

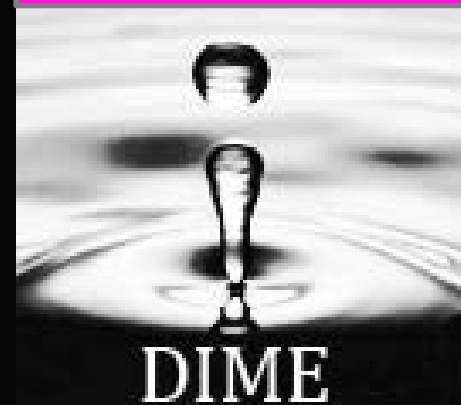
LEAP Project

Livelihood Enhancement & Association of the Poor in Siem Reap
(PPA No. Q7100-KH)

Impact Evaluation of LEAP Project on Livelihood of the Poor in Siem Reap, Cambodia

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26-29 April 2011
Radisson Blu Hotel
Dakar, Senegal



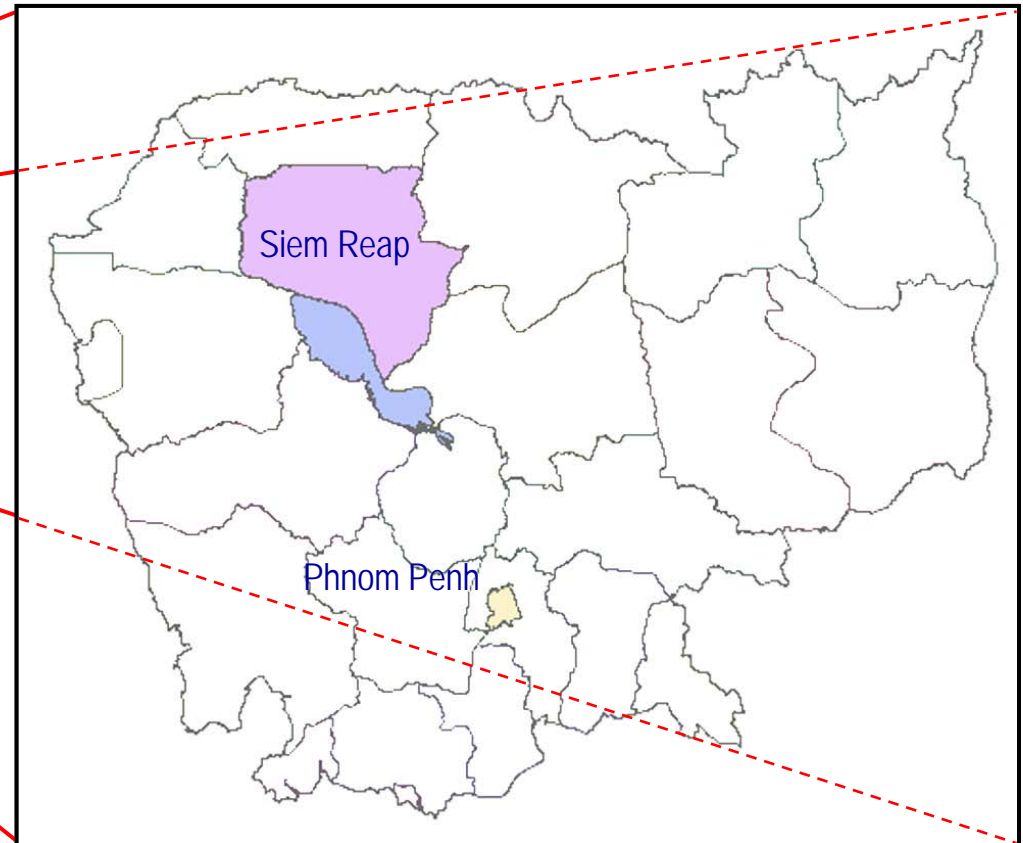


DIME

Siem Reap Province



AADAPT





Siem Reap Province



- **Angkor Wat:** A world heritage in 1992
- **Tonle Sap:** Largest freshwater lake in South East Asia & a UNESCO biosphere in 1997
- **Siem Reap:** The main tourism destination





Siem Reap Province



○ Provincial Profile

- Land Area: 10,299 sq. km
- Administration: 12 districts, 100 communes, & 875 villages
- Population: 920,000 (more than 80% living in rural areas)
- Avg. HH Size: appr. 6 persons

○ Provincial Economy as the Context

- Int'l Tourists 2003-2010: 0.4-1.3 millions (MOT, 2011)
- Tourist Receipts (2010): **\$606** millions (est.)
[\$126 per day per capita]
- Tourism Industry: as the main source of provincial growth
- **BUT WHY?** Siem Reap remains 1 of the poorest provinces in Cambodia with 28.6% of total **HHs** belongs to Poor 1 & 2.



