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IMPACT EVALUATION OF USAID/CAMBODIA COUNTERING TRAFFICKING IN PERSONS (CTIP) PROGRAM

FINAL REPORT

Prepared under Contract No. GS-10F-0033M / Order No. AID-OAA-M-13-00013, Tasking N040

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DRG LEARNING, EVALUATION, AND RESEARCH (DRG-LER) ACTIVITY

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September 2020

Contract No. GS-10F-0033M/AID-OAA-M-13-00013 Tasking N040

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Suggested Citation:

Ahn, R., A. Protik, B. Kirchhoff, and P. Bui. (2020) *Impact Evaluation USAID/Cambodia Countering Trafficking in Person (CTIP) Program: Final Report.* Washington, DC: USAID Democracy, Human Rights, and Governance Learning, Evaluation, and Research (DRG-LER) Activity.

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ACRONYMS

ARP	At-Risk Person
CSO	Civil Society Organization
CTIP	Countering Trafficking in Persons
DRG-LER	Democracy, Human Rights, and Governance Learning, Evaluation, and Research Activity
ILO	International Labor Organization
IR	Intermediate Results
IP	Implementing Partner
IT	Information Technology
ITT	Intent-to-treat
MDES	Minimum Detectable Effect Size
M&E	Monitoring and Evaluation
NEA	National Employment Agency (Cambodian government)
NORC	National Opinion Research Center
PCA	Principal Components Analysis
RGC	Royal Government of Cambodia
TIP Report	Trafficking in Persons Report
SMS	Short Message Service (text messaging using standard communication protocols)
USAID	United States Agency for International Development

EXECUTIVE SUMMARY

This report presents the findings from an impact evaluation of the USAID/Cambodia Countering Trafficking in Persons (CTIP) Program conducted by NORC at the University of Chicago ("NORC"). The program aimed to disrupt trafficking in person (TIP) patterns by offering diversified, climate-resilient livelihood pathways that reduce dependence on seasonal agriculture and by educating vulnerable individuals on unsafe migration. NORC conducted this study in partnership with USAID's Center of Excellence on Democracy, Human Rights, and Governance (DRG), USAID/Cambodia, and Winrock International (hereafter "Winrock"), CTIP's implementing partner.

Based on discussions with counter-trafficking stakeholders, Winrock implemented two interventions. The first was the livelihoods package intervention (hereafter "Treatment 1") that connected at-risk persons (ARPs) for trafficking to legitimate employers and trained ARPs in "soft skills" to help them retain their jobs. To that end, Winrock and its partner, Open Institute, developed an internet-based job-matching platform called Bong Pheak to inform low-skilled migrants about job opportunities and also offered workplace professionalism trainings that included modules on types of employment and how to find job information. The second intervention (hereafter "Treatment 2") added a customized bundle of activities to the first intervention, by offering technical assistance to ARPs (e.g., animal raising trainings, savings groups) based on commune-specific needs.

EVALUATION DESIGN

The evaluation employed a mixed-method design, combining qualitative key informant interviews with a rigorous RCT design involving random assignment of 28 communes to receive Treatment 1 and 19 communes to receive Treatment 2. Twenty-eight communes were also randomly selected to serve as the business-as-usual control group. The evaluation collected quantitative data on ARPs and ARP households using a survey of 2,665 at-risk households and qualitative information from interviews with project implementation staff and program beneficiaries. The evaluation was designed to focus on ARPs between ages 18 and 39, both because they form a large share of the working-age population who could benefit the most from the type of intervention implemented by Winrock, and also because they are the most at risk for being labor-trafficked.

The original research design was to randomly select households at the baseline, screen ARPs, and then follow them to endline as part of a panel survey. We collected baseline data in October 2016 using a streamlined selection protocol to identify the most at-risk member within each randomly selected household. However due to a significant delay in funding and the suspension of CTIP activities until June 2018, new beneficiaries needed to be selected to replace respondents who could not be located or refused assistance. During this time, Winrock made substantial changes to the ARP screening process. Because we did not have the baseline information for the beneficiaries selected using the new screening protocol, we revised our sampling and analysis plan in March 2019 to use cross-sectional data from endline only to estimate impacts. The lack of availability of baseline values for individual outcomes results in a lack of precision for estimated impacts. In order to supplement the results of the impact analysis and gain a better understanding of the program implementation and perspective of beneficiaries, we conducted in-depth interviews with six Winrock staff members and 10 program beneficiaries who either declined to participate in or dropped out of activities.

KEY FINDINGS

The interventions (Treatment 1 and Treatment 2) had mixed results on the main knowledge, attitude, practice and economic outcomes of interest:

- Both interventions were successful in increasing ARP knowledge and usage of formal sources of information about job opportunities, including job websites and employment agencies.
- ARPs in Treatment 1 were also more likely to use the Bong Pheak job-seeking platform compared to ARPs in the control group. However, uptake was only 9 percent which is not surprising given that only 40 percent of ARPs in Treatment 1 knew how to use the internet.
- Increased knowledge and usage of formal sources of employment information did not translate into increased confidence in finding and keeping jobs.
- There was evidence that ARPs in both interventions were more likely than ARPs in the control group to believe that human trafficking was a big problem in Cambodia.
- Although the interventions were successful in conveying information about the magnitude of trafficking as a social problem, neither intervention had a statistically significant impact on ARPs' willingness to either migrate internally or internationally.
- Despite the increased participation in and popularity of savings groups among ARPs in Treatment 2, there was no evidence of improved economic outcomes for ARPs in either Treatment 1 or Treatment 2.

These results notwithstanding, there were challenges with the implementation that had implications for the evaluation design and limits the generalizability of its findings. First, there were difficulties in identifying young, male ARPs who represent the most "at risk" individuals for labor trafficking. The average age of beneficiaries across both treatment groups was 31 years and nearly three quarters of them were female, which limits the generalizability of the results to the target group of population—young adult males. Second, the screening process was changed midcourse to reach the beneficiary target, which led to a different group of beneficiary ARPs than those who were identified for follow-up at baseline. As a result, the research design was updated to an endline-only design. Lack of baseline data may have contributed to some loss of precision of the impact estimates. Also, we closely followed the new screening protocol to identify comparable ARPs in the control group. But because not all ARPs in the Treatment groups who were selected through the screener ended up participating in the treatment programs, selection bias could be an issue.

RECOMMENDATION FOR FUTURE CTIP PROGRAMMING

We offer specific recommendations for future USAID CTIP programming and evaluation.

- **Develop CTIP programming that is aligned with the context and appropriate for the target population.** Because of the complexity of the issue, we recommend that USAID consider a multi-pronged approach to labor trafficking prevention—one that carefully identifies labor trafficking determinants in Cambodia and subsequently designs culturally-competent interventions designed to prevent trafficking.
- **Develop CTIP programming that targets young men.** Recognizing the likelihood that many young men had already migrated at the time of our evaluation, we recommend working with local community organizations to identify young men at the outset and design interventions

to allow for the longitudinal study of these individuals. The traditional approach of using random assignment in an impact evaluation is limited in tracking highly mobile groups of individuals.

