**Support to Safe and Sustainable Commuting for Garment & Footwear Workers in Cambodia**

Each year, more than 1.35 million people die on the world’s roads and over 50 million people are seriously injured. Road traffic crashes are currently the number one killer of young people aged 5–29 and the eighth leading cause of death among all people worldwide. As countries develop and acquire more and more motorized vehicles, road traffic crashes are projected to become the fifth leading cause of death globally by 2030.

Besides the devastation that road traffic crashes impose on victims’ families and loved ones, traffic crashes take a tremendous toll on the economy. Developing countries, in which 90% of crashes occur, lose between 3% and 6% of their gross domestic product (GDP) due to medical costs, productivity losses, and other expenses resulting from deaths and injuries on the road.

AIP (Asia Injury Prevention) Foundation works to prevent deaths and injuries from road traffic crashes. We deliver rights-based interventions that improve road safety in low and middle-income countries. This means close collaboration with the private sector, government and the public to advocate and implement positive changes in road safety policy and practices.

**Chapter 1: Overall Objective and Relevance**

The Support to Safe and Sustainable Commuting for Garment and Footwear Workers (SSSC) in Cambodia aims to improve the condition and livelihood of workers ensuring that their rights are protected and exercised. It will be developed to contribute to policy and behaviour changes to promote safer commuting of garment and footwear workers in Cambodia.

The SSSC underlines empowerment and upholding rights, including the right to safe commuting among workers, of whom 80% are women. These women usually have important roles and responsibilities to their parents, husbands and children. Keeping them safe and healthy results in maintaining and improving the well-being of the family unit. Therefore, the SSSC project directly helps women’s rights and empowerment. Furthermore, since the main beneficiaries of the project are in the lowest socio-economic bracket, the SSSC project also addresses the issue of poverty, which is in line with the value of the Danish civil society – to benefit the poor and vulnerable.

By focusing on road safety for vulnerable groups in developing countries, the SSSC Project directly contributes to achieving SDG Target 3.2 (to halve the number of global deaths and injuries from road traffic accidents by 2030), Target 11.2 (to provide access to safe and sustainable transport systems to all including women and other vulnerable groups). Since the project is designed to engage different actors/stakeholders, it will also engage with targets within SDG 17 - working in partnerships to share knowledge, expertise and resources to support the achievement of development goals, particularly in developing countries. Social and economic equity emphasized in the SDGs is an overarching principle for advocacy in the SSSC project addressing the right of every citizen to be safe on the road.

The SSSC will directly contribute to the lessening of environmental impact as it promotes sustainable public commuting transport. Besides environmental benefits of using public transport, commuting vehicles which follow safety and specification standards will significantly decrease pollutant emission; thus, improve air quality.

**Road Safety in Cambodia**

Cambodia, a low-middle income country, faces a serious problem economically and socially from road traffic crashes. With a population of just over 15 million in 2018, the country suffered from the loss of 3000 people who were in road traffic crashes, according to the WHO Status Report (over 17 traffic deaths per 100,000 inhabitants, compared to 2-3 per 100,000 inhabitants in Denmark). The Cambodia Road Crash and Victim Information System’s (RCVIS) 2017 Report stated that there was a 6.5% increase of deaths from 2016. It is paramount that direct and immediate intervention is to be applied to decrease road fatalities, according to RCVIS statistics.

**Road safety for Garment and footwear Workers in Cambodia**

The garment and footwear industry, a $ 7.3 billion-US dollar sector (2016), is the bedrock of the Cambodian economy. However, the safeguards to protect and promote workers’ transport safety remain low. Workers are at risk on their daily commutes due to unsafe and overloaded vehicles, vehicle standards not enforced, low helmet use, inexperienced road users lacking sufficient driver education, increasingly heavy traffic, and poor infrastructure. In 2016, there were reported 4,451 commuting crash cases, or more than 12 workers injured per day, and a total of 43 workers killed that year. In 2017, that number of reported fatalities increased to 68 deaths, with 683 injuries resulting in serious disabilities.

