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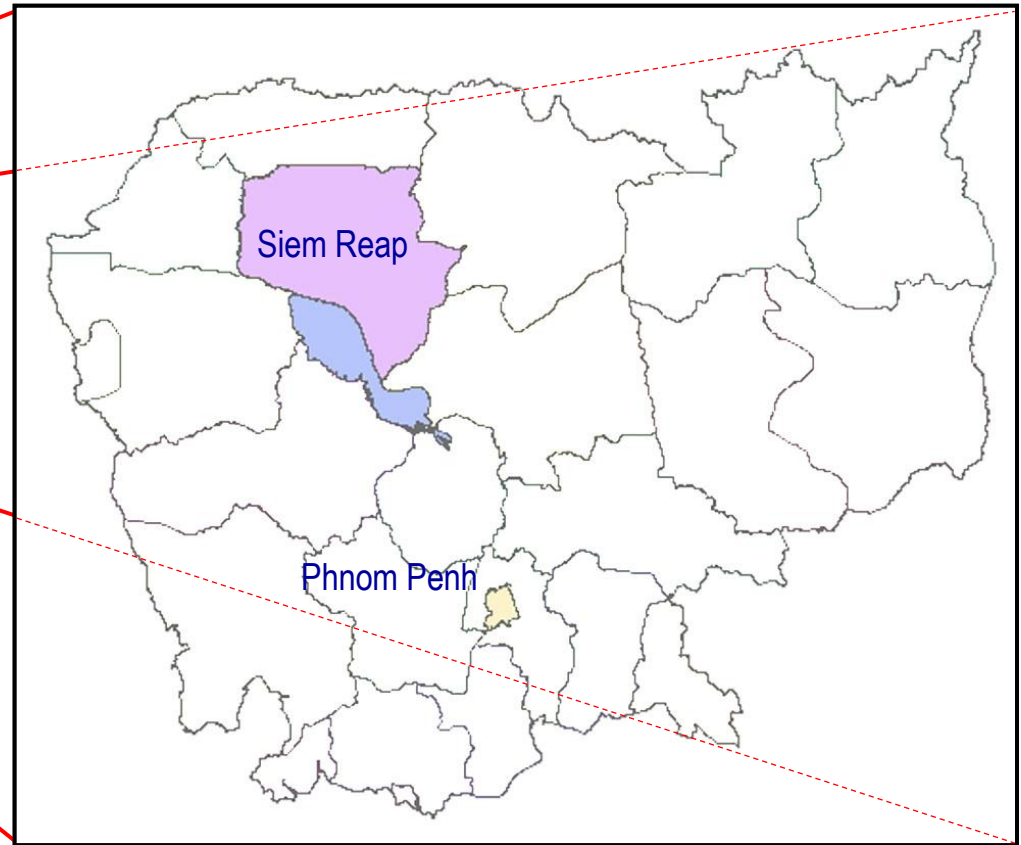
Evaluating Impact: Turning Promises into Evidence

Livelihood Enhancement & Association of the Poor in Siem Reap (LEAP) - CAMBODIA

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1. Siem Reap Province



1. Siem Reap Province



- Angkor Wat, a world heritage
- Siem Reap: the main tourism destination
- Tourism, provincial growth engine

1. Siem Reap Province

○ **Provincial Profile**

- Land area: 12,000 sq. km
- Consists of: 12 districts, 100 communes, and about 900 villages
- Total Pop.: 900,000 (more than 80% living in rural areas)
- Total HHs: 136,185 (avg. HH size 6 persons)

○ **Provincial Economy**

- Int'l tourists from 2005-2008: 0.7-1.1 million
- Provincial GDP (2004): USD 285 million (5.4% of national)
- Tourism industry: as the main source of GDP growth

- **BUT**, Siem Reap remains 1 of the 3 poorest provinces in Cambodia
- About 28.6% of total HHs belongs to ID Poor 1 & 2 (NIS, 2008)

2. Background

- **Lack of Assets, Low Investment and Productivity**
 - Majority of ID Poor 1 & 2 owns less than 0.5 ha of land
 - Majority of these land 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, with high IR (4-10%)
- **Lack of Access to Market**
 - Inability to compete with Thai and Vietnamese Products due to inconsistent quality, low volume, time to market, etc.
 - Lack of market information makes production and delivery of right products difficult.
- **Lack of Voice to Influence on Decision Making**
 - Unable to participate and influence the decision making process
 - Low education and health is considered one of the affecting factors

3. Project Description

- **Project Development Objective**

is to improve livelihoods of the rural poor in select communes of Siem Reap province by:

- (1) Creating and strengthening self-managed institutions of the poor
- (2) Providing them access to finance
- (3) Linking them to markets and key value chains

