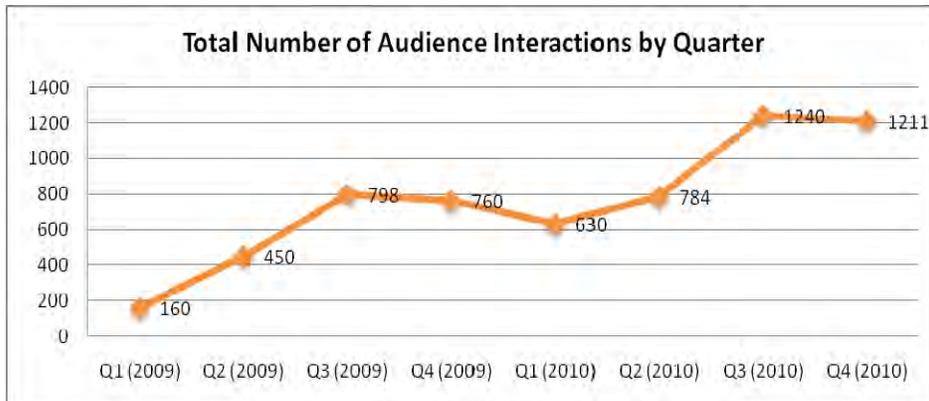


Figure 9- Total Numbers of Audience Interaction by Quarter

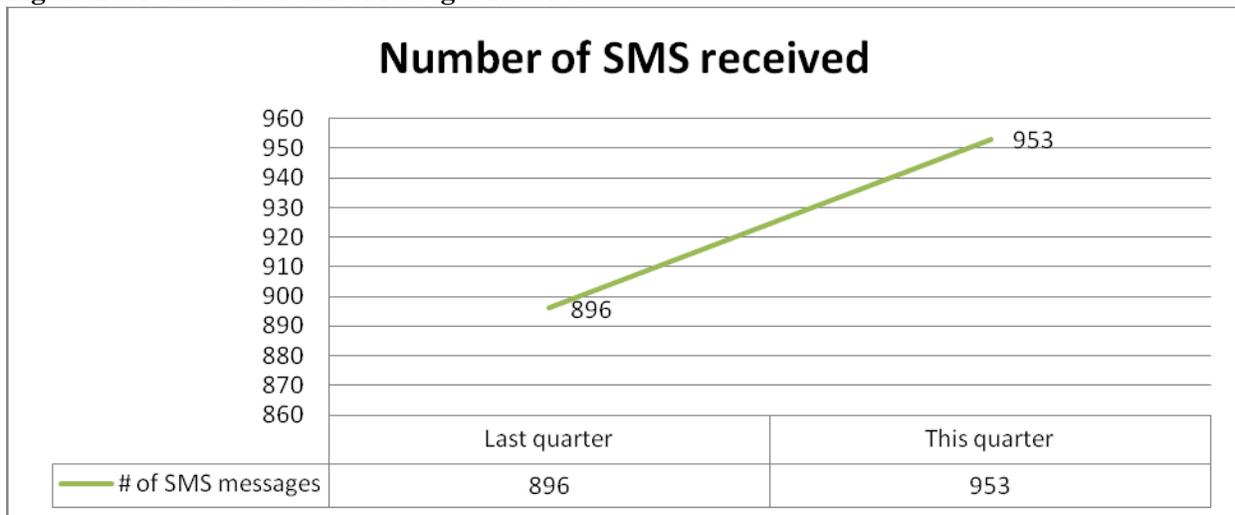


4.2. Audience Interaction with the Programs through SMS

For each pre-recorded radio program, an SMS quiz is used to create immediate opportunities for interaction for listeners. The following table shows the number of SMS messages received from October to December 2010. Quiz questions were designed to allow listeners to demonstrate knowledge they have gained from the program and to encourage listener participation.. An average of 80 SMS messages were in response to *Success Starts with You* quizzes aired during each broadcast. Some examples of multiple-choice questions asked were:

- What are the benefits of the consumption of pork and pork products to swine industry?
- To attract tourists to visit your tourism community, what should you do?
- Is proper vaccination important to swine raiser?
- What the local animal feed production association should do to attract more customers?

Figure 10- Numbers of SMS Messages Received



Note: The number of SMS messages sent to SSWY during this quarter increased by 6%. Among all SMS messages sent 60% stated the correct answer.

4.3. Audience Feedback

During the radio show round table discussions, Equal Access’ monitoring and evaluation team collected comments from callers to understand more about audience engagement with program content and ensure constant improvement of the show’s presentation.

Latrine Use

During episodes on latrine use, most callers did not yet have a latrine at their homes but they expressed a desire to build one and asked guest speakers about how to do it. One caller, who did have a latrine, Mrs. Srey of Kratie, called to tell about her experience: “I just built a latrine for my family, and they found it very useful and good for the environment, even if it is just a small and wooden one.” She added, “Many

families in the village do not have a latrine yet, and some of them said they don't care about it because their parents' or grandparents' generation never had one." However, Mrs. Srey tried to convince people in her village to build a latrine by telling them about the advantages of using one, how easier life would be if they used a latrine and the problem they would face if they did not have one.

Successful Swine Business Practices

Several listener comments came to Equal Access following the airing of episodes on successful business practices. Not all live calls can be answered during the show, so this is a sampling of feedback from letters and calls received about this topic:

1. Ms. Kunthea, a pork seller at Ponley market in Tapang village, Chhouk commune, Boribo district, Kampong Chhang province, called to the MSME radio program production team after she listened to the roundtable discussion on pork processing. She said, "I am very interested in this program because I didn't have clear idea about this subject. As a pork seller, this is important to me because I want to create another small pork processing business when the price goes down, and I can export. I really wanted to know more detail about how to do it." Kunthea also stated that this radio program was not only useful to her individually, but also important for other pork sellers to learn about proper, economical processing of pork so they could increase their income. Although this was the first time she had listened to this radio program, she found it interesting and wanted to listen more. She also asked the radio program production team for more information about training because she's highly interested in processing her pork into meatballs or sausages.
2. Ms. Sary, who is a pork seller at Kandal market in Phnom Penh, also listened to the Success Starts With You program about pork processing, broadcast on RNK. She expressed her interest in knowing more about pork processing skills because she wanted to expand her business to create more jobs for her family members. She said, "Pork processing is very important when the price of pork falls." Sary started her pork processing business after she had attended the training organized by Cambodia-MSME project about processing pork into meatballs.
3. Mr. Leng Sokkea, who was the winner of a *Success Starts with You* SMS quiz show, told the radio program production team that he was very happy to learn that he was a winner. He said, "I am a swine raiser, so I like listening to your programs about the swine business." Sokkea showed positive thinking after listening to the show, which explored how to protect swine from disease. He said that he used some bacterial disease infection methods that he learned listening to the program – how to use the right vaccines and medications for the swine. "As a result, my swine are healthy and have no diseases or bacterial infections," he said happily and confidently.

Main Events Planned for Next Quarter

- Produce quarterly Project's newsletter Issue # 9
- Produce video documentary on Rural Trade Fair
- Produce video documentary on Sanitation
- Produce Round Table Discussion for Component 3
- Update Project's website
- Produce weekly and bi-weekly content for the "Success Starts with YOU!" radio shows.

Monitoring and Evaluation

Summary of Actions, Activities and Accomplishments this Quarter

This quarter, the Monitoring and Evaluation group completed the following main outputs:

- Conference report on the water MOU signing conference from 21-22 October 2010 in Phnom Penh hotel; workshop report on the Tourism Regulatory Drafting training in October 26, 2010, monitoring report on swine CWG saving group in Siem Reap province, monitoring report on the Component 2 and ILO team's field visit to assess five swine and aquaculture CWGs in Kampong Cham, Prey Veng and Svay Rieng provinces, workshop report on capacity building training of Tourism Investment Promotion, module 4 from 8-9 December 2010 in Kampong Cham, workshop report on swine technical training on pork processing in Svay Rieng province.
- Assisted PACT staff to enter quarterly program data into the Cambodia MSME Technical and Administration Management Information System (TAMIS).
- Compiled weekly reports and quarterly Key Events Calendar for USAID.
- Coordinated with provincial office managers and provided ongoing training on updating MSME client profile data in the TAMIS.
- Presented M&E learning experience and best practices from DCED sponsored training in Kuala Lumpur on Measuring Results of Private Sector Development Programs.
- Coordinated with Ms. Tanja Lumba to build all activities, sub-activities, tasks and sub-tasks of each respective value chain and component of annual year three work plan 2011 into TAMIS and conducted TAMIS training to all value chains' and components' staff on how to operate TAMIS tools properly and consistently.
- Coordinated with component 2 to prepare the evaluation questionnaires for the international study tour to Singapore.
- Coordinated with the swine, aquaculture and brick & tiles and Indochina Research Limited (IRL) on the Mid-term evaluation preparation.
- Trained O People on how to design, administer, and analyze results of the trade fair evaluations. Feedback questionnaires with administered to visitors, exhibitors and public sector staff.
- Data entry into TraiNet on Local Study Tour, Training and Workshop for Quarter 8 and 9.
- Finalized the draft concept paper on following up on results from the international study tours to Vietnam, Malaysia, Indonesia, Philippines from Year 2.

The following charts give an overview of project activities implemented this quarter across value chains. They also indicate that one of our key challenges is increasing women's participation in project activities.

