**Strategic Goal:** Achieve sustainable well-being for 5 million girls and boys, particularly the most vulnerable ones
WHO WE ARE

World Vision International (WVI) is a global Christian relief, development and advocacy organisation. We support children, families and communities overcome poverty and injustice, irrespective of religion, race, ethnicity or gender.

Our Vision Statement

Our vision for every child, life in all its fullness.
Our prayer for every heart, the will to make it so.

World Vision International in Cambodia (WVI-C) is a part of World Vision International (WVI). We commenced our work in Cambodia in 1970. Our focus is to support the most vulnerable girls and boys to reach their full potentials. Inspired by our Christian faith, our work reaches children and communities in needs, regardless their background.

We are driven by our desire to ensure that every girl and boy has what they need to grow in mind, body and spirit. Every day, our 600 staff across the country, who come from various backgrounds, work hard to empower children to live healthy lives filled with joy, love and protection. We work with them so they can go further than they could have ever imagined.

Guided by more than 50 years of experience and expertise, our dedicated staff employ proven, effective development and relief practices to empower communities to become self-sufficient and bring real, lasting changes.

We work with all partners - children, youth, communities members and leaders, governments at all levels, service providers, non-governmental organisations, development partners and all other partners - with whom we have a shared vision to provide the best opportunities for all children, in particular the most vulnerable ones, in meeting their full potentials.

For children. For change. For life.
Message from Country Director

Dear Partners,

I am pleased to share with you World Vision International in Cambodia’s Strategy 2023-2027.

This strategy is developed based on a series of consultation with a wide range of stakeholders in early 2022, including children, youth, parents, communities’ leaders, teachers, health workers, the Royal Government of Cambodia at national, provincial and local levels, development partners and other stakeholders. We are also taking into account on COVID-19 recovery situation and World Vision International’s Our Promise to the Most Vulnerable Children.

As a result, World Vision International in Cambodia’s Strategic goal for 2023-2027 is to achieve sustainable well-being for 5 million girls and boys, particularly the most vulnerable ones. In meeting this aspiration, we will implement three (3) child-focused priority programmes, namely Integrated Nutrition, WASH and Livelihoods; Child protection and Participation; and Education. Disaster Risks Reduction & Climate Resilience; Gender Equality, Disability and Social Inclusion (GEDSI); Policy Influencing and (service delivery) System Strengthening; Implementation of Social Accountability Framework; and Children and Youth Participation will be integrated across programming. We also plan to expand our geographic programmes coverage from 14 provinces in the previous strategy period (2018-2022) to potentially 23 provinces, where World Vision can add values to existing development, humanitarian and advocacy programmes of local governments and of other partners.

Having just joined World Vision International in Cambodia August 2022, I am encouraged to learn about the resilience of the people of Cambodia especially during the pandemic times in the past two years. My team and I appreciate solid Government leadership in responding to COVID-19 and the recovery efforts, in partnership with development partners, Civil Society Organisations (CSOs) and all partners. And I am humbled to work with such an incredible and committed World Vision team and partners. Therefore, I am very excited to embrace the opportunities and potential challenges ahead, and to work more closely to provide the best opportunities for all children, in particular the most vulnerable girls and boys in Cambodia, to reach their full potentials.

Sincerely,

Janes Imanuel Ginting
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- Gender Equality, Disability and Social Inclusion
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- Children and Youth Participation

**CONTRIBUTION TO RELEVANT GOVERNMENT POLICIES, CAMBODIAN SUSTAINABLE DEVELOPMENT GOALS AND WVI’S GLOBAL IMPACT FRAME WORK**

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Malnutrition addresses three broad groups of conditions: (1) undernutrition, which includes wasting (low weight-for-height), (2) stunting (low height-for-age) and, (3) underweight (low weight-for-age). The number of children suffering from malnutrition in Cambodia has declined over the past 20 years as indicated in the below graph. However, the rate of progress remains unacceptably slow.

Children with repeated bouts of diarrhoea due to poor sanitation and hygiene, and intake of foods with poor nutritive value and lack of diverse food groups are the leading causes of undernutrition in Cambodia. Maternal undernutrition and overweight also contribute to an intergenerational cycle of malnutrition and poverty. To address these issues, World Vision will implement integrated Nutrition with Water, Sanitation and Hygiene (WASH) and Livelihoods Programme.

