**CARE Cambodia**

**Promoting Safety of Women Workers in the Beer Industry**

**Mid Term Evaluation – Executive Summary**

**February 2012**

**Introduction**

The Promoting Safety of Women Workers in the Beer Industry (PSWWBI) project seeks to create and ensure a safer and more respectful working environment for Beer Promoters (BPs), free from sexual harassment and violence. CARE works in partnership with Ministerial authorities, the private sector, civil society, customers and with BPs to create an enabling environment for BPs to work with dignity and in safety.

The work is achieved through strengthening applicable policies, laws and national strategies impacting on the safety of BPs, advocacy and linkages with partners in civil society and the private sector, strengthening legal channels and capacity building of stakeholders who interact and enforce protection laws, targeting the men that influence their lives, and meaningful and sustainable organisation of BPs for self representation.

The project evolved from eight years of CARE working with BPs. This project began in January 2010 and finishes in December 2012. It is funded by the UN Trust Fund to End Violence Against Women.

**Findings and Analysis**

Gender and violence awareness:

There is a significant difference between the response to family and workplace violence. Participants often felt more comfortable addressing harassment and violence in the workplace than in the home, since there is less emotional connection in the workplace.

Understanding of gender is well demonstrated by BPs, the CARE PSWWBI team, the partner (PHD) and young men at university who have been reached by the project. There is recognition that women should have equal access to opportunities and respect regardless of their work, social status or their level of education. The link between gender inequality and gender-based violence (GBV) is well understood by all four key populations, as is the right to safety and dignity in the workplace, regardless of type of work.

It was noted that the project has been instrumental in introducing and clarifying the definition of GBV for project partners.

Empowered to report sexual harassment in the workplace:

Solidarity Association of Beer Promoters Cambodia (SABC) members and BPs report increased confidence in their ability to report incidents of sexual harassment. Before training or being exposed to the project messages BPs accepted sexual harassment as a normal operating part of their work. Now they recognise their right to work free of sexual harassment.

However, they are still reluctant to report to the police by themselves and mostly seek to solve situations of sexual harassment with their peers in the workplace.

Police believe that there are less cases of sexual harassment reported in recent years and attribute this to the awareness campaign that sexual harassment and GBV are against the law. In particular police considered the placement of campaign material such as light boxes and the hotline in workplaces as very successful.

Increased organisational capacity:

SABC demonstrates promising maturation as an organisation. The leaders are confident and have a strong belief in their ability to support and empower their members. They are recognised by, and have strong relationships with, project partners. SABC leaders are able to confidently represent their members in high-level forums.

The PSWWBI team demonstrate deep understanding of women’s empowerment and gender. The project has facilitated an opportunity to put the CARE empowerment triangle model into practice and it has been successful. The PSWWBI team are justifiably proud of their work.

The project has provided an excellent example to other CARE staff of how relationships with key stakeholders are built and strengthened. Their work with the media has also been praised.

The Ministry of Women’s Affairs (MoWA) team strongly believes that working with PSWWBI has provided the opportunity and the resources for them to build relationships with the private sector not normally available to government staff.

Private sector partners report positive changes in the attitudes of BPs and their customers.

Policy involvement and change:

The Executive Committee of SABC demonstrates confidence in exploring innovative approaches to advocacy. Although they are small they know who to best partner with to influence policy and laws. Partnership and collaboration with all sectors (including government, private sector and civil society) is highly valued by SABC.

MoWA consider that the laws, policies and strategies that they work with are adequate, but that the dissemination and enforcement of these laws and policies are areas for improvement. It was felt that the cooperation with outlet owners and managers could be improved. It was also noted that the work with police is nascent and they recommend more training of police and local authorities.

Accepting responsibility for workplace safety of BPs:

While police demonstrate good knowledge of the law, the hotline number and what is required of them in reporting and investigating complaints of sexual harassment, they can sometimes shift direct responsibility for workplace safety for BPs to the outlet managers.

Outlet managers know the value of a violence free environment – it is not good for business so they prefer to have a calm and relaxed venue for customers. They also stressed the need to maintain good relationships with the police and local authorities to support their venues.

Prior to the start of the PSWWBI the formation of the BSIC in 2006 represented a very successful example of the private sector taking responsibility for the welfare of their staff. According to the BSIC the biggest issue in BPs safety now is to address the behaviour of male customers.

Non-BSIC breweries reveal an emerging but promising acknowledgment of their responsibility for BPs safety. Sympathy was expressed for BPs in their routine struggle to maintain dignity at work, but the need to make profit however means that companies are reluctant to spend extra funds.

Knowledge of workplace rights and laws around safety for BPs:

BPs understand the benefits attached to having a written contract, however there are some BPs who consider that working on commission can offer flexibility in working hours, higher earnings and ability to choose days off. BPs make the link between workplace safety and having a written contract, in that they recognise that working according to a code of conduct reduces the risk of sexual harassment and violence.

Police often note that BPs are largely to blame for not reporting incidents of sexual harassment or violence. Some police also demonstrate limited understanding of the worker’s right to safety in the workplace, but report that they are better able to understand and implement the law as a result of the training done by the project. MoWA Senior Officers are aware of the right to work in safety and of the laws that support BPs in the workplace. The project has enabled the MoWA team to form relationships with police, other ministries and outlet owners in promoting safety of BPs.

Outlet managers acknowledge the right to safety and because of the project interventions they are aware of the laws supporting this safety. They report that incidents of sexual harassment and violence have reduced significantly in recent years. They attribute this to the messages on campaign materials such as posters and stickers placed inside the venues. BSIC believe strongly in their contribution toward contributing to BPs safety by respecting labour laws.

Young men report that they are newly aware of the right to safety and the laws supporting this safety because of the project activities. Like the outlet managers they report that they know about the laws because of the project campaign materials.

Respectful behaviour and attitudes towards BPs:

BPs and SABC believe that respectful behaviour and attitude toward BPs by other BPs comes from fostering and nurturing a sense of solidarity between BPs. The SABC Executive Committee members demonstrated a high degree of commitment and belief in the power of solidarity. There were repeated references to behaving like a mother towards other BPs. Traditionally maternal behaviours are a very powerful way to collaborate and reduce conflict and competition in the workplace.

Outlet and non-BSIC managers report that in order to encourage respectful attitudes and behaviours toward BPs then the BPs themselves have to behave in a way that promotes their own dignity and self respect. BSIC reiterated their belief that respectful behaviour and attitudes toward BPs rests with working on behaviour change within two key populations: BPs and male beer drinking customers. BSIC promote the code of conduct and encourage men to respect the rights that BPs have as working women.

University peer educators trained by the project believed strongly in the responsibility of the outlet managers to promote respectful behaviour towards BPs. They spoke of their own success in changing the behaviour of their friends, and urged the outlet owners to display campaign materials, and to support BPs when they reported complaints of sexual harassment.