

# ANNUAL REPORT

*Open Institute | October 2013 - September 2014*





Open Institute  
#8, Street 352  
Sangkat Boeng Keng Kang 1  
Khan Chamkarmorn  
Phnom Penh, Cambodia

P.O. Box 1552  
Phnom Penh, Cambodia

PH: +855 (0) 23 224 821  
<http://www.open.org.kh>





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*1 October 2013 - 30 September 2014*

# Annual Report

## 1 October 2013 - 30 September 2014

<b>Executive Summary</b>	<b>3</b>
<b>About Open Institute</b>	<b>5</b>
Open Institute Gains International Recognition	7
<b>Project Highlights</b>	<b>8</b>
Structuring Partnerships for an Innovative Communications Environment (SPICE)	9
The Open Schools Program	13
KhmerOS Program	14
Health Program	15
Research Program	15
Empowering Women for Social Change	16
Promoting Youth Engagement in Development through the use of ICTs	17
Media Monitoring for Ending Violence Against Women	19
ICT4D Cambodia Network	21
<b>Open Institute's Online Tools</b>	<b>22</b>
<b>Our Project Partners</b>	<b>23</b>
<b>Our Donors</b>	<b>24</b>



# Executive Summary

As the leading organization in Cambodia to use technology for development, this last year the Open Institute continued its work of applying viable and sustainable technological solutions that promote change towards a more just Cambodian society. The Open Institute believes in the potential of these technological solutions to increase access to high quality education, information, and communication in both urban and rural communities, leading to advances in social development and gender equality.

The largest program run by the Open Institute during this period is the USAID-funded SPICE program, which has given support to over 100 Cambodian NGOs on the use of technology to better reach out to their beneficiaries with information and services. The Interactive Voice Response (IVR) platform created by the program has hosted over 25 projects of NGO and government partners during this period alone. Together with Self-IVR, a voice technology for smartphones developed by Open Institute, the IVR platform has been recognized by USAID with the prestigious award of “Best Mobile Solution for Development in Asia.” The SPICE program has also supported the networking of young technologists through BarCamp events, while also promoting the use of Khmer script in mobile phones.

The 10-year old KhmerOS program has continued its work on the standardization of the use of Khmer script in computers, and on the development and dissemination of open source software in the Khmer language. The Open Schools Program has completed integration of the Grade 11 ICT textbook in the education system and has advanced towards the development of a Grade 12 textbook, focusing on vocational orientation towards ICT careers. Open Schools is also helping the Ministry of Education use phone applications to support teacher training. A textbook on research methodology for universities has seen its final phase during this year and will be published during the next period.

The Health program is developing technology to support the expansion of the computerization of the national health system through the use of tablets for patient registration and the monitoring of facilities. It is also developing innovative gamified applications to support the medical training of health staff.

The Women’s Empowerment for Social Change program has worked during this period to support the development of policy and its application at the national and international levels. In particular, it has participated in the draft of the Second National Action Plan to End Violence Against Women, as well as in the 56<sup>th</sup> UN Session on the Convention to Eliminate All Forms of Discrimination Against Women (CEDAW). In both cases, the Open Institute advocated successfully for the inclusion of provisions in the final documents that define the need to explore the use of technology to prevent gender-based violence.

The Open Institute has helped young people and commune council members improve their understanding and practice of democracy through the SPIDER-funded project *Promoting Youth Engagement in Democracy Through the Use of ICT*, promoting social dialogue and enabling access and sharing information. The UN Women-funded project *Media Monitoring for Ending Violence Against Women* has helped improve Cambodia’s capacity for monitoring and analyzing the way in which forms of violence against women are portrayed in print media, radio and television.

By coordinating the ICT4D Cambodia Network, Open Institute has helped enable relevant organizations to share knowledge, exchange experiences, and has promoted discussion regarding the use of different forms of technology.

Through these programs and activities, Open Institute has succeeded in reaching its objectives by creating an awareness of the availability of new channels of communication that can be used to deliver services to the whole population of the country. It has also helped NGOs to use technology to maximize their impact and create a more just and developed Cambodia.

## ICT Innovation

The Open Institute successfully uses information communication technology (ICT) to help civil society organizations (CSOs) and government agencies better communicate with their beneficiaries, helping to deliver information and services in a way that would have been too difficult otherwise. The Open Institute achieves this by applying well-established technologies in new ways, or by developing the appropriate technology by itself. The organization adheres to two solid principles of adequacy and sustainability; it only proposes technological solutions to its partners when these are the option that will produce the best results, and only when their application is sustainable, not requiring constant infusion of new funds.

Open Institute works with all of its partners to help improve the messages that are delivered through these technologies. It bases the application of technology on a clear understanding of how Cambodian society communicates and how different channels might produce behavioral change.

## Promoting Gender and Social Equality

The promotion of social and gender equality forms the foundation of all of Open Institute's projects and activities. The Women's Web Portal has been highly active this year, serving as an empowerment tool for thousands of Cambodian women. Social media accounts have also gained popularity this year, particularly the "Take Back the Tech" and "Dialogue on Democracy" Facebook pages. These tools play a crucial role in circulating knowledge about gender issues within Cambodian society. The Open Institute has also continued to employ ICT to raise awareness about violence against women, using the Ushahidi mapping tool to track incidents of gender-based violence online as well as the Media Monitoring project to study how gender-based violence is portrayed in newspapers, television and radio.

Empowering young people is another critical step towards social and gender equality in Cambodia, as nearly 70% of the population is under the

age of 35. Over the year, the Open Institute has delivered training and workshops to thousands of students and other youth to discuss topics ranging from the use of ICT, social and gender equality, democracy, violence against women, and citizen journalism.

## Challenges and Looking Forward

While the rapid growth of new technology can present opportunities for developing countries like Cambodia, finding applications of this technology that produce sustainable solutions with real benefit for its citizens is often the result of trial and error processes, leading to a limited number of successes.

