

SUMMARY POVERTY REDUCTION AND SOCIAL STRATEGY

Country:	Cambodia	Project Title:	Community-Based Tourism COVID-19 Recovery Project (RRP CAM 53243-001)
Lending/Financing Modality:	Japan Fund for Prosperous and Resilient Asia and the Pacific (JFPR) Project Grant	Department/ Division:	Southeast Asia Department (SERD) Environment, Natural Resources and Agriculture Division (SEER)
I. POVERTY AND SOCIAL ANALYSIS AND STRATEGY			
Poverty targeting: General Intervention on Poverty			
A. Links to the National Poverty Reduction and Inclusive Growth Strategy and Country Partnership Strategy			
<p>The project will support the United Nations Sustainable Development Goals (SDGs) 2030, specifically (i) SDG 1: no poverty; (ii) SDG 2: zero hunger; (iii) SDG 5: gender equality; (iv) SDG 8: decent work and economic growth; and (v) SDG 10: reduced inequalities. The proposed project is closely aligned with the ADB's Country Partnership Strategy 2019–2023 which aims at achieving the inclusive pathways to a competitive, digital, and green economy in Cambodia. The project is also aligned with the Cambodian Rectangular Strategy Phase IV and the Ministry of Tourism's 2012–2020 Strategic Development Plan that focus on employment and income generation. These plans aim to promote (i) diversification of high-value agriculture, (ii) diversification of tourism destinations and products, and (iii) capacity building for tourism practitioners. The project also supports MOT's recent efforts in promoting domestic tourism to compensate for the drop in foreign tourists.</p>			
B. Results from the Poverty and Social Analysis during PPTA or Due Diligence 3341770			
1. Key poverty and social issues.			
<p>Cambodia had a total population of 15,288,489 population in 2019 with a population growth rate of 1.2%. The country's rural population accounts for about 68.4% of the total population (2,285,771 households), and approximately 18% of the total households in Cambodia are headed by women. The average household size in Cambodia is 4.6 people. Between 2007 and 2018, the poverty rate Cambodia fell dramatically, from 50.0% to 12.9%.^a The vast majority who rose out of poverty did so by a small margins and remain vulnerable to economic shocks. COVID-19 pandemic is estimated to force 1.3 million people back into poverty. The health, sanitation and education sectors remain government priorities, alongside access to basic facilities and government services. Farming remains the primary source of income for 60% of households in the project villages.</p>			
2. Specific Poverty issues.			
<p>The project has been classified as a “general intervention on poverty” and will target 2 project villages. Techo Thamacheat village Choam Khsan district, Preah Vihear province) is an isolated village located at the northmost part of Preah Vihear province. It is occupied mostly by soldier settler families who were provide with land after the conflict with Thailand over Preah Vihear Temple from 2008 to 2015. Prek Taphor village (Angkor Borei district, Takeo province) is occupied by farmers who practice dry land farming during the dry season and practice cross-border trade with Vietnam during the six-month seasonal flooding.</p>			
3. Beneficiaries.			
<p>The project will benefit 4,000 primary beneficiaries and 25,000 secondary beneficiaries. Based on the Ministry of Planning Identification of Poor Households Program, Techo Thamacheat village has a poverty rate of 11.2%, as compared to provincial poverty rate of 18%. The poverty rate in Prek Taphor village is 15% and similar to the provincial poverty rate. Both project villages' poverty rates are similar to the national rate of 12.9%.</p>			
4. Impact channels.			
<p>The project will support (i) COVID-19 tourism recovery through the diversification of tourism destinations and products, and (ii) high-value agriculture. New tourism facilities will provide “last-mile” infrastructure and tourism services to attract existing tourists. Increased tourist numbers will result in increased tourist receipts and increased employment, especially for women. The project will directly target 10% female headed households and indirectly support 30% women in project villages in training and business development.</p>			
5. Other social and poverty issues.			
<p>The project will reduce poverty by generating income from tourism and high-value agriculture. In addition, the project will support health and sanitation improvements including access to potable water, improved sanitation and waste management, public health and personal hygiene including COVID 19 prevention measures. Other interventions including HIV prevention, trafficking and child protection will offset potentially negative impacts of tourism.</p>			
6. Design features.			
<p>The project includes pro-poor designs that address rural economic decline caused by COVID-19 pandemic. Community-based tourism (CBT) and high value agriculture development and support are based on the tourism and agriculture value chain analysis, which quantifies actual and latent demand for products and services. As there are existing tourists to the project villages, the project design focuses on retaining these tourists for a longer stay, by identifying and filling gaps in the tourism and agriculture value chains in the project villages.</p>			
II. PARTICIPATION AND EMPOWERING THE POOR			
1. Participatory approaches and project activities.			