Progress on child well-being and remaining vulnerabilities

Water, Sanitation and Hygiene

Only 23.4% households with piped water

17.3% rural population still fetching drinking water from ponds, rivers or streams (ibid.)

13% households with access to unimproved drinking water sources (ibid.)

12% households using unimproved toilets (ibid.)

Only 1 in 3 toilets in Health Care facilities have improved and usable toilets (39%)²

Only 1 in 3 schools have at least one girls and one boys toilet are functional with water (33%) (ibid.)

1 in 3 pre-primary schools does not have handwashing facilities (32.4%)³
These are contributed by very low pupil-teacher ratio and quality of teaching. Cambodia has the lowest pupil-teacher ratio in ASEAN, with one teacher for every 42-43 students in both public pre-schools and primary schools. Official teaching hours in Cambodia are 684-760 hours in a school year, a figure significantly lower than the international recommendation of 850-1000 hours per academic year.

Education is one of the sectors severely affected by COVID-19 prolonged lockdown. The consequences of 18 months of school closure have put the education of millions of children more at risk with potential long-term impact beyond education. According to WVI in Cambodia’s COVID-19 Vulnerability Assessment report (2021), among 619 children surveyed, 34% reported that they could not access forms of formal education remotely due to a range of factors including lack of materials, little or no access to the internet, and limited support from parents/caregivers.
Furthermore, many children (boys: 55%, girls: 65%) were required to perform additional household chores, and others (boys: 8%, girls: 5%) reported being required to work to support household income. Collectively these factors and the prolonged school closure have each directly contributed to significant learning loss particularly for the most vulnerable children.

Due to COVID-19 lockdown, 34% (of 619 children) could not access forms of formal education remotely.

Child Protection & Participation

The Royal Government of Cambodia (RGC) has shown commitment to regional and global frameworks to protect children through the adoption and enforcement of national laws and regulations and international instruments. Cambodia ratified the United Nations Convention on the Rights of the Child (UNCRC) in 1992 along with 18 relevant international conventions and has enacted 15 domestic laws and three articles within the Constitution, and a number of policies and sub-decrees that relate to the protection of children. For example, the Juvenile Justice Law was approved in 2016. In addition, the RCG is drafting a child protection law which is now under consultation with stakeholders.

Despite legal frameworks, child protection is often hindered by limited governmental implementation mechanisms, low resourcing of protective services, lack capacity of mandated structures to provide quality and inclusive services for abused, neglected and exploited children, and inconsistent implementation of child protection related laws. While formal structures exist at provincial, district and commune levels such as Women and Child Consultative Committees (WCCC) and Commune Committee for Women and Children (CCWC) respectively, the effective functionality of these mechanisms remains a challenge. CCWCs are commonly reported to be overloaded with limited capacity and resources to provide effective support services to vulnerable children and families. Coordination between the national, provincial, district, and commune levels within and among the ministries with mandates for child protection remains limited.

Boys and girls in Cambodia continue to experience significant threats including violence against children, child labour, sexual abuse and exploitation, and trafficking. These vulnerabilities are further compounded by prevailing negative and harmful community attitudes towards children, poverty and marginalisation of low-income families.
**Children Online Safety**

On children online safety issues, UNICEF reported 11% internet users aged 12–17 in Cambodia were subjected to clear examples of online sexual exploitation and abuse of this represents an estimated 160,000 children. Access to the internet and social media could expose children to the growing risks accompanying the platform, according to UNICEF report on the use of social media by children and adolescents in East Asia (including Cambodia). The report found that across the countries studied, three themes emerged - a lack of digital literacy among parents and caregivers, restrictive responses by adults to perceived misbehaviour in children's social media use, and a lack of evidence-based approaches into what works in keeping children safe online.