- **Develop CTIP programming that also targets women.** Our evaluation was mostly composed of women, which provides an opportunity to examine how CTIP interventions could focus on trafficking prevention among women in households and the potential impacts this awareness may have on intra-household norms around trafficking over time. Such programming may complement USAID/Cambodia programs aimed at advancing women's rights and effecting gender equity in the country.
- **Utilize training modalities that are pragmatic and tailored to local contexts.** The evaluation's qualitative interviews suggested that different training modalities, and interactive pedagogy in particular (e.g., group discussion, group roleplay), impacted how well training messages were received. Programs need to be cognizant of the local contexts and audiences for their programming, whether it be geographic location or literacy levels.
- **Align evaluation activities with CTIP programming.** We recommend USAID take a coordinated approach to add to its learning agenda through the implementation and evaluation of its CTIP programs. The most scientifically rigorous and useful learning for future USAID programming can be achieved by coordinating and aligning the goals of different stakeholders that contribute to a common learning agenda. We also recommend aligning the interventions with appropriate evaluation methods and designs (e.g., quasi-experimental approaches, mixed-methods evaluation that includes quantitative and qualitative data analysis, rigorous thematic analysis of public social media pages such as Facebook and Twitter) in the future.

1. INTRODUCTION

As part of the DRG Learning, Evaluation, and Research (DRG-LER) Activity, USAID requested that NORC design and implement an impact evaluation (IE) of USAID/Cambodia Countering Trafficking in Persons (CTIP) Program. The USAID awardee for this activity was Winrock International ("Winrock"). The CTIP intervention implemented a holistic, multi-year program that aimed to bolster the capacity of communities and government actors in coordination with private sector and development partners. The project aimed to disrupt TIP patterns by building local capacity to prevent TIP, empowering and protecting migrants and at-risk populations, identifying victims, and supporting perpetrators' prosecution.

The strategy is built upon best practices and lessons learned from implementing CTIP activities in Cambodia and was guided by several areas of focus. C-TIP addresses root causes to prevent trafficking, offering diversified, climate-resilient livelihood pathways that reduce dependence on seasonal agriculture and educating vulnerable individuals on safe migration, with an emphasis on youth engagement and activism. A locally-guided and oriented approach creates tailored solutions that respond to communities' unique needs, builds community safety nets to protect survivors and underserved populations, and increases access to and quality of available services. In addition, the C-TIP program strengthened Royal Government of Cambodia (RGC) efforts to counter TIP at the national and sub-national levels, providing technical assistance to address TIP Report recommendations, such as increasing victim identification and resources, enforcing and monitoring policies, and enhancing prosecution.

NORC's CTIP impact evaluation design planning began with a scoping trip to Cambodia (November 2015), during which the NORC Project Director (PD) conducted two meetings with Winrock and 12 in-person meetings with counter-trafficking stakeholders, including 18 individuals from 12 different organizations. The key objective of the scoping trip was to inform the design of an impact evaluation that, when implemented, would allow stakeholders to measure the efficacy of C-TIP programming in achieving mission goals. The scoping trip interviews also allowed the PD to assess potential evaluation implementation constraints. The NORC PD completed a second scoping trip to Cambodia (March 2016) and worked with Winrock to refine components of the impact evaluation design, including an updated set of assumptions about the intervention components.

Based on ideas developed during the scoping trips, NORC developed a randomized controlled trial (RCT) design to evaluate two Winrock-implemented interventions. NORC employed survey data from 2,665 ARPs in 78 communes to conduct the analysis to examine the impacts the Winrock CTIP interventions had on beneficiary ARP and household outcomes. NORC also supplemented the results of the quantitative impact analysis with qualitative interviews with selected beneficiaries and implementing staff to understand the mechanisms through which the CTIP interventions affected (or did not affect) the beneficiaries. Focusing on livelihood-related programs for at-risk/vulnerable populations ("at- risk persons," or ARPs) within target areas of Cambodia allowed NORC to test whether this subset of CTIP programs are able to address some of the root causes of trafficking.

2. BACKGROUND AND INTERVENTION DESCRIPTION

Cambodia experiences significant internal and cross-border trafficking in persons (TIP), and is a source, transit, and destination country for trafficked persons. From 2015 through 2017, Cambodian authorities detected a total of 415 victims being trafficked into Thailand.[1] These estimates, however, do not account for trafficking flows to other countries in the Mekong region, as well as to countries in East Asia and the Middle East. Accurate statistics for the level of TIP is lacking, partly due to the largely informal nature of cross-border migration and the difficulty in definitively identifying cases of trafficking from irregular or illegal migration. It is important to note that Cambodia has also been designated as having a Tier 2 Watch List status by the 2020 Trafficking in Persons Report.[2]

There are several contributing factors to the high prevalence of trafficking in Cambodia, including the lack of viable employment options in the country and the demand for low-skilled labor abroad, particularly in Thailand. Although the GDP of Cambodia has more than doubled between 2006 and 2016[3], the economic growth has failed to benefit large parts of the population. The most at-risk demographic group is youth.[4] The limited availability of regular paid work in Cambodia is further compounded by increased population growth. Young people aged 15 to 24 comprise a majority of Cambodia's total labor force but face disproportionately higher levels of unemployment.[5] Rural farming families are also at high risk due to economic hardships ensuing from climate change, unseasonal rain patterns, and subsequent loss of crops that push many farmers to take out large loans for new irrigation or pesticide systems.[6] A Winrock report also cites lack of literacy and access to technology as additional barriers to obtaining reliable information on employment opportunities, disproportionately affecting rural Cambodians.[7]

Coupled with the lack of job opportunities within Cambodia, the economic boom in Thailand has resulted in increased demand for more migrant laborers to perform dangerous, difficult, and dirty ("3-D") work.[8] Past research summarizes this so-called push-pull relationship: Cambodia earns income (through remittances) from Cambodian citizens who are migrant workers in Thailand, while Thailand is

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[1] Ibid.

[2] 2020 Trafficking in Persons Report (June 2020). Department of State, Available at https://www.state.gov/wp-content/uploads/2020/06/2020-TIP-Report-Complete-062420-FINAL.pdf, Accessed on 27 August 2020.

[3] World Bank Open Data, Available at https://data.worldbank.org/country/cambodia, Accessed on 27 August 2020.

[4] Combating Human Trafficking in Cambodia (August 2013). The Asia Foundation, Available at https://asiafoundation.org/resources/pdfs/1CBtrafficking.pdf, Accessed on 27 August 2020.

[5] Policy on Labour Migration for Cambodia (December 2014). Kingdom of Cambodia, Available at http://un-act.org/publication/view/policy-on-labour-migration-for-cambodia/, Accessed on 27 August 2020.