<p>The project is designed using a participatory approach that is geared towards achieving consensus among a diverse group of stakeholders. Those included relevant provincial government line departments from both sites, project villages, social enterprises, Embassy of Japan in Cambodia, and Japan International Cooperation Agency. Several consultation meetings were conducted through Focus Group Discussions (FGDs) with agriculture producers, homestay female headed household, and local authorities using Participatory Rural Appraisal tools including structured questionnaires, FGDs and key informant interviews to analyze stakeholders' situation, challenges, specific needs and support for community based tourism development, high-value agriculture, and clean water supply.</p>	
<p>2. Civil society organizations. Existing civil society organizations (CBOs) in both project sites will be engaged and consulted. The project will support the establishment of CBT groups, which will provide tourism services and take responsibility for the maintenance of tourism infrastructure. Details are in SD16. CBT Establishment, Bylaws and, Land Use Agreement</p>	
<p>3. The following forms of civil society organization participation are envisaged during project implementation, rated as:</p>	
<p><input checked="" type="checkbox"/> Information generating and sharing, <input checked="" type="checkbox"/> Consultation, <input type="checkbox"/> Collaboration, <input checked="" type="checkbox"/> Partnership</p>	
<p>4. Participation plan. <input checked="" type="checkbox"/> Yes. <input type="checkbox"/> No. The project prepared a Stakeholder Consultation and Participation Plan (SCPP) which is included in the Social, Poverty and Gender Analysis (SPGA). The SPGA will be updated during project implementation and is incorporated into the overall design to further strengthen the project's participatory processes. Stakeholder consultations will continue throughout project implementation.</p>	
<p>III. GENDER AND DEVELOPMENT</p>	
<p>Gender mainstreaming category: Effective gender mainstreaming</p>	
<p>A. Key issues. In the project villages, a key factor contributing to gender inequality is the inequitable labor division in the household as the men, including youth, work out of the village. As a consequence of COVID-19 lockdowns, women's unpaid care and household workload has increased. Women are increasingly taking up lead roles in various tasks in the household as well as in the unpaid livestock and vegetables production. They are receptive to new knowledge and skills in order to increase income generation and reduce poverty, especially taking into account that their income generation opportunities have decreased due to COVID-19. Female headed households, who are a particularly vulnerable group with less education and access to water and other resources, have limited mobility and time to participate in different community activities or to access livelihood development services, as they are fully engaged with reproductive and productive work. Furthermore, women lack access to different extension services. Gender traditions and norms are a barrier to gender equality, impeding women's participation in community consultations. Family burden restricts women to participate in the public sphere, and the social structures and gender stereotypes continue as a basis for their marginalization and segregation in decision-making process. In the visited community of Preah Vihear, the majority of women who are the wives of hierarchical soldiers do not have full freedom to participate in and access activities or to make decisions in daily life. Finally, access to higher education is limited. Illiteracy and poor knowledge of tourism skills and agriculture technology, are significant constraints to women's participation in and benefits from decision-making processes. However, there have been a few outstanding female leaders in the visited community that could present themselves perfectly and serve as role models to other women.</p>	
<p>B. Key actions. <input checked="" type="checkbox"/> Gender action plan <input type="checkbox"/> Other actions or measures <input type="checkbox"/> No action or measure The project is categorized as effective gender mainstreaming (EGM). At least 10% of female headed households and 30% of general beneficiaries will be women. A Gender Action Plan (GAP) has been prepared to address gender specific issues identified during the TRTA. The GAP identified different needs and issues that men and women will face in CBT and agriculture related income generation activities to take advantage of the emerging tourist market in the project villages. Training on gender mainstreaming and gender equality in tourism services and different agriculture productions for both men and women in target villages will be provided. The GAP features indicators that will monitor changes in gender differences in relationships between male and female project participants.</p>	
<p>IV. ADDRESSING SOCIAL SAFEGUARD ISSUES</p>	
<p>A. Involuntary Resettlement</p>	<p>Safeguard Category: <input type="checkbox"/> A <input type="checkbox"/> B <input checked="" type="checkbox"/> C <input type="checkbox"/> FI</p>
<p>1. Key impacts. The project is classified as category C for Involuntary Resettlement in accordance with ADB's SPS (2009). All the tourism facilities are located on state-owned land. Neither private land acquisition nor resettlement impacts are expected. All planned civil works will take place within the demarcated land areas. Consultations were conducted and a Due Diligence Report has been prepared to reflect the outcomes of the assessment and consultations. Detailed engineering design (DED) was finalized and due diligence completed and covers all phases of construction.</p>	
<p>2. Strategy to address the impacts. The Project Coordinating Unit (PCU) has appointed a Safeguards Officer who will oversee monitoring of environmental and social safeguards to ensure compliance with ADB's SPS (2009) requirements. The PCU will be supported by a National Environmental Specialist and a National Social Safeguards Specialist.</p>	
<p>3. Plan or other Actions.</p>	
<p><input type="checkbox"/> Resettlement plan</p>	<p><input type="checkbox"/> Combined resettlement and indigenous peoples plan</p>