As a non-governmental organization, the Open Institute continues to rely heavily on donor funding. Balancing the requirements of these donors with our own goals and financial stability can prove challenging. The Open Institute must acquire a stronger financial base to maintain its independence and to continue the work towards its own goals.

## Strategies and Priorities for 2015-2019

The guiding principles for the Open Institute for the next five years will be:

- Facilitating the use of technology in Khmer language.
- Discovering new uses of technology that produce sustainable solutions that have a meaningful impact on development.
- Promoting youth and women participation in social development and democracy through the use of technology.
- Collaborating with the Cambodian government to develop and implement policies on education, technology, access to information, and gender equality (NAPVAW, CEDAW Concluding Observations, Neary Rattanak and Beijing Platform for Action).
- Increasing financial stability by accepting contracts for technological services needed by the development sector, and by becoming a research hub.





# About Open Institute

The Open Institute is a non-governmental, not-for-profit organization founded in Cambodia in September 2006 by a group of people committed to the belief that access to information and improvement of communication among different stakeholders are essential for the effective development of a more just and democratic Cambodia.

To work towards its vision, the Open Institute continuously analyzes how technology can be used to improve access to information and lead to better education and health, promote women's empowerment and gender equality, and enhance business development. The organization also aims to facilitate participation in political and social movements, helping Cambodians freely express their opinions.

In 2013-2014, the Open Institute implemented the following programs: SPICE; KhmerOS; Open Schools Program; Health; Research; Women's Empowerment for Social Change; Promoting

## *Our Vision*

*"A country in which widespread access to high quality education, information, communication, and technology lead to a more developed and just society.*

*Adequate technology and a spirit of quality and innovation enable a competitive industry that can compete in the global economy, in a framework of equitable economic development. "*

Youth Engagement in Development; Media Monitoring for Ending Violence Against Women; and the ICT4D Cambodia Network.

## Our Mission

To ensure that the benefits of technology for social and economic advancement are usable in Cambodian society by:

- Enabling widespread use of technology through the use of local language.
- Improving access to education and the quality of education through the use of technology.
- Using technology to facilitate information sharing and communication as tools to build a more equitable society, including the promotion of gender equality.

## Our Goals

- To uncover sustainable solutions for development that require the use of technology.
- To make available - in the Khmer language - affordable key computer applications, content management systems, training materials, and related knowledge resources to enable all Cambodians to fully benefit from information and communication technology.
- To enable the integration of ICT in the Education System.
- To improve social and gender equality through advocacy and the promotion of information sharing and communication.

## Organizational Management

### Board of Directors

The Open Institute works under the guidance of a Board of Directors whose duty is to approve the budget and yearly action plan of the organization.

The current Board was elected for a two-year period in January 2013. Board members are well-respected, local professionals who offer guidance and advice where necessary. Board Members include:

#### *Chair:*

- Mr. Pen Samithy - Editor in Chief of Rasmei Kampuchea newspaper

#### *Vice Chair:*

- Ms Kasumi Nakagawa - Gender Expert, Lecturer at Pannasastra University

#### *Members:*

- Mr. Outh Renne - Managing Director of Mega Green Imex Cambodia
- Ms. Keo Keang - Country Director, Heifer Project International, Cambodia
- Dr. Raymond Leos, Dean of Faculty of Communications and Media, Pannasastra University
- Mr. Aoki Kenta - Country Representative, Kamonohashi Project

The day-to-day operations of Open Institute are overseen by the Executive Director, Ms. Chim Manavy, supported by an Executive Committee.

### Staff

At the end of the 2013-2014 financial year, Open Institute employed 38 paid staff members, including 14 women. Open Institute is an equal opportunity employer and prides itself on developing staff to their full potential, offering a range of career development opportunities for their valued members.

### Volunteers

Local and international volunteers play a key role in the organization's operations, particularly in their unique contribution of knowledge and experiences from all over the world. Volunteers may work between 3 to 8 weeks and assist the organization with data collection, policy development, fund-raising strategies, or English translation and writing. This year, Open Institute accepted 9 International and 6 local volunteers.





## Open Institute gains International Recognition - Best Mobile Solution for Development in Asia

In January 2014, the Open Institute's USAID-funded SPICE program was awarded the "Best Mobile Solution for Development in Asia" award at the Mobile Solutions Forum in Bangkok, Thailand.

The SPICE program helps Cambodian civil society organizations develop Interactive Voice Response (IVR) applications that allow them to provide information and services to improve the lives of their beneficiaries via mobile phones. IVR is a well-established technology in developed countries that is used to answer the phone with pre-recorded information messages. The SPICE project is the first large-scale deployment of this technology for development purposes.

During the award ceremony, Mr. Javier Sola announced that the award would be used to

help Cambodian ethnic minorities with unwritten languages hear the land law in their native languages. By creating an application that allows them to hear the law and an explanation, they will be able to better understand their land ownership rights.

"There is enormous value in developing common technological infrastructure that can be used by USAID projects across different sectors. Because of SPICE, civil society organizations across Cambodia have access to highly skilled resources without having to develop technological know-how and infrastructure in-house. This is an incredibly powerful model and a well-deserved award," noted Priya Jaisinghani, Director of Mobile Solutions at USAID.



# Projects and Goals

## **SPICE Program**

To increase the capacity of Cambodian civil society organizations and government to access their beneficiaries through the use of technology.

## **Open Schools Program**

To support the Ministry of Education, Youth and Sport to integrate the use of ICT in the education system for providing skills to students, improvement of pedagogy, and modernization of the Ministry's administration.

## **KhmerOS Program**

To reduce the digital divide by allowing Cambodians to easily use computers and phones in their own language.

## **Health Program**

To develop technology and research that will help improve the delivery of health services in Cambodia.

## **Research Program**

To improve the ability of Cambodian NGOs to do technology-supported research.

## **Women's Empowerment for Social Change**

To promote gender equality through increased female participation in social, economic, and political life so that women can exercise their rights and become self-sufficient.