- **Project Components**

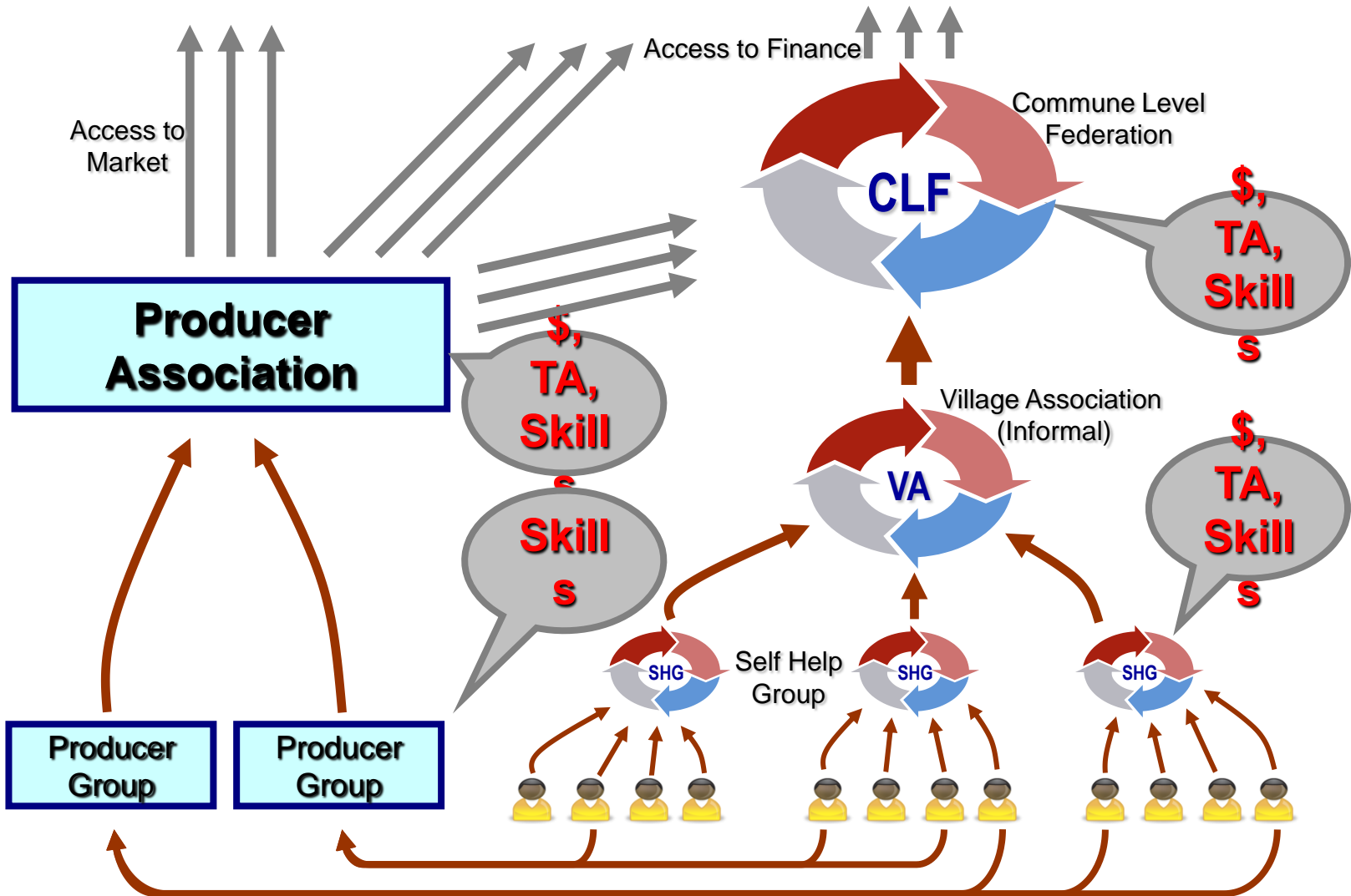
- Component 1: Building and strengthening institutions of the poor
- Component 2: Providing access to finance
- Component 3: Supporting linkages to key markets and value chains
- Component 4: Project management, coordination, and M&E

- **Overall Targets:**

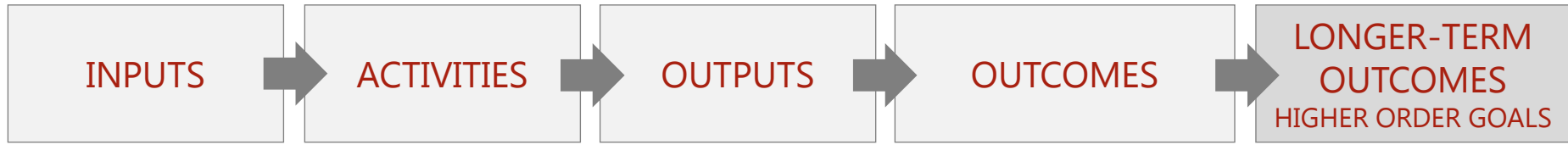
- 50 Communes (=460 Villages)

