

ASEAN Young Leaders Programme 2019

INNOVATIONS FOR SHARED PROSPERITY IN CAMBODIA

Executive Summary





OVERVIEW OF CAMBODIA

Cambodia has experienced impressive economic growth and development following the end of political conflict in the late Nineties. The country's rate of poverty declined from 47.8% in 2007 to 13.5% in 2014, exceeding expectations. Despite this however, the World Bank noted that Cambodia's low-income households are susceptible to economic shocks.

Years of unbalanced economic growth, has resulted in unsustainable demands on resources and deep environmental and social costs. Increased demand for a high standard of living and unfettered development will add pressure to already-constrained resources.

One asset for Cambodia is its young population. This large segment of the population, as they age, will sustain and grow Cambodia's working population in the decades to come, bolstering overall economic development.

ECOLOGICAL CIVILISATION

Ecological Civilisation is an approach to development that leverages technology and economic and planning instruments to provide quality living standards, protect social needs and deliver shared prosperity within planetary and environmental boundaries.

Cambodia can follow this approach as it strives to become an upper-middle-income country by 2030. Relevant, timely and practical, it can provide the basis for a development model throughout ASEAN.

INNOVATION DRIVEN BY VISION

Many attempts to drive innovation focus on business relationships and painpoints between stakeholders that would allow goods and services to be provided at a lower cost or with greater efficiency.

Driven primarily by commercial interests, such innovation often ignores wider social or environmental implications. Many institutions and businesses rely on models that generate significant external costs borne by society and the environment.

The model presented in this report approaches the question of innovation differently. It starts with a strong and unifying vision, and then identifies opportunities for innovation and technology to achieve it.

This innovation model offers a practical framework for any government, company or organisation to use in devising strategies for innovation.

Using the concept of "*Ecological Civilisation*" as an anchor, it can inspire entrepreneurs and innovators in Asia and beyond to respond to the pressing challenges facing society.

Around 80% of Cambodia's population lives in rural areas



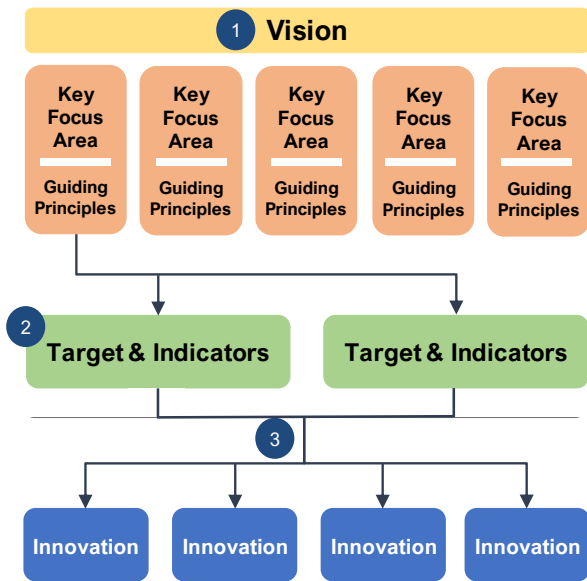
65% of Cambodia's population are under 30



Highly vulnerable to climate change-related flooding, drought and irregular weather patterns



THE INNOVATION MODEL



- 1 The process starts with developing a single **Vision** that designates a clear goal for Cambodia. This vision is elaborated through **Guiding Principles** in five **Key Focus Areas**: Livelihoods, Education and Skills Development, Agriculture and Rural Revitalisation, Environment and Resources, Public Health, and Culture and Wellbeing.
- 2 These guiding principles are then converted into a set of actionable **Targets**, each backed by a series of measurable **Indicators**. These targets and indicators are used to inspire new innovations.
- 3 These targets and indicators are used to identify new projects in the form of social, policy or technological **innovations** which would in turn support achievement of the targets.