**Promoting Youth Engagement in Democracy Through the Use of ICT:** To promote the use of ICT to enable young people and commune councilors to access and share information and promote social dialogue, thereby improving their understanding and practice of democracy.

**Media Monitoring for Ending Violence Against Women:** To improve Cambodia's capacity for monitoring and analyzing the way in which Violence Against Women and Girls is portrayed in print media as well as in television and radio.

## **ICT4D Cambodia Network**

To enable relevant organizations to share knowledge, exchange experiences, and promote discussion regarding the use of different available ICTs.

# Structuring Partnerships for an Innovative Communications Environment (SPICE)

The USAID-funded Structuring Partnerships for an Innovative Communications Environment program (SPICE) promotes and delivers a greater diversity of information and services to the Cambodian public, improves communications in Khmer using mobile devices, and increases the capacity of civil society organizations and government to use communication technologies for development purposes. As a more general goal, SPICE reduces the technological barriers faced by civil society organizations (CSOs) in Cambodia, helping them to maximize their impact through the correct use of technology. In 2012, during its first year of existence, SPICE established infrastructure and partnerships, and developed the applications and new technologies required to reach its objectives. This last year has been a year of implementation and achievements, consolidating the results of the program and their sustainability.

## Specific Objectives

1. To increase the capacity of Cambodian CSOs to disseminate information, using telephony voice-based systems as mass media.
2. To increase the access of Cambodian citizens - via mobile phones in their own language - to information and to new means of communication.
3. To help citizen journalists overcome their reluctance to report on current events by ensuring their anonymity when reporting to online crowdsourcing platforms.
4. To support the implementation of innovative products using the program's platforms, and to encourage innovation through intensive networking and training of innovators, young students, and professionals.

## Results

SPICE has achieved its overall program objectives during this last year, establishing and demonstrating the value of a technical platform that offers CSOs, government, and political

parties a new channel to access most of their beneficiaries or followers using pre-recorded voice messages. It has also demonstrated that it is possible to motivate users to adopt Khmer-enabled phones. The program also takes credit for boosting the number of technology-savvy youth, who act as the de-facto bridge between sources of information and the segment of the population that is not yet connected. These activities earned for the SPICE program the award granted by USAID/RDMA for the *Best Mobile Solution for Development in Asia in 2014*.

## IVR and Self-IVR

Interactive Voice Response (IVR) is a technology widely used in developed countries to automatically direct callers to the right person in an organization or to provide information directly through prerecorded messages. In 2012, by bringing together USAID funding and investment by the ISP Ezeecom, the Open Institute built Cambodia's first and only multi-operator IVR platform. This platform now hosts over 25 projects of CSO and government partners, a number almost four times larger than originally planned.

Through the SPICE platform, different partners have integrated IVR into a large number of development sectors, including migration, emergency response, health, human rights, or democracy.

The Cambodian Government's National Committee for Emergency Response (NCDM) uses IVR to send villagers warning phone calls when an emergency (flood, etc.) is expected in their area. Through IVR, the NGO People in Need provides mothers with information that is vital to their baby's health during the first month of life. People in Need and URC hope to reach 75% of new mothers in nine provinces with this IVR service in the coming three years.

International organizations (ILO) and NGOs working on human rights or quality of service



delivery by government, such as Community Legal Education Center (CLEC), ActionAid or KIND have also adopted IVR to inform callers about their rights and to facilitate reporting on human rights abuses or failures to provide services. The Open Institute has collaborated with the Cambodian Indigenous Youth Association, Building Community Voices, and The Asia Foundation to use IVR to inform indigenous minorities in Cambodia of their rights in their own languages.

In the democracy realm, SPICE has supported the International Republican Institute (IRI) in a successful effort to have all five main political parties use IVR to increase their options for reaching out to their constituencies, opening new channels for communicating with citizens that might be used during the 2018 national elections.

As part of the project's sustainability plan, the IVR platform has now become a commercial product of EZECOM. CSOs can continue to run their IVR services at a very reasonable cost, ensuring continuity after SPICE is ended.

As a result of its work in IVR, Open Institute has developed **Self-IVR**, a technology that is used to store prerecorded voice messages inside a

smartphone without the need to make any phone calls, delivering the voice messages either under user demand or at pre-defined times. Several Self-IVR applications have been developed for tasks such as providing primary school teachers access to correct pronunciation of the English words required for their class work, or to delivering information to indigenous minorities about their land rights.

## Khmer-enabled Phones

As part of a public-private partnership with Google, Open Institute has translated to Khmer the user interface of the Android operating system for phones. Google has completed its part of the partnership by releasing the user interface in Khmer for new versions, and by entering the language into the list of translations that it maintains.

For holders of older Android phones that do not support Khmer, the Open Institute has developed applications that integrate this support, allowing the users to send and receive SMS in Khmer, view the Internet, or consult a Khmer dictionary. Open Institute key application, the Khmer keyboard, has been downloaded by 290,000 Cambodian users.





SPICE has also developed a keyboard and fonts for the Cham script, the one other script native to Cambodia that is currently in use.

The Open Institute has undertaken an awareness campaign for phone buyers about the usefulness of Khmer-enabled phones, helping to raise the number of Cambodians who have Khmer-enabled phones by two million in one year - four times the expected amount for the whole program. Studies conducted by Open Institute last year show not only an increase in the number of Khmer-enabled phones, but also an important improvement in users' awareness of this functionality and a startling increase during the past year in the number of users who write and read in Khmer regularly on their phones.

### **Anonymous Crowdsourcing Platform for Citizen Journalists**

SPICE has released its open source citizen-journalism crowdsourcing platform for reporting on human rights violations. The system includes a website that accepts suggestions on topics that citizen journalists might cover; the site displays

reports made by citizen journalists on these topics. The reporting tool is a phone application that allows the citizen journalist to capture and include in an anonymous report text, pictures, video, or sound. The report is automatically sent to the website. The reporting tool can also be used to see all the reports made by others and stored in the website. Open Institute makes the software available to organizations that wish to set up their own reporting sites. One human rights youth network has already created its own website for the platform, and other large CSOs are considering doing the same.