Over 4,500 collective transport vehicles provide transport to over 200,000 garment and footwear factory workers on a daily basis. The vast majority of these vehicles are not legal for transport and are often poorly maintained. Around 62% of collective transport vehicles are trucks with no seatbelts, in which 69% of them are flatbed cargo trucks. Due to the need for profit maximization, many of these cargo trucks have been redesigned to carry as many passengers as possible. Seatbelts are removed, one-sit seats are removed or replaced by flatbeds which means passengers have to stand or sit on the flatbed without any protective equipment such as seat belts. As for individual transport, motorcyclists account for 34% of all workers transport, but account for 74% of fatalities. On dangerous roads without proper protective gears, motorcyclists and their passengers regularly face with life-threatening situations.

Female workers accounting for 80% of the labour force in the garment and footwear sector frequently have dual roles as key income earners and caregivers, the impact of a road crash has compounded consequences for them and their families. For households already struggling to make ends meet, the financial impact is enormous. A study of 100 households impacted by road crashes in the Kandal Province found that some household incomes fell 56% at their lowest point, with an average of 21% loss of income overall.[[1]](#footnote-1)

Recognizing the enormous impact caused by road traffic crashes to the garment and footwear workers, the SSSC will provide strategic inputs to collective transport as well as individual transport, creating a comprehensive road safety. The project intends to encourage workers to voice concerns of commuting safety risks (such as unsafe transport vehicles) by creating mechanisms through which workers feel confident enough to share concerns with other workers and factory management to establish a dialogue and find solutions.

Some donors working in Cambodia have pledged their support to improve workers’ rights and commuting safety. The two programs in which AIP Cambodia is engaged are the Commuting Safety for Cambodia Workers (CSCW) Project and the Prevention and Participation (P&P) Project funded by Solidarity Centre and VF Corporation respectively. These programs attempt to provide a comprehensive framework for commuting safety policies at garment factories. The SSSC will work in partnership with these programs and key stakeholders to contribute to the overall change in policies and behaviours for safer and more sustainable transport vehicles for workers. Furthermore, the SSSC Project will be a catalyst for AIP Cambodia to further develop and effectively contribute to the prevention of road traffic crashes in different sectors.

**Chapter 2: The Partnership / Collaborators**

1. **Partners:** AIP Foundation Cambodia (AIP Cambodia) and AIP Foundation Denmark (AIP Denmark) are a newly formed partnership, sharing the same goal - safe and sustainable commuting for garment and footwear workers in Cambodia. The partners will bring together related expertise, experiences and lessons learned to implement the SSSC in collaboration with key stakeholders.

**1.1 AIP Cambodia**

AIP Cambodia has been registered as an independent NGO to carry out development projects/programs in Cambodia since 2011 with the objective of helping to prevent road injuries and fatalities in Cambodia. At present, 13 staff are employed on a full-time basis consisting of a Country Director, 4 managers, 4 program officers, and 4 program coordinators.

At the national level, AIP Cambodia has been involved in projects to improve policies related to road traffic laws and enforcement. In the past few years, it has focused on passenger helmet use through a series of mutually-reinforcing activities ranging from enabling environment and behaviour change campaigns to school-based programs. AIP Cambodia recently got involved in road safety in the garment and footwear sector. As a road safety stakeholder, AIP Cambodia provided input in the development of the Garment and Footwear Sector Road Safety Strategy for Cambodia.

In 2018, AIP Cambodia implemented a 12-month pilot project funded by VF Corporation to investigate the status of road traffic crashes in the garment and footwear industry. The project primarily targeted 5 factories with approximately 26,000 workers. One of the key recommendations is to establish processes and mechanisms to support workers to ‘speak-up’ and raise commuting concerns and act as mediators between workers and management.