Figure 11- Embedded Technical Training Participants Q9 2010

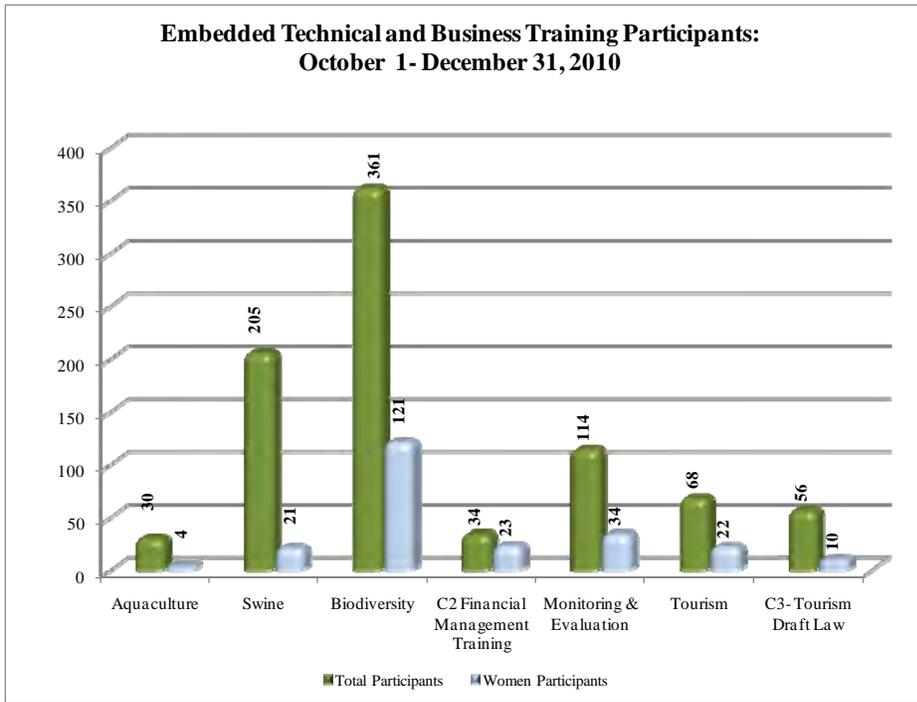


Figure 12- Workshop Participants Q9 2010

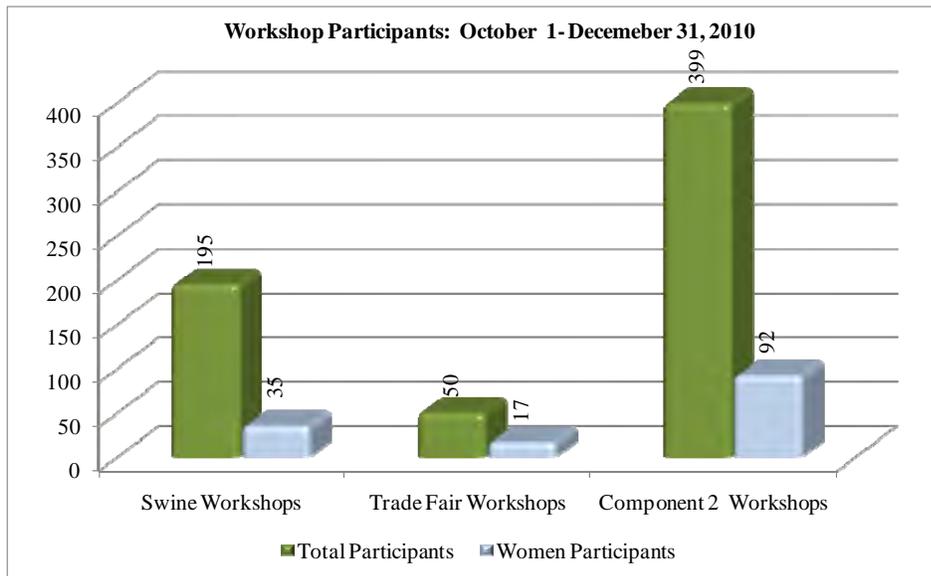


Figure 13- Cross-Provincial Exposure Trip Participants Q9 2010

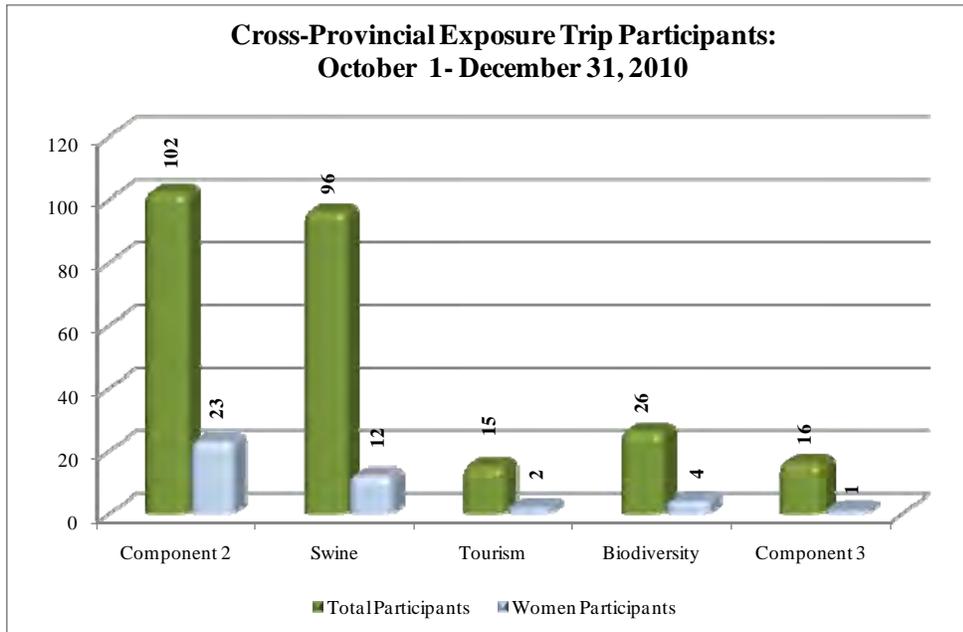


Table 37- Monitoring Indicators Quarter 9, October through December 2010

INDICATORS	UNIT	QUARTER #9	Y1+Y2+Y3		
		ACHIEVED	CUMMULATIVE PLANNED	CUMMULATIVE ACHIEVED TO DATE	%
COMPONENT I: STRENGTHEN SELECTED VALUE CHAINS					
Number of enterprises benefiting from USAID development assistance*/**	No.	120	5,000	5,520	110%
Number of aquaculture enterprises benefiting from USAID development assistance*/**	No.	2	905	567	63%
Number of swine enterprises benefiting from USAID development assistance*/**	No.	82	3,065	3,760	123%
Number of honey enterprises benefiting from USAID development assistance*/**	No.	0	479	496	104%
Number of resin enterprises benefiting from USAID development assistance*/**	No.	0	308	458	149%
Number of tourism enterprises benefiting from USAID development assistance*/**	No.	0	170	146	86%
Number of brick and tile enterprises benefiting from USAID development assistance*/**	No.	0	32	39	122%
Number of water enterprises benefiting from USAID development assistance*/**	No.	36	41	54	132%
Number of provinces supported by MSME 2/BEE	No.	12	12	12	100%
INDICATORS	UNIT	QUARTER #9	Y1+Y2+Y3		

		ACHIEVED	CUMMULATIVE PLANNED	CUMMULATIVE ACHIEVED TO DATE	%
Percentage change in value of sales of project assisted enterprises*	%	Mid-Term Evaluation	50%	Mid-Term Evaluation	0%
Percentage change in income of project assisted enterprises	%	Mid-Term Evaluation	65%	Mid-Term Evaluation	0%
Percentage change in investments by project-supported SMEs	%	Mid-Term Evaluation	65%	Mid-Term Evaluation	0%
Number of people with increased economic benefits derived from sustainable natural management and conservation	No.	1- 0 2- 0	1-3,000 2- 2,000	1- 10,403 2- 7,218	354%
Number of people receiving USG-supported training in natural resources management and/or biodiversity conservation	No.	1- 186 2- 78	1- 900 2- 300	1- 2,214 2- 690	215%
Number of hectares in areas of biological significance under improved natural resource management**	HA	-16,878 ^A	75,000	80,493	107%
Number of private sector water service providers	No.	0	41	17	41%
Number of people with improved access to drinking water supply as a result of USG assistance**	No.	2,935	50,000	59,535	119%
Sales of point of use latrines	No.	609	5,000	3,151	63%
INDICATORS	UNIT	QUARTER #9	Y1+Y2+Y3		
		ACHIEVED	CUMMULATIVE PLANNED	CUMMULATIVE ACHIEVED TO	%

				DATE	
COMPONENT 2: STRENGTHEN PRIVATE SECTOR VOICE					
Number of laws and regulations, etc. reviewed, changed or promulgated with private sector input	No.	0	8	6	75%
Number of provincial PPD forums developed and utilized as a result of USG assistance**	No.	0	19	32	168%
Number of Community Associations that are at least 50% self-funded by dues paying members	No.	0	12	15	125%
Number of MSMEs participating in policy advocacy meetings and PPDs	No.	1- 0 2- 0	1-1,700 2- 460	1- 3,264 2- 547	273%
Number of community working groups that have clear market linkages in NTFP value chains	No.	0	32	32	100%
Number of project activities including of WSPs	No.	2	6	11	183%

INDICATORS	UNIT	QUARTER #9	Y1+Y2+Y3		
		ACHIEVED	CUMMULATIVE PLANNED	CUMMULATIVE ACHIEVED TO DATE	%
COMPONENT 3: STRENGTHEN THE PUBLIC SECTOR TO SUPPORT the Business Enabling Environment					
Number of laws and regulations reviewed, analyzed or modified to improve the business enabling environment with USG assistance.	No.	0	21	31	148%
Number of relevant officials at the national and provincial levels demonstrating basic knowledge required for effective regulatory drafting, communications, investment promotion and public-private dialogue related to the implementation of policies or regulations that are relevant to the project's MSME clients	No.	40	300	635	212%
Improved legal and regulatory transparency, including increased communications of normative acts and regulatory procedures/fees	No.	1	12	6	50%
Number of policies, laws, agreements or regulations promoting sustainable natural resource management and conservation	No.	1	10	9	90%

INDICATORS	UNIT	QUARTER #9	Y1+Y2+Y3		
		ACHIEVED	CUMMULATIVE PLANNED	CUMMULATIVE ACHIEVED TO DATE	%
GARMENT INDUSTRY PRODUCTIVITIES CENTER (GIPC)					
Number of factories/firms receiving USG assistance to improve management practices	No	7;7	55;34	68;30	106%
Number of PPDs in the garment sector	No.	0	5	9	180%
Ratio of income from GIPC training service to salaries of the technicians**	%	93	86.25 (Average)	84 (Average)	97%
Number of participants in vocational trainings	No.	1- 4 2- 43	1- 35 2- 245	1-64 2-364	176%

* DCED indicator/requirement

** Operational Plan Indicator

Note:

Total number of hectares in areas of biological significance under improved natural resources management and/or biodiversity conservation was Ha 97,371 in quarter #8 (this included the rice field in the biodiversity conservation areas of 16,878^A). But in this quarter, the local GIS Specialist has verified it and deducted Ha 16,878, which was the rice field in the biodiversity conservation areas. Therefore, Ha 80,493 was the solely forest areas for biodiversity conservation areas

Constraints Encountered and Unresolved Issues

During this quarter, M&E group has a main constraint as below:

- There was less staff in the M&E unit to assist the teams' staff to operate clients' profiles data entry into TAMIS.

