

Learning and sharing about Social Business in Cambodia

Nippon Foundation Event on 9th March 2022

Presented by: Mr. Samith Mey, PPCIL

Contents

- ▶ Self introduction
- ▶ PPCIL introduction (Zero Project Award in 2019)
- ▶ Sharing what we have learned from the Forum in Pakistan
- ▶ Sharing the workshop conducted in November 2021
- ▶ Sharing the activity about PPCIL's Social Business



Self introduction

- I was born in 1979
- I am a person with disability—Polio, using a manual wheelchair. I have experiences in working in the disability field and social welfare more than 18 years. From 2006 to 2007, I got trained on Independent Living in Japan supported by Duskin Leadership Training Program. Currently, I am the Founder and Executive Director of PPCIL.



PPCIL introduction



Established in 2009

Supported by:



Human Care



Only one CIL in Cambodia



PPCIL introduction (con't)

We have been working to promote:

1. IL movement and Disability Inclusion
2. Physical Accessibility
3. Personal Assistant
4. Employment for PWDs



PPCIL introduction (con't)



Award Innovative Practice 2019

THE ZERO PROJECT IS PROUD TO CERTIFY, THAT

Phnom Penh Center for Independent Living (PPCIL)

was selected as one of 66 Innovative Practices by the Zero Project's selection committee of renowned disability and accessibility experts. Exemplary in the areas of innovation, impact, chances of long-term growth and success, and scalability.

**Inclusive Community for Persons
with severe Disabilities (ICPD)**

is outstanding in providing a practical solution to improve accessibility
for persons with disabilities.

Martin Essi
Founder of the Essi Foundation

Michael Fembek
Programme Director Essi Foundation



Sharing what we have learned from Pakistan

1. Building Network and Collaboration
2. Collaboration with stakeholders
3. Constructing income generation and Model of Social Business
4. Making new friends



Sharing the workshop conducted in November-2019

- **Objectives:**
 - To empower and promote disability-inclusive business
 - To build capacity of persons with disabilities
 - To promote the employment or business run by persons with disabilities; and
 - To promote the accessibility



Sharing the workshop conducted in November-2019

Key points from panel discussion

- COVID-19 impacts all the business operation,
- The business run by PWDs may face marketing competition,
- Build customer confidence and trust,
- 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.



Sharing the workshop conducted in November-2019

☛ 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.



EMPOWERMENT AND EMPLOYMENT PROMOTION FOR DISABILITY PROJECT



EEPD Background

- Established in March 2014--supported by JICA
- Implemented by Familiar Co. Ltd., and PPCIL
- Ended in March 2017 but still run under PPCIL through financial support from OneTable. Inc. from April 2017 to until March 2020, and technical support from APCD. Currently, EEPD is working with ECOLOGGIE Co., LTD.



Purpose

- ▶ Project goal: “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”.



Accessible Factory



- ✓ Extended-width sliding doors
- ✓ Accessible bathroom (install handrails, appropriate height of washbowl and toilet-paper holder etc.)
- ✓ Efficient production line for wheelchair users
- ✓ Install slopes for steps in factory



Accessible Factory

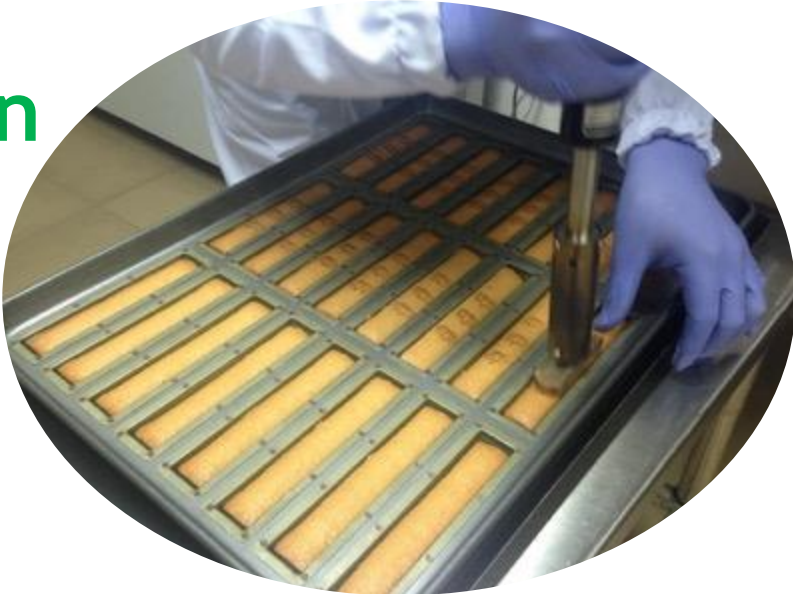


- ✓ Have suppliers accessibly customized sinks and tables for staff with disabilities;
- ✓ Appropriate height for wheelchair users
- ✓ Faucet with flexible tube, and long handle

Select machines for factory
✓ Easy-to-use for wheelchair users



Production Room



Factory's Equipments

Dryer machine

- Appropriate height for wheelchair user,
- Small trays which carrying easily

Sanitary Crusher (for making powder)

- Easy to keep clean
- Safety

From Japan



Vacuum packing



Planetary mixer



Chiller



Electric Oven

Our Current Products

Dried Mango and other fruits



Roasted Cashew Nuts



Salted Pepper



Salted Pepper Made in Cambodia	
Product name	Salted Pepper
Ingredients	Green pepper (Fresh pepper) From Mondoliri Province Salt
Country of Origin	Cambodia
Manufacturer	PPCIL (Phnom Penh Center for Independent Living)
Office address	#211, Street. 91K, Phum Chamvar ovlek, Sangkat Kakab, Khan Porsenchey, Phnom Penh, Kingdom of Cambodia
Office Phone	(+855)-77-500-706

Improvement

- ▶ **Products Quality Control and Marketing Management**
 - ▶ Food Packaging and Food Labelling
 - ▶ Setting up business plans
 - ▶ Marketing Strategies
 - ▶ Sales and marketing plans
 - ▶ Having a Employment and Business Guidelines for PWDs



The Ways Forward

- ▶ Moving the location of bakery/factory
- ▶ To develop standard packaging designs;
- ▶ To sell products nationally and internationally;
- ▶ To scale up our EEPD business;
- ▶ To create more job opportunities for PWDs by collaborating with Sweden Embassy, SIDA, MOSVY and NEA;