**Youth Unemployment**

Growing unemployment among educated urban youth is a further emerging issue. Although informal youth employment has declined over the last decade, 41% of youth were employed informally in 2014, mainly in agriculture. Although youth neither in employment nor education or training (NEET) fell from 8.8% in 2004 to 6.4% in 2014, many youths are still economically inactive because of not having social capital, health problems or poor qualifications. Further, youth are also exposed to negative lifestyle factors associated with severe diseases such as tobacco use (7.3% of youth aged 15-24) and alcohol consumption (14.2% of youth aged 11-18). The level of alcohol consumption among Cambodians aged 15-19 is among the highest in ASEAN, while about 42% of males aged 15 to 19 are current drinkers (27% for the females).

**Children and Youth Participation**

There has been increased participation of adolescents and youth representatives in decision making process affecting their lives at local (commune councils) and national level events; however, such engagements tend to be ad-hoc and one-offs. Children and youth are not systematically empowered to express their voice and interests at both local and national levels and commonly have limited access to information about decision-making processes. Young people tend to show limited interest in such matters, except in areas where there is NGO supporting youth activities. Part of the reason is that local governments often lack the willingness to address young people's issues or have adequate resources to arrange meaningful engagement. Following the FGD with parents WI Youth TP baseline 2018, parents do not react favourably upon young people becoming engaged in politics or volunteering because they consider it both dangerous and take time away from studying.
The country strategy of World Vision International in Cambodia for the fiscal years 2023-2027 is fully aligned with the Royal Government of Cambodia’s (RGC) Rectangular Strategy and other sectoral policy priorities, the Sustainable Development Goals (SDGs) and World Vision International’s Our Promise to the most vulnerable children.

The Strategic Goal of World Vision International in Cambodia for 2023-2027 is to achieve sustainable well-being for 5 million girls and boys, particularly the most vulnerable ones. This ambitious goal aims to reach directly and indirectly 85% of Cambodia’s children population. Cambodia has a total population of 15.5 million of which 5.7 million (36.7%) are children (0-18 years). The main focus of WVI in Cambodia’s target population is “the Most Vulnerable Children/MVC”. Of these children population, approximately a total 2,250,135 are considered MVC. For 2023-2027 Strategy period, WVI in Cambodia aims to reach 75% MVC.

To achieve this strategic goal, WVI’s 2023-2027 Strategy aims to realise Programme Impact on four (4) Child Well-Being Objectives (CWBOs), as follows:

1. Increase in children who have positive and peaceful relationship in their families and communities
   (CWBO 2)

2. Increase in girls and boys protected from violence
   (CWBO 3)

3. Increase in children who are well-nourished
   (CWBO 5)

4. Increase in primary school children who can read
   (CWBO 7)

To realise the four (4) CWBOs as Programme Impact through three (3) strategic objectives (SO#1, 2 & 3), WVI will execute seven (7) other strategic objectives in the domains of Programme Funding, Organisational Process Excellence and People, Learning and Growth. These four domains are summarised in the following “Strategy Map for WVI’s Strategy 2023-2027”.

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World Vision International in Cambodia’s Country Strategy 2023-2027
**Strategic Goal:** Achieve sustainable well-being for 5 million girls and boys, particularly the most vulnerable ones

### Strategic Objectives (SO)

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To be strengthened and integrated across programming:

- a. Disaster risk reduction and climate resilience
- b. Gender Equality, Disability, and Social Inclusion (GEDSI)
- c. Policy influencing and system strengthening
- d. Implementation of Social Accountability Framework
- e. Children and youth participation

**Strategic Goal:** Achieve sustainable well-being for 5 million girls and boys, particularly the most vulnerable ones

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Programme Impact

Strategic Objective 1: Increase in children and adolescents who are protected from all forms of violence and participating in decision making (CWBO 2 & 3)

Child Protection & Participation Technical Programme

Children and adolescents, especially the most vulnerable are equipped and empowered with life skills, resilience, and capacity to protect themselves and participate in decision making

Parents, caregivers, and community members provide positive caring and protective relationships to children and adolescents

Improved collaboration of local child protection mechanisms to effectively protect girls and boys, especially most vulnerable children, from abuse, exploitation, neglect and other forms of violence

Improved governance and accountability mechanisms as the result of Child protection policy implementation to protect girls and boys.

Programme Approaches

Celebrating Families (CF) is an approach to empower parents/caregivers to create a safe and nurturing environment for children within families.