[6] 2020 Trafficking in Persons Report (June 2020). Department of State, Available at https://www.state.gov/wp-content/uploads/2020/06/2020-TIP-Report-Complete-062420-FINAL.pdf, Accessed on 27 August 2020.

[7] Bong Pheak: Innovative Portal that Promotes Responsible Employment. Winrock International.

[8] Kranrattanasuit, N. (2014). ASEAN and human trafficking: case studies of Cambodia, Thailand and Vietnam. Accessible at http://web.b.ebscohost.com.proxy.uchicago.edu/ehost/ebookviewer/ebook?sid=9374e88b-c13e-4837-a03e-59e785bfed8d%40pdc-v-sessmgr06&vid=0&format=EB, Accessed on 27 August 2020.

able to recruit more migrant laborers to develop its economy.[9] This results in irregular and uninformed migration, rendering migratory job seekers increasingly vulnerable to being trafficked. Though legal avenues of migration exist, the costs associated with legal channels of migration and labor recruitment are considerably higher than for irregular and informal channels.[10] Many counter-trafficking stakeholders from scoping trips corroborated these findings, describing the need for economic opportunities for ARPs to reduce these individuals' trafficking vulnerabilities, especially during certain seasons of the year (i.e., post-harvest) when traditional income-earning opportunities are limited.

WINROCK'S TRAFFICKING PREVENTION PROGRAMS

Winrock's trafficking prevention programs for the IE were designed to address the challenges on the supply side of the trafficking problem by providing economic opportunities to the ARPs and their households. Winrock designed two intervention packages that were evaluated as part of this IE: (1) the "livelihood package" intervention and (2) the "customized technical assistance" intervention. For the purpose of the IE, we refer to the "livelihood package" as Treatment 1 and the "customized assistance package" as Treatment 2. We describe the two interventions below based on information provided by the implementing partner (IP), Winrock.

TREATMENT 1: "LIVELIHOODS PACKAGE" INTERVENTION

The "livelihood package" intervention had two main components aimed at provided ARPs economic opportunities in the form of jobs in the formal sector. The first component connected ARPs to legitimate employers through an innovative job-seeking platform called "Bong Pheak". The second focused on providing ARPs soft skills training so they can retain their formal-sector jobs better to ensure sustained economic gain. We describe these two components below.

Bong Pheak Job-Seeking Platform[11]

Winrock enlisted employers from different economic sectors (e.g., hospitality, construction) in Cambodia to provide job opportunities in target communes where trafficking prevalence was high. Winrock then partnered with Open Institute, a Cambodian nonprofit organization, to develop Bong Pheak, an internet-based employment service platform specifically designed to provide a venue for low-skilled workers to gain access to information on job opportunities from the companies Winrock had enlisted. The jobs posted on the Bong Pheak site was public and anyone, including current employees at the participating companies and non-employees, could share the postings via smartphones and/or basic cell phones through interactive voice response technology. Specifically, when a job was shared through Bong Pheak, a job seeker could press a button to signal interest in a position and employers

[9] Human Trafficking Sentinel Surveillance (December 2010). United Nations Inter-Agency Project on Human Trafficking (UNIAP), Available at http://un-act.org/publication/view/human-trafficking-sentinel-surveillance-poipet-cambodia-2009-2010/, Accessed on 27 August 2020.

[10] Trafficking in persons From Cambodia, Lao PDR and Myanmar to Thailand (August 2017). United Nations Office on Drugs and Crime (UNODC), Available at https://www.unodc.org/documents/southeastasiaandpacific/Publications/2017/Trafficking_in_persons_to_Thailand_report.pdf, Accessed on 27 August 2020.

[11] The information in this section is drawn from Winrock's Bong Pheak information pamphlet, which we present in Appendix E.

automatically received the contact information of the job seeker. Job seekers could also create or upload a CV and send job announcements to other people in their social network.

Bong Pheak's developers focused on meeting the needs of job seekers with limited technology access: "A visitor could, from the job-description page, refer the job to somebody who only had a normal phone by stating their name, phone number, and relationship (this last item was used to create trust in the calls, with a message such as "your sister has sent this job to you"). The person referred would receive a phone call describing the job and allowing her/him to apply by just pressing the number "1" on their phone." In this way, Bong Pheak takes advantage of the job referral norms already in place in Cambodia, whereby family and friends are directly involved in the recruiting process, thus providing a trustworthy source for ARPs seeking employment. At the same time, the platform also provides clear information on the available jobs and allows the opportunity to the ARPs to apply through a formal process.

Workplace Professionalism Training

Additionally, Winrock and its partners provided "soft skills" training to ARPs, with the goal of providing them with tangible professional/interpersonal workplace skills (e.g., negotiation with supervisors) that help ARPs find and retain their jobs. This training was called the "Dream to Goals" Training, and it included five components/training modules:

1. Types of employment
2. Finding a job (where to find job information, finding a safe job)
3. Soft skills development (technical and vocational education/training options, job skills, interview skills)
4. Managing money (budgeting, savings, debt, and loans)
5. Developing an action plan to achieve your goals

Together, these two components of Treatment 1 were designed to increase the number of ARPs in target communes who are able to find and keep their jobs – and consequently reduce ARP unsafe migration (i.e., use of informal-sector – and often unscrupulous – middlemen/brokers), which mitigated their vulnerabilities to trafficking. The evaluation was primarily designed to test whether this intervention helped ARPs obtain and retain good jobs that preclude the need to migrate unsafely, and thereby place them at risk for trafficking.

TREATMENT 2. "CUSTOMIZED TECHNICAL ASSISTANCE" INTERVENTION

The "customized technical assistance" intervention" was a combination of the "livelihood package" and additional interventions customized for the communes where it was implemented. Winrock placed an emphasis on the importance of working with local communal leaders to identify and provide technical assistance specific to commune needs. These additional customized interventions included:

- Trainings on agriculture, animal raising, vegetable growing, fish raising, garment work, and other industries;
- Orientations on financial literacy, saving, bookkeeping, fund management, marketing, facilitation, resource mobilization, and livelihoods;