Markets

MFIs/Banks



4. Results Chain (Component 1)



- Political will
- Technical assistance
- Project team (Human resource)
- Stakeholders
- Financial support

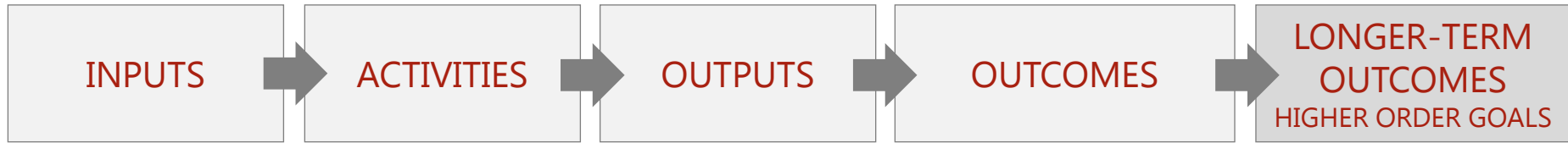
- Organizing networks
- Awareness raising
- Define target (existing data /survey)
- Training & education
- Mobilizing the poor into SHG/PG/CLF

- About 2,000 SHGs formed
- 250 PGs formed
- 30 CLFs formed

- Strengthen social cohesion
- Empower the poor and its institutions

- Improve standard of living

4. Results Chain (Component 2)



- Political will
- Technical assistance
- Project team (Human resource)
- Stakeholders
- Financial support

- Basic financial training & education
- Group saving & inter-lending
- Establish legal & institutional frameworks
- Release seed grant
- Coordination with MFIs or Bank & other stakeholders

- Bankarisation (skill, knowledge)
- Some \$3M of seed grant & LIF released
- Expend financial sources (MFI/Bank)

- Some \$6M total corpus accumulated (by SHGs, CLF, IR, project fund, formal financial institutions)
- Activate economy & investment activities

- Improve standard of living

4. Results Chain (Component 3)



- Political will
- Technical assistance
- Project team (Human resource)
- Stakeholders
- Financial support

- Market researches
- Provide training & education
- Diversifying local products
- Marketing & coordination between producers & consumers

- Agreement between producers & consumers
- Increase of market share of local products

- Diversification of local business & products
- Fostering business in the markets
- Better understanding of markets

- Improve standard of living

5. Primary Research Questions

- **What is the impact of LEAP on the livelihood of poor people in the target communes?**
(**livelihood:** income, quality of life, health, knowledge, etc.)
- What will be the impact of the “poor institutions” on social cohesion & their roles in the communities?
- What will be the impact of providing access to finance on fostering economic and investment activities?
- What is the impact of facilitation of markets on fostering and diversification of local business & products?

6. Outcome Indicators

No.	Project Outcome Indicators	Target values
1	Number of SHGs established	2,000
2	Number of Producer Groups established	250
3	Number of CLFs established	30
4	Total number of individual beneficiaries from the project	100,000
5	Percentage of HH that implement new livelihood strategies or diversify income sources compared to the baseline	50%
6	Percentage of SHGs obtaining high performance rating	60%
7	Overall repayment rates of intra-SHG loans	90%
8	Percentage of SHGs who have raised credit from formal financial institutions	30%
9	Total corpus of finance accumulated by SHGs, CLF, IR, project fund, formal financial institutions	\$6 million
10	Number of commercial transactions/partnerships established by producer groups with private sector operators	6

7. Identification Strategy/ Method

RANDOMIZATION is used to select 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** (196 vlgs) randomly divided into 2 Sub-groups
 - Sub-group 1-1: **110 vlgs**
 - Sub-group 1-2: **86 vlgs**
- Villages in **Group 2** (199 vlgs) randomly divided into 2 Sub-groups
 - Sub-group 2-1: **104 vlgs**
 - Sub-group 2-2: **95 vlgs**

7. Identification Strategy/ Method

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 →
1st Follow up →
2nd Follow up →
Endline →

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

8. Sample and Data

- **Village Level**

- **200 Villages** were randomly selected from the total 460 villages
- Village level questionnaire

- **Household Level**

- In each of the **200 villages**, **15 HHs** (5 Poor I, 5 poor II, and 5 non-poor) are randomly selected for survey = **3,000 HHs**
- Household level questionnaire

9. Time Frame/Work Plan

- **Baseline survey** Mar 2011
- **1st Follow up survey** Mar 2013
- **2nd Follow up survey** Mar 2015
- **Endline survey** Mar 2017

10. Sources of Financing

- **Project Fund**
- **DIME, The World Bank**

Thank You