AIP Cambodia will fully participate in the SSSC project from the project inception to final evaluation ensuring transparency and accountability. A project manager from AIP Cambodia will be assigned to spend 90% of his/her work time on program, administrative, and budgetary management of the SSSC. The SSSC project manager will manage day-to-day project activities, ensuring that project deliverables are achieved. This will include activities and tasks relating to monitoring & evaluation, data collection, and project reporting. Under the guidance of AIP Cambodia’s Country Director, the project manager will represent the SSSC Project in Cambodia and liaise with stakeholders. The project manager will brief Country Director of AIP Cambodia and the project secretariat of AIP Denmark prior to high-level meetings with governments and stakeholders. S/he will supervise and coordinate with local capacity building consultants (refer to Section 3, Actual Intervention) and liaise directly with AIP Denmark for inputs and feedback. The partnership coordinator and finance & administration manager employed in the AIP Cambodia office will provide support to the SSSC project manager as required.

**1.2 AIP Denmark**

AIP Denmark is a volunteer Danish civil society organization established on 19 January 2019 and governed by the AIP Denmark’s Constitution adopted by its first General Assembly. AIP Denmark works to help prevent road deaths and injuries from road traffic crashes in developing countries. It focuses on building the capacity of local partners in targeted developing countries, enabling them to improve their knowledge and skills in road safety and in road safety advocacy.

For the SSSC, the Board of AIP Denmark takes on the responsibilities as the project implementation secretariat anchored by the Chairperson. The project secretariat and several members have been working extensively in road safety and related development fields in European and developing countries in all continents. AIP Denmark will draw on these resources to support and contribute to the SSSC Project, and some of the members will be directly involved in the implementation of the project. The technical areas of expertise of AIP Denmark which will contribute to the SSSC Project include: experience in road safety project management, gender equality, human rights, research, road safety communication and advocacy, road safety enforcement, public & private sector partnerships, road safety training and education as well as project monitoring and evaluation.

AIP Denmark will provide technical assistance to staff from AIP Cambodia through participatory staff development workshops during the inception mission in Cambodia. The workshops will focus on gender, labour and environmental issues, building teamwork, and road safety communication. Additional staff development needs will be addressed through on-going communication, using online platforms from Denmark. Exchanges during the staff development workshops intend not only to develop and refine particular skills of AIP Cambodia; they will also enrich project experiences for AIP Denmark.

AIP Denmark will also provide on-going inputs and feedback during the project implementation as described in Chapter 3. The project secretariat of AIP Denmark will ensure close and continuous communication with AIP Cambodia, which will be done mainly through the project manager in Cambodia. Supervision, assistance and experience sharing during the project implementation and monitoring & evaluation will be carried out via regular online meetings as well as e-mails.

The two partners are aware of the risks from COVID-19. The project will be adjusted as needed so that the project start or implementation will not be hindered. Online communication, which has proved to be effective during Covid-19, will be a key measure of the SSSC during this time.

1. Stakeholders

During implementation of the SSSC, AIP Denmark and AIP Cambodia will collaborate with related stakeholders from private, public and civil society sectors. The key stakeholders listed below have been involved in the development of the Garment and Footwear Sector Road Safety Strategy for Cambodia. AIP Cambodia has collaborated and built rapport with them on various programs and activities under the Strategy. These key stakeholders will support and engage with the SSSC as it will contribute directly to the safe commuting for garment and footwear workers. A detailed stakeholder analysis (project output) will be conducted during the project inception phase to identify their specific inputs and roles in key activities ensuring effective outputs of the SSSC.

