

**The Report on
Workshop on Inclusive Business and Networking to promote the employment of
persons with disabilities**

“From Charity to Investment”

Date: 25 November 2021 at Phnom Penh Factory – Building F5

Report on	Workshop on Inclusive Business and Networking to promote the employment of persons with disabilities “From Charity to Investment”
Date and time of event	25 November 2021 at 09:00am – 03:00pm
Location Venue	Phnom Penh Factory – Building F5
Number of participants	20 People (F:9)
Organized by	Phnom Penh Center for Independent Living (PPCIL)
Supported by	Nippon Foundation
Submitted to	Japanese Society Rehabilitation of Persons with Disabilities (JSRPD)

📌 Background

Representatives of Phnom Penh Center for Independent Living (PPCIL) were invited to participate in the “Collaboration Forum on Persons with Disabilities in Asia and the Pacific, 2019 in Pakistan under the topic Introducing the Mindset – From Charity to Investment – among Persons with Disabilities”. After participating the Collaboration Forum 2019 in Pakistan, the Japanese Society Rehabilitation of Persons with Disabilities (JSRPD) and the Nippon Foundation have been engaged in building and encouraging the network construction and collaboration among local friends, local decision makers, government ministries/institutions and private sectors in Cambodia in order to promote employment for persons with disabilities, inclusive business and society.

On 25 November 2021 at Phnom Penh Factory – Building F5, PPCIL has successfully conducted the workshop on Inclusive Business and Networking to promote the employment of persons with disabilities “From Charity to Investment” with funding from Nippon Foundation and JSRPD. The workshop had the participation from persons with disabilities who are having and running their business and without business together to discuss job opportunities in the workshop.

📌 Objectives:

- To empower and promote disability-inclusive business including partnerships with the business sector in the situation of COVID-19 pandemic;

- To build capacity of persons with disabilities, branding products by persons with disabilities, marketing and sales of products by persons with disabilities in partnership with business sector;
- To promote the employment or business run by persons with disabilities; and
- To promote the accessibility in work places, public places, government offices, access to information and communication, access to transportation, etc.

📌 Summary–Session flow

Mr. Mey Samith, Founder and Executive Director of PPCIL expressed his warm welcome to all participants joining this workshop focused on Economic Opportunities for Persons with Disabilities (PWDs) and Inclusive Business and Networking to promote the employment of PWDs under the support of Nippon Foundation and JSRPD with coordination of PPCIL.

After his welcome remark, Mr. Samith read the opening message of Mr. Yoshihiro Mitsuoka, JSRPD representative by translated into Khmer to the workshop as below:

“Hello, everyone. My name is Yoshihiro Mitsuoka, work for Japanese Society of Rehabilitation for persons with Disabilities. I am honored to be granted this opportunity to give an opening speech for Workshop on Inclusive Business and Networking to promote the employment of persons with disabilities, “From Charity to Investment” which is organized by Phnom Penh Center for Independent Living.

First of all, I’d like to appreciate Mr. Samith who is great leader with disability and PPCIL staffs for their great working on the event. I really want to go to Cambodia and participate in this event however couldn’t do because of COVID-19 pandemic. It’s very unfortunate, but I hope that the situation of COVID-19 will be getting better and can meet with you in near future.

Today PPCIL conducts the Workshop on Inclusive Business and Networking to promote the employment of persons with disabilities. This workshop is aimed to empower and promote disabilities inclusive business of DPOs and local stakeholders in Phnom Penh through the knowledge sharing on how to improve the products and technical inputs in marketing promotion, and strengthened network and connection for the project of PPCIL called “Empowerment and Employment Promotion for Disabilities (EPPD)” in the context of COVID-19 pandemic. I have heard from PPCIL, today many kinds of organizations which related to disability field such as the government sector, the private company, and DPOs, then have time to share and discuss about the working for promoting of employment of persons with disabilities. I believe that all of participants can enjoy and make the good networking with each other.

