



CAMBODIA - BBP Project Achievements & Next steps

ANNUAL PLANNING MEETING, 22-23 Jan 2019
Los Banos, Philippines

Mao Moniratana
National Project Coordinator
Cambodia BBP Project

2018 activities

BLACK GINGER (BG)

- ▶ **Activity 1: Establish a ginger value chain for local villages in PKNP, capacity building, market analysis and market strategy**
 - ▶ Set up Black Ginger Value Chain group (26 persons); BG plantation; harvesting; lab test
 - ▶ Drafted Statute (Bye-Law)
 - ▶ Provided training: BG cultivation technique; group leadership-management-& financial mgmt, market linkage-pricing negotiation
- ▶ **Activity 2: Establish market linkages and access on local/ regional scale for the ginger product**
 - ▶ Designed BG logo, label, flyer, poster
 - ▶ Printing some of the BG logos, labels, flyers, posters
 - ▶ Participated in trade exhibition
 - ▶ Established market linkages between villagers and buyer & tea processing
- ▶ **Activity 3: Gathering best practice and lesson learnt from result of the field implementation**
 - ▶ Brochure, poster & booklet on selective species derived from resource assessment; gathering lesson learned from the field (on-going)
 - ▶ Cambodia BBP value chain policy brief (on-going)

BBP Project in the Phnom Kulen National Park, Siem Reap Cambodia

PRODUCTS

BLACK GINGER TEA



2018 activities

VINE HANDICRAFT (VH)

- ▶ **Activity 1: Establish a vine handicraft value chain for local villages in PKNP, capacity building, market analysis and market strategy**
 - ▶ Set up Vine Handicraft Value Chain group (21 persons)
 - ▶ Drafted Statute (Bye-Law)
 - ▶ Provided training: VH weaving techniques (5 trainings, different designs); group leadership-management-& financial mgmt., market linkage-pricing negotiation
 - ▶ The Vine Handicraft weaving activities have been set up & are producing for market
- ▶ **Activity 2: Establish market linkages and access on local/ regional scale for the ginger product**
 - ▶ Designed VH logo, flyer, poster
 - ▶ Established market linkages between villagers and buyer (cooperation with Angkor Handicraft Association and others); Participated in trade exhibition
- ▶ **Activity 3: Gathering best practice and lesson learnt from result of the field implementation**
 - ▶ Brochure, poster & booklet on selective species derived from resource assessment; gathering lesson learned from the field (on-going)
 - ▶ Cambodia BBP value chain policy brief (on-going)

BBP Project in the Phnom Kulen National Park, Siem Reap Cambodia

PRODUCTS

Vine Handicraft Products



2018 activities

Resource Assessment (RA) and Video production

- ▶ RA has been conducted by group of consultants:
 - ▶ Draft final RA report available and under review;
 - ▶ Included BBP species inventory of PKNP; rapid market analysis of the black ginger and vine handicraft
- ▶ Video Production on BBP Project in Cambodia:
 - ▶ The video team visited Phnom Penh-MoE, Siem Reap, Angkor Wat sites, PKNP site: Interview with villagers and partners, Shooting & Filming by drone

2019

Remaining Activities

- ▶ **Black Ginger:**
- ▶ Meeting with the BG VC group to discuss the Group Statute (Bye-Law)
- ▶ Design BG tea packaging materials; link with more business partner (e.g. Bodia)
- ▶ Collect income data (endline) from the BG VC group for analysing & comparing with the pre-project income, & draft final report
- ▶ Follow up on prep. brochure, poster & booklet on selective species derived from resource assessment; & BBP policy brief - translation and printing
- ▶ 1-day final national Closing Workshop in Siem Reap to present the results of the BBP value chain development project (ginger and vine) to a wider audience, including government officials, international donor community etc.

2019

Remaining Activities

- ▶ **Vine Handicraft:**
- ▶ Meeting with the VH VC group to discuss the Group Statute (Bye-Law)
- ▶ Link with other suitable business partner; further training on the VH Weaving Technique
- ▶ Collect income data (endline) from the VH VC group for analysing & comparing with the pre-project income, & draft final report
- ▶ 1-day learning session in Siem Reap for 50 representatives from local communities at PKNP, to present the successful value chain models (BG & VH) to other villages at PKNP and discuss options for upscaling.
- ▶ 1-day final national Closing Workshop in Siem Reap to present the results of the BBP value chain development project (ginger and vine) to a wider audience, including government officials, international donor community etc.

Thank you for your kind attention.