Main Events Planned for Next Quarter

For the next quarter, M&E group will have some main events as below:

- Will coordinate with external consultants, IRL to conduct mid-term evaluation of the aquaculture, swine and tourism value chains.
- Will coordinate with the teams' staff to prepare the quarterly rolling Key Events Calendar from January -March 2011.
- Will coordinate with technical advisor to prepare the regular quarterly reports #10.
- Will conduct the regular field monitoring.
- Will coordinate with office managers to continue the recording of X and Y coordinates of the clients' profiles and as well as the clients' profile data entry.
- Will coordinate with the teams' staff to verify the outputs achievement at the field and in TAMIS to be consistently.
- Will conduct the international study tours follow up.
- Will coordinate with outsourcing consultants to conduct the results chains measurement for the value chains of swine, aquaculture.
- Will coordinate with the teams' staff and Orange company staff to evaluate the rural trade fairs in four provinces, including Kampot, Prey Veng, Pursat and Battambang.
- Will coordinate with the value chains' teams' staff and financial team's staff to report on all outputs achievement of MSME2 project in the next quarter into TraiNet.

Annexes

Annex 1. Pact Report

1. Summary of Activities and Accomplishments

The following table lists the original objectives, activities and achievements over the first quarter:

Component	Objectives	Summary of Activities and Achievements to date
Development and Preparation of Training Materials	To prepare a work plan and develop training materials (in English and Khmer) for community capacity building on Ecosystem Health Monitoring and to develop a resin capacity assessment tool.	An eight month operational work plan for a biodiversity project. This includes a biodiversity session, handouts in Khmer and English, training materials (including posters and A4 pictures) and a resin capacity assessment tool all of which were developed by Pact and submitted to DAI.
Site Selection	To identify 10 sites under existing CF/CPA sites with established resin enterprises.	Ten sites CF/CPA sites were selected where resin enterprises were already established. These sites include: O Po village of Boeung Tonle Mrich CPA, Chi Aok village of Chi Aok Beoung Prey CPA in Preah Vihear province, Ou Sramor village of Samaky CF, Tom Norm Thmey village of Sorng Rokavorn, Ou Tameng village of Sangkrous Preychheu CF, Chrauk village of Phaav CF in Oddar Meanchey province and four villages including Srae Veal village of Ou Panha CPA, Prapeang Pring village of Ou Chouncheang CPA, Trapeang Trolarch village of Hong Chamtet CF and Sampor Thom village (Prey Long) of Prey Kbal Takong CF in Kg Thom province.
Delivery of Training: Ecosystem Health Monitoring Training	To build the capacity of the community to monitor the health of their ecosystem	During the first quarter, ten courses on Ecosystem Health Monitoring were conducted in ten sites with a total of 168 participants, including 41 women. (See Annex for a breakdown of participants by village.).
Delivery of Training: Resin Enterprise Capacity Assessment	To identify and assess the gaps within the resin enterprises, particularly the skills that could improve the overall capacity of the enterprises and living conditions of its members.	This quarter, we conducted ten courses on resin enterprise assessment in order to assess the capacity of resin enterprise committee members in the ten sites. There were a total of 132 participants.

Delivery of Training: CPA training	To support the finalization of legal tenure agreements of two CPAs	We provided two training courses on CPA agreements and conducted two public meetings to finalize the draft CPA agreements in Ou Panha CPA and Ou Ancheang, Kg Thom province. 117 participants in total were present including 11 women.
Project Database	To collect and manage the information and data of 18 CF/CPA sites	Pact/CFP tracks its work by maintaining the following data: <ul style="list-style-type: none"> • Training Reports (narrative) • Database on training activities, including number of participants (male & female). • Training evaluations by participants • Profiles of ten new sites • Field Evaluation reports
Monitoring and assessment of training (conducted by manager)	To verify the effectiveness of the overall program	Biodiversity training and resin enterprise capacity assessment activities were conducted four times in the field.

2. Program Output Achievements

3.1 Detail on progress of Ecosystem Health Monitoring Training

This quarter, we delivered ten training courses on Ecosystem Health Monitoring to the ten sites for a total of 168 participants including 41 women. These training courses were provided in order to strengthen the capacity of CF/CPA committee members to carry out ecosystem health monitoring in order to track high conservation value species. As a result of these trainings, each community was able to compile a list of species based on their importance and relevance to their daily livelihoods. (See Annex for a list of the species identified in each site.) Endangered species were also identified. Twenty community volunteers were selected to carry out the Ecosystem Health Monitoring Tool on an ongoing basis, and their names are also listed in the Annex. Details on the ecosystem health monitoring training from each site are listed below.

- **Chi Aok Village of Chi Aok Beoung Prey CPA, Preah Vihear Province**

One Ecosystem Health Monitoring training course was delivered to Chi Aok village with a total of 18 participants, including four women. The participants were introduced to the ecosystem health monitoring tool, and shown how this tool could reflect the health of their ecosystem. Two community members were selected to monitor biodiversity indicators for their community. Training participants were also actively involved in identifying biodiversity indicators for their community. A list of the biodiversity indicators for this site is included in the Annex. In general participants were interested in the one day biodiversity training workshop as they learnt about biodiversity and its importance. The participants were able to define the benefits they gain from the forest such as herbal medicine, firewood, soil, wild vegetables, and material for house construction. Furthermore, they were actively involved in determining the main threats to biodiversity in their forest such as illegal logging, hunting, forest fires and overexploitation of wildlife.

- **Tomnup Thmey Village of Sorng Rokavorn CF, Oddar Meanchey Province**

In Tomnup Thmey village of Sorng Rokavorn CF, Oddar Meanchey province, seven participants attended including one woman. They were particularly interested in whether the tool would provide scientific results on the status of their ecosystem. Some participants had difficulty in filling out the form correctly due to a high level of illiteracy. The participants were active in identifying the current threats to their community such as illegal logging caused by weak law enforcement, forest fires, and economic land concessions. They also expressed their concerns for the future and that of their children due to a lack of intervention on any of these issues.

- **Ou Sramor Village of Samaky CF, Oddar Meanchey Province**

In Ou Sramor village of Samaky CF there were eleven participants including one woman. Participants actively identified important species within their community. The participants were introduced to the ecosystem health monitoring tool, but some participants were unable to fill out the form due to a high level of illiteracy. The one day training workshop allowed the participants to think and discuss about the status of their forest and ecosystem since most of them had never collectively thought about it before. The participants showed an interest in the food chain, as it helped them better understand about the important of their forest. Participants actively identified important types of resources they harvest from the forest such as wild fruits and vegetables, herbal medicine and fire wood. Moreover, they also identified current threats such as forest fire, illegal logging, and expansion of farm land. The participants jointly considered some solutions to address these issues including strengthening the implementation of the Community Forestry, encouraging all villagers to inform any illegal activities to CF committee members and cooperating closely with the government, especially the rangers and local authorities.

- **Trapeang Trolarch Village of Ou Panha CPA, Kg Thom Province**

In Trapeang Trolarch thirty two participants including eleven women attended the training. The participants hope that the results from this monitoring tool would help them better understand the health of their ecosystem. All participants expressed a great interest in learning about biodiversity and its importance to their livelihood, as well as the existing threats within their community. The participants actively identified important benefits that they derive from the forest including resin, wild vegetable, rattan, wood for house construction and building fences. Moreover, the participants also identified some threats such as forest fire, illegal logging, expansion of farm land and hunting. The participants expressed their concern as they have not yet encountered any effective intervention for these threats. They said that their Community Protected Area is a mechanism which helps sustainably manage their forest.

- **Trapeang Pring Village of Ou Choncheang CPA, Kg Thom Province**

In Trapeang Pring village a total of 31 participants including 11 women attended. The participants expressed a good understanding about the objectives of the tool. They were hopeful that the tool would help provide scientific information about the health of their natural resources within their community. The participants were able to identify examples of interaction between humans and natural resources. This community relies on the natural resources for herbal medicine, firewood, soil, wild vegetables, and construction materials for their house. They also identified the main threats to biodiversity in their community. This includes illegal logging, hunting, forest fires and an overexploitation of wildlife. One of the most important concerns expressed by the participants was the capture of monkeys using nets. The participants describe the capturing of monkeys as a serious threat to their local ecosystem since the method used requires clearing of a 1km² forest area. The participants said that this practice was originally carried out only by outsiders, but now some villagers are also participating. Moreover, the participants mentioned that they felt hopeless as they have little power to intervene with this illegal activity.

- **Srae Veal Village of Ou Panha CPA, Kg Thom province**

In Srae Veal Village there were 19 participants including four women. The participants were interested in the link between biodiversity and their livelihoods. They depend on the forest for wild fruit and vegetables, medicine, habitat, and firewood. Participants jointly identified the main threats to biodiversity including forest fires, weak law enforcement, and illegal logging. The participants were very interested in the ecosystem health monitoring tool because they were aware that the results would reflect the existing health of their ecosystem. However, most participants found difficulty in using the tool as they have a low level of education and many were illiterate. Moreover, the participants were also very interested in the food chain which was introduced by the facilitator. They commented that natural resources are an important source of food (including wild vegetables), fire wood and herbal medicine and that it is important to sustainably manage natural resources. The participants illustrated a real interconnection between the lives of members in the local community and forest resources. All of the villagers rely heavily on the forest for a wide range of resources and the destruction of the forest would reduce their quality of life. Some participants were even apologetic that most village members do not actively participate in protecting their forest.

- **O Po Village of Boeung Tonle Mrich CPA, Preah Vihear Province**

In O Po village there were 13 participants in total including two women. The participants showed a great interest in learning about biodiversity and its importance to their livelihoods, as well as examining the existing threats to biodiversity within their community. The benefits that they identified include wild fruits and vegetable, wood for house construction and herbal medicine. The threats are forest fire, illegal logging and hutting. Participants actively participated in identifying important biodiversity indicators relevant to their daily livelihoods including some endangered species. Community volunteers who were selected to monitor were at first unclear as to what benefit they would receive from this activity. Some participants had difficulty in filling out the form due to a high level of illiteracy, but they showed a good understanding about the importance of the tool. They hope that the tool will provide scientific evidence for measuring the existing health of their ecosystem.

- **Chrauk Village of Phaav CF, Trapeang Brasat district, Oddar Meanchey Province**

In Chrauk village there were 12 participants including one woman. The participants showed a great interest in learning about biodiversity and its importance to their livelihoods, as well as discussing the existing threats to biodiversity within their community. Participants were aware of the importance of biodiversity for their daily livelihoods. Some benefits identified and used by the local community were food (wild vegetable and wild fruits), medicine, timber for household use, and firewood. Moreover, the participants actively identified the threats including illegal logging, hutting, expansion of agricultural land. The participants actively participated in selecting the volunteers. The volunteers that were selected were able to fill out the form, but most of the participants had difficulty with this due to a high level of illiteracy.

