LESSON LEARN MESSAGES FROM THE FIELD

Topic: "PACA (Participatory Appraisal of Competitive Advantage): Moving Cambodia towards more sustainable CWBO (Child Well-Being Outcome)"

A – BRIEF DESCRIPTION OF THE TOPIC (purpose)

How can the well-being of children, especially in health and education be sustained without consideration to household income levels? Firm in the belief that it cannot, World Vision Cambodia has piloted, contextualized and is currently mainstreaming a tool called PACA – Participatory Appraisal of Competitive Advantage, a participatory, bottom-up, pragmatic approach to local economic development (LED). It is based on a set of tools that permit rapid appraisal of the competitive advantages and disadvantages of local communities. It delivers concrete, practical proposals to stimulate the local or regional economy. Very much aligned with Integrated Programming Model (IPM) and community mobilization approach, PACA facilitates local stakeholders – poor families, youth, local entrepreneurs, community groups and local government – so that they themselves assess LED opportunities in an interactive learning process.

How have we run with this tool and how has it enhanced local economic development. In Pailin, strong longan development group initially has 19 members of longan farmers; they have learned to synchronize the onset of flowering for their trees so that there is production all year round. It officially transforms as Pailin Longan Development Cooperative which has 110 members with 230,000,000 riels (USD 56,790), beside that longan production remarkably increases two times in the area where the marketing for the product is driven by the Cooperative. In Leuk Daek and Phnom Srouch Area Development Programs (ADPs), the use of this process has improved development collaboration and has created an excellent level of synergy among the ADPs, the local government and other partners in the area such as Live with Dignity and Action for Rural Development.

Our children and their families stand to gain from these collaborative development efforts. In Leuk Daek, the cost of crop production is being reduced and the health of children and family members are safeguarded through reducing the use of chemical fertilizer and pesticides (in favour of organic options). In Stong ADP, a market gap was identified -local farmers use rice seeds from other provinces thus upping their production expense. Local farmers then decided to learn how to produce quality rice seeds to sell locally. Eventually we hope to see improved rice yields and increased incomes all around and with facilitation and increased awareness-raising from ADP development facilitators and our health and education volunteers, children will enjoy good health and be educated as well.

B - DO! "KEY PRICIPLE TO RESPECT"

1. Participatory, bottom-up
2. Creating networks and seek collaboration (build business linkages between micro producers, small producers and large producers to win the market)
3. Demand and market oriented
4. Focus on opportunities
5. Remedy market failures
6. Emphasize on empowering and learning

C - DON'T! "ASPECTS TO BE FULLY AVOIDED"
1. Harm to local economies by distorting the market through unfair business practices
2. Provide cash transfers to farmers/micro, small business operators/Income Generating Activities beneficiaries fostering dependency on Word Vision
3. Encourage and promote LED activities which negatively impact the environment and bio diversity.