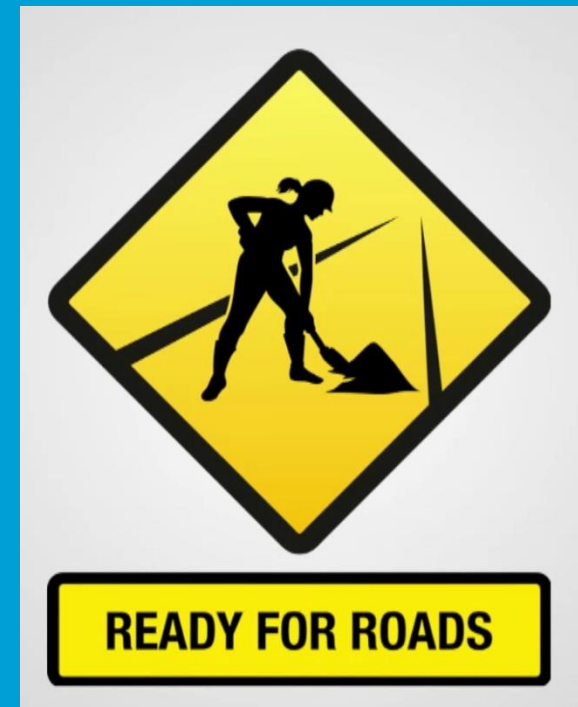


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The Role of Communications in Projects



A Case Study of the Cambodia Rural Road Improvement Project

24 October 2014
ADB Headquarters

The Context




Overview

- Cambodia Rural Road Improvement Project (2010): \$67 million, 500km in 7 provinces
- Ambitious targets in the gender action plan, no dedicated budget
- Part-time/intermittent gender++ consultants
- No communications component at design

RRIP project review missions

Why weren't women getting work in rural road construction?

- Rural women didn't know about the jobs
- Contractors didn't want to hire women
- Government officials thought women didn't want this type of work

 Gender and Development
Cooperation Fund grant application (2012)



“Women probably represent up to 40% of the private sector construction workforce,” said Van Thol, vice-president of the Building and Wood Workers Trade Union of Cambodia.

“I say ‘probably’ because there are no solid data on the issue. But 30% to 40% seems a fair estimate.”

Southeast Asia Globe, A Man’s World
by Frederic Janssens,
September 2, 2013

<http://sea-globe.com/female-construction-workers-cambodia>



GDCF grant outputs:

NGO
\$100,000

1. Rural women demonstrate increased demand for jobs
2. Rural road contractors hire more women
3. MRD has increased capacity for gender mainstreaming

Media/
Social
Marketing
Firm
\$50,000

4. **Advocacy and communication materials are developed and disseminated**

Lesson 1: Work with professionals

We want

Haitians

to

Use Clean
Energy

Everything we do starts with one sentence.
What's yours?

Lesson 2: Target a specific audience



Lesson 3: Identify specific behavioral barriers to address

- **We want women to apply for jobs in road work**
- **We want contractors to hire more women**
- **We want government officials to promote equal access for women to road jobs**
- + many examples from other projects and sectors...

Lesson 4: Field test materials



Lesson 5: Failure is OK...



Final deliverables

- Campaign concept: *Ready for Roads*
- Branding guidelines
- 4 posters
- Stickers
- Site managers' utility cards
- Job information leaflet
- Visor cap & long-sleeved shirt
- Contractor award certificate
- Training video targeting contractors (for MRD)
- Promotional video (for ADB)
- Training of trainers (for MRD)



Results:

- MRD SEU* promotes women's participation and tracks sex-disaggregated data
- Local women register for road jobs with village & commune authorities
- As of September 2014: 32.1% of ca. 150,000 unskilled workdays created have gone to women
- ~ \$250,000 at \$5/day
- *Ready for Roads* materials to be rolled out under RRIP II (1000km)



*Ministry of Rural Development , Social and Environmental Unit



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