Child Protection and Advocacy works to engage key community stakeholders to address the root causes of violence against children through building capacity, increasing partnering, and collaboration between formal and informal child protection actors. These key community partners and stakeholders then work together to create a protective environment that cares for and supports all children, especially the most vulnerable ones.

Peace Road is a life skill intervention aimed at helping adolescents to protect themselves and their peers, treat others with respect, be active citizens, and collectively act to improve their communities.

IMPACT+ is a holistic and multi-sectoral approach to adolescent engagement that supports adolescents to transition well into adulthood as active citizens empowered with competencies, values, confidence, and social connectedness.

It Takes a World to End Violence Against Children (ITAW) is a National Advocacy Campaign focuses on ending violence against children. The campaign focuses on addressing the main root causes of use of corporal and humiliating punishments in Cambodia.

Social Accountability for Child Protection works to improve the performance of local Child Protection systems through collaboration and participation from community in planning and budgeting to ensure the accountability of all responsible stakeholders.

Mobilising and Strengthening Child Protection & Advocacy groups equips formal and informal local actors with the capacities to collaborate effectively, coordinate the implementation of Child Protection activities to strengthen the local child protection system.

Strengthening a Community Reporting and Referral Mechanism equips formal and informal local entities with reporting and referral mechanisms that ensure quality responses for incidents of child abuse, neglect, exploitation, and other forms of violence.
Strategic Objective 2: Increase in children who are healthy and well-nourished with access to safe water, sanitation and hygiene in financially stable homes (CWBO 5)

Integrated Nutrition Technical Programme

Health and Nutrition
Improved access to health and nutrition services and promote healthy behaviours among pregnant women and children under five years.

Water Sanitation and Hygiene
Improved WASH behaviors through behavior change programmes and appropriate WASH infrastructure.

Economic Resilience and Livelihoods
Improved household income of most vulnerable households (women, people with disabilities and youth) through Agriculture Co-operative to achieve child well-being objectives.

Programme Approaches

Community Health Workers (children aged 0-5 years) A set of behaviour change interventions and community-led activities to improve access to safe water and promote good sanitation and hygiene practices.

Water, Sanitation and Hygiene (children aged 0-18 years) A set of behaviour change counseling services aims to support mothers, children under 5 years and household members at timely intervals to improve health and nutritional status. Trained Community Health Workers will be engaged in facilitating monthly sessions with the mother’s groups and grandmothers’ groups on Early Childhood Care and Development.

Build Secure Livelihoods (children aged 0-18 years) Agriculture Co-operatives and Most Vulnerable Households in the community will be supported through skill-building programmes, and linked with markets and financial institutions to improve local production in terms of fish farming, vegetable farming and livestock and improved the market value chain.
Strategic Objective 3: Increase in primary school children who are equipped with literacy for life (CWBO 7)

Education Technical Programme

- **Strengthened teaching instruction in grades 1-3:** Teachers are trained to incorporate the five core reading skills into their curricula and receive ongoing teacher coaching.

- **Increased support by parents and communities for children’s reading:** Parents and communities are mobilised to support children as they learn to read through fun out-of-school reading camps.

- **Increased proportion of schools achieving “Quality Learning Environment”:** Strengthen the learning environment in schools through improving the fulfilment of library standards and the provision of capacity building to teachers on positive discipline and effective classroom management.

- **Government systems supporting children’s education strengthened:** Links and interactions are fostered between the formal sector and the community and national policies are supported to provide quality primary education.

Programme Approach

**Unlock Literacy (UL)**

Project model involves strengthening reading instruction by training teachers to incorporate 5 core reading skills into lessons plans for the government curriculum, ensuring that children have a strong foundation in reading by the end of Grade 3. The model also goes beyond classroom learning, with the community and caregivers encouraged to undertake literacy-supporting activities at home and through volunteers trained to help children improving their reading in community-based reading group activities.
Programme Funding

**Strategic Objective 4:** Diversify funding sources to enable sufficient and sustainable funding to the programmes and projects that will create positive impacts on the Most Vulnerable Children.