### **Networking and Training**

A series of sectorial brainstorming workshops with CSOs on potential use of technology has facilitated the identification and implementation of useful IVR services, helping increase the impact of partner CSOs. In addition, Open Institute offered one-to-one training and support to any organizations wishing to use this technology.

SPICE organized five BarCamp events and eight mini-BarCamps around the country in this second year of SPICE. In these youth-organized and run



unconference events, university students, young IT professionals, teachers, and high school students all had the opportunity to increase their technical knowledge and improve their usage of information communication tools. They also had the chance to get in touch with the volunteer trainers and other members of the technology community with similar interests.

SPICE also hosted “Open Cambodia 2014,” a four-day collaborative learning camp on e-advocacy and basic security for CSOs. The event, co-sponsored by USAID Development Innovations and facilitated by the US-based NGO Aspiration, attracted 109 participants, 36% of them women, from 69 CSOs. Topics ranged from advocacy strategies to data storage, data visualization, crowdsourcing, citizen journalism, and data and communication security.

In collaboration with the Ministry of Education, Youth and Sport, SPICE created an event to introduce high school students to the Internet and social networks with a focus on the correct use of these networks, how it is used through phones, and the importance of using Khmer script. The event reached 4,500 students in 42 schools from 18 provinces,

**During its two years of existence, SPICE has provided tools or facilitated access to information to over 1,000,000 Cambodians.**

## Looking Forward

SPICE enters now in its final stage, which will last until March 2015. During its first two years it has not only completed its objectives, it has also built sustainable structures that will continue after its work is completed. Funded activities such as the BarCamps have not only been handed over to another main funder, they have also acquired a network of commercial sponsors who will ensure their continuation if no further development sponsor help is received.

Even after SPICE is finished, the Open Institute will attempt to continue to support, within its available means, Cambodian NGOs that wish to use any of the tools developed by the project, and in particular any applications of the Self-IVR technology incubated by the Open Institute under SPICE.

One of the main lessons of the SPICE program is that information technology for development becomes useful only when the content that is transmitted through it is easy to absorb by the target beneficiaries. For a large part of the Cambodian population, voice produces a stronger impact than text, but only when the voice content is well developed, including the technical content, but also authority, empathy and the right metaphors that will help users understand, accept and remember the content.





## The Open Schools Program

Since 2007 the Open Schools Program has worked with the Ministry of Education, Youth and Sport to develop a goal-oriented approach to integrating ICT in education that is aligned with the government's overall development policies. This approach - reflected in the Master Plan for ICT in Education - helps students to develop technical and critical thinking skills that will help them adapt to employment market in the age of information technology. The Master Plan also helps the Ministry to increase the use of ICT to standardize and modernize administration and pedagogy, with a strong focus on using the technology for teacher training. In application of the Master Plan, technology classes in schools use only open source software that is in Khmer language.

The Open Institute has helped write all the ICT curricula for teachers and students. Students study ICT in the last two years of high school. The Grade 11 course focuses on understanding what is expected from them in the employment market in terms of critical thinking, communication skills and technical skills, while the Grade 12 curriculum concentrates on vocational orientation towards ICT careers. The Grade 11 textbook was completed last year and the Ministry is printing 100.000 copies for distribution.

Work on the Grade 12 textbook has advanced along this year, with a final effort started in September, after receiving support to complete the book from the USAID Development Innovations program. A complete team has been brought on board, and completion is expected within the first six months of the next year. The work is complicated by the fact that no similar books exist that could serve as reference.

With support from the Intel Teach program, the Open Institute has collaborated with the Ministry to train high school teachers on the specific use of computer tools for tasks related to their administrative or pedagogic work. A total of 509 teachers have been trained this year, completing a five-year effort that has successfully trained over 90% of the high school teachers who work in schools that have computer labs for training.

In collaboration with VSO, and in order to solve the problem of Grade 4 teachers having to start teaching English next year (with a very low level of knowledge of this language and much lower of its pronunciation), Open Institute has developed a phone application that includes all the pronunciation of all words and sentences that teachers need to learn in order to teach this course. Through this application teachers can immediately access all the sounds and sentences requires to teach a given activity of a lesson. The application has already been tested in some primary school teacher training centers and is expected to be deployed to all of them. Similar applications for Grades 5 and 6 will be produced next year.

In order to teach high school students how to use the Internet on their phones, and to understand the benefits and risks of using social networks, the Open Institute has developed a 40-minute video and workshop that has been used in 42 different schools in 18 provinces, reaching over 4,500 students. The workshop includes putting students in specific situations (through story-telling) and then letting them decide in groups what character in those stories has done something wrong or placed himself or herself in a dangerous situation. Students were able to think, discuss, and reach the right conclusion in almost all cases, fulfilling the goal of the workshop. The workshops were always accompanied by a technical team that helped students install Khmer script on their smartphones.

The Open Institute also supports the Ministry by continuing the drafting of what will be the first textbook on Research Methodology in Khmer language, aimed at university students. The effort, started in the previous year, has involved researchers from 10 different universities, as well as the Department of Higher Education of the Ministry of Education. The textbook integrates terminology for research methodology in Khmer, developed by the Open Institute with the support of the Ministry and all 10 public universities. It is specially adapted to the expected academic level of Cambodian students in the first year of university. The textbook will be completed and published during the first quarter of the coming year.



## KhmerOS Program

Starting in 2004, and assumed by the Open Institute in 2006, the KhmerOS program aims at standardizing the use of Khmer script in computers and the production and use of free open source software in Khmer for the most usual applications of computers (e.g., word processing, spreadsheet, Internet, or the operating system).

This effort has made possible the standardization of the use of Unicode to represent Khmer script by the Council of Ministers, as well as by the Ministry of Education, which has also made the use of software in Khmer mandatory in schools. As no proprietary software in Khmer exists, this implies the use of the open source software translated by KhmerOS.