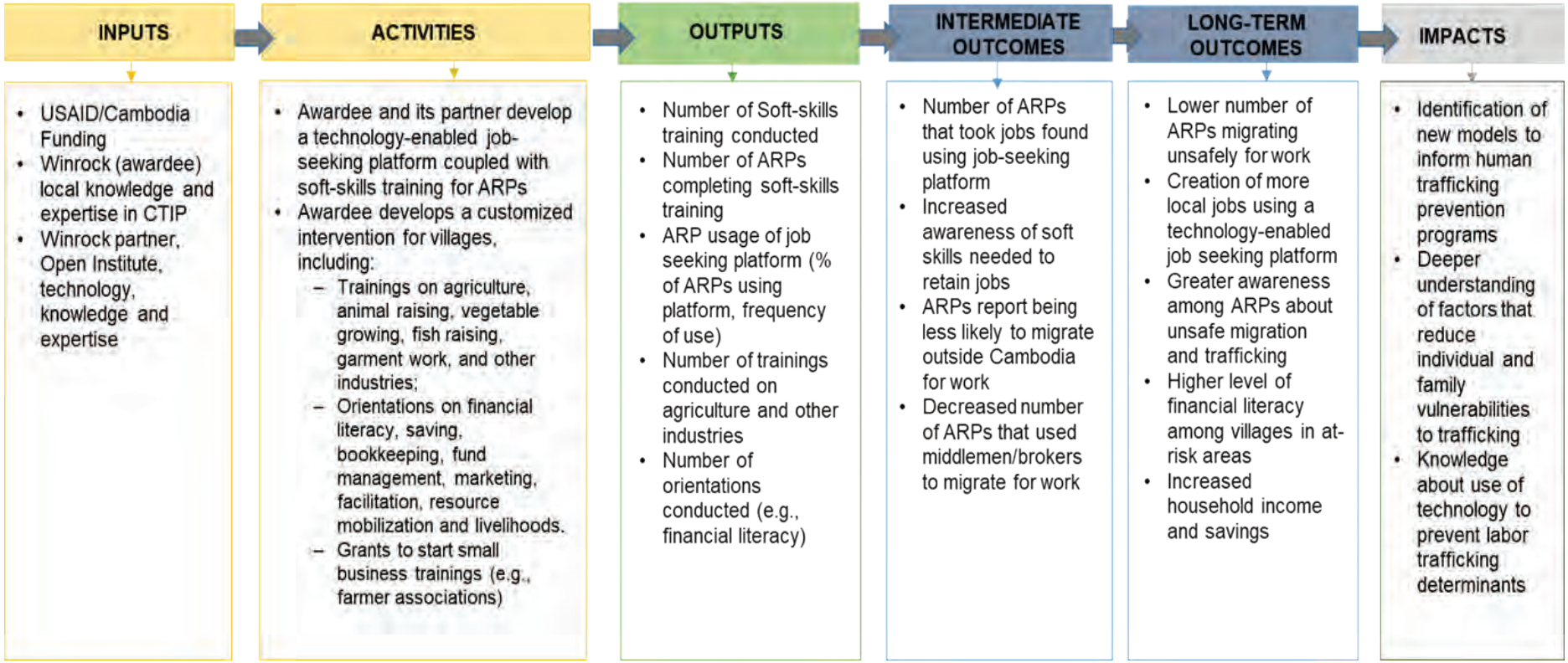
- Grants to start small business; and
- Trainings on Farmer Associations, Saving Groups, Organic Rice Producer Groups, Vegetable Producers, Animal/crop-cash transfer banks, cow banks, chicken banks, rice banks, and vegetable banks.

There are key implementation differences between these treatment arms. Treatment 2 was only partly standardized – the portion repeating Treatment 1's "livelihood package". The rest of Treatment 2, the customized part, comprised interventions that used a variety of training curricula and implementers. For example, a commune might have requested animal-raising training, plus a module on financial literacy. In this instance, Winrock may have deployed more than one IP to deliver these two activities. Furthermore, Winrock used multiple IPs for the same activities, such as savings-group trainings (i.e., multiple implementers may provide similar trainings using different curricula). In contrast, Treatment 1 involved a single IP using consistent tools and curricula for each of the two activities implemented across all Treatment 1 communes.

THEORY OF CHANGE

We present a detailed theory of change in Figure 1, showing the expected outputs from the activities of the project and how they are likely to change intermediate and long-term outcomes. In the shorter term, we expect Treatment 1 and Treatment 2 to increase the number of ARPs that took jobs using the platform, increase ARPs' awareness of required soft skills to retain jobs, decrease the number of ARPs using middlemen/brokers to migrate for jobs, and increase the number of ARPs reporting that they are less likely to migrate outside of Cambodia for work. We also expect higher levels of financial literacy and increased income-generating activities in villages in at-risk areas. Consequently, in the longer run, we expect more local jobs created using the technology platform, increased household income and savings, greater awareness among ARPs about unsafe migration and trafficking, and ultimately, lower number of ARPs migrating unsafely for overseas work.

Figure 1. Theory of Change for USAID/Cambodia Countering Trafficking In Person Program



3. EXPERIMENTAL IMPACT EVALUATION DESIGN

RESEARCH DESIGN

Ideally, to assess the impacts of any program, researchers would compare the outcomes *actually observed among participants after the implementation of the program* with the outcomes they *would have observed for those same participants in the absence of the program*. The latter is called the "counterfactual," and having a credible counterfactual is a key to ensuring that observed changes can be reasonably attributed to the programs and not to other factors. Unfortunately, the counterfactual can never be directly observed, since once participants have been involved in a program, it is not possible to also observe what their circumstances would have been without the program[12].

The most rigorous way to assess impacts and the gold standard in IE is a randomized controlled trial (RCT), where a randomly assigned group that does not receive the intervention—the control group—is used as the counterfactual. Because beneficiaries or clusters of beneficiaries are randomly assigned to receive or not receive the intervention(s), the groups can be assumed to be statistically comparable in terms of their characteristics and the factors that may affect outcomes in general. In a well-implemented RCT design, the control group thus represents a credible counterfactual. The difference in outcomes between the beneficiaries of the intervention (the treatment groups) and the control group is then interpreted as the causal impact of the interventions.

To study the causal effects of Winrock's programs on economic and other outcomes of ARPs, we conducted an IE with an RCT design, randomizing treatment at the Cambodian commune level.[13] The IE randomly assigned communes to three different research groups:

Treatment 1 (T1) administered Winrock's livelihood package intervention;

- **Treatment 2 (T2)** administered the customized technical assistance intervention, which includes the livelihood package as in Treatment 1, plus Winrock's additional interventions customized to commune needs;[14]
- **Control (C)**, where no Winrock programming was implemented.

[12] Outcomes before the implementation does not represent a reliable counterfactual condition—what the outcomes would have been in the post-implementation period had the program not been implemented—because outcomes change over time even without the presence of any programs due to many factors related to the individuals, the households, and the socio-economic environment.

[13] There are approximately 1,600 communes in Cambodia and, within these, Winrock's CTIP activities were designed to reach 100 communes in nine provinces.

[14] Note that the original impact evaluation design had called for Winrock's customized interventions to be compared directly to the livelihood package. However, as the intervention progressed, and due to lower than anticipated interest in the customized interventions, Winrock added the livelihood package to its customized interventions.