- **Sampor Thom village of Prey Kbal Takong CF, Kg Thom Province**

Eighteen participants including four women attended the training course in Sampor Thom village. The participants were very interested in the tool as they hope that it will help them to better understand the condition of their local forest. The participants were aware of the importance of biodiversity to their daily livelihoods. Moreover, the participants were active in identifying some of the benefits from the forest resources including herbal medicine, building materials, and wild fruit and vegetables. Additionally, the participants were also able to identify the main threats to biodiversity in their village. These include a Vietnamese land concession, illegal logging, illegal fishing, and hunting. The community has a strong commitment to develop CF, reinforce their CF regulations and by-laws, and inform local authorities and the Forestry Administration about illegal activities.

- **Ou Tameng village of Sangkrous Preychheu CF, Oddar Meanchey Province**

Seven participants attended the training course in Ou Tameng village. The participants showed a great interest in learning about biodiversity and its importance to their livelihoods, as well as existing threats to biodiversity within their community. Consequently, participants actively participated in identifying the biodiversity indicators which they thought were important and relevant to their daily livelihoods. The two volunteers who were selected to conduct the monitoring were unclear about the benefits of this activity. The facilitators therefore had a separate meeting with them in order to give more specific guidance on the tool.

3.2. Details on Progress of Resin Enterprise Capacity Assessment Training

This quarter, ten assessments were conducted with ten different resin enterprise groups in three provinces including O Po village and Chi Aok in Preah Vihear province, Ou Sramor village, Tom Norm Thmey village, Ou Tameng village, and Chrauk village in Oddar Meanchey province and Srae Veal village, Trapeang Pring village, Trapeang Trolarch village and Sampor Thom village in Kg Thom province. A total of 132 participants attended these meetings including 19 women. The main aim was to assess the skills of the resin enterprise and its general function, in order to identify any gaps for further support. Detailed results of each resin enterprise assessment are given below.

- **Trapeang Trolarch village, Hong Chamtet CF, Kg. Thom Province**

In Trapeang Trolarch village there were 15 participants including two women. The participants showed that their resin enterprise was able to link to with outside markets. They have linked their resin enterprise with four traders in Kompong Thmar district. The resin committee members always spend one or two days visiting outside markets, especially Kompong Thmar market, in order to research the price of resin. The community resin enterprise is the principle collector of resin from its members. Resin was sold on one occasion to a trader in Kg Thmar town. The group earned US\$11.95 in profit from this sale because transportation costs were high. The participants also indicated that they sustainably manage resin trees. The resin enterprise cooperates closely with CF committee members in order to carry out collaborative patrolling activities. The participants showed that all resin enterprise members are required to monitor the general status of resin trees, whilst carrying out resin or other NTFP collection activities. The findings show that among five resin enterprise committee members, only two are active. Moreover, the participants were unaware of their resin by-laws. The members also expressed that they do not have a clear understanding about their roles and responsibilities as resin members.

- **Chi Aok Village of Chi Aok Beoung Prey CPA, Preah Vihear Province**

In Chi Aok village eighteen participants attended the assessment. The result from the assessment showed that the members of Chi Aok resin enterprise had a good understanding about the overall objectives of their enterprise organization and the roles and responsibilities of their members. Most participants were

clear about the structure of their enterprise and their by-laws. For instance, members knew that they are required to join in patrolling activities and participate in meetings. The enterprise has been functioning well and regular meetings are held once a month. Furthermore, the resin members showed a strong willingness to participate in forest resource management. The participants reported that illegal logging of resin trees has occurred within their CPA. This issue was raised with local authorities, the village chief, the commune council, and rangers in order to identify possible solutions. Possible solutions include more regular patrols and for resin members to inform local authorities and committee members about illegal activities. Moreover, the resin enterprise committee members cooperated closely with CPA committee members, especially the patrolling group so that they could collaborate on enforcement of resin tree protection. These activities reflect the commitment and strength of the Chi Aok resin enterprise committee. Some resin trees have been cut down by illegal loggers from outside the community, but the resin enterprise committee members have taken action by conducting regular patrols in order to tackle the problem. The main challenges were mostly related to the business plan, marketing, and monitoring and evaluation. The business is still not well developed. The participants said that the price of resin also depended on traders. They were just beginning to carry out the monitoring and evaluation for their resin enterprise.

- **Ou Po Village of Boeung Tonle Mrich CPA, Preah Vihear Province**

In Ou Po Village there were 13 participants who attended the assessment including one woman. The result from the assessment indicated that Ou Po resin enterprise does not function well. Most participants showed no interest in all aspects of the resin enterprise such as resin structure, roles and responsibilities, by-laws, financial management, marketing and monitoring and evaluation. Most of the participants were unable to provide answers for the assessment tool. Even though they are an association, not all participants know each other or their roles and responsibilities. However, the participants said they are actively involved in forest management, especially of resin trees, which provide a main source of income. They identified the new resin trees are available for members of the Ou Po resin enterprise. In conclusion, the capacity of the Ou Po resin enterprise is poor so the resin business does not yet function properly.

- **Thmey Village, Sorng Rokavorn CF, in Oddar Meanchey Province**

In Thmey village seven participants attended the assessment including one woman. The participants showed that at the beginning of the resin enterprise all of the members were interested in the resin enterprise activities, and that they were actively involved. Initially, there were five resin members who contributed 1000 riel each per month to start up their resin enterprise by following their resin by-law. Moreover, the resin committee was originally very active in mobilizing their members to have regular meetings. The business used to run well because there were two resin members who were traders, therefore they provided regular up to date market information for all the resin members. Furthermore, the production of resin was also good as the villagers were interested in collecting resin. A villager could potentially earn around 4 million riel per season. Unfortunately, the participants showed the situation now was very different. The participants reported that one resin committee member had resigned and another three resin committee members are no longer active. The three resin committee members are busy with their daily livelihoods as they are very poor. Access to market information is no longer available since the resin committee member who was a trader has also resigned, and most villagers are not as active in collecting resin like before. The participants showed they are not familiar with resin by-laws, and roles and responsibilities. Only the chief of the resin committee showed a good understanding about the resin enterprise, and he is very active in resin collection activities. He hopes that in the future that he will be able to mobilize all of the resin committee members once more and if they choose not to be part of this committee he will select new participants to replace them.

- **Ou Tameng Village, Sangkrou Preychheu CF, Oddar Meanchey Province**

In Ou Tameng village ten participants attended the assessment. The resin members showed a good understanding of their resin enterprise as most participants were aware about the resin structure, by-laws, and roles and responsibilities of resin members. Some of the members have reported illegal logging inside the community forestry area to the resin and CF committees, thereby demonstrating the commitment to their responsibilities as resin enterprise members. Moreover, they were actively involved in the patrolling activities with the CF committee members. The participants also revealed that the resin enterprise has never had access to market information so all resin products were sold only to local traders. The participants said the resin price was highly dependent on the local trader since most of the villagers owed money to the traders. In general, the participants said they were not familiar with basic financial management, participatory value chance analysis, business planning, marketing and monitoring and evaluation. Participants also showed that there had been no changes in terms of resin production. Participants noticed that all of the members still collect resin and sell to the local trader individually. We did not see the resin enterprise play a role in collecting and buying resin from the villagers. Additionally, the participants complained that they have never had access to market information, which is why they sold resin only to local traders at a low price.

- **Chrauk Village, Phaav CF, Oddar Meanchey Province**

In Chrauk Village thirteen participants attended the assessment including five women. The resin enterprise members had a good understanding about their enterprise as participants were able to describe its structure and explain the by-laws, roles and responsibilities of the committee members. They knew that their resin bylaw has not yet been approved by the commune council. With regards to basic financial management, the participants, (especially the treasury), were able to explain well about how to record the income and expenses although they have never done this in practice due to a lack of capital. Moreover, the participants had a good understanding of resin marketing and the resin price, but unfortunately were not able to link to other outside markets. In generally, Chrauk resin enterprise showed a good understanding about their organization, value chain, business plan, marketing and M&E, but it does not function in practice due to a lack of capital.

- **Ou Sramor Village, Samaky CF, Oddar Meanchey Province**

In Ou Sramor village eleven participants including three women attended this assessment. Members of this resin enterprise had a good level of awareness about their enterprise. The participants were able to explain about the structure of the resin enterprise, its by-laws and the roles and responsibilities of committee members. The participants revealed that the resin committee members have meetings regularly together with the Community Forestry members (twice per month). In the meeting, they always discuss patrolling activities of resin trees. Moreover, the participants also explained other activities that they have carried out in order to prevent their forest from destruction such as construction of a forest fire breaker, regular patrols and prohibit villagers not throwing any fire over the forest. The participants expressed difficulty in giving their answers to the some of the questions in the tool, including basic financial management, participatory value chance analysis, business plan and marketing and monitoring and evaluation. Furthermore, the participants mentioned that the resin enterprise committee do not coordinate well in order to buy resin from its members, instead they continue to collect resin individually and sell it to local traders.

- **Srae Veal Village, Ou Panha CPA, Kg Thom Province**

In Srae Veal village 11 participants including one woman attended this assessment. Participants conduct regular patrols 2-3 times per month under cooperation from the CF patrolling group and some participants expressed an interest in forest conservation. In particular, the participants were interested in the resin trees

because of their importance to their livelihood. They have actively participated in forest management, particularly of resin trees since they joined the resin enterprise. This shows that the communities have a clear ownership status of the forest resources. However, the participants expressed difficulty in answering some of the questions in the tool. The parts that they found difficult were the questions on resin enterprise (resin bylaws, roles and responsibilities and resin structure etc.), business planning, marketing and M&E. The participants stated that they did not have enough time to be involved with the enterprise because they were too busy with their livelihoods. Some members mentioned that the resin enterprise committee members do not coordinate well and buy resin from its members; instead they continue to collect resin individually and sell it to local traders. Some complained about a lack of capital.

- **Trapeang Pring Village, Ou Choncheang CPA, Kg Thom Province**

In Trapeang Pring village 23 participants including seven women attended the assessment. The participants showed that they carried out regular meetings with its members (1-2 times per month). They discussed a lot about assigning their members patrol activities to protect their resin trees. This shows that the communities have ownership over their forest resources. However, the participants were difficult in giving answers to the questions posted by the tool. The parts that they found difficult were questions on basic financial management, participatory value chain analysis, business plan and marketing and M&E. Additionally, the participants expressed that the resin enterprise committee members do not coordinate well and buy resin from its members; instead they continue to collect resin individually and sell it to local traders. Some of resin members expressed little interest in their resin enterprise due to a lack of capital.