**Strategic Objective 5:** Pre-position for local fundraising to increase share of funding from local sources including the public and private companies/institutions.

Organisational Process Excellence

**Strategic Objective 6:** Optimise operations and systems through digitalisation to allow for more convenient and simplified business processes for support staff.

**Strategic Objective 7:** Strengthen partnerships with local organisations to contribute to WVI in Cambodia’s broader localisation agenda through working more closely with local NGOs, community-based organisations, people with disability organisations, professional associations...).

**Strategic Objective 8:** Enhance evidences of impact through integrated monitoring systems, externally-focused research and publication capacity and innovative programme approaches through building stronger partnerships with research institutions, university think-tanks and individual research advisors/consultants to support WVI in Cambodia’s programming focus and impacts.

People, Learning & Growth

**Strategic Objective 9:** Promote organisational culture of openness and servant leadership as a reflection of World Vision’s values and Christian identity.

**Strategic Objective 10:** Recruit and retain talents, and Build high performing team.
CROSS-CUTTING THEMES

Disaster Risk Reduction and Climate Resilience

Operating in a context vulnerable to climate change and frequent disasters such as floods, droughts, windstorms, and seawater intrusion, WVI in Cambodia will be more deliberate in its focus on disaster risk reduction and climate resilience. The focus will also include efforts to identify and to mitigate impact of disasters and or climate change to vulnerable groups such as women, children, people with disabilities, the elderly and other socially marginalised groups.

Gender Equality, Disability and Social Inclusion (GEDSI)

Gender Equality, Disability and Social Inclusion (GEDSI) is integral to achieving global sustainable development goals, and World Vision’s “Our Promise” strategy and child well-being objectives. Acknowledging the issues around GEDSI such as gender discrimination, domestic and gender-based violence, negative gender norms, abuse, exploitation, social hierarchies, discrimination against people with disabilities and ethnicity, lack of social services available to them, etc., WVI-C will adopt key approaches both on our programming and organisational policies and practices.

On programming, WVI-C will conduct GEDSI analysis and assessment, integrate GEDSI in programming, develop staff capacity on GEDSI, ensure budgeting and planning for GEDSI, conduct Monitoring, Evaluation and Learning, and promote partnering with GEDSI expert partners. On organisational policies and practices, WVI-C will work with gender experts to develop GEDSI capacity building to staff and partners, as well as to advise senior leadership team in establishing GEDSI-sensitive policies and practices.

Policy Influencing and System Strengthening

WVI in Cambodia envisions to sustain the collective impact on the well-being of the most vulnerable children in the main programme areas, in a sustainable way to impacting children beyond the operational areas. In doing so, deliberate policy influence efforts and system strengthening relevant to the technical sectors of WVI in Cambodia are required.

There will be three (3) main interrelated approaches to influence policy and to strengthen system relating to Child Well-being:

1. Influencing the policies relevant to the implementation of 3 Technical Programmes.
2. Leveraging from ISAF programme to improve health and education outcomes in the community. Integrate the learning from ISAF to empower and interface the citizen and service providers to demand and receive quality services.
3. Scaling up proven best practices at the national level, especially those that has an impact on the well-being of children.
Implementation of Social Accountability Framework (ISAF)

Objective
The Implementation of Social Accountability Framework (ISAF) empowers local communities and promotes dialogue with service providers to improve the quality of local public services provided by commune administrations, health centres and primary schools. In 2022, ISAF project is implemented in 590 communes/sangkat, 62 districts, 14 provinces and Phnom Penh and work closely with over 1900 Community Accountability Facilitators (CAF) of which majority of them are women. In addition, where ISAF is implemented in WVI-C’s Area Programmes, integration will be made to strengthen primary education, commune administration, and health services (where applicable). In 2023-2027 period, WVI-C will expand ISAF to 20 provinces reaching out potentially 85-90% of communes/sangkat across the country.