<input type="checkbox"/> Resettlement framework <input type="checkbox"/> Environmental and social management system arrangement <input checked="" type="checkbox"/> No action	<input type="checkbox"/> Combined resettlement framework and indigenous peoples planning framework <input type="checkbox"/> Social impact matrix
B. Indigenous Peoples	Safeguard Category: <input type="checkbox"/> A <input type="checkbox"/> B <input checked="" type="checkbox"/> C <input type="checkbox"/> FI
1. Key impacts. The project is classified as category C for Indigenous Peoples in accordance with ADB's SPS (2009). The project will not have impact on indigenous peoples, and will not affect the dignity, human rights, livelihood systems, or culture of indigenous peoples or affect the territories of natural or cultural resources that indigenous peoples own, use, occupy, or claim as their ancestral domain. The due diligence report will be updated in the event of any change to the DED or work methods as agreed between the EA and ADB. Is broad community support triggered? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	
2. Strategy to address the impacts.	
3. Plan or other actions.	
<input type="checkbox"/> Indigenous peoples plan <input type="checkbox"/> Indigenous peoples planning framework <input type="checkbox"/> Environmental and social management system arrangement <input type="checkbox"/> Social impact matrix <input checked="" type="checkbox"/> No action	<input type="checkbox"/> Combined resettlement plan and indigenous peoples plan <input type="checkbox"/> Combined resettlement framework and indigenous peoples planning framework <input type="checkbox"/> Indigenous peoples plan elements integrated in project with a summary
V. ADDRESSING OTHER SOCIAL RISKS	
A. Risks in the Labor Market	
1. Relevance of the project for the country's or region's or sector's labor market, indicated as high (H), medium (M), and low or not significant (L). <input checked="" type="checkbox"/> unemployment <input type="checkbox"/> underemployment <input type="checkbox"/> retrenchment <input type="checkbox"/> core labor standards 2. Labor market impact. The project has no negative impact but will increase employment, ensuring that 20% of unskilled labor are women, who will receive equal treatment and equal pay. The procurement plans of civil works under the project includes labor safety and security. Civil work construction supervision will ensure that workers will be treated according to the Cambodia labor law.	
B. Affordability	
Not applicable	
C. Communicable Diseases and Other Social Risks	
1. The impact of the following risks are rated as high (H), medium (M), low (L), or not applicable (NA): <input checked="" type="checkbox"/> Communicable diseases <input type="checkbox"/> Human trafficking <input type="checkbox"/> Others (please specify) _____ 2. Risks to people in project area. There is a risk of COVID-19 outbreak in the project communities. The project will apply the government COVID-19 prevention manual and community awareness will be conducted before and during project implementation.	
VI. MONITORING AND EVALUATION	
1. Targets and indicators. The DMF contains several social, poverty and gender indicators that will be monitored during implementation. These include (i) increased average annual gross income; (ii) increased number of tourists; (iii) at least 30% of CBT members being women; (iv) at least 50% of female management committee members being trained on CBT and promotion; (v) 10% of CBT and high-value agriculture trainee being female headed households; (vi) at least 196 households (disaggregated by sex) are supported by tourism and agriculture related activities; (vii) at least 10% of female headed households are benefited from tourism related and high-value agriculture; (viii) at least 30% of attendees in consultation meetings on infrastructure design are women; and (ix) at least 20% of unskilled labors are women. The GAP includes more indicators to monitor changes in the gender divisions of labor. 2. Required human resources. Poverty, social and gender dimensions, presented via gender performance indicators in the Project performance management system (PPMS) and using ADB's GAP monitoring framework, will be monitored by the PCU and Project Implementing Units' (PIUs) Gender and M&E Officers, with support from the International Tourism Development and Project Management Specialist and National Gender and M&E Specialist. The poverty, social and gender dimension monitoring will cost about \$73,000. 3. Information in the project administration manual. Project performance will be monitored using the DMF targets and indicators. The PCU will be responsible for quarterly reporting on project performance. The National Gender and M&E Specialist will organize training for PCU and PIU staff on M&E skills and the implementation of the PPMS. Quarterly progress reports will include an assessment of overall implementation progress, including progress achieved as measured against the DMF output targets. 4. Monitoring tools. PPMS and GAP quarterly progress monitoring reports will be prepared to monitor implementation. Baseline sex-disaggregated data will be collected to serve as the basis for monitoring the project. The PCU will include the GAP monitoring report as a part of the project progress and monitoring report	

^a Asian Development Bank. [Cambodia and ADB](#). (accessed 1 October 2020).