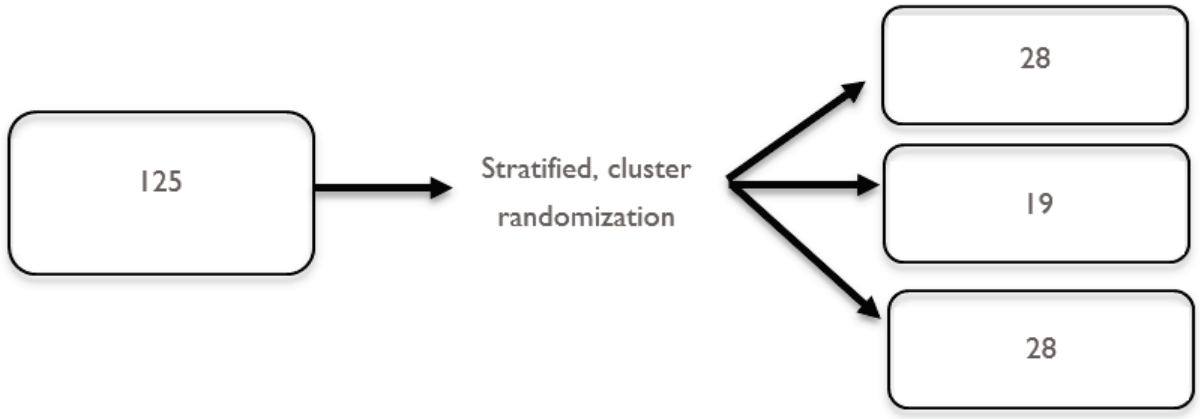
RANDOM ASSIGNMENT PROCESS

The rationale behind randomizing assignment at the commune level, versus the village level, was to reduce the risk of contamination. One concern was that members of a village not receiving workplace professionalism training would hear about the contents of the training from friends and family members from another village who are receiving the training. However, ARPs in one commune are less likely to share knowledge of the Winrock treatments with ARPs in a different commune.

To improve the precision of the impact estimates (and thus to improve the statistical power of the evaluation), we used stratification at the unit of assignment—the communes. In other words, we stratified communes into blocks of three communes that are as similar as possible, and then randomly assigned one commune within each block to T1, one to T2, and one to C. In order to stratify the communes into sets, we used principal components analysis (PCA) on a set of covariates believed to be correlated with the outcomes of interest. There were 125 eligible communes for the study, and the goal was to assign 28 communes to each treatment arm based on power analysis.[15]

We created 41 sets of three communes from the 125 eligible communes, such that the communes in each set were as similar as possible based on their PCA score. Next, from each of these 41 sets, we randomly assigned one commune to T1, one to T2, and one to Control. Finally, in order to select only 28 communes for each group, we assigned each set a random number between one and 41, re-sorted the dataset by this number, and then selected the communes in the first 28 sets for the sample. This resulted in 28 communes being assigned to each treatment group in such a way that the three groups would be statistically balanced, i.e., be statistically equivalent on any characteristic. Note that for financial constraints, only 19 communes were selected in the end for T2.

Figure 2. Cluster Random Assignment Process



*Note: * Only 19 communes were selected for T2 for financial constraints.*

[15] Power calculations for the impact evaluation are discussed in detail in "Evaluation Design Report (Revised): Impact Evaluation of USAID/Cambodia Counter-Trafficking in Person Activity".

HYPOTHESES

Under this design, we examined several hypotheses for each outcome of interest, such as:

H_1: Treatment 1 leads to a statistically significant impact, compared to its counterfactual (Control Group).

H_2: Treatment 2 leads to a statistically significant impact, compared to its counterfactual (Control Group).

H_3: Treatment 2 has a greater statistically significant impact, compared to Treatment 1.

We also made the following assumptions:

- Since many NGOs operate across the communes in Cambodia, whether Winrock has previously operated in a commune will not influence the outcomes for an ARP, assuming the ARP has not been previously treated by a Winrock ARP-related program.
- The nature of the treatments under evaluation are such that contamination due to previous treatment is unlikely (i.e., an ARP's *response* to a job-seeking platform is not likely influenced by the job-placement treatment another villager received from a different NGO).

4. SAMPLING AND DATA COLLECTION

ORIGINAL SAMPLING PLAN

Because the unit of analysis is individual households or ARPs within the households and the unit of random assignment is communes, we needed a sampling plan to select villages from each participating commune and households from each selected village in a way to maintain the comparability across the experimental groups. We also needed to identify individual ARPs within each selected household to be offered the opportunity to participate in the treatments. The original sampling plan for villages, households, and individuals are detailed below.

SELECTION OF VILLAGES

After the communes were randomly assigned to a research group, we randomly selected four villages in each T1 and Control commune. For the T2 villages, we used a statistical matching method to identify villages from those within the already-selected T2 communes such that they would be most closely matched to T1 villages based on the total number of households per village and the percent of poor households in a village. T2 villages were matched, as opposed to randomly selected, to increase the power of H2 comparing outcomes between T1 and T2.[16]

The result was a sample of 112 Control villages, 112 T1 villages, and 76 T2 villages.

SELECTION OF HOUSEHOLDS AND INDIVIDUALS FOR TREATMENT

NORC ARP Screener (October 2016) and Baseline Data Collection

In October 2016, NORC, in consultation with USAID/Cambodia and Winrock staff, designed a streamlined selection protocol that could be operationalized by field teams to identify the most at-risk member within randomly selected households from the selected villages.[17] Prior to the onset of Winrock's trafficking prevention activity, NORC and its contractor TNS carried out baseline data collection activities in randomly-selected households in each of the villages selected for the study. Within each household, the enumerator began the interview with the head of household. This respondent answered questions about each household member in the household roster and was then asked a number of questions about income, savings, and other characteristics at the household level. Using the responses in the household roster, the enumerator identified the ARP based on a process of elimination approach in an attempt to identify the respondent most appropriate for receiving Winrock's intervention. Taking all household members listed in the roster who were between the ages of 18-39, the enumerator used the following characteristics until one household member was identified:

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[16] The matching was done with replacement, meaning that a single T2 village could be matched to more than one T1 village if it was the nearest neighbor (in "characteristics space") to more than one.

[17] This also had the benefit of overcoming a major logistical and operational challenge regarding selection of participants in the control communes: Winrock would not likely know who they would be at the start of the evaluation. If these ARPs were told that they are to be (or might be) selected for later program participation, then this risks contaminating them. Some way would have to be found to identify likely candidates for the CTIP program in these communes without telling them.

- Actively Job-Seeking. If no household members are looking for a job or if more than one is, then separate the members by:
- Employment Status: If more than one household member is unemployed or at the same level of employment, next separate members by:
- Age: Select the youngest member of the household if the above characteristics are equal for more than one household member

The NORC ARP screener resulted in a high percentage of female respondents in the sample, which could reflect that many young, at-risk males had already migrated by the time NORC conducted its baseline activities.

