

# FACTSHEET

## STRENGTHENING INFORMAL ECONOMIES AND SMES IN CAMBODIA THROUGH OPEN DATA AND DIGITAL LITERACY

Strengthening informal economies and SMEs in Cambodia through open data and digital literacy is a project funded by Center for International Private Enterprise (CIPE)

### OVERVIEW

The private sector can improve democratic leadership through more social inclusivity of underrepresented social groups. This project will empower members of informal economies like women and indigenous peoples (IPs) with enhanced digital rights, budget literacy, and policy training to understand the policies regulating Cambodia's private sector. A better understanding of the legislation will help members of informal economies to start their businesses.

This project has four aims: generate a better understanding of the private sector in Cambodia through women and indigenous peoples' lenses; empower women and indigenous peoples to conduct business; create an educational materials bank providing guidance to start a business; and contribute to the democratization of Cambodia with social inclusion.

Upon its completion, the project will have updated and streamlined the legislation regulating the private sector in Cambodia. The project will also create dialogue opportunities with entrepreneurs to identify their needs to scale their business in relation to the current legislation and digital media and produce educational materials to help entrepreneurs follow the current regulations to run their businesses.

### OBJECTIVES

To empower marginalized local businesses and entrepreneurs to participate in economic policymaking:

- Facilitate small and medium enterprises' access to relevant information and datasets.
- Engage SMEs and members of informal economies in dialogues and legal and digital literacy training.
- Create an educational materials bank, providing guidance to start/improve businesses and recommendations on improving existing private sector regulations to generate inclusivity opportunities.

### PROJECT DURATION

July 2024 to December 2025.



## TARGET BENEFICIARIES

- A. Direct impact:** a minimum total of 400 participants (at least 50 per event) from SMEs and members of informal economies joined all events, of whom at least half will be women
- B. Digital platform:** materials published on the profiles page of the Small and Medium Enterprises (SMEs) information toolkit and podcasts published on ODC's social media
- C. Indirect impact:** governments, civil society organizations, the private sector, the general public, including researchers.

## LOCATION FOR DIALOGUES AND TRAININGS

The project targets SMEs and members of informal economies in the entire nation; however, there are five strategic geographic locations chosen for dialogue and training, such as Phnom Penh, Siem Reap, Monduliri, Preah Vihear and Kampot province, to make it convenient for as many participants as possible.



## ACTIVITIES

### Phase 1: Legal contextualization of the private sector in Cambodia

- **Desk-based research:** to compile and analyze the current legislation regulating Cambodia's private sector.
- **Key informant interviews:** to complete the information obtained from desk-based research and to identify how SMEs and members of informal economies struggle to understand and comply with the existing legislation.

### Phase 2: Consultation and training

- **Dialogues:** to generate data through the inputs of the challenges of SMEs and informal economies in relation to the private sector in Cambodia, digital security and safety, and how legal regulations and policies impact their business.
- **Training:** to offer business and digital security/rights trainings tailored to SMEs and members of informal economies.

### Phase 3: Production of educational materials

- **SME directory:** to create a publicly accessible directory with the profile page of Small and Medium Enterprises (SMEs) information toolkit in Cambodia.
- **Legal briefings:** to publish briefings on critical private sector topics, including start-up registrations, law and legal regulations, and data protection.
- **Digital content and social media posts:** to produce a podcast and infographics on budget literacy and taxation laws.

## CONTACT INFORMATION

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