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NATIONAL CONFERENCE ON CONSUMER PROTECTION

Driving Cambodia's Consumer-First Environment Progress & Achievements

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**Consumer Networking Around Food Safety Issues and Further Steps
Toward Establishment of a Cambodian Consumer Association**



PRAK SEREYVATH

Director of CIRD

ABOUT OUR SPEAKER

Mr. Prak Sereyvath is a co-founder and director of Cambodian Institute for Research and Rural Development (CIRD); a professional organization in providing technical and managerial support to farmers and farmers organizations in producing and commercializing **safe food** for both domestic and export markets. On demand side, he lead his organization in conducting campaigns to raise consumers' awareness on food safety issues and to mobilize consumers to networking toward establishment of consumer association dealing with food safety issues.



Consumer mobilisation and networking: activities and process



February 2019, a survey on consumer perception on food safety was conducted:

- Focus Group Discussion with Consumers:
 - 150 respondents (housewife, garment factory worker, university student and people doing physical exercise in public garden)
 - 7 different geographocal areas in Phnom Penh
- Key Informant Interview with consumers who work as Government's Official, NGOs and Private Sector (10 respondents)

Consumer mobilisation and networking: activities and process (conti.)

June 2019, a Consumer consultation workshop conducted in order to:

- ✓ Consult on study findings
- ✓ Discuss on why and how consumer can be protected from unsafe food
- ✓ Build up a networking amongst consumers who are interested to work further on consumer protection from unsafe food

Around 70 consumers (of different types as mentioned earlier) participated in the WS and a first group of consumer networking established.



Consumer mobilisation and networking: activities and process (conti.)

June – Feb 2020, Consumer Awareness on Food Safety and Consumer Protection: VDO spot production and collaboration with Lotus Radio and through social media to disseminate on:

- Safe Food supply chain
- How to identify and deal with unsafe food as well as problem cause by unsafe food
- Consumer protection issues
- Policy lobbying



<https://www.facebook.com/LotusRadioPrograms/video/s/857535888148617/>



Consumer mobilisation and networking: activities and process (conti.)



February 2020, a second consumer workshop was jointly organized by CCF, LOTUS Radio and CIRD, focusing on the following topics:

- CP law with a focus on consumer association
- Control of food sold on market to ensure food safe access for consumer
- Consult on interest and motivation in establishment of a consumer association dealing with food safety issues

Around 150 consumers participated in the event. The event was then broadcasted by Lotus radio and its FB page.



Consumer mobilisation and networking: Key results

- ✓ Based on the above mentioned activities implemented, consumers are more aware of food safety issues and their rights to be protected from unsafe food.
- ✓ A contact detail of around 100 consumers who confirmed their interested in continuing to collaborate toward establishment of Consumer Association (CA) dealing with food safety issues, was documented
- ✓ An overall workplan on support to establishment of a CA was developed by CIRD and its partner ECLOSIO (a Belgium NGO) and plan to start the activities implementation by early 2022.



Further steps toward establishment of CA on food safety

- ✓ General meeting of interested consumers to form a Task Force (TF) of around 15 – 20 members to prepare for establishment of CA
- ✓ Meeting of TF members to draft statute of the future CA and to prepare all required steps to follow for the establishment of CA
- ✓ Second general meeting (foundation assembly) of interested consumers (future members of the CA) to review, finalize and approve the association statute drafted by the TF; and to set-up CA's governance and management structure;
- ✓ The CA's newly elected board will proceed for official registration following the Association and NGO law and the Consumer Protection law.



End of the presentation

Thank you for your attention!