During this year KhmerOS has continued to ensure that updated versions of critical open source applications are translated to Khmer. These applications include the OpenOffice Suite, the UBUNTU and Open SuSE distributions of the

Linux Operating System, and a large number of other open source applications used for different purposes, such as the Firefox web browser, the Thunderbird email client, VLC, Quantum GIS, GIMP, and Moodle.

The program also supports further deployment of the Unicode standard to represent Khmer deploying methodology for its use and participating in training sessions.

The KhmerOS program has maintained close collaboration with the Buddhist Institute since 2007. Their collaboration has included retyping in Unicode most lexicological sources for Khmer, as well as a large collection of documents that includes all of Kambuja Soriya, a literary and intellectual journal published in Cambodia by the Buddhist Institute since 1926. This last year they have completed a phone application that helps elder citizens do their prayers from their home on holy Buddhist days.

## Health

In 2014, the Open Institute started two five-year cooperation agreements with University Research Co. (URC) to develop technology that will help improve the delivery of health services in Cambodia. The two agreements correspond to the two programs for which URC has received funding from USAID: Social Health Protection and Quality Health Services.

Within the USAID Social Health Protection program, this year Open Institute has been working on the use of tablets in health centers for patient registration. As many of the health centers do not have electricity, tablets are a good solution. Patients will be identified using fingerprints, ensuring that they are accurately recognized and that their medical history can be found in later visits. The tablets can store all of the patient data for the district in which it is located, as well as IDPoor data, which allows the center to make payments related to the Health Equity Fund.

The Open Institute has started work on three projects this year within the USAID Quality Health Services program.

- 1) Use of tablets to monitor health facilities, using the Internet to easily collect and immediately centralize data.
- 2) Use of IVR to supply health information to mother of newborn babies.
- 3) A phone application (undergoing design) to help doctors and nurses stay up to date with relevant medical training through a “game” on their smart phones. The smartphones will ring several times a week and ask a prerecorded voice question related to the training. After the user answers the question, the phone will play a training message with the correct answer.

## Research

The Open Institute is moving toward becoming a hub for social research in Cambodia.

Besides its own research on the use of phones in Cambodia, this last year Open Institute has acquired extensive technical and social know-how regarding the use of tablets and phones for data collection. During 2014 the project has advanced in the preparation of a course on research methodology for civil society organizations that will include how to use technology for data collection and analysis, and also a theoretical component on the basic principles of research.

Also, in collaboration with the Open Schools Program and the Ministry of Education, Youth and Sport, Open Institute is applying its know-how to complete what will be the first university-level textbook on Research Methodology in the Khmer language.





# Women's Empowerment for Social Change

The Women's Empowerment for Social Change program works to ensure that necessary information is made available in the Khmer language in order to facilitate communication among gender activists. The program also works to create awareness of how ICT can help be used as a tool to promote gender equality.

To support its goal, the program implements four main activities: The Women's Web Portal, ICT Training, the Women's Forum, and Gender and ICT Research. The four well-coordinated activities provide the opportunity to lobby for policies that support gender equality, providing information about women's issues and the use of ICT to relevant organizations and women's groups.

The program is organized based on a clear, pressing need for:

- A centralized place where it is easy to find information in the Khmer language that is necessary for Cambodian organizations to promote gender equality, or for any Cambodian woman interested in asserting her rights.
- Tools for facilitating communication among organizations that work on women's issues, ensuring that this communication adds to the pool of information that can already be accessed.
- Skills for sharing information and knowledge

through electronic media.

- Awareness of how ICT can be used to empower women in general and to increase the impact of existing women's organizations.

## The Women's Web Portal

At the moment, there are more than 5,383 articles available on our Women's Web Portal, a website that offers coverage of a wide range of gender and development-related issues. For example, articles include topics ranging from the economy and development, domestic violence, social security, information technology, elections, human trafficking, gender, education, capacity building, and even spotlights on certain talented men and women.

Functioning as a communication platform, the portal provides three possible means of communication: the option to sign up for our mailing list, the on-line discussion forum, and the web blog. To date, the mailing list (gender@lists.open.org.kh) has more than 1,986 members and 2,122 discussion postings. The on-line forum has discussed over 184 topics with 405 postings. The web blog has seen over 790 postings.

For more information on the success of the Women's Web Portal and other online tools at the Open Institute, please see page 22.





## Promoting Youth Engagement in Development Through the Use of Information and Communication Technologies

### Enhancing Democracy

This project challenges the traditional norms of limited public and civil society participation in decision-making due to capacity restraints, fear, poorly developed institutional mechanisms, and insufficient access to information (UNDP, 2010). After one year's implementation of the SPIDER-funded Dialogue on Democracy project, the need for a safe space where youth can address their concerns and learn about democracy is evident. Youth make up more than 30% of the Cambodian population, and their effective participation in the election process is necessary to bring change to our society.

One of the greatest challenges for enhancing democracy is the limited opportunity for youth and commune council members to meet together. The Open Institute and its partners have worked to bridge this communication gap, bringing them together to define their roles and responsibilities.

### Objectives

1. To provide youth and commune/sangkat councilors with a better understanding of development and democracy essentials such as the right to access information, good governance, and the ability to use ICT tools for information sharing, social communication, and advocacy.
2. To create an open space where youth, commune/sangkat councilors, and other stakeholders can come together for safe dialogue, debates, and election forums.
3. To undertake an information campaign through the use of ICT on elections, human rights, good governance, and democracy.

### Partners

The project is conducted through Open Institute and its partners: People Health Development Association (PHD), Khmer Youth and Social Development (KYSD), and the Cambodian Centre for Independent Media (CCIM), which hosts the



Voice of Democracy (VOD) radio station. The Open Institute also worked closely with the Demand for Good Governance Project (DFGG) of the Ministry of Interior, the National League of Commune/Sangkat, the Ministry of Women’s Affairs, the Ministry of Information, Cambodian IT Association (CITA), and Phnom Penh Municipality.