Causes of Poverty



- **Lack of Assets, Low Investment and Productivity**
 - Majority of ID Poor 1 & 2 owns less than 0.5 ha of land
 - Majority of these lands has a low productivity
- **Lack of Access to Finance**
 - A study indicates that only 58% of HHs (n=80) is able to borrow
 - About 67% of them use informal money lenders (IR: 3-10%)
- **Lack of Access to Market**
 - Inability to compete with Thai & Vietnamese Products due to inconsistent quality, low volume, & time to market, etc.
 - Lack of market information makes production & delivery of right products difficult.
- **Lack of Voice to Influence on Decision Making**
 - Unable to participate & influence decision making process
 - Low education is considered one of the affecting factors



Project Description



○ Project Development Objective:

To improve livelihoods of the rural poor in select communes in Siem Reap Province by:

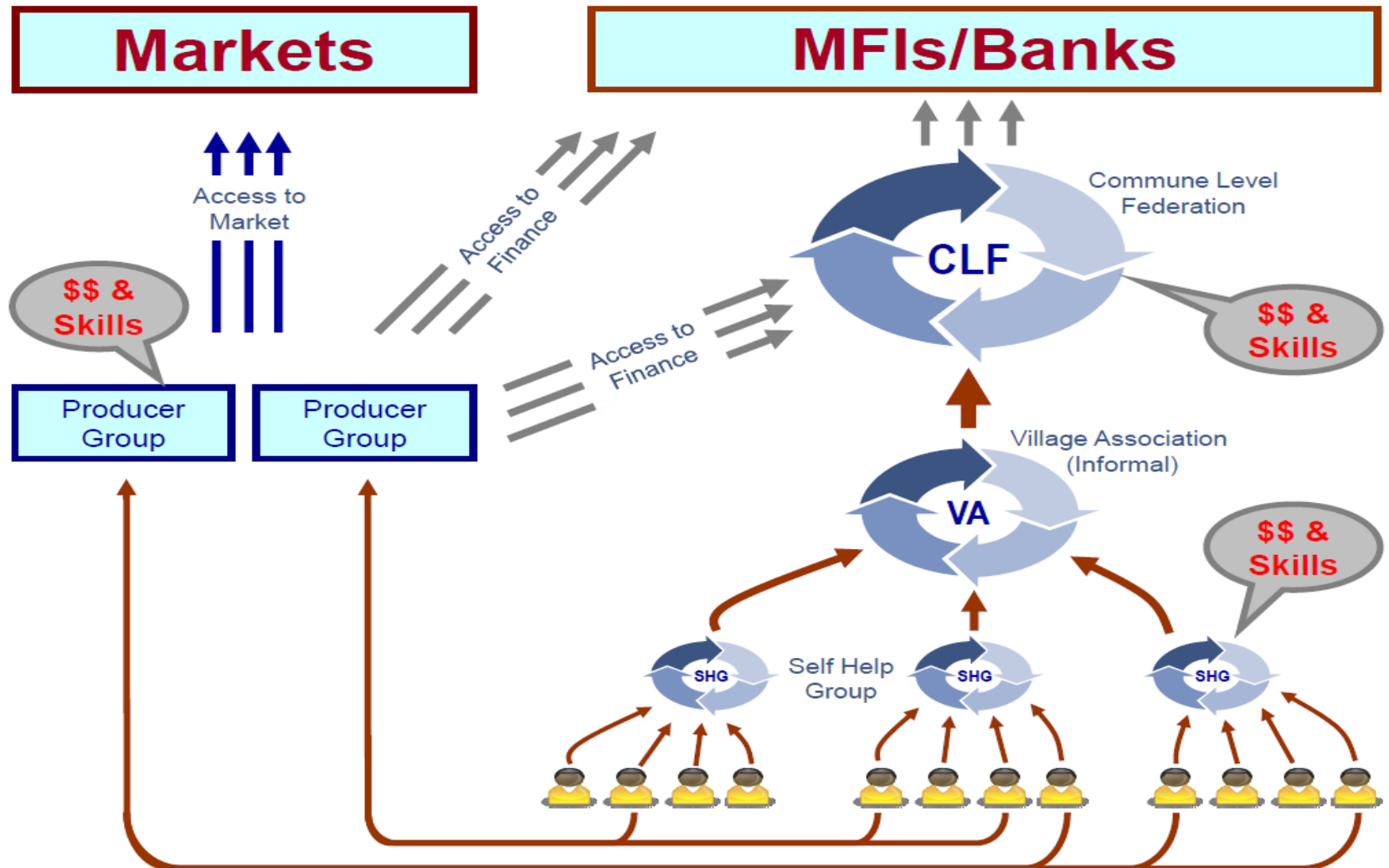
- creating and strengthening self-managed institutions of the poor
- providing them access to finance
- linking them to markets and key value chains

