

The CLESIDRA Project in Cambodia: Value Chain Development Strategies in Brief

For the **CASHEW VALUE CHAIN**, the most relevant strategic actions refer to:

[A] Governance-related actions:

- Establishment of a **Cashew Development Committee**, based on the focus group participants, with the aim of preserving the ecosystem and maintaining a competitive advantage focused on organoleptic characteristics (such as creamy, milky, and juicy taste, and aromatic flavor).
- Promoting the **healthiness** of products cultivated without chemical inputs.
- Facilitating commercialization and increasing negotiating capacity with wholesalers, shops, marketplaces, supermarkets, and commercial chains.
- **Lobbying** with local and national authorities.
- **Linking actors** in the cashew nut value chain with international networks.
- Promoting the **collective purchase and use of expensive machinery**.

[B] Capacity building actions

- Building capacities on project financing, and technology transfer.
- Building technical and entrepreneurial capacities in marketing and commercialisation, maintaining control of the healthy environment, and production of by-products.

{C} Service system actions

- Improving **business services and access to them**, particularly in business start-up, cashew nut and by-product production, marketing and commercialization, and technical, administrative, and organizational support.
- Providing **information and support services** related to new technologies and financial services.
- Offering support for the creation of **cooperatives, networks, alliances, and associations**.

For the **CASSAVA VALUE CHAIN**, the most relevant strategic actions refer to:

[A] Governance-related actions

- Establishment of a **Cassava Development Committee**, based on the focus group participants, with the aim of maintaining competitive advantage based on the abundance and uniqueness of the product; facilitating collective purchase of inputs; lobbying with local and national authorities; protecting the environment; building of alliances with relevant national and international actors; facilitating commercialization

[B] Capacity building actions

- Building capacities on project financing, and transfer of new technologies.
- Building technical and entrepreneurial capacities on marketing and commercialisation; on business administration, and plans, useful also for addressing request of funds and credit
- Building capacities for increasing production, productivity, commercialization, and quality

{C} Service system actions

- Improving business services and access to them, with particular reference to quality control, soil quality monitoring, transportation services; technical, administrative, organisational services; marketing and commercialization; development of cooperatives; development of alliances.
- providing start-up services for cassava product and by-product businesses; technical, administrative, and organizational support; information and assistance related to new technologies and financial services; and support for creating cooperatives, networks, and alliances.

For the **RICE VALUE CHAIN**, the most relevant strategic actions refer to:

[A] Governance-related actions:

- Establishment of a **Rice Development Committee**, based on the focus group participants, with the aim of taking joint initiatives and maintaining the competitive advantage of local varieties (such as Romdoul, Neang Orm, Kra Chak Cheas, and traditional cultivars), safeguarding the ecosystem, improving population habits, boosting organic production, and activating green economy; lobbying with local and national authorities.
- Facilitating commercialization, including collective sales, and the organisation of at least 1 annual initiative; drafting a territorial marketing strategy.
- Linking actors of the cashew nut value chain with international networks.

[B] Capacity building actions

- Building capacities in business administration, and plans, and access to funds and credit.
- Building capacities for to boost production of local varieties and develop rice products and by-products.
- Enhancing entrepreneurial, organizational, and negotiating skills, including in business organization and administration; negotiating capacity; project financing, circular economy businesses; favouring women access to the value chain.
- Conducting awareness campaigns (possibly through a cycle of communitarian conferences) to promote environmental sustainability.

{C} Service system actions

- Improving business services and access, including through better coordination among service providers, particularly in:
 - Marketing and commercialization
 - Business start-up for rice products and by-products
 - Environmental sustainability services
 - Technical, administrative, and organizational support, and assistance in forming cooperatives, networks, and associations

For the **TOURISM VALUE CHAIN**, the most relevant strategic actions refer to:

[A] Governance-related actions:

- Establishment of a **Tourism platform**, based on the focus group participants, with the aim of maintaining a competitive advantage built on diverse natural attractions, a pristine environment, rich cultural heritage, and a strategic geographic position; and strengthening permanent job opportunities, enhancing the number and the quality of the attractions to visit, to enjoy, and to know, and offering nice hospitality; strengthening the accessibility of tourist to Ratanakiri (airport, comfortable roads; health infrastructure); organising and raising funds for Events, Leisure and Entertainment.
- Promoting the **socio-economic inclusion** of women, youth, indigenous peoples, and other marginalized groups in the tourism value chain.
- Lobbying the national government to strengthen environmental protection regulations, incentives for sustainable businesses, and infrastructure for accessing sites of cultural interest.

[B] Capacity building actions

- Building capacities in project financing, and transfer of new technologies.
- Building technical and entrepreneurial capacities in marketing and commercialisation, on maintaining control of the healthy environment, and on producing by-products

{C} Service system actions

- Improving business services and access, with particular reference to business creation.
- Facilitating networking services and signing of agreements with one or more national tour operators.
- Enhancing tourist services.