- **Sampor Thom Village, Prey Kbal Takong CF, in Kg Thom Province**

In Sampor Thom village 11 participants attended the assessment. The participants showed that their resin enterprise was able to link with outside markets in Sandan town and Kompong Thom town, Kompong Thom province. Recently, the resin committee members have been able to assess the resin market information through a telephone call with the resin traders in Sandan town and Kg Thom. Furthermore, the resin members showed a good ability to analyze the market value chain. For instance the resin committee members calculated the total cost production, to identify how much they should pay its members for resin. The resin committee indicated that they currently purchase resin from its members at 800 riel/kg and from that they gain approximately 200 riel/kg. They directly meet with traders whenever they buy enough stock to sell. This resin committee received a total of 2,050,000 Riel from the MSME project and with these funds they recently bought two tons of resin from its members (even though their original business plan for this year was to buy four tons) and lent 370,000 riel to its members. As the price of resin dropped recently they have decided to store it until the price begins to increase. Money lent to members should be paid back with resin but until now only some members have succeeded in doing this. One problem is that there are also outside traders who come in and buy resin products from the community, and are able to offer higher prices for resin than the resin committee. The resin committee members are not familiar with their resin structure, roles and responsibilities and the by-laws. The documentation of the enterprise use to be kept with the committee chief but he has now migrated to Thailand. Bookkeeping of income and expenses is also extremely unorganized. Moreover, these resin committee mentioned that they have never had an official meeting with its members, only informal gatherings about the resin price and resin product. The findings show that among five resin enterprise committee members, only one is active. Sustainable resin harvesting techniques are not always used. For instance, they make two holes in the resin tree, burned it for about 2-3 minutes and then do not cover it.

3.3 Details on Progress of CPA Agreement Development Training

This quarter, we delivered two training courses and two meetings on CPA agreement development to Ou Panha CPA and Ou Chounchean CPA in Kg Thom province with 154 participants including 57 women. The main objective of this training is to support the Ou Panha and Ou Chounchean committee members to draft and finalize its legal tenure agreements. Below are the findings from each community:

- **CPA agreement training in Ou Panha CPA , Kg Thom Province**

We delivered one training course on the development of CPA agreement to Ou Panha CPA committee members in Kg Thom province with 23 participants including 19 women. During the training, participants had the opportunity to directly discuss and share inputs for drafting their CPA agreement. At the end of the training, a CPA agreement was drafted and fully agreed upon by all members. People hoped that they will get approval on this soon and it will help to reinforce more effective forest management within their community.

We also facilitated a general meeting that allowed Ou Panha and Ou Choncheang CPA to participate with a total of 80 participants including 24 women. The meeting was held in order to finalize the drafting of CPA agreement. The meeting provided an opportunity for the local communities to discuss and share general comments on the CPA agreement. Finally, a CPA agreement of Ou Panha was finalized with strong support and acceptance by the community. At that time CPA committee members also discussed about the plan and procedure that they need to carry out in order to submit their CPA agreement to get approval from the government.

- **CPA agreement training in Ou Choncheang CPA , Kg Thom Province**

In Ou Choncheang CPA, Kg Thom province 29 participants including 11 women attended the training. Participants directly discussed and shared inputs for drafting their CPA agreement. At the end of the training, a CPA agreement was drafted and fully agreed upon by all members. People commented they hope to get approval soon and it will help to reinforce the forest management within their community more effectively.

3. Constraints Encountered and Unresolved Issues

During this quarter, we only delivered the ecosystem health monitoring training session and conducted meetings with the communities. As of yet, we are unable to assess the ability of the community volunteers to implement the Ecosystem Health Monitoring Tool. However, we encountered some general challenges from the trainings and meetings.

The community members who attended the training said that there were too many biodiversity indicators in the monitoring tool and the capacity of the selected community volunteers was quite low. All of the selected volunteers can read and write, but not very well, making it difficult to fill out the tool. Their ability to analyze information makes it difficult for them to fill out the form. They might also not have sufficient time to carry out the monitoring too. Pact will provide regular coaching on how to fill out the information and check the results. It is also recommended that the tool be further simplified. In particular, the participants said that it was hard for them to collect information on resilience indicators.

The results from the resin assessment indicate that most of the resin enterprises do not function well. Most members from the ten sites showed that they were actively involved in forest management, especially of resin trees, but their resin business activities did not run well. The resin enterprise members were not able to apply the knowledge of marketing, business planning, financial management and M&E in order to run their resin business and they do not have a sufficient understanding to address their concerns. We would like to suggest the following actions.

- First, that DAI consider supporting these enterprises with financial capital, so that they can start up their resin business.
- Second, Pact/CFP will continue to provide coaching based on specific challenges of each resin enterprise to individual resin committee members during the next five months.

Moreover, some committee members of the resin enterprise have resigned or if they are members are no longer active in participating in the activities of this resin enterprise. We would like to propose some solutions: Pact/CFP provide consultations with some resin committee members about re-structuring their resin enterprise. The decision to re-structure or not will depend on the resin committee members. If they decide that this is a good move, they will need to revise their resin structure based on our consultation. Pact and DAI will consult with each other on the best method to help them revise their resin structure.

With regards to the legal tenure of Ou Panha and Ou Choncheang CPA in Kg Thom province the communities have already completed the process, but the MoE has not yet reviewed the documents for the CPA agreement. We recommend that DAI takes this issue to discuss with the senior officials at the Ministry of Environment in order to avoid further delay.

4. Other Activities

This quarter, we facilitated Chi Aok resin enterprise to develop an M&E plan with 18 participants including four women. The participants showed an interest in addressing the two main challenges: a decrease of resin trees due to illegal logging activities from outsiders and a low price of resin. Based on this, the participants set up two main objectives to conserve the remaining resin trees, increase their abundance, and increase the price of resin. To come up with an achievable M&E plan, the participants jointly set up some specific indicators which include preservation of the remaining 2330 resin trees both inside and outside the community forest area, an increase in the abundance of resin trees by 10 % within a year and an increase in the price of resin to 1500 riel/kg.

5. Main Events Planned for Next Quarter

- Provide coaching to each volunteer on the EHMT
- Provide monthly coaching and follow up support to each resin committee to help solve their challenges
- Collect and compile ecosystem data together with the communities
- Compile a report on ecosystem health impacts of program activities

6. Annex

- 6.1 Illustration
- 6.2 List of 20 volunteers
- 6.3 Consolidated biodiversity indicators from all ten sites
- 6.4 Training Data

6.1 Illustrations



Communities actively identifies species in the community in Trapaing Pring



Villager presents species to the community in Srar Veal



Villager presents species to the community in Trapaing Pring



Resin members show the location of their resin trees in Hong Cham Tit



Resin members participate in a resin assessment in Hong Cham Tit



Resin members draw the resin structure in Hong Cham Tit

Table 38- Name list of Biodiversity Volunteers

No	Name of Volunteer	Village	Tel. number
Kg Thom Province			
1	Mr. Chin Phean	Tropang Tralach	n/a
2	Mr. Say Ham	Tropang Tralach	(085) 385 692
3	Mr. Eam Chan Teng	Sre Veal	n/a
4	Mr. Thi Chroeng	Sre Veal	n/a
5	Mr. Koem Chang	Sampor Thom	(085) 384 164
6	Mr. Tit Chork	Sampor Thom	n/a
7	Mr. Soeurn Ry	Tropang Pring	n/a
8	Mr. Khun Khhin	Tropang Pring	(099) 790 504
Preah Vihear Province			
9	Mr. Put Chhen	Opor	(011) 593 647
10	Mr. Houn Kano	Opor	(012) 323 347
11	Mr. Khorn Pich	Chi Aok Boeng Brey	(097) 626 9562
12	Mr. Koun Nat	Chi Aok Boeng Brey	(017) 709 565
Oddar Meanchey Province			
13	Mr. Ben Bourn	Chrauk	(065 633 321)
14	Mr. Chhin Heng	Chrauk	(088) 963 3132
15	Mr. Sem Suy	Angdong III	(011) 334 660
16	Mr. Thak Sitha	Angdong III	n/a
17	Mr. Kao Ty	Sorng Rokavorn	085 571 271
18	Mr. Chork Im	Sorng Rokavorn	n/a
19	Mr. Pech Chanthy	Samaky	n/a
20	Mr. Nhel Samon	Samaky	097 5709 307

Table 39- Consolidated Biodiversity Indicators from Ten sites

Sites	Identified Biodiversity Indicators of the 10 sites							Reason for choosing this species
	Bird	Mammal	Reptiles	trees/Plants	NTFP	Agriculture	Resilience	
Trapaing Trolarch	Great slaty Wood pecker	Stump-tailed Macaque	Python	Kror Kosh	Kror Lach mushroom	Cassava	Water	Relevant and endangered
	Siamese Fire back	East Asian porcupine	Bengal Monitor	Pdieak	Rom Doul Fruit	Cashew nut	Forest fire	
	Oriental Pied Hornbill	Sambar	Elongated tortoise	Choeur Teal	Bees BEE is NOT an NTFP	Low rice	Deforestation	
Thmey	Green Peafowl	Banteng	Asian box turtle	Beng	Chinese herb	Red malis rice	Water	Endangered and relevant
		Sunda Pangolin	Malayan Snail-eating turtle	Disoxylon bariensis			Forest fire	
				Dalbergia cochinchinensis				
Ou Por	Green Peasfowl	Banteng	Crocodile	Pahudia cochinchinensis	Chong Phaav	Low land agriculture	Water	Specific , relevant and endangered
	Great hornbill	Otters	Asian box turtle	Chong Phaav	Resin (solid resin)	Up land agriculture	Hunting	
	Suarus Crane	Tiger			Phaov Som	Cassava	Deforestation	
Sam Por Thom	White-rumped Vulture	Red Muntjac	Asian box turtle	Beng	Willughbeia edulis	Low land agriculture	Water	Specific, relevant and endangered
	Sarus Crane	Sambar	Malayan Snail-eating turtle	Kro Nhoung	Shorea Vulgaris	Up land agriculture	Hunting	
	Green Peasfowl	Sun Bear	Python	Thnong	Khtom		Deforestation	
Ou Sramor	Great Adjutant	Banteng	Elongated tortoise	Beng	Honey	Cassava	Water	Relevant and endangered
	Long-billed vulture	Tiger	Python	Disoxylon bariensis	Romdaul	Red malis rice	Forest fire	
	Green Peasfowl	Stump-tailed Macaque		Dalbergia cochinchinensis	Sourt Domrey	Glycine max	Deforestation	
		Sunda Pangolin			Kro Op vine			
Chi Ok	Great Adjutant	Banteng	Giant Asian Pound Turtle	Beng	Styehnos axillaris	Low land agriculture	Water	Specific, relevant