## Accomplishments

Open Institute held 47 events, including trainings, debates, and forums, to develop a better understanding of good governance, access to information, democracy, development, and promotion of ICT. In most instances, attendance was well above the expected rate, with some events attracting over three times more participants than estimated. More than 2,577 people participated in the events.

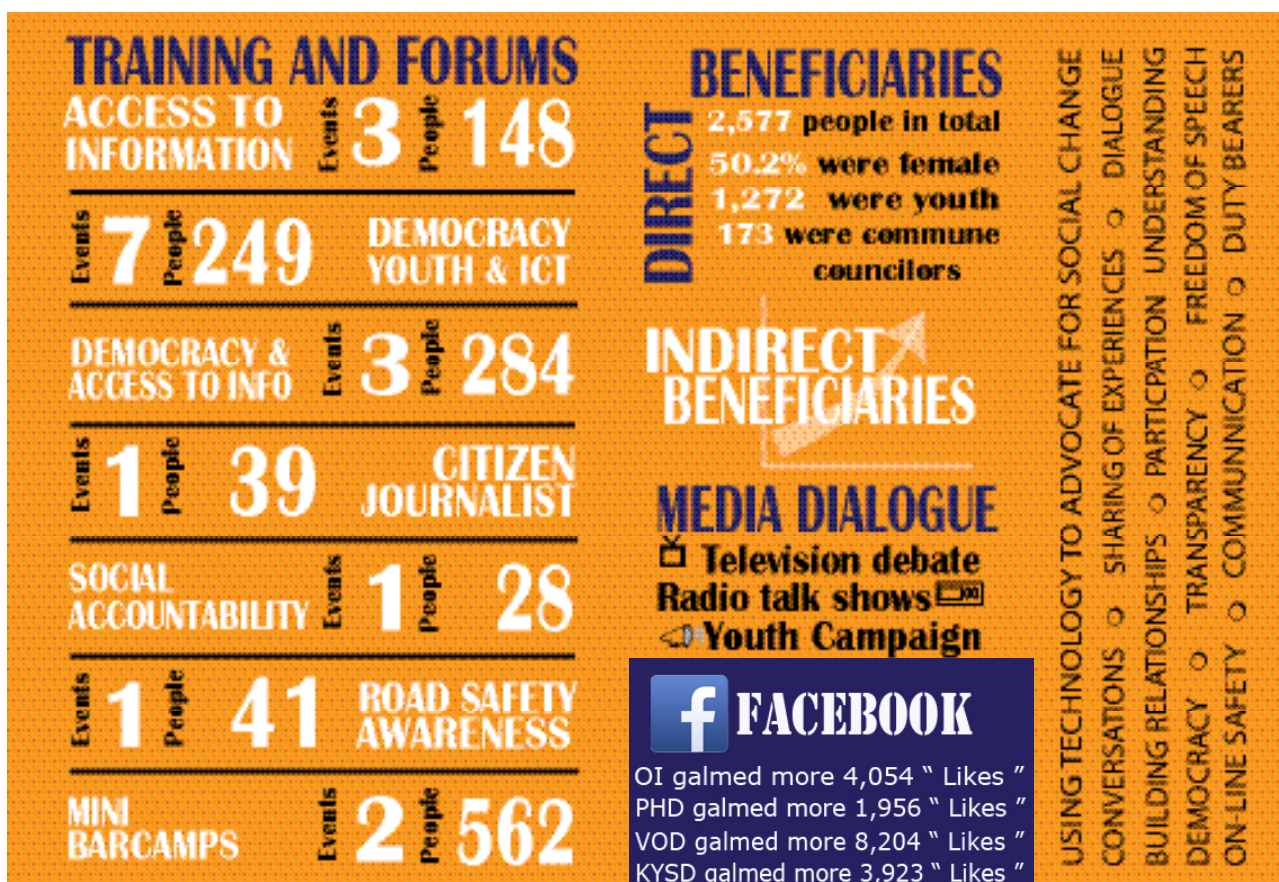
These events enabled young people and commune council members to collaborate, developing positive relationships for the first time between them. Channels of communication

were opened between them at a grassroots level which will remain open after the completion of the project.