THE VISION

*A fair & prosperous nation that leverages technological advances and modern economic principles to deliver a quality of life within resource boundaries, accomplished through the adoption of the principles of the **circular economy** to build a **cohesive & resilient society**.*

KEY FOCUS AREAS & TARGETS

Further details on the guiding principles, targets, indicators and innovations can be found in the [full report](#).



Livelihoods, Education and Skills Development

Skills Development

- Workforce to complete Grade 9 by 2030
- Labour force certified by vocational schools
- Access to vocational and professional training

Access to Education

- Access to free education material via digital platforms

Cohesive Society

- Proficient in literacy and numeracy by 2030
- Teachers are certified and attended professional development course



Agriculture and Rural Revitalisation

Quality and Production

- Achieve food self-sufficiency
- Agriculture sector will contribute to one-third of Cambodia's GDP

Resources, Management and Sustainability

- Each district to have Good Agricultural Practice certified farms
- Universal access to clean water and sanitation

Skills and Livelihood

- Access to basic agriculture related education leading to certification and professional recognition
- Create a vibrant local agricultural eco-system



Environment and Resources

Reduce, Reuse, Recycle

- Reduce landfill waste through recycling systems
- Transform municipal waste to energy

Pricing Consumption

- Reduce the number of car ownership
- Encourage sustainable use of water

Natural Environment

- Increase energy efficiency and renewable mix
- Increase effectiveness of circular economy

Sustainable resource use

- Increase protection for forests and biodiversity
- Spread Integrated Catchment Management (ICM) to protect water resource



Public Health

Healthcare Standards via Basic Needs

- Universal access to potable water
- All households to have sanitation system
- All food and consumer products to be eco-labelled

Building Capacity and Resources

- All districts to have a public healthcare centre
- Increase the financial resources available for public healthcare system

Strengthening Delivery Systems

- Data accessibility for all medical service providers
- Increase accessibility to health centres
- Adequate manpower



Culture and Wellbeing

Holistic approach to culture

- Connect all local community centres
- Increase cultural focus via education system

Cultural Education

- Increase the size of art programmes
- Strengthen Cambodia's film industry
- Increase practical courses related to culture in all schools

Funding and governance for culture

- Shared funding mechanism amongst cultural groups
- Increase sponsorship and financial contribution from private sector and individual donors

INNOVATIONS WITH A PURPOSE

One target from each focus area was selected to illustrate the potential of the model to inspire innovation ideas. Below are examples of innovations that support the vision:

Livelihoods, Education and Skills Development

Nationwide e-Library

The **nationwide e-Library** would be an integrated interactive learning platform where educational materials are prioritised for low-literacy communities.

This will support the development of more highly skilled workers in Cambodia.

Agriculture and Rural Revitalisation

Water for Rural Growth

This **nation-wide irrigation system** would ensure a constant supply of water for year-round farming.

The system also ensures water and wastewater are treated for rural communities to have access to clean water and proper sanitation.

Environment and Resources

Payment for eco-system services

An **Ecosystem Service Fund** would ensure adequate funding by imposing levies on polluting companies.

The proceeds will be used to fund important eco-system services and focus on two important environmental issues facing Cambodia: water overexploitation and deforestation.

Public Health

Public Health Obligatory Fund

The **Public Health Obligatory Fund** would be the mechanism through which companies provide compensation for the social costs of their production.

It will help fund the expansion of rural healthcare systems thereby reducing health inequality between urban and rural areas.