* 1. Solidarity Centre
* International NGO working on workers’ rights in Cambodia for many years
* Provides financial support (through USAID) to implement the Commuting Safety for Cambodia Workers (CSCW) Project; thus, will provide inputs to the SSSC to synchronize and support activities.
  1. VF Asia
* Represents over 30 brands across the ASEAN region to promotes rights and empowerment of factory workers, particularly women and youth
* Provides private sector support to the Participation and Prevention (P&P) Project
* May have concerns relating to government criticism and the effect on VF brands
  1. Better Factories Cambodia (BFC)
* A 15-year project led by ILO to improve conditions in Cambodian factories
* Facilitates collaboration among stakeholders in road safety
  1. Transport Working Group (TWG)
* A national-level working group consisting of NGOs, employers, brands and buyers
* Helps to better engage factories to create sector-wide solutions
* Has input and influence on government and factory changes
  1. Trade Union Federations
* Consists of the National Union Alliance Chamber of Cambodia, Collective Union of Movement of Workers (CUMW), Coalition of Cambodian Apparel Worker Democratic Unions (C of CAWDU)
* Will be included in the factory activities; therefore, are key beneficiaries of the SSSC
* Government aligned unions may have concerns about being critical of government
  1. Factory Supervisors
* Integral part of projects/programs. Facilitates factory access and maintain relations
* Beneficiaries of SSSC training forums, and improve relations with Trade Unions
* May be concerned about factory policy changes and approval of factory management
  1. Key Government sector stakeholders
* National Road Safety Committee (NRSC): Lead agency responsible for inter-governmental coordination of efforts to improve Cambodia’s road safety to prevent injuries, and loss of life and property. Manages the Road Crash Victim Information System (RCVIS).
* National Police: Responsible for enforcement of traffic laws
* National Social Security Fund: Responsible for social security insurance for workers injured in road crashes, collect data on workplace and commuting accidents and provide road safety training.
  1. AIP Foundation Headquarters
* A non-profit organization dedicated to preventing road injuries and fatalities in low- and middle-income countries. It is the “umbrella” organization for the affiliated program offices in Cambodia, China, Thailand and Denmark.
* Provides project monitoring & evaluation and program and administrative support as needed
* Nurtures knowledge sharing & working relationship between AIP Cambodia and AIP Denmark.
* Widen partnerships to promote safe commuting in the region and on global platforms. As a member of UN Road Safety Collaboration, to use concrete results from the project in SDG consultations.

**Chapter3: The Intervention**

**Target groups:**

**Primary Target Groups:** The primary target of the Support to Safe and Sustainable Commuting (SSSC) Project include 13 staff members of AIP Cambodia, 30 Speak-Up Champions and an estimate of 1,000 workers from the 2 target factories.

It should be noted that 40 staff of key stakeholders will be invited to participate in workshops designed for primary target groups.

**Secondary Target groups:** Through project activities implemented in collaboration with stakeholders, factory workers, and actors in public, private and NGO sectors, the SSSC is expected to affect an estimate of 25,000 people. The project will also reach 200,000 people through media and social media.

**Benefit:** The SSSC Project intends to improve commuting safety, influence positive behavioural changes and increase the capacity of AIP Cambodia through targeted trainings. These trainings will enhance the knowledge and skills of AIP Cambodia staff in the areas of i) Advocacy principles and practice, ii) Working with media and social media, iii) Labour laws & workers’ rights, and iv) Facilitation. This will equip AIP Cambodia to better advocate for positive changes to commuting safety in Cambodia’s garment and footwear sector.

The SSSC project will train AIP Cambodia staff to better advocate at a legislative level, improving the use of communication tools and designing/disseminating policy briefs to broaden the awareness of commuting safety and influencing decision-makers through better advocacy and media skills. (Component 1)

In addition, the SSSC will directly empower workers by providing organizational and advocacy training to selected workers (Speak Up Champions) who are critical to enabling safer commuting practices and who act as mediators for safety concerns from the factory floor. (component 2)

**Objectives of SSSC:**

The project covering a 12-month period consists of specific objectives developed within the two components mentioned above  
**Component 1:** Strengthening AIP Cambodia to Improve Workers’ Safe Commuting

* To develop practical media strategies and advocacy plans for AIP Cambodia to promote concrete policy and behavioral changes
* To develop policy contributing to sector-wide efforts for safe commuting for workers.

**Component 2:** Developing Speak-up Champions to Advocate Safe Commuting Among Workers

* To upskill Speak-up Champions so they are able to competently represent workers with commuting safety concerns
* To provide the skills required to Champions so they can effectively organize and communicate road safety issues to factory management and the public.

The two components are connected and feed into each other to effectively produce outputs and outcomes as described in Chapter 3, 1.3 Expected Results.