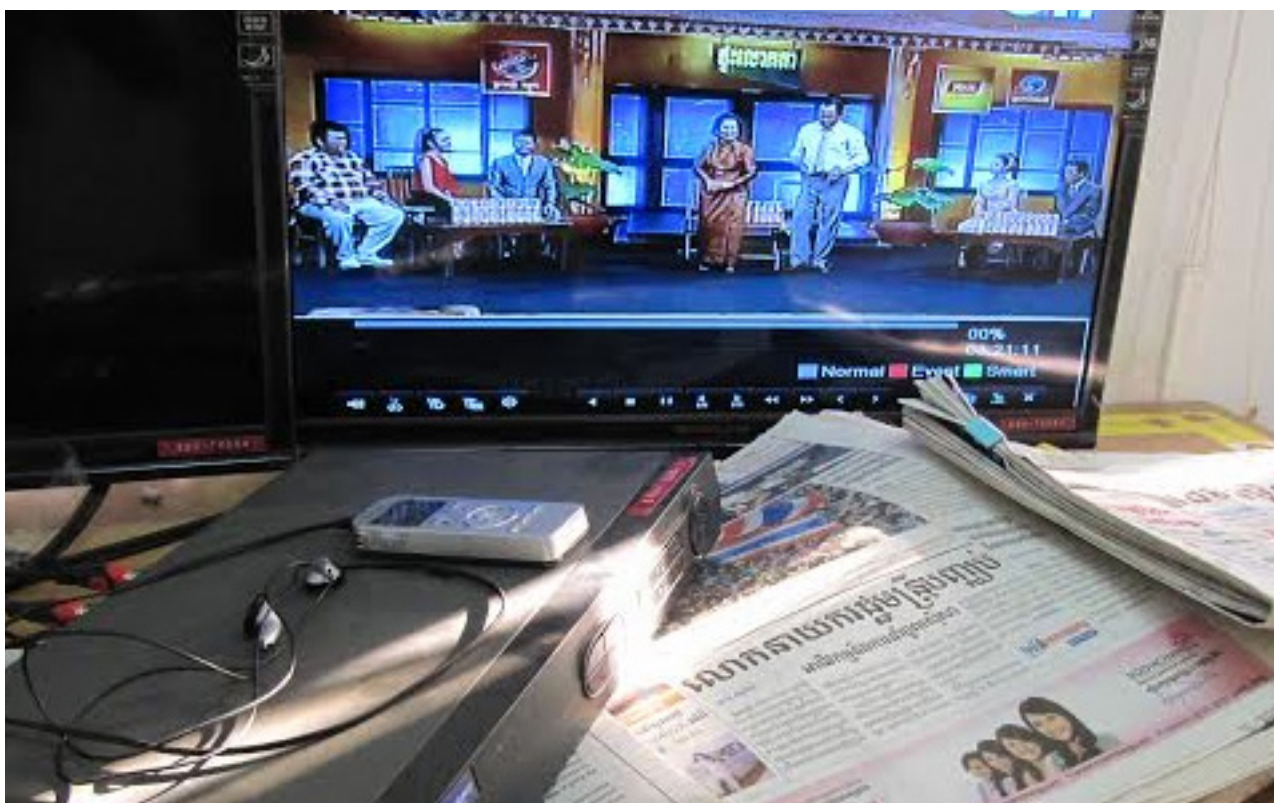
A Democracy Information Campaign was also held, whereby target groups were encouraged to share information on democracy through websites, social media, mailing lists, and video clips.

## Challenges

Sharing of concerns is still new to Cambodian society, especially in relation to the complex concept of democracy. Fostering communication among rights holders and the duties bearers will help identify their common concern and, therefore, a collective solution. Access to and knowledge of ICT use also remains an issue, particularly for the commune council members.







## Media Monitoring for Ending Violence Against Women

Violence against women (VAW) is an unfortunate reality for many women in Cambodian society. National statistics show that one out of four women who have been in a relationship have experienced violence. A 2013 multi-country UN Study on Men and Violence in Asia and the Pacific found that 27.8 percent of men and 32.8 percent of women surveyed believed “there are times when a woman deserves to be beaten.” At Open Institute, we believe that the way media reports on Violence Against Women and Girls (VAW/G) plays a significant role in shaping cultural values towards women and girls. However until now, the portrayal of VAW/G in the media has not been closely monitored.

Funded by UN Women, this project aims to improve our society’s capacity for monitoring and analyzing how VAW/G is portrayed in all forms of media. Two main objectives were set for the project.

### Objectives

1. To improve the ability of Cambodian civil society organization’s to monitor and analyze the way in which VAW/G is portrayed in print media, television, and radio.
2. To develop sufficient data-based evidence to influence future government policies and journalistic practices in Cambodia regarding VAW/G in the media. Specifically, the findings will help inform phases of the UN Women’s Ending Violence Against Women program among other prevention efforts.

### Methodology

The project consisted of two phases. From January 2014 to September 2014 only print media were monitored. Television and radio were monitored for six months between March 2014 and September 2014.

Overall, three local print newspapers, three radio stations, and three television stations were selected for monitoring due to their widespread audience and influence in Cambodia. Articles, broadcasts, and television shows were selected for monitoring based on their relevancy to the project.

For the printed newspapers, we monitored 537 articles from 560 volumes of newspapers. We spent 600 hours monitoring television programs such as news, Cambodian dramas, women's talk shows, comedy, and law advice programs. We spent 516 hours covering radio programs such as news, love consultations, Cambodian drama, and law advice.

Trainings were conducted for the Open Institute staff to provide overall understanding of Cambodian attitudes toward VAW, specifically as depicted by the media. Trainings were also provided to 27 students of Pannasastra University, and the project findings were presented at BarCamp events. Five Media Advisory Group (MAG) meetings were organized to present our findings and seek input and comments. These meetings were attended by 20 participants including members of MAG, journalists, UN Women, and other relevant stakeholders.

## Summary of Findings

Sexual violence was most commonly reported in newspapers, where most articles described the perpetrator as someone known by the victim. Victim-blaming for the violence was found in a small portion of the articles. Television and radio reported very few accounts of sexual violence, but commonly reported psychological violence against women. The perpetrators were usually members of the victim's family.

Fictional television shows, specifically Khmer drama and comedy, also frequently depicted psychological violence being perpetrated by family members. Victim-blaming was more common on television and radio than in newspapers.

A detailed, complete Findings Report will be published early next year.

## Next Steps

Based on our findings and feedback from MAG, we have proposed the following steps to effectively improve the depiction of VAW/G in Cambodian media, as well as to reduce the occurrence of VAW/G.

1. Initiate training for journalists and radio and television employees to foster a common understanding about the effects of VAW/G in the media and develop professional ethics. Case studies of successful newspapers, radio stations, and television series that minimize violence should be presented. We understand that fiction-based television drama might have to depict violence in order to encourage their audiences to avoid such behavior, but must raise awareness about the potential risks that occur when this violence is exposed to youth or immature individuals.
2. Initiate discussion among media experts, NGOs, radio talk-show programs, live television shows, journalists, and gender specialists to investigate strategies to prevent or reduce violence through their programs, and how media can be used as advocacy tools for anti-violence. Discussion should focus on how to target low-skilled laborers and civil servants around 30 years old, the most common perpetrators. They should also target the most vulnerable groups – domestic workers, students, factory workers and women in general - to educate them about prevention. Advocacy messages should be collected from marginalized women to discuss with policy makers the integration of their concerns into state policies.