CHANGES IN IMPLEMENTATION PLANS AND DEVIATIONS FROM ORIGINAL SAMPLING DESIGN

USE OF DIFFERENT BENEFICIARY SELECTION PROCESS THAN WAS ORIGINALLY DESIGNED

Because of a significant delay in funding, many of Winrock's CTIP activities were suspended until June 2018. During that time, Winrock decided to develop its own ARP screening protocol to identify additional ARPs to serve in Treatment 1 communes. Winrock used this procedure to select new beneficiaries in order to replace respondents who were selected and interviewed during NORC's baseline but were not able to be located or refused assistance when Winrock later visited the village to offer Treatment 1 assistance.

Winrock ARP Screener (June 2018)

Winrock's ARP screening protocol was designed to include individuals who are aged 15-39 years old, and met at least one of the following criteria:

- Low education (below Grade 9)
- Low skill level (never attended a technical skill training)
- Unemployed and seeking low-skill jobs
- Is from a household whose income is less than USD $2.15 per day per person
- Is from a household where any member is a member of a group that experiences social discrimination or exclusion (e.g., disabled, HIV/AIDS)
- Is from a women-headed household
- Household has past incidents of domestic violence

According to our communications with the implementation team, Winrock operationalized these selection criteria as follows:

(1) Meeting with village leaders, village volunteers, key informants, school teachers, representatives of community-based organizations, and other stakeholders to list those who preliminarily fit the criteria for assessment;

(2) Conduct home visits and screen those listed persons based on the above criteria table, and select ARPs who meet the criteria.

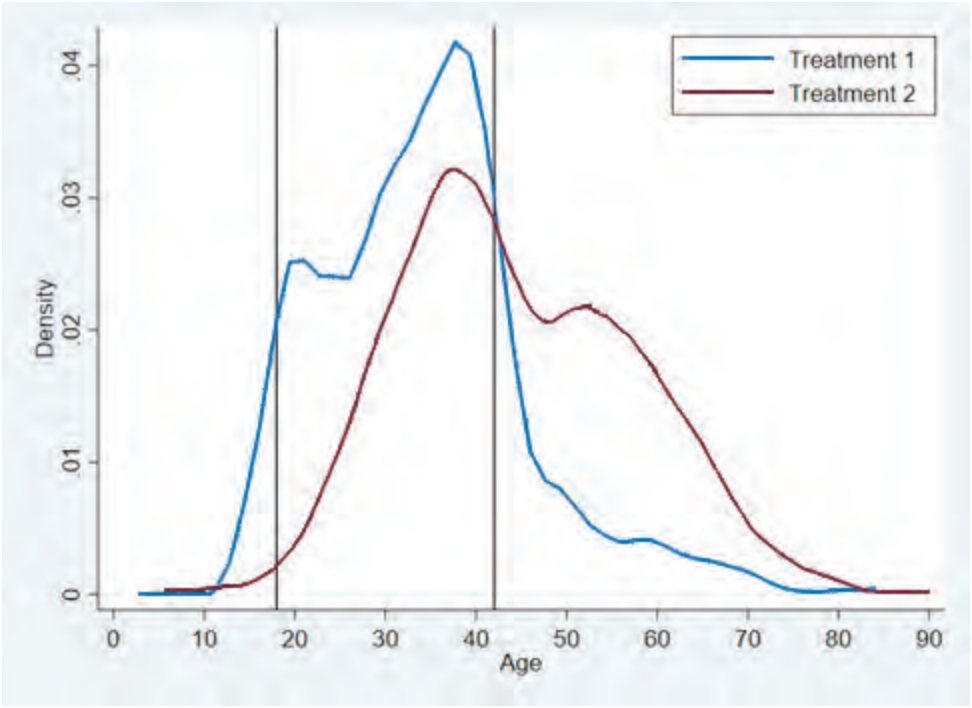
WIDE RANGE OF BENEFICIARY AGE

For the evaluation, the original NORC screener called for identifying ARPs within the age range of 18 and 39 years. This age range was selected for two primary reasons: (1) the evaluation was not designed to capture outcomes of minors; and (2) the evaluation was designed to capture outcomes of young at-risk workers, especially because the interventions are focused on training ARPs in finding and retaining jobs. Because we were collecting the endline data in 2019, three years after the original start date of the intervention, we planned to survey ARPs between ages 18 and 42 to include the oldest ARPs (age 39) at the start of the intervention and baseline survey.

The Winrock screener used in June 2018 included individuals who are aged 15-39 years old, thus expanding the lower limit of the age range originally set by the evaluation design. However, for the purpose of the IE, we could only include individuals **aged 18 years and older**.

Also, the age range of actual beneficiaries was much wider in practice. Figure 3 shows the age distribution of both Treatment 1 and Treatment 2 beneficiaries. The two vertical lines show the age range called for by the evaluation design at endline, 18-42. As can be seen, a considerable number of beneficiaries fell outside this range—19 percent for Treatment 1 and almost 50 percent for Treatment 2. Average age of the beneficiaries for Treatment 1 was 34 years and for Treatment 2, 44.5 years.

Figure 3. Age Distribution of Beneficiaries by Treatment Status



Source: NORC's calculations from Winrock program data

It is likely that Treatment 2 included older beneficiaries because some of Winrock's customized packages were suitable for older adults, such as savings groups. But older adults are much less at risk for being trafficked and the evaluation was not focused to examine changes in outcomes for older adults. In addition, to make the treatment and the control groups comparable, we also used the Winrock screener to identify ARPs in the control groups (described below in the next Section). However, the official screener for ARP, which called for applying the screener to 15-39 year olds only, is clearly not adhered to in treatment communes. So it is possible that the selection of ARPs in the control group, which followed the official screener, and the selection of ARPs in the two treatment groups, which deviated from the official screener, is not comparable.

ISSUES WITH IMPLEMENTATION OF TREATMENT 2

The original impact evaluation design called for Winrock's customized interventions to be compared directly to the livelihood package (Treatment 1). However, as the intervention progressed, and due to lower than anticipated interest in the customized package, Winrock added the livelihood package to its customized interventions, which became the customized technical assistance package or Treatment 2 for the impact evaluation.

However, the reported implementation of Treatment 2 was not the same as either originally designed (the customized interventions only) or as revised (livelihood package plus customized interventions). As shown in Table 1 below, only 23 percent of the beneficiaries in the Treatment 2 group received both the livelihood package and the customized interventions as per the revised design. On the other hand, 44 percent of the beneficiaries in the Treatment 2 group received only the customized part of the intervention and no livelihood package. Because these beneficiaries in the Treatment 2 group received either the customized interventions only or a combination of the livelihood package and the customized interventions, interpretations of impacts (or non-impacts) on outcomes for this group is challenging.

In addition, 33 percent of the beneficiaries in the Treatment 2 group actually received just the livelihood package, rendering them indistinguishable from the Treatment 1 group. Because of this, we excluded this last group of beneficiaries—those who received only the livelihood package—from the Treatment 2 group.