	Black-necked stork	Sunda Pangolin	Elongated tortoise	Legume	Shorea Vulgaris	Cassava	Hunting	and endangered
		Sambar	Python	Sro Lao	Korthalsis Lacinosa	late rice	Deforestation	
		Sun Bear			Chinese herb		Land degradation	
Trapaing Pring	Cam Duck	Stump-tailed Macaque	Python	Kro Nhong	Som Rattan	Cassava		Relevant and endangered
	Siamese Fire back	Dhole	Bengal Monitor	Thnong	Soeng Rattan	Rice		
	Oriental Pied Hornbill	Bantering	Elongated tortoise	Nieng Noun				
Srae Veal	Oriental Pied Hornbill	Silvered Languor	Bengal Monitor	Pdieak	Bees	Cashew nut	Water	Endangered and relevant
	Great slaty Wood pecker	East Asian porcupine	Python	Kror Kosh	Rattan	Low rice	Forest fire	
	Siamese Fire back	Red Muntjac	Malayan Snail-eating turtle	Korki	Rom Doul Fruit	Crop	Land degradation	
		Sun Bear				Cassava		
Chrok	Greater Adjutant	Dhole	Water monitors	Beng	Rattan	Low land agriculture	Water	Relevant and endangered
	Wreathed hornbill	Sunda Pangolin		Nieng Noun	Mushroom	Up land agriculture	Hunting	
	Sarus Crane	Tiger		Kro Nhong	Kuy fruit	Soybean	Forest fire	
		Leopard					Deforestation	
Ou Tameng	Green Peasfowl	Dhole	Asian box turtle	Nieng Noun	Wild Fruit	Low land agriculture	Water	Specific, relevant and endangered
	Cam Duck	Sunda Pangolin	Pound Turtle	Beng	Wild vegetable	Up land agriculture	Hunting	
White-rumped Vulture	Tiger		Kro Nhong	Medicine	Bean	Forest fire		

6.4 Training Data Sheet

Table 40- Summary of CPA and Biodiversity training

Summary of CPA and Biodiversity Training																						
CPA /CF Name	District	Commune	Village Name	Map	CF/CPA Members					Resin Members		CPA Agreement						Biodiversity				
					Family	M	F	M	F	Date	Participants					Date	Participants					
											M	F	FA/CPA	CC	NGOs		M	F	FA/CPA	CC	NGOs	
Kg. Thom																						
Kbal Outmoung CF	Sandan	Sandan	Srae Veal Khangkeurt	2891.63 ha	157	194	222	31	0	N/A												
Kbal Outakong CF	Sandan	Sandan	Samporthom	2204.23 ha	71	85	100	47	0							12/11/2010	14	3	1	0	0	
Hong Chamtet	Sandan	Meanrith	Rouknay	1951.72 ha	71	85	100	46	0							1/12/2010	22	10	0	0	0	
Ou Panha	Prasath Balang	Sakream	Veal Chas CPA	4768 ha	75	447	141	12	0							N/A						
			Prix CPA		37			19	0													
			Kien Teak		257			0	0	3/11/2010	19	2	1	1	0							
			Srae Veal CPA		78			8	0							30-11-2010	11	4	1	2	0	
Ou Chounchean	Prasath Balang	Sakream	Prapeang Pring CPA	2295 ha	132			35	0	4/11/2010	16	12	1	1	0	18-11-2010	27	11	3	1	0	
Oddar Meanchey																						
Saniaky CF	Anlong Veng	Trapeang Tav	Ou Sromar	1,079.15 ha	525			29	2	N/A						17-11-10	9	1	0	0	1	
Song Rokavorn CF	Anlong Veng	Trapeang Tav	Tomnoub Thmey	18,261 ha	877			27	2							18-11-10	6	1	0	0	0	
Sangkruos Preychheu CF	Anlong Veng	Trapeang Tav	Ou Tameng	4,151 ha	520			63	6							2/12/2010	7	0	0	0	0	
Phaav CF	Ptrapeang Prasath	Paav	Citrok	2,025.42 ha	429			34	0							1/12/2010	7	5	0	0	0	
Preh Vihear																						
Chi Aok CPA	Rovieng	Romany	Chi Aok	1500 ha	123	281	289	34	0	N/A						4/11/2010	13	4	0	1	0	
Boeng Tonle Mrich	Rovieng	Botom	Bangkoetun Phall	1721.95 ha	117	106	11	28	0							4/11/2010	11	2	1	0	0	
Total: Area				42849.1 ha	Total Training					2	35	14	2	2	0	10	127	41	6	4	1	

Summary of CPA and Resin Assessment meeting

Table 41- Summary of CPA and Resin Assessment meeting

CPA /CF Name	District	Commune	Village Name	CF/CPA Members			Resin Members		Meeting							
				Family	M	F	M	F	Date	Participants						
										M	F	FA/CPA	CC	NGOs		
Kg. Thom																
1	Kbal Outakong CF	Sandan	Sandan	Samporthom	71	85	100	47	0	24-Dec-10	10	0	1	0	0	
2	Hong Chamtet	Sandan	Meanrith	Ronknay	71	85	100	46	0	15-12-10	13	2	0	0	0	
3	Ou Panha	Prasath Balang	Sakream	Veal Chas CPA	75	306	141	12	0	N/A						
				Prix CPA				37	19							9
				Kien Teak				257	0							0
				Srae Veal CPA				78	8	1	9-Dec-10	9	1	1	1	0
4	Ou Chounchean	Prasath Balang	Sakream	Prapeang Pring CPA	132			35	5	8-Dec-10	15	7	1	1	0	
										12-Nov-10	35	3	2	2	0	
										27-Nov-10	29	24	3	1	0	
Oddar Meanchey																
5	Samaky CF	Anlong Veng	Trapeang Tav	Ou Sromar	525			29	2	8-Dec-10	11	5	0	0	0	
6	Song Rokavorn CF	Anlong Veng	Trapeang Tav	Tomnoub Thmey	877			27	2	21-Dec-10	5	2	0	0	0	
7	Sangkrous Preychheu CF	Anlong Veng	Trapeang Tav	Ou Tameng	520			63	6	9-Dec-10	10	0	0	0	0	
8	Phaav CF	Ptrapeang Prasath	Paav	Chrok	429			34	0	7-Dec-10	7	5	0	1	0	
Preh Vihear																
9	Chi Aok CPA	Rovieng	Romany	Chi Aok	123	281	289	34	0	5-Nov-10	16	2	0	0	0	
10	Boeng Tonle Mrich	Rovieng	Rotom	Bangkoeurn Phall	117	117	11	28	0	5-Nov-10	15	2	0	1		
Total Training											11	175	53	8	7	0

Annex 2: Key Events Calendar, from January through March 2011

January 3 – 7

- **1/1-20:** CASDEC Supervisor training in Phnom Penh.
- **1/1-21:** CASDEC Industrial Engineering and Supervisor trainings in Kandal province.
- **1/1-31:** CASDEC Production Control Coaching in Phnom Penh to 3 SMEs.
- **1/3-6:** Training on sustainable resin harvesting for one resin group in Kratie province.
- **1/5:** Coordinate an embedded cooking training for Chi Phat community at Anjali restaurant, Phnom Penh.
- **1/5-6:** Coordinate feedback forms usage for Chambok and Peam Krasop community, Koh Kong province.
- **1/5-6:** Facilitate cross-provincial exposure trip from Kg. Thom to Kasikar Khmer swine feed association in Kampot province.
- **1/6:** Facilitate an embedded swine technical training on farm management and vaccination uses in Kandal province.

January 10 – 14

- **1/10-13:** Resin zoning in Ou Panha CPA, Kg. Thom province.
- **1/10-14:** Facilitate an embedded training on sustainable resin harvesting technique for resin group in Siem Bouk district, Kratie province.
- **1/10-14:** Facilitate cross-provincial exposure trip on biodiversity and honey market expansion for CF and honey groups from Koh Kong to Kampot province.
- **1/12:** Conduct field visit to Chrock Lae-ang in Pursat province.
- **1/12-13-14:** Facilitate an embedded artificial insemination technical training in Kampot province.
- **1/12-13:** Facilitate an embedded technical swine feed making and economic training in Mesang district, Prey Veng province.

January 17 – 21

- **1/18:** Seminar with AFTEX/GMAC on competency (CASDEC).
- **1/18-19:** Meeting with Provincial Investment Sub-committee working group to continue developing promotional materials.

- **1/18-19:** Disseminate final feedback forms and tourism seasonal calendar to Chambok, Kg. Speu province and Peam Krasop, Koh Kong province.
- **1/18-19-20:** Work with input suppliers, provincial OAHF and PDAs to assess swine technical training needs and review contents; meetings, workshops in Pursat and Battambang provinces.
- **1/18-20:** Facilitate cross-provincial exposure trip for CFMC from Kbal Ta Kong and Kbal Ou Thnong to Oddar Mean Chey province on effective forest management, conflict solutions and community participation.
- **1/18-20:** Facilitate cross-provincial exposure trip for CFMC from Paav, Oddar Mean Chey province on effective forest management, conflict solutions and community participation to Siem Reap province.
- **1/19:** Follow up English training for tourism at Peam Krasop, Koh Kong province.
- **1/20:** Facilitate a workshop on improvement of swine feed making and business links across swine actors in Phnom Penh.

January 24 – 28

- **1/24-28:** Facilitate an embedded training on introduction of honey bee box, bee keeping for all target honey communities in Kg. Thom province.
- **1/24-29:** Pattern Making Course at CASDEC.
- **1/25:** Follow up cooking embedded technical training to share experience with their members in Chi Phat, Koh Kong province.
- **1/25-26-27-28:** Scoping visit for international exposure mission on meat processing, Thailand.
- **1/25-27:** Work with Banteay Chhmar community to develop strategic plan, Banteay Meanchey province.
- **1/25-27:** Resin zoning in CF Samaky Sangkrou Prey Chheu, Oddar Meanchey province.
- **1/26:** Disseminate tourism seasonal calendar to Chi Phat community, Koh Kong province.
- **1/26-27:** Facilitate swine cross-provincial exposure trip from Steung Trang district, Kg. Cham province to Kandal province.

- **1/27:** Facilitate a meeting with Provincial Investment Sub-committee to update provincial profile, Svay Rieng province.