## ICT4D Cambodia Network

The ICT4D Cambodia Network enables grassroots organizations and other technologically experienced organizations to share knowledge, exchange experiences, and promote discussion regarding the use of different available communication technologies that can be used to solve the needs of civil society organizations in Cambodia. These technologies are often already available to the organizations; they can be used in more powerful and efficient ways through the network's collaboration.

The network was initiated in 2012 with the support from The Swedish Program for ICT in Developing Regions (SPIDER). Besides the Open Institute, participating network members include the Association of Progressive Communications (APC); East West Management Institute (EWMI); Innovative Support to Emergencies, Disease and Disasters (InSTEDD); Open Development Cambodia (ODC); and Women's Media Centre of Cambodia (WMC). In 2012 the Open Institute was assigned responsibility for administering and steering the Network to extend its reach to the greatest possible number of organizations that could use the technologies developed by Network members.

## Outcomes

In the last twelve months, the ICT4D Cambodia Network has made significant achievements in strengthening the collaboration among government agencies, private organizations, and NGOs. By exchanging knowledge as well as having members participate in each other's events, the Network is able to function more efficiently and ensure the increased access to information technology for Cambodians at a grassroots level.

ICT4D Cambodia Network has also successfully worked to raise awareness among Cambodian civil society organizations (CSOs) about the crucial role of ICT for improving their development work.

In 2014, the Network has grown to include new partner organizations such as Cooperation Committee for Cambodia (CCC), Coalition for Road Safety (CRY), Cambodian Center for Human Rights (CCHR), Development Innovation (DI), and Khmer Media. Furthermore, the network has maintained a strong relationship with relevant ministries such as the Ministry of Posts and Telecommunications (MPTC) and the Ministry of Information.



# Open Institute's Online Tools

## The use of Websites, Web Portals, and Social Media

### Open Institute Website

The Open Institute website remains a hub of information for Internet users. The website contains essential information about our organization, including details of our programs, upcoming events, and news. This financial year, the website had **25,530** visitors, **19,356** unique users, and **66,467** page views.

**www.open.org.kh**

### The Women's Web Portal

The Women's Web Portal remains a significant tool created by Open Institute to empower women to be better informed about their rights, gender equity policy, and social development. The Women's Web Portal bridges information gaps by making available and easily accessible nationwide information from many local media and information sources.

In this financial year, the women's web page has had **45,564** visitors to the site, **33,951** unique users, and **97,460** page views.

**women.open.org.kh**

### Social Media Sites

Social Media site		Purpose	Activity
<b>Dialogue on Development</b>		To promote human rights, gender equality, and democracy	4054 Friends 687 Posts 3544 Likes 867 Shares 616 Comments
<a href="http://www.facebook.com/development.dd?fref=ts">www.facebook.com/development.dd?fref=ts</a>			
<b>Cambodia TBTT</b>		A global collaborative campaign to reclaim information and communication technology (ICT) to end violence against women	Facebook: 1,299 Friends Twitter: 1,900 Followers
<a href="http://twitter.com/CambodiaTbtt">twitter.com/CambodiaTbtt</a> <a href="http://www.facebook.com/CambodiaTbtt">www.facebook.com/CambodiaTbtt</a>			
<b>Gender-Based Violence</b>		To map Gender-Based Violence in Cambodia from 2011 to present	929 Posts 6,372 Page views 3,117 Visits 2,793 Visitors
<a href="http://www.gbv.open.org.kh">http://www.gbv.open.org.kh</a>			

# Our Project Partners

Effective partnerships are essential to Open Institute’s mission and strategy. In 2013-2014, Open Institute has collaborated with more than 40 organizations.

ActionAid	International Republican Institute (IRI)
Advocacy Policy Institute (API)	Khmer Institute for National Development (KIND)
Association of Progressive Communications (APC)	Khmer Youth for Social Development (KYSD)
Building Community Voices (BCV)	Khmer Youth Network (KYN)
Cambodia Indigenous Youth Association (CIYA)	Ministry of Cults and Religion
Cambodian Center for Independent Media (CCIM)	Ministry of Education, Youth and Sport
Cambodian Water Supply Association (CWA)	Ministry of Information
Cooperation Committee for Cambodia (CCC)	Ministry of Interior
Cambodian Center for Human Rights (CCHR)	Ministry of Posts and Telecommunication
Coalition for Road Safety (CRY)	Ministry of Women’s Affairs (MoWA)
Community Legal Education Center (CLEC)	National Committee for Disaster Management (NCDM)
Coordination of Action Research on AIDS and Mobility (CARAM) Cambodia	People in Need (PIN)
Development Alternatives Inc. (DAI)	People Health for Development Association (PHD)
Digital Empowerment Foundation (DEF)	Public Interest Registry (PIR)
Ezecom	Reproductive Health Association of Cambodia (RHAC)
FHI 360	The Asia Foundation
Google	The National League of Communes and Sangkats
Innovative Support to Emergencies, Diseases and Disasters (InSTEDD)	University Research Co. (URC)
Intel	Winrock International
International Foundation for Electoral Systems (IFES)	Women’s Media Center of Cambodia (WMC)
International Labor Organization (ILO) - Better Factories	World Vision

# Our Donors

Open Institute would like to take this opportunity to thank our major donors for supporting the organization throughout 2013-2014. Your support has enabled us to achieve the outcomes described in this report that have greatly benefited Cambodian society.

## 2013-2014 Income

USAID	\$447,784
SPIDER	\$44,102
UN Women	\$26,559
Other Donors	\$14,500
Contracts	\$75,554
<b>Total Income</b>	
<b>\$608,499</b>	



**USAID**  
FROM THE AMERICAN PEOPLE



United Nations Entity for Gender Equality  
and the Empowerment of Women





Open Institute  
#8, Street 352  
Sangkat Boeng Keng Kang 1  
Khan Chamkarmorn  
Phnom Penh, Cambodia

<http://www.open.org.kh>  
Ph: +855 23 224 821

P.O. Box 1552  
Phnom Penh, Cambodia