I think that as you all know, the UN Convention on the Rights of Persons with Disabilities, which had adapted in 2007, has been signed and ratified by both Cambodia and Japan. It shows how to recognize and realize the right of persons with disabilities to work, such as elimination discrimination and providing reasonable accommodation. However, why so many persons with disabilities wanting to work and have the ability to work, but have not been able to achieve it? Also, I wish you have a good opportunity to consider about these fundamental issues through today's event together. In the future, let's realize an inclusive society where everyone, whether in Cambodia and Japan, with or without disabilities, has the right to work equally and can feel the joy of working as a member of society.

Lastly, I'd like to say thank for all of your active participation in the workshop today. I am looking forward to seeing you someday. Thank you very much.”

After the opening session, the workshop had proceed the program such as the presentation, panel discussion and group work:

❖ **Self-introduction**

The facilitators asked the participants to share their name, position, work experiences, and good thing for today. For good thing, there were four different things sharing from the participants:

- could meet with PPCIL team and would learn something new together;
- got up early for the workshop;
- had a chance to participate in the workshop on employment of PWDs
- had a chance to gather all after the country re-opening with new normal life style

❖ **Presentations session**

Mr. Samith has briefly shared the information of PPCIL and its activities. PPCIL is a local non-governmental organization of people with disabilities based in Phnom Penh, established in September 2009 officially recognized by Ministry of Interior (MoI). PPCIL is the first center for promoting independent living for persons with severe disabilities in Cambodia, and we have been working tirelessly to disseminate the independent living model and increase accessibility and awareness of disability concepts in order to change the negative stereotype of people with disabilities and therefore, influence positive changes.

PPCIL is currently implementing two projects such as below:

I. Independent Living Model for Persons with severe Disabilities (ILPD)

ILPD is a project fully supported by Center for Independent Living Human Care Association and Hino Independent Living Center in Hachioji, Tokyo, Japan,

implemented by PPCIL. The purpose of the Project is to have people with severe disabilities in target areas enjoy their independent life in communities they live in. In addition to the purpose, the Project is expected to have:

- Community people and local authorities deeply understand the needs of persons with severe disabilities;
- Persons with severe disabilities been empowered and able to advocate for their rights and disability inclusion;
- A good role model to live independently in community by using Personal Assistant in order to establish Personal Assistant System in the national and sub-national level; and
- Improvement of quality of lives of persons with severe disabilities through independent living, rights-based and inclusive community approaches in 4 communes of 4 districts (Phnom Penh) by 2021

II. Empowerment and Employment Promotion for Disability (EPPD) Project

EPPD Project is under JICA Partnership Program (JPP) implemented by Japanese Company – Familiar Co., Ltd in collaboration with PPCIL, with the support from the Ministry of Social Affairs, Veterans and Youth Rehabilitation (MoSVY)/Disability Action Council (DAC). The project goal is to promote the social participation of PWDs through building model of their employment in processing and dissemination of agricultural products in and around Phnom Penh.

To successfully achieve its goal, EPPD has now been working very hard on promoting the barrier-free working environment and creating job opportunities for PWDs; demonstrating a great ability and potentiality of PWDs that they can produce dried fruits with high quality; building a business model for other enterprises, companies and governmental institutions to hire PWDs; and developing processed goods in agriculture through which PWDs can work.

Main activities of EPPD

1. Promotion of Barrier-Free working environment

We have made our factory a better working environment for PWDs, and we expect that this factory will become a model for other organizations that have interests in employing PWDs to work.

2. Survey

To learn about PWDs' living and working situations, we have been conducting two kinds of surveys: the living situation of PWDs in communities and the employment situation and working environment of PWDs at their workplace.

3. Promoting job opportunities for PWDs

We will introduce PWDs, who are willing to work, to other organizations who want to employ them. We are also going to encourage and give advices to them and support the organization that hires PWDs to have a barrier-free working environment for PWDs.

4. Agricultural processing food production

We have opened a small Dried Fruits Factory which all of the products such as dried fruits and cakes will be manufactured by PWDs.