January 31 – February 4

- **1/30-2/28:** Pattern Making Course at CASDEC.
- **1/31:** Meeting with MoT to discuss and promote "Clean City, Clean Resort, Good Services", Phnom Penh.
- **1/31:** CASDEC merging with HRInc. Human Resources Agency.
- **2/1-28:** CASDEC Production Control Coaching in Phnom Penh to 3 SMEs
- **2/1-3:** Coordinate housekeeping embedded technical training for three hidden treasure sites (Chambok, Chi Phat and Banteay Chhmar) at Khmer Village homestay, Kg. Thom province
- **2/1-4:** Facilitate an embedded training on resin business planning for resin group in Sre Thom, Bang Keun Phal, including setting up resin group in Bang Keun Phal, Preah Vihear province.
- **2/1-4:** Facilitate USAID visit to Preah Vihear, Siem Reap and Oddar Meanchey provinces.
- **2/1-28:** CASDEC Production Management Control training in Phnom Penh.
- **2/1-28:** CASDEC Industrial Engineering and Supervisor trainings in Kandal.
- **2/2-3:** Coordinate event management embedded training for Peam Krasop and Chi Phat, Koh Kong province.
- **2/3:** Facilitate to organize water business forum in Kandal province.
- **2/3:** Facilitate an embedded swine technical training in Kg. Cham province.

February 7 – 11

- **2/7:** Coordinate an embedded cooking technical training for hidden treasure sites (Chambok and Peam Krasop) at Rumdeng restaurant, Phnom Penh for two weeks.
- **2/7-11:** Rule-making training for high ranking officials from OCoM and 10 selected ministries in Phnom Penh.

- **2/8-10:** Facilitate training on business plan and value chain analysis for Tameak and Chroy Svay honey communities in Koh Kong province.
- **2/8-10:** Coordinate an embedded business skills technical training for PPS (Phar Ponleu Selpark), Battambang province and Banteay Chhmar, Banteay Meanchey province respectively.
- **2/9-10:** Facilitate an embedded meat processing technical training in Suong district, Kg. Cham province.
- **2/9-10:** Facilitate embedded artificial insemination training in Battambang province.
- **2/10:** Facilitate embedded technical training on proper antibiotic and vaccine uses in Kravagn district, Pursat province.

February 14 – 18

- **2/14:** Coordinate embedded cooking technical training for hidden treasure sites (Chi Phat and Banteay Chhmar) at Hagar restaurant for two weeks.
- **2/14-18:** Facilitate an embedded training to disseminate Bee Manual to all honey communities in Steung Treng province.
- **2/14-19:** Working with FAO experts and MAFF drafting group to review Animal Health and Production Draft Law in Phnom Penh.
- **2/15:** Meet with CATA, CCBEN, MoT to discuss homestay competition.
- **2/15-16:** Resin zoning in CPA Ou Chhuh Chien, Kg. Thom province.
- **2/15-16-17:** Work with swine input suppliers and provincial OAHF and PDAs to assess technical training needs and review contents; meetings, workshops in Kg. Thom and Siem Reap provinces.
- **2/16-17:** Facilitate awareness building among slaughterhouses and retailers on safety and hygiene through cross-provincial exposure trip from Prey Veng to Kandal province.
- **2/16-18:** Meeting with Tourism PIC Kg. Cham province to finalize tourism strategic plan and its promotional materials.
- **2/17:** In partnership with Betagro company, facilitate a workshop on swine disease solutions and strategy to reduce the production cost with

leaders' CWGs and cooperatives in Phnom Penh.

- **2/17:** Upload Biodiversity Conservation data on Webframe.

February 21 – 25

- **2/22-24:** Facilitate tourism cross-provincial exposure trip for homestay in Chambok, Chi Phat and Banteay Chhmar to Kratie, Steung Treng and Siem Reap provinces.
- **2/23:** Honey business forum in Kg. Thom province, including launching honey bee manual to all honey groups attending the forum.
- **2/ 23-24:** Facilitate an embedded refresher swine diseases controls technical training to VAHWs and Vet district in Kg. Cham province.
- **2/ 23-24:** Facilitate an embedded swine feed technical training in Steung Trang district, Kg. Cham province.

February 28 – March 4

- **3/1-3:** Finalize and disseminate non-verbal communication tools to Chambok, Kg. Speu and Banteay Chhmar, Banteay Meanchey provinces.
- **3/1-3:** Resin zoning in Chrob Pouy CPA, Preah Vihear province.
- **3/1-3:** Coordinate embedded business skill technical training for Peam Krasop and Chi Phat, Koh Kong province.
- **3/1-4:** Facilitate meeting to disseminate honey bee manual to honey groups in Kg. Thom and Preah Vihear provinces.
- **3/1-31:** CASDEC Pattern Making Course in Phnom Penh.
- **3/1-31:** CASDEC Production Control Coaching in Phnom Penh to 3 SMEs (workshop).
- **3/2-3:** Facilitate swine cross-provincial exposure trip from Kg. Thom to Kg. Cham province.
- **3/3:** Facilitate public release of the water documentary at Meta House, Phnom Penh.
- **3/3:** Facilitate an embedded swine feed technical training in Bati district, Takeo province.

- **3/9:** Facilitate a meeting with Provincial Investment Sub-Committee in Kampot province to update the provincial profile.
- **3/10:** Facilitate regional workshop on building network of CWGs and Cooperatives with key private sector and public sector in Kg. Cham province.
- **3/10:** Facilitate an embedded training on business and mechanisms to solve issues with swine CWGs in Kampot province.

March 7 – 11

- **3/7:** Facilitate cross-provincial exposure trip for WSP to Kg. Cham province.
- **3/8-10:** Facilitate an embedded technical training on sustainable resin harvesting technique to resin groups in Daung, Steung Treng and Charnkar Leu, Steung Treng, Kg. Cham provinces, including, disseminating honey bee manual to honey groups in Kg. Thom and Preah Vihear provinces.
- **3/8-10:** Conduct field visit to Kratie, Steung Treng, Ratanakiri and Mondulkiri provinces to meet with DoTs to discuss on how to promote "Clean City, Clean Resort, Good Services" and develop tourism mapping.
- **3/8-9-10:** Meeting with swine input suppliers, provincial OAHF and PDAs to assess technical training needs and review contents; meetings, workshops in Prey Veng, Svay Rieng and Kg. Cham provinces.
- **3/9-11:** Facilitate swine cross-provincial exposure trip from Puork and Angkor Chum districts, Siem Reap province to Kg. Thom province.
- **3/17:** Develop a video on the success of CWGs and Cooperatives, Kg. Cham and Svay Rieng provinces.
- **3/17:** Coordinate the international exposure trip of Singapore investors to visit Kg. Cham and Svay Rieng provinces.
- **3/17:** Facilitate to form new swine CWG in Kampot province.

March 14 – 18

- **3/14-18:** Facilitate cross-provincial exposure trip for honey group from Koh Kong to Battambang province
- **3/14-18:** Resin zoning in Romchek CPA, Preah Vihear province
- **3/15-17:** Conduct field visit to Coastal areas (Kampot, Kep, Kg. Som and Koh Kong provinces) to meet with DoT to discuss on how to promote "Clean City, Clean Resort, Good Services" and develop tourism mapping
- **3/15:** CASDEC moving into new facilities with HRI Inc. Human resources Agency.
- **3/15-17:** Facilitate cross-provincial exposure trip for hidden treasure sites (Peam Krasop and Chi Phat), Koh Kong province to exchange experience in business improvement to Kratie and Steung Treng provinces.
- **3/16:** Facilitate an embedded training with leading swine CWGs and Cooperatives to build the mechanism for regulation changes, Phnom Penh.
- **3/16-17:** Follow up swine feed making group in Sandan district, Kratie province.
- **3/17:** Coordinate a meeting with input supply companies to partner with CWGs and Cooperatives for providing better services and solutions, Phnom Penh.
- **3/17:** Facilitate formation of a new swine CWG in Mesang district, Prey Veng province.
- **3/17:** Facilitate an embedded technical training on Bio-security and proper antibiotic uses in Peam Ro district, Prey Veng province.

March 21 – 25

- **3/21-25:** Facilitate an embedded regulatory training for high level officials from the Ministry of Tourism in Phnom Penh.
- **3/22-24:** Conduct field visit to Kg. Thom, Battambang and Preah Vihear provinces to meet with DoTs to discuss how to promote "Clean City, Clean Resort, Good Services" and develop tourism mapping.
- **3/22-24:** Coordinate business skill embedded training for Chambok and Tataikrom communities, Koh Kong province.

- **3/23-24:** Facilitate an embedded swine feed making technical training in Angkor Chum district, Siem Reap province
- **3/25:** Facilitate and organize a workshop on artificial insemination practices in Phnom Penh.
- **3/23-24:** Facilitate cross-provincial exposure trip for resin group from Sre Thom, Ou Po to Preah Vihear province on resin business process and marketing.
- **3/24:** Facilitate meeting with two swine CWGs in Prey Veng province to design the processes of becoming a cooperative and CWG.
- **3/24:** Facilitate an embedded training on basic advocacy for leaders of cooperatives and CWGs in Kg Thom province.