**The Logic Model:**

The logic model on the next page is developed based on the existing context and project objectives. It illustrates the planned activities and outputs of the two components. The project is expected to achieve the desired short-term outcomes within the 12-month period. However, the mid-term and long-term outcomes leading to the sustainable impact indicated in the logic model are beyond the scope of the proposed SSSC. They will be achieved with further financial support and continuous collaborative efforts from the partners and stakeholders.

The logic model also reflects the overall strategy of the SSSC. It is developed to be a key input of and in-line with other supporting projects/programs under the Garment and Footwear Sector Road Safety Strategy for Cambodia. Joint efforts guided by the Strategy will help to create better livelihood of factory workers as well as decrease road traffic deaths and injuries in Cambodia, particularly in the garment and footwear sector.

**Logic Model**

|  |  |  |  |
| --- | --- | --- | --- |
| **ACTIVITIES** | **OUTPUTS** | **OUTCOMES** | **IMPACT** |
| **Strengthening AIP Cambodia (Component 1)**   * Field visits to conduct AIP Cambodia’s staff capacity and needs assessment * Conduct high-level meetings with stakeholders * Conduct meeting with potential local training providers/ consultants * Implement training workshops focusing on sessions:   + Advocacy principles and practice   + Working with media and social media   + Labour laws & workers’ rights   + Facilitation * Develop communication materials (for all media) with workers’ involvement * Develop a Policy Brief addressing safety of motorcyclists * Provide input to Policy Brief addressing transition to safer commuting vehicles for factory workers | * 2 field visits from Denmark held * Assessment results provided * 2 high-level meetings with stakeholders, 10 stakeholder organizations attended * 2-3 training providers contracted * Training plan developed based on needs assessment * 4 training sessions held * 13 staff attended training sessions * Drafted advocacy strategy and plan leading to change provided * Overall commuting safety media strategies produced (Social and traditional media) * Summary of labour law & workers’ rights and processes leading to change or improvement * Facilitation guidance developed * Policy Briefs addressing (1) safety of motorcyclists and (2) transition to safer commuting vehicles developed * Detailed Stakeholder Analysis developed | **Short-term (1 year)** – expected from the SSSC  Component 1   * Increased AIP Foundation staff’s ability to advocate for sustainable changes to policy including:   + Increased staff capacity to engage media for policy change purposes   + Improved facilitation skills (to host meetings, events, etc.) * Gained experience of collaborative partnerships * Improved awareness of government stakeholder towards road safety policy improvement   Component 2   * Strengthened Champion’s social media, advocacy and facilitation skills * Improved collaboration with local stakeholders   **Mid-term (1-2 years)**   * Increased engagement and involvement of workers in commuting safety and workers’ rights improvement * Policy Briefs distributed to relevant stakeholders * Increased measures to improve road safety at a factory level * Improved road safety messaging across social media platforms * Better facilitation between workers and management on commuting safety issues * Overall commuting safety advocacy strategy (P&P, CSCW, etc) finalized * Strategies and milestones for policy change developed * Increased involvement of government stakeholders in commuting safety and workers’ rights improvement   **Long-term (3 years +)**   * To improve motorcycle-related commuting safety’s policies and practices in Cambodia * Transition to safer commuting vehicles for factory workers | * Reduction in road traffic injury and fatality among target populations in Cambodia * Improvement in the condition and livelihood of workers ensuring that their rights are protected and exercised |
| **Developing SPEAK-UP Champions (Component 2)**   * Conduct need assessment at project factories * Implement training workshops focusing on:   + Effective social media use to improve commuting safety   + Advocacy efforts (including lobbying and negotiation) for commuting safety at the factory level   + Facilitation skills * Develop road safety materials and national Speak Up campaign in consultation with Champions * Actively participate in a factory-level campaign to improve road safety * Engage with workers to elicit concerns/complaints | * Assessment results provided * Selection criteria for Champions developed; * 30 Champions selected * Champion training plan developed based on needs assessment * 4 Champions training sessions held (2 per factory) * 30 Champions attended training sessions (by gender) * 30 Champions engaged to help develop road safety materials and national Speak Up campaign * 1,200 communication materials developed * 30 Champion’s inputs into Policy Briefs provided * 20 of social media posts about commuting safety * 1,000 of workers who engage (or are engaged) with Speak Up Champion * 4 of campaign-related activities at the factories * 250 complaints submitted by Champions/workers |