Mr. Samith also added and highlighted the information of some recent achievements from Department of Welfare for Persons with Disabilities (DWPD), Ministry of Social Affairs, Veterans and Rehabilitation (MOSVY) as below:

- ✧ The disability employment quota: in general government has made significant process with PWDs making 3.52% of employees in 38 public entities. By December 2020, government officials with disabilities are 3,091 (F:821).
- ✧ 3,891 PWDs (F:2,596) are working in 131 private entities including factories, MFI, Banks, hotels and restaurants.
- ✧ Employment Application is being developed.
- ✧ National Guideline on Employment is being drafted and finalized in the December 2021.

✧ **Panel discussion session**

The panel discussion aimed to discuss the setting up and promoting their own business, facing problem, opportunities and how to overcome the challenges.

The panelists:

1. Mr. Ven Ratana, President of Dish Washing Liquid and Small Restaurant (Employer)
2. Mr. Sin Vandy, Founder and President of Driving School and Photo Shop (Employer)
3. Mr. Et Royal, Owner of Printing shop (Employer)
4. Ms. Sam Srey Neang, Owner of Online Shop (Employer)
5. Ms. Chea Bopha, Moderator

Key points from panel discussion

- COVID-19 impacts all the business operation,
- The business run by PWDs may face marketing competition from strong business or big company and both online and offline,
- Build customer confidence and trust by defining and improving product quality and giving trial products for customer use before buying,
- The key element to business success is the person's confidence, willingness, commitment and leadership,

- Wrong perceptions about low production of and high cost from employing persons with disability,
- Limited specialized support to enhance appropriate vocational training and employment opportunities,
- Limited awareness and knowledge of appropriate physical structure and environment that is accessible by PWDs at workplace and school; and
- The government should take more responsive to the needs of PWDs, especially PWDs who wished to set up their business.

❖ **Group discussion**

The group discussion aimed to discuss the setting up and scaling up business, building brand name and network. The facilitator has divided into 3 groups and the results as in table below:

Topic	Result of Group1	Result of Group2	Result of Group3
Set up business	<ul style="list-style-type: none"> - Goal - Business Plan - Capital - Business Location - Knowledge and Skills - Target Customer (Quality, Promotion, Decoration/Design and Services) - Financial Management 	<ul style="list-style-type: none"> - Identify type of business - Business Plan - Business Structure - Business Location - Human resources and soft skill - Equipment based type of business 	<ul style="list-style-type: none"> - Develop business plan - Finance resources - Build team work - Identify the skill and what team really wanted to do
Scale up business	<ul style="list-style-type: none"> - Enlarge Market - Staff Management - Improve quality and Marketing Promotion 	<ul style="list-style-type: none"> - Looking for business partners - Promotion - Evaluate and Reflect to the plan - Market study and sell plan - Strengthen capacity of sellers - Survey on geographic and people 	<ul style="list-style-type: none"> - Expand service - Increase promotion - Keep existing customer and increase new customer - Looking for business partner - Be honest and confident

Build Brand Name	- Create Logo	- Study what customer wanted - Identify the product - Slogan - Register	- Register as an official company and register a brand name
Business Network	- Train staff - Build network with more external business partners	- Attend in the seminars and events - Build communication through Facebook, Instagram, Telegram and Tiktok - Be business partner	- Participate in the humanitarian activities - Promote any activities - Register to be member of Business Association

✧ **Way forward**

- PPCIL to set-up Telegram group to communicate and share the information related to the business and other things.
- To consider the development of an online selling platform for PWDs.
- We will communicate with National Employment Agency (NEA), Ministry of Labor and Vocational Training.

✧ **Conclusion**

Ms. Chea Bopha summarized all the important points from the presentations, panel discussion and group discussion; and she invited Mr. Samith, the Executive Director of PPCIL, for a closing remark. Mr. Samith said that it was a golden opportunity for all of us to participate and learn from each other to promote the employment of PWDs through this important workshop. This successful workshop will bring our voice to the national level to pay attention from the government in order to promote the employment of PWDs. We would like to express our gratitude and appreciation to Nippon Foundation and JSRPD for your great support for this workshop.

Date: 04 December, 2021

Reported by:

Ms. Chea Bopha, Program Coordinator





Groups presentation



Group photo