How does ISAF work?
The ISAF process includes four steps implemented during an annual cycle:

1. First, citizens receive information on the national standards that local services are supposed to meet and on the budgets of local service providers.
2. Citizens and service providers monitor the quality of services available locally to identify potential issues.
3. Citizens, service providers and local authorities agree on a joint Accountability Action Plan (JAAP), prioritizing a short list of actions to address the issues identified.
4. The implementation of the JAAP is monitored by a committee including citizen, service provider and local authority representatives.
Children and Youth Participation

WVI in Cambodia aims to realise meaningful participation of children, adolescents and youth in WVI-C local decision-making processes through the engagement of children, adolescents and youth in programme design, implementation, monitoring and evaluation and acknowledging that they are primary partners for WVI-C’s programmes.

Within the Child Protection and Participation Technical Programme, child voice and participation are the central themes focusing on:

- Informing children of their rights and responsibilities to engage in decision-making that affects them (including the design and content of WVI-C child-focused programming),
- Equipping children and adolescents with the skills they need to effectively participate in decision-making and express their views, and
- Providing children, adolescents and youth with opportunities to engage and contribute in decision-making processes

WVI-C will also work to strengthen the institutionalisation of child and youth participation in WVI-C local and national leadership decision making processes. WVI in Cambodia also emphasises the role of local and national advocacy in working with communities and CSO partners to increase and strengthen the spaces and structures for children and youth to participate, looking outward to strengthen the ways in which children and youth participate in local and national government decision-making processes.
CONTRIBUTION TO RELEVANT GOVERNMENT POLICIES, CAMBODIAN SUSTAINABLE DEVELOPMENT GOALS AND WVI’S GLOBAL IMPACT FRAMEWORK

In addition, WVI in Cambodia will promote the community groups and civil society organisations to improve and increase the opportunities for children and youth to participate in local and national government decision-making process.

WVI - CWBO

**CWBO 2**
Increase in children who have positive and peaceful relationship in their families and communities
(SO 1)

**CWBO 3**
Increase in girls and boy protected from violence
(SO 1)

**CWBO 5**
Increase in children who are well-nourished (ages 0 - 5)
(SO 2)

**CWBO 7**
Increase in primary school children who can read
(SO 3)

### Relevant Government Policies

- All girls and boys have access to quality early childhood care and education and pre-primary education, and complete free, equitable and quality basic education (primary and lower-secondary) with relevant and effective learning outcomes.
- All youth and adults achieve literacy and numeracy, and learners in all age groups have increased life-long learning opportunities.
- Good health and well-being
- Gender equality
- Reduced inequalities
- The government’s commitment to accelerated action to end violence against children as one of the Pathfinding countries under the Global Partnership to End Violence against Children.
- The government’s commitment to accelerated action to end violence against children as one of the Pathfinding countries under the Global Partnership to End Violence against Children and the Cambodian National Action Plan to End Violence against children.
In previous strategy period (2018-2022), WVI in Cambodia implemented programmes in 16 provinces. For the 2023-2027 period, while the confirmed number of programmes is less than year 2022’s total projects, the geographical reach will be expanded to potentially 23 provinces, including the poorest provinces of Preah Vihear and Kratie. Selections of geographic focus are based on multiple factors, including but not limited to RGC’s poverty data, Most Vulnerable Children’s criteria, presence of other local or international NGOs to avoid duplication but to bring complementary supports, development partner’s sectors and geographic focus; and some other technical/or programmes operations consideration.

Urban Programming will also be one of priorities in the next strategy period, recognising the unique urban or city context in Phnom Penh and emerging children’s issues in cities like Siem Reap and Battambang and other economic zones. As of 2022, 205 poor communities exist throughout Phnom Penh. In 2022, WVI in Cambodia’s Urban Programme targeted 69 slums in 25 sangkats across Phnom Penh. Based on the city-wide Most Vulnerable Children estimation exercise, there is an estimated population of 23,683 most vulnerable children among a population of 46,220 children in target slums. Main vulnerabilities in the urban areas relate to the abusive or exploitative relationships and vulnerability to catastrophe or disasters. In addition, WVI-C plans to implement the ISAF programme in Phnom Penh. This has the potential to positively benefit all children in the city through improvement of local public services.
FOOTNOTES


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World Vision is an international partnership of Christians whose mission is to follow our Lord and Saviour Jesus Christ in working with the poor and oppressed to promote human transformation, seek justice and bear witness to the good news of the Kingdom of God.