○ Project Components:

- **Component 1:** creating & strengthening self-managed institutions of the poor
- **Component 2:** providing access to finance to the poor
- **Component 3:** linking the poor to key markets and value chains
- **Component 4:** project management, coordination, monitoring and evaluation



Project Description





Project Interventions



- **COM 1: Building & strengthening institutions of the poor**
[Providing support in community mobilization of & training to SHG, PG, CLF]
- **COM 2: Providing access to finance to the poor**
[Providing project's seed grant & support in linkage with Banks/MFIs]
- **COM 3: Linking the poor to markets & key value chains**
[Providing support in linking the poor with provincial markets including hotels; restaurants; shops; etc.]



Policy Questions



○ Primary Research Question

What is the impact of LEAP on livelihoods of the poor in target communes?

[Livelihoods: income, quality of life, health, knowledge, etc.]

○ Secondary Research Questions

- What is the impact of the “Poor Institutions” on the local community & social cohesions?
- What is the impact of providing access to finance on fostering community investment & economic activities?
- What is the impact of facilitation of market linkage on fostering local business & diversifying local products?



Impact Evaluation Strategy/Method



Randomization Method is used to select the samples

- **50 Communes (460 vlgs) randomly divided as 3 groups**
 - Group 0: 6 Communes (65 vlgs) - Pilot Phase
 - Group 1: 24 Communes (196 vlgs) - Phase 1
 - Group 2: 20 Communes (199 vlgs) - Phase 2
- **Villages in Group 1 randomly divided into 2 sub-groups**
 - Sub-group 1-1: 110 vlgs
 - Sub-group 1-2: 86 vlgs
- **Villages in Group 2 randomly divided into 2 sub-groups**
 - Sub-group 2-1: 104 vlgs
 - Sub-group 2-2: 95 vlgs



Impact Evaluation Strategy/Method



Project Intervention Plan

Year	New Communes	New Villages
0	6	65
1	24	98
2	24	103
3	10	95
4	10	99
5	0	0
6	0	0
Total	50	460

Baseline

[Mar 2011]

1st Follow up

[Mar 2013]

2nd Follow up

[Mar 2015]

Endline

[Mar 2017]

Group	0	1.1	1.2	2.1	2.2
Commune	6	24		20	
Village	65	110	86	104	95
Pilot					
Year 1					
Year 2					
Year 3					
Year 4					
Year 5					
Year 6					



Baseline Sample & Data



- **Village Level**
 - **200 Villages** were randomly selected from total 460 villages
 - Village questionnaire is applied
- **SHG Level**
 - In each of the 200 villages, 2 existing SHGs were randomly selected for survey \cong **400 SHGs**
 - SHG questionnaire is applied
- **HH Level**
 - In each of the 200 villages, **15 HHs** (5 poor 1; 5 poor 2; & 5 non-poor) were randomly selected for survey = **3,000 HHs**
 - Household questionnaire is applied
- **Behavior Game**
 - **44 villages** were randomly selected from the 200 villages
 - In each village, each surveyed HH send 1 rep. to the game (= **660 HHs**)



Future Influence on Policy



○ Influence of IE Results on Poverty Alleviation Policy

- CMDG on Poverty Alleviation: target of 19.5% by 2015 (% of population living under the national poverty line)
- If proved success, LEAP could be a pro-poor MODEL applying in other provinces & possibly the whole Cambodia

○ Issues To Be Addressed

- By year 4, project covers the whole target villages (no more control group)
- Continue delay of the Bank's Appraisal Mission