Table 1. Programs Received by Treatment 2 (T2) Beneficiaries

Program Received	Number of T2 Beneficiaries	Included in Impact Evaluation
Received livelihood package (T1) only	445 (33%)	
Received customized programs only	605 (44%)	√
Received both soft skills (T1) and customized programs	319 (23%)	√
Total	1,369 (100%)	924

Source: NORC's calculations from Winrock program data

REVISED DESIGN AND ENDLINE DATA COLLECTION

The result of the dual screening process used to identify ARPs is that in treatment communes, there were ARP households and individuals offered Winrock's assistance who were selected for treatment using one of two methods: (a) NORC's screening used for the baseline survey in November 2016; or (b) Winrock's screening used to select replacement beneficiaries, beginning in June 2018. Because we do not have baseline information for the beneficiaries selected by Winrock in 2018, we could no longer use a panel design and revisit the ARP households we surveyed at baseline. While under an RCT design, we are still able to estimate causal program impacts by comparing treatment and control groups using post-implementation data only, not controlling for baseline values of outcomes may contribute to lack of precision for the impact estimates.

As a result, we revised our sampling and analysis plan in March 2019 to use **cross-sectional data from endline only** to estimate impacts. We subsequently revised our sampling plan so we could survey beneficiaries identified under both screener and also to identify comparable ARP households in the control group as closely as possible. We explain the process below.

SELECTION OF HOUSEHOLDS AND ARPS FOR ENDLINE DATA COLLECTION

Selection of treatment household and ARPs. For the purpose of the IE, we selected all beneficiaries who received services from Winrock in both treatment groups. In our revised sampling plan in March 2019, we proposed to use the sample of households Winrock selected ARPs from, irrespective of whether the ARPs participated in the Winrock interventions. For the IE, it was critical to include all selected households as the ones that choose to participate are a self-selected group. However, only the list of beneficiaries who actually received services from Winrock was available. We included all of these beneficiaries because the total number was only slightly higher than our sample size requirements.

Selection of control households and ARPs. We selected households and ARPs from the control villages using the Winrock screening protocol, following the same procedures used to identify ARP households for the treatment groups. Although it is not ideal to identify the control group at a different time than when the treatment households and ARPs were identified, specifically after the treatments have begun, the Winrock screening protocol uses mostly time-insensitive criteria or criteria that can easily be fulfilled using retrospective information.

ENDLINE SURVEYS

The endline survey was carried out by our local data collection partner, Kantar Cambodia, between mid-November and early December 2019. For treatment communes, enumerator teams worked with the village chief to identify respondents on the beneficiary list. Once identified, the village chief led the team to the respondent's house and the interview took place once fully informed consent was secured. In the control communes, the field supervisors worked with the village chief to identify ARP households before scheduling interviews. The village chief then accompanied the enumerator teams as they visited the selected households for interviews. A total of 2,710 households were surveyed successfully at endline.[18]

[18] A detailed account of the data-collection process is described in Appendix B.

To interview the ARP in the household, the enumerator teams followed the guidelines below:

(1) Conduct face-to-face interview with ARP if present in the household;

(2) Conduct face-to-face or telephone interview with the ARP if migrated;

(3) Administer the ARP section to the household head if both #1 and #2 were not possible.

The enumerators used the list of beneficiary ARPs provided to the evaluation team by Winrock. Because of the wide range of beneficiaries described above, a large number of ARPs in the two treatment groups could not be interviewed because they were outside the age range used for the evaluation, 18-42.[19] A total of 614 ARPs could not be interviewed, out of which 594 (about 97 percent) were outside the age range (mostly overage) used by the evaluation. This issue was more pronounced for the Treatment 2 group, where 381 ARPs could not be interviewed because 364 of them (about 96 percent) were overage and five of them (about one percent) were underage.

QUALITATIVE INTERVIEWS

To supplement the results of the impact analysis and gain a better understanding of the program implementation and the perspectives of beneficiaries, we also conducted in-depth qualitative interviews. Overall, we interviewed six Winrock staff members in Cambodia who worked on the CTIP implementation, plus 10 individuals who declined to participate in, or had participated in CTIP programming but subsequently dropped out of the activities. To identify individuals who participated in some activities but did not continue with Winrock's program, we used the list of participants Winrock provided. Given that Winrock's Treatment 2 implementation plan called for all Treatment 2 beneficiaries to receive (1) the Bong-Pheak and Soft Skills training and (2) at least one additional customized activity offered by Winrock in their village, we concluded that individuals who only participated in one activity declined the offer to participate in additional program activities. We divided these individuals into two categories: (1) those who received only the Bong-Pheak and soft skills training and (2) those who participated in one of the other Winrock activities. Finally, we selected 5 individuals randomly from each of these two lists to be interviewed.

Using a list provided by NORC, Kantar worked with village chiefs to locate and acquire the contact details of each of the beneficiaries. Kantar staff visited beneficiary households to see if they would be willing to provide feedback, and recruited beneficiaries based on a screening that included questions on pertinent demographic information (e.g., age, gender, and occupation), awareness of Winrock, and participation in Winrock program activities. Once screened, Kantar staff scheduled a 45 to 60 minute interview and conducted the interview following the topic guide (see Appendix C).

Kantar staff used two modes of interviewing due to the overlap of the fieldwork schedule with the coronavirus pandemic. All six interviews with staff were conducted face to face in mid-February 2020. Five interviews with beneficiaries from Prey Veng and Svay Reang were also conducted face to face in

[19] The evaluation did not survey any ARPs below the age of 18 because of the ethical standards for human subject research set by NORC institutional review board (IRB) related to the inherent challenge of documenting parental consent in Cambodia given the low literacy rates among the target population. Beneficiaries above the age of 42 were not defined as at-risk according to our original research design and thus were unlikely to contribute to answering the research questions.

mid-March 2020. However, the remaining interviews were conducted via phone call due to the increasing number of COVID-19 cases in Cambodia. This decision was to ensure the safety of both the moderators and respondents.

5. DATA ANALYSIS

RESEARCH QUESTIONS AND OUTCOME MEASURES

The central research questions for this impact evaluation are:

RQ1. a. Can a job-seeking platform, coupled with workplace professionalism training, decrease trafficking vulnerabilities among at-risk persons in Cambodia by improving their economic outcomes?

b. In addition, does adding livelihood-related activities customized to the needs of the communes (e.g., animal raising, savings groups) in addition to the job-seeking platform and workplace professionalism training decrease trafficking vulnerabilities among at-risk persons in Cambodia by improving their economic outcomes?

RQ2. Can a job-seeking platform, coupled with workplace professionalism training, reduce unsafe migration behaviors[20] among at-risk persons in Cambodia?

b. In addition, does adding livelihood-related activities customized to the needs of the communes (e.g., animal raising, savings groups) in addition to the job-seeking platform and workplace professionalism training reduce unsafe migration behaviors among at-risk persons in Cambodia?