Culture and Wellbeing

CultureNet

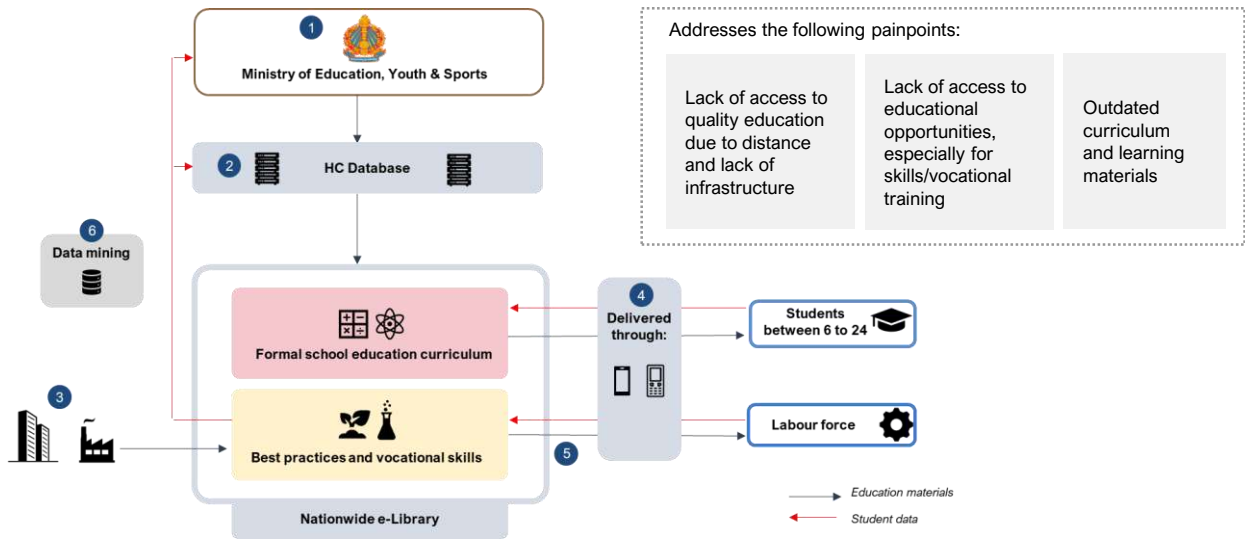
CultureNet will connect all local community centers to provide space for cultural development and preservation.

It will also support the preservation and dissemination of local and indigenous culture, while also providing an income stream for rural and local practitioners.

EXAMPLE OF AN INNOVATION

The following is an example developed for “Livelihoods, Education and Skills Development”, driven by the target to provide access to free education material via digital platforms for all Cambodians by 2025.

Nationwide e-Library



- 1 The Ministry provides funding and governance.
- 2 Insights from education data are used to develop strategy and create educational materials.
- 3 Private sector provides guidance on what skills and best practices to share through the platform.
- 4 Materials are designed for delivery on mobile and smart devices. Visual and audio materials are prioritized for low-literacy communities
- 5 Students submit questions, answers and assignments back to the library.
- 6 Data is ported back to the Database for further analysis and continued refinement of materials and delivery.

A MODEL FOR ASEAN

For Cambodia, establishing an “Ecological Civilisation” would position the country as a model for other emerging economies. A strong Ecological Civilisation vision with clear targets ensures that quality of life is prioritised, and allows governments to focus on their mandate of representing and guarding the public interest.

Thus, this model will be a valuable resource, not just for Cambodia, but also for other economies across ASEAN and beyond.



The **Global Institute For Tomorrow (GIFT)** is an independent pan-Asian think tank providing content-rich and intellectually challenging executive education from an Asian worldview.

The **ASEAN Young Leaders Programme (YLP)** is GIFT's experiential leadership programme designed for government officials and managers from leading global organisations to think critically about the drivers of change in the 21st century and develop new business models and innovations that address the defining challenges of our time.

In this ASEAN YLP, participants convened in Kuala Lumpur and Phnom Penh in two modules over two weeks to undertake classroom discussions, site visits, fieldwork, and planning sessions. The highlights from this innovation model were presented at a public forum at the Royal University of Phnom Penh on 4th October 2019 to a range of government, business, and community stakeholders.

GIFT would like to thank **the Cambodia Ministry of Posts and Telecommunications**, and everyone involved who have put in their best efforts to make this possible.

You can download the full report [here](#).

Tomorrow Matters.

Published Nov 2019

D-23A-05, Menara Suezcap 1, KL Gateway,
Jalan Kerinchi, 59200 Kuala Lumpur, Malaysia

T: +6 (03) 2715 8160

E: enquiry@global-inst.com

www.global-inst.com