March 28 – April 1

- **3/28-31:** Facilitate cross-provincial exposure trip for CPA committee from Preah Vihear province to Kampot on effective forest management, conflict solutions, community participation and other NTFPs development practices.
- **3/29:** Facilitate and organize a workshop for PIC Kg. Cham province to meet with potential investors.
- **3/29-31:** Facilitate cross-provincial exposure trip for hidden treasures (Banteay Chhmar and PPS) to exchange experience on business improvement.
- **3/30:** Facilitate embedded training on Introduction of honey bee box bee keeping to target honey communities in Srae Ambil district, Koh Kong province.
- **3/30:** Facilitate an international exposure mission for swine CWGs leaders to Philippines on association development.
- **3/30:** Work with leading swine CWGs and cooperatives to share the success model with new CWGs in Prey Veng province.
- **3/30-31:** Facilitate an embedded artificial insemination technical training in Chloung district, Kratie province.
- **3/30-31:** Facilitate an embedded technical training on how to take

animals' blood sample in Svay Rieng province

Radio and Television Broadcast Schedule

December 2010			
Topic	Date	Location	Station
Two 1 min radio PSAs: Build a Latrine Now! and Advantages of Having a Latrine at Home.	1-2, 8-9, 13-18, 20-23, 27-30	SVR & PP	FM 103.75 & FM102
Live radio business program, 1 hour, topic No. 45: Pork Processing.	2	PP	AM 918
Broadcast Radio PSA on Tourism: Hygiene in Restaurants and TV PSA: No Spitting and Littering in Public on Bayon and CTN channels.	1-31	PP, BAT SVR, KPC, KPT, KAP, KRT, SRP	FM95, FM91, FM103.75, FM92.5, FM88.5, FM93.25, FM98.5, FM105.5
Live radio business program, 1 hour, topic No. 46: A Latrine is Not \$100 anymore!	8,	PP,	AM 918
Rebroadcast live radio business program topic No. 46	10, 12-14, 16	PUR, BAT, SVR, , KPC, KPT, KAP, KRT, SRP	FM98.5, FM91, FM92.70, FM103.75, FM92.5, FM88.5, FM93.25, FM98.5, FM105.5
Live radio business program, 1 hour, topic No. 47: Local Pork Consumption	22, 24, 26, 27, 28, 30	PP, BAT,PUR, KRT, KAP, KPC, SVR KPT, SRP	AM 918, FM91, FM98.5P, FM98.5K, FM93.25, FM92.5, FM103.75, FM105.5, FM88.5
Broadcast pre-recorded radio business program, episode No. 93: Getting Your Swine the Right Vaccinations	5-12	PP, BAT,PUR, KRT, KAP, KPC, SVR KPT, SRP	FM95, FM102, FM91, FM98.5P, FM98.5K, FM93.25, FM92.5, FM103.75, FM105.5, FM88.5
Broadcast TV PSA on Tourism: No Spitting and Littering in Public	18-30	PP	CTN & Bayon
Broadcast pre-recorded radio business program, episode No. 94: Tourism Services Marketing	12-19	PP, BAT,PUR, KRT, KAP, KPC, SVR KPT, SRP	FM95, FM102, FM91, FM98.5P, FM98.5K, FM93.25, FM92.5, FM103.75, FM105.5, FM88.5
Broadcast pre-recorded radio business program, episode No. 95: Promoting the Quality and Proper Packaging of Local Feed Production	19-26	PP, BAT,PUR, KRT, KAP, KPC, SVR KPT, SRP	FM95, FM102, FM91, FM98.5P, FM98.5K, FM93.25, FM92.5, FM103.75, FM105.5, FM88.5
Broadcast pre-recorded radio business program, episode No. 96: Business Group Success Stories	26-31	PP, BAT,PUR, KRT, KAP, KPC, SVR KPT, SRP	FM95, FM102, FM91, FM98.5P, FM98.5K, FM93.25, FM92.5, FM103.75, FM105.5, FM88.5

January 2011			
Topic	Date	Location	Station
Two 1 min radio PSAs: Build a Latrine Now! and Advantages of Having a Latrine at Home.	3-6 10-13 17-20 24-27, 31	• SVR & PP	FM 103.75 & FM 102
Broadcast TV PSA on Tourism: No Spitting and Littering in Public	2-30	PP	Bayon
Broadcast Radio PSA on Tourism: Hygiene in Restaurants and TV PSA: No Spitting and Littering in public on Bayon and CTN channels.	1-4	PP, BAT, PUR, KPC, SVR KPT, KAP, KRT, SRP	FM95, FM 102, FM91, FM98.5, FM92.70 FM92.5, FM 103.75, FM88.5, FM93.25, FM98.5, FM 105.5
Broadcast pre-recorded radio business program, episode No. 97: What is a Home Stay for Tourists?	2-9	PP, BAT,PUR, KRT, KAP, KPC, SVR KPT, SRP	FM95, FM 102, FM98.5, FM91, FM92.70, FM 103.75, FM92.5, FM88.5, FM93.25, FM98.5, FM 105.5
Broadcast pre-recorded radio business program, episode No. 98: The Use of Resin and Its Benefits	9-16	PP, BAT,PUR, KRT, KAP, KPC, SVR KPT, SRP	FM95, FM 102, FM98.5, FM91, FM92.70, FM 103.75, FM92.5, FM88.5, FM93.25, FM98.5, FM 105.5
Broadcast pre-recorded radio business program, episode No. 99: How to Produce Fish Fermented Feed	16-23	PP, BAT,PUR, KRT, KAP, KPC, SVR KPT, SRP	FM95, FM 102, FM98.5, FM91, FM92.70, FM 103.75, FM92.5, FM88.5, FM93.25, FM98.5, FM 105.5
Broadcast pre-recorded radio business program, episode No. 100: Expanding the Honey Market	23-30	PP, BAT,PUR, KRT, KAP, KPC, SVR KPT, SRP	FM95, FM 102, FM98.5, FM91, FM92.70, FM 103.75, FM92.5, FM88.5, FM93.25, FM98.5, FM 105.5
Broadcast pre-recorded radio business program, episode No. 101	30-31	PP, SRP	FM 95, FM 105.5
Live radio business program topic No. 48: Slaughterhouse Management at RNK.	5	PP,	AM 918
Rebroadcast live radio business program topic No. 48	7-13	BAT,PUR, KRT, KAP, KPC, SVR KPT, SRP	FM98.5, FM91, FM92.70, FM 103.75, FM92.5, FM88.5, FM93.25, FM98.5, FM 105.5
Live radio business program topic No. 49: Raising Consumer Awareness about Soy Source.	19	PP,	AM 918
Rebroadcast live radio business program Topic No. 49.	21-27	BAT,PUR, KRT, KAP, KPC, SVR KPT, SRP	FM98.5, FM91, FM92.70, FM 103.75, FM92.5, FM88.5, FM93.25, FM98.5, FM 105.5

February 2011			
Topic	Date	Location	Station
Two 1 min radio PSAs: Build a Latrine Now! and Advantages of Having a Latrine at Home.	1-3 7-10 14-17 21-24, 28	SVR & PP	FM 103.75 & FM 102
Live radio business program topic No. 50: Raising Consumer Awareness about Soy Source. Rebroadcast live radio business program Topic No. 50.	2 4-10	PP, BAT,PUR, KRT, KAP, KPC, SVR KPT, SRP	AM 918 FM98.5, FM91, FM92.70, FM103.75, FM92.5, FM88.5, FM93.25, FM98.5, FM105.5
Broadcast pre-recorded radio business program, episode No. 101: Delivering Safe Water	1-8	PP, BAT,PUR, KRT, KAP, KPC, SVR KPT, SRP	FM95, FM102, FM98.5, FM91, FM92.70, FM103.75, FM92.5, FM88.5, FM93.25, FM98.5, FM105.5
Broadcast pre-recorded radio business program, episode No. 102: Water Quality Control in Fish Raising	8-13	PP, BAT,PUR, , KAP, KPC, SVR KPT, KRT, SRP	FM95, FM102, FM91, FM92.70, FM98.5P, FM93.25 FM92.5, FM103.75, FM88.5, , FM98.5K, FM105.5
Broadcast pre-recorded radio business program, episode No. 103: Resin Resource Zoning	13-20	PP, PUR, BTB, SVR, KPC, KPT, KAM, KRT, SRP	FM95, FM102, FM98.5, FM91, FM92.70, FM103.75, FM92.5, FM88.5, FM93.25, FM98.5, FM105.5
Broadcast pre-recorded radio business program, episode No. 103: Resin Resource Zoning	20-26	PP, PUR, BTB, SVR, KPC, KPT, KAM, KRT, SRP	FM95, FM102, FM98.5, FM91, FM92.70, FM103.75, FM92.5, FM88.5, FM93.25, FM98.5, FM105.5
Live radio business program topic No. 51: Raising Consumer Awareness about Soy Source. Rebroadcast live radio business program Topic No. 51	16 18-24	PP PUR, BB, SVR, KPC, KPT, KAM, KRT, SRP	AM 918 FM98.5, FM91, FM92.70, FM103.75, FM92.5, FM88.5, FM93.25, FM98.5, FM105.5
Broadcast pre-recorded radio business program episode No. 104: Marketing Networks and Rural Trade Fairs	27	PP,	FM 95
Two 1 min radio PSAs: Build a Latrine Now! and Advantages of Having a Latrine at Home.	1-3 7-10 14-17 21-24 28-31	SVR & PP	FM 103.75 & FM 102

February 2011			
Topic	Date	Location	Station
Broadcast pre-recorded radio business program episode No. 104: Marketing Networks and Rural Trade Fairs	2-6	PP, PUR, BTB, SVR, KPC, KPT, KAM, KRT, SRP	FM 102, FM98.5, FM91, FM92.70, FM103.75, FM92.5, FM88.5, FM93.25, FM98.5, FM105.5
Live radio business program Topic No. 52: Water Quality Control in Fish Raising	2	PP	AM 918
Rebroadcast live radio business program Topic No. 52.	4-10	PUR, BTB, KRT, KAM, SVR, KPC, SRP, KPT	FM98.5, FM91, FM98.5, FM93.25, FM103.75, FM92.5, FM105.5, FM88.5
Broadcast pre-recorded radio business program episode No. 105: Local Supply Chains for Tourism	6-13	PP, PUR, BTB, SVR, KPC, KPT, KAM, KRT, SRP	FM95, FM102, FM98.5, FM91, FM92.70, FM103.75, FM92.5, FM88.5, FM93.25, FM98.5, FM105.5
Broadcast pre-recorded radio business program episode No. 106: Effective Agricultural Cooperatives	13-20	PP, PUR, BTB, SVR, KPC, KPT, KAM, KRT, SRP	FM95, FM102, FM98.5, FM91, FM92.70, FM103.75, FM92.5, FM88.5, FM93.25, FM98.5, FM105.5
Live radio business program Topic No. 53: Marketing Networks and Rural Trade Fairs	16	PP	AM 918
Rebroadcast live radio business program Topic No. 53.	18-24	PUR, BB, KRT, KAM, SVR, KPC, SRP, KPT	FM98.5, FM91, FM95, FM92.5, FM103.75, FM92.5, FM105.5, FM88.5
Broadcast pre-recorded radio business program episode No. 107: Managing Foot and Mouth Disease in the Swine Business	20-27	PP, PUR, BTB, SVR, KPC, KPT, KAM, KRT, SRP	FM95, FM102, FM98.5, FM91, FM92.70, FM103.75, FM92.5, FM88.5, FM93.25, FM98.5, FM105.5
Broadcast pre-recorded radio business program episode No. 108: Strengthening the NTFP Market Through Biodiversity	27-31	PP, PUR, BTB, SVR, KPC, KPT, KAM, KRT, SRP	FM95, FM102, FM98.5, FM91, FM92.70, FM103.75, FM92.5, FM88.5, FM93.25, FM98.5, FM105.5
Conduct FM presenter training 5 th	29-31	PP	All FM stations' partners
Live radio business program Topic No. 54: Local Supply Chains for Tourism	30	PP	AM 918

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