To answer the two central research questions above, we examine outcomes systematically from short to medium to long term, as is hypothesized in the theory of change in Figure 1. We examine outcomes in four different domains: (1) Knowledge of job-seeking platform and other means of finding employment; (2) Attitude toward migration; (3) Practice of using job-seeking platform and other means of finding employment; and (4) Economic outcomes. Table 2 below lists each of these outcome measures by domain and the level at which the analysis is performed.

[20] As denoted by an individual migrating for work using an informal broker.

Table 2. Outcome Indicators by Domain

Domain	Outcome Indicator	Level of Analysis
Knowledge	Knowledge on sources of information for employment opportunities	ARP
	Confidence in finding a job	ARP
	Confidence in keeping a job	ARP
Attitude	Perception on whether human trafficking is a huge problem	ARP
	Perception on whether migration can be a huge risk for human trafficking	ARP
	Attitude towards risk	ARP
	Willingness to migrate within Cambodia	ARP
	Willingness to migrate outside of Cambodia	ARP
Practice	Used job-seeking platform to get current job	ARP
	Knows how to use internet to look for a job	ARP
	Lined up a job outside Cambodia	ARP
	Used an informal broker to find job outside Cambodia	ARP
Economic	Employment status	ARP /HH
	Income	ARP /HH
	Income from remittances	HH
	Savings	ARP/HH
	Whether part of a community savings group	ARP/HH

IMPACT ANALYSIS METHODOLOGY

ORIGINAL ANALYSIS PLAN

Our original sampling and analysis plan was based on estimating "treatment effects" as the difference in average levels of outcomes across the randomly assigned communes between the experimental groups under any given hypothesis (e.g. average differences in outcomes between T1 and Control for hypothesis 1). The average levels of outcomes across a commune is calculated from households in each commune randomly selected for the study, controlling for household- and individual-level characteristics, including baseline levels of the outcomes of interest, which can be correlated with the outcomes. Specifically, for H1 for example, our plan was to use the following regression analysis:

$$Y_{ihc,t} = \alpha + \beta_1 T1_c + \beta_2 T2_c + X_{ihc}\delta + \mu Y_{ihc,t-1} + B_{ihc} + \varepsilon_{ihc} \qquad (1)$$

where $Y_{ihc,t}$ is the outcome of individual i in household h, commune c; $T1_c$ and $T2_c$ are the treatment indicators for Treatment 1 and Treatment 2; X_{ihc} is a vector of (time-invarying) background characteristics of individual I and his/her household; $Y_{ihc,t-1}$ is the baseline value of outcome Y; B_{ihc} represents a set of indicators for the blocks in which individual i's commune belonged to during randomization; and ε_{ihc} is the random error term. The estimated effect of the Treatment 1 is β_1 and of Treatment 2 is β_2.

There are two important considerations for estimating internally valid impact estimates using equation (1). First, we must use samples of individuals who have similar characteristics, on average, across the three groups—Treatment 1, Treatment 2, and Control. While we have randomly assigned communes, we planned to ensure that the unit of analysis is similar by randomly selecting villages (or matching villages in the case of T2) within communes, and by randomly selecting households within villages, and then by using the same screening process for individual ARPs in all three experimental groups. Second, we planned to include in the analysis all households selected to be part of the study irrespective of whether the identified ARP in the household participates in the Winrock intervention or not. This is because the ARPs who choose to participate in the Winrock interventions are a selected group that may not be comparable to the ARPs who choose not to participate and also to all ARPs in the control group who did not have the opportunity to participate. As such, the estimated treatment effect in equation (1) would have been an intent-to-treat (ITT) estimate.

REVISED ANALYSIS PLAN DUE TO CHANGES IN IMPLEMENTATION

The result of the dual screening process used to identify ARPs, described in Chapter 4, is that in treatment communes, there were ARP households and individuals offered Winrock's assistance who were selected for treatment using one of two methods: (a) NORC's screening used for the baseline survey in November 2016; or (b) Winrock's screening used to select replacement beneficiaries, beginning in June 2018. In addition, Winrock operationalized the screening process by non-randomly selecting households in the study villages in the treatment communes.

There are two implications of this dual screening for which we had to revise the original design and sampling:

(1) The households in both treatment and control groups that participated in the baseline survey were selected randomly; because households and ARPs in treatment groups are now selected non-randomly, the baseline sample of control-group households and ARPs are no longer comparable to treatment-group households and ARPs.

(2) Because households and ARPs in treatment groups are now selected using the combination of NORC and Winrock screener, we do not have baseline information for the beneficiaries selected by Winrock in 2018.

As a result, it was no longer a feasible option to use a panel design using the original baseline sample as originally planned without making the design too complicated. We therefore revised the study design to a ***cross-sectional endline-only design*** to examine the impacts of the Winrock treatments within the random assignment framework.

Unavailability of baseline information and loss of precision. While we modified the impact evaluation design from a panel-based sample to an endline-only sample, we still retained the random assignment component of the design. To estimate impacts, we compare the ARPs and their households who were selected to receive Winrock services in Treatment Group 1 and Treatment Group 2 and a set of comparable ARPs and their households that did not receive any. To do this, we modify equation (1) to account for the lack of baseline as follows:

$$Y_{ihc,t} = \alpha + \beta_1 T1_c + \beta_2 T2_c + X_{ihc}\delta + \mu Y_{hc,t-1} + B_{ihc} + \varepsilon_{ihc} \qquad (2)$$

which is the same as equation (1) except that it does not include the baseline values of the outcome for individual i, $Y_{ihvc,t-1}$. Instead, we include commune-level baseline values of outcome Y constructed as a mean of individual-level values within the commune since the sample of communes is largely unchanged. This is indicated by $Y_{hvc,t-1}$ in equation (2).[21] The unavailability of baseline values for individual outcomes results in lack of precision for our estimated impacts.

Issues with identifying comparable ARPs and potential bias. The purpose of the original design to randomly select households, screen the ARP, and then follow them to endline as part of a panel survey was twofold: (1) it allowed the evaluation to identify ARPs in both the treatment and control groups in exactly the same way; and (2) it would allow the evaluation to estimate program impacts for a sample of ARPs irrespective of their self-selection to the treatment as an ITT estimate as explained above. The ITT estimates would provide rigorous impacts of the two treatments implemented by Winrock.

However, changes in the ARP screening process made this extremely challenging. Because of the random assignment design, estimates of treatment effects of β_1 and β_2 in equation (2) would still be possible if we could successfully replicate the ARP screening process in the control communes. However, not every ARP who was identified by the screener participated in the Winrock treatments. Those who participated are likely different from those who did not participate. While we replicated the screener in the control communes to identify a comparable group to those who were offered services in the treatment communes, those ARPs in the control group may not be comparable to the ARPs in the treatment groups who self-selected themselves into the Winrock program. As we will describe below, there were important differences in ARP and their household characteristics between the two treatment and the control groups. Although, we control for these