**Component 1: Strengthening AIP Cambodia to Improve Workers’ Safe Commuting**

During the 12-month period, the SSSC Project will help to enhance competencies of responsible staff at AIP Cambodia and key actors to develop practical communication and advocacy tools/strategies to contribute to policy and behavioural change. The following Key activities will be implemented to meet project’s objectives previously identified:

* Field visits to conduct AIP Cambodia’s staff capacity and needs assessment

These field visits will determine the needs of AIP Cambodia staff, and where efforts should be prioritized for each staff member. This will create the foundation for Component 1 and increase AIP Cambodia staff’s ability to advocate for sustainable changes to commuting safety.

Staff development seminars will be provided by AIP Denmark during visits to focus on incorporating the lens gender and environmental issues in the project.

* Conduct high-level meetings between AIP Denmark, AIP Cambodia and stakeholders

These meetings will host multi-sector officials and representatives to inform and facilitate robust discussions on solutions to risk factors facing commuting workers. Information from the meetings and the field visits will be used to create an in-depth stakeholder analysis.

* Conduct training needs assessment with training providers/ consultants

The information from the training needs assessment will be used to design the focused workshops below.

* Implement training workshops

The following 4 workshops will focus on:

1. Advocacy principles and practice: This workshop will provide advocacy frameworks and strategies leading to change. Practical cases from similar development projects will be used.
2. Working with media and social media: AIP Cambodia will develop concrete strategies to work with the media and strengthen policy change advocacy.
3. Labour laws & workers’ rights: Understanding of specific laws and regulations relating to workers’ rights is required for effective communication and advocacy
4. Facilitation: AIP Cambodia will use the facilitation strategies to develop and implement informal training sessions outlined in Component 2.

* Develop communication materials (for all media) with workers’ involvement

As factory workers are the pillar of the SSSC, AIP Cambodia will involve workers in all communication pieces, including the policy briefs.

* Provide strategic input to Policy Brief addressing transition to safer commuting vehicles for factory workers

One of the objectives of both the P&P and CSCW programs is to transition from unsafe collective transport for factory workers to safe, affordable transport. This advocacy tool will improve the awareness of government stakeholders towards road safety policy improvement.

* Develop Policy Brief addressing safety of motorcyclists

As motorbikes/scooters are 84% of registered vehicles, this policy brief (drafted alongside AIP Denmark) will create a comprehensive approach to road safety by addressing the risks and issues of the most popular commuting transport options.

**Component 2: Developing Speak-up Champions to Advocate Safe Commuting**

Within 12 month-implementation, the SSSC will be implemented in 2 factories, 30 Speak-up Champions (15 Speak-up Champions from each of the factories) will be selected. The women representatives in each group will represent the women population in the garment and footwear sector; ideally 80% of speak-up champions will be women, which is proportionate to the percentage of women workers.

In order to meet the objectives previously stated, AIP Cambodia will conduct the following activities in close consultation with AIP Denmark:

* Select Speak-up Champions
* Carry out informal workshops to empower Champions (and subsequently workers) with:
* Effective social media use to improve commuting safety
* Advocacy efforts (including lobbying and negotiation) for commuting safety at the factory level
* Facilitation skills (including knowledge of road safety challenges and problems).

In order to increase the interaction of workers to the training session, the project will distribute helmets to Champions as tools to promote safe commuting.

* Develop road safety materials and national Speak Up campaign in consultation with Champions: AIP Cambodia with support from AIP Denmark will develop tools (such as the policy brief) for advocacy at a legislative and local level. This will strengthen Champion’s social media, advocacy and facilitation skills.
* Actively participate in a factory-level campaign to improve road safety: Utilizing the skills developed from the SSSC, AIP Foundation will activate factory-level campaigns across the CSCW and P&P programs.
* Engage with workers to elicit concerns/complaints: Through the SSSC Project, Champions will be better equipped to engage with workers who voice commuting safety concerns, and to better represent them to factory management to ensure solutions.
* Provide on-going support to Champions and monitor their activities.

**Expected Results (Cross-component)**

The SSSC is expected to effectively deliver outputs and outcomes due to the connectedness in the design and implementation of Component 1 and 2, along with a close collaboration with key stakeholders. Staff of AIP Cambodia with the increased capacity in advocacy, labour law and facilitation will be able to upskill Speak-up Champions, and, subsequently a thousand other workers, enabling them to recognize and exercise their rights. AIP Cambodia will provide on-going support to nurture Speak-up Champions and assist them with activities with other workers and management in the two target factories. This will provide in-depth understanding and information to better equip AIP Cambodia in advocating for policy and behavioural change from the factory to national levels. Concrete ‘factory floor’ information and experiences, for example, from workers’ cases and testimonials from the factories will provide a strong basis for improvements required from factory management and unions. The information will also be fed into high-level meetings with the governments and stakeholders, ensuring that safe commuting is put on the agenda. AIP Cambodia in consultation with AIP Denmark will also elicit inputs from the factories to prepare the policy briefs which will be produced in the SSSC Project.

The outputs and outcomes obtained from the SSSC will lead to sustainable, impactful and lasting interventions, prioritizing broad stakeholder collaboration to influence positive change in commuting safety.

**Systemising Experiences**

Many of the SSSC activities (particularly the training forums) will embed the essential skills of facilitation, advocacy and social media in Champions to foster a long-term cultural change at the factory. The changes and mechanisms established to improve commuting safety, led by workers, will provide a road map of accountability and solutions-focused activities that can be emulated by other factories and instil good practices in future employees.

The development and distribution of policy briefs and high-level meetings will influence decision-makers by informing them of the issues around commuting safety. These advocacy tools will help implement policy changes at the governance level, cementing better road safety practices policies in legislation.

The training provided to AIP Cambodia will enable staff to implement activities across a spectrum of programs and objectives with more efficiency, productiveness and impact that can be then trained in future employees.

**Monitoring and Evaluation**

AIP Cambodia will work in close cooperation with AIP Denmark and the M&E Unit of AIP Foundation Headquarters on the monitoring and evaluation of the components and their deliverables. Various methodologies and approaches in project monitoring and evaluation will be utilized and applied, giving importance to on-going dialogues, cases, anecdotes and lessons learned. A project monitoring visit to Cambodia will provide AIP Denmark with an opportunity not only to address challenges that may occur, but also to gain first-hand experience particularly with Champions and workers which will be shared among members in Denmark.

**Chapter 4: Intervention-related Information work in Denmark**

AIP Foundation Denmark would like to use the allowance in this category to produce a ‘Project Memoir’ (collection of narratives, photos, and short video clips that will be produced on an on-going basis).

The Project Memoir will be used to update the progress of the SSSC Project, which will be done on a regular basis. Narratives, photos and video clips will be uploaded in AIP Denmark’s website, <https://www.aipf-denmark.org>, LinkedIn, Facebook, and members’ newsletters. (It should be noted that as part of the administrative tasks in Denmark, AIP Foundation Denmark will develop social media platforms to communicate with members and interested public.)

The ‘Project Memoir’ will be used to present information to our members in Denmark as well as the public that are interested in road crash issues as well as to citizens who might be interested to join the effort as members. Efforts will also be made to disburse the information to the global road safety communities such as the Global Alliance of NGOs for Road Safety, individual NGOs advocating road safety and related others, international organizations and corporations.

1. How Road Traffic Injuries Affect How Road Traffic Injuries Affect Household Welfare in Cambodia Using the Millennium Development Goals Benchmarks (Ericson, Matthew and Kim, Pagna, 2011) [↑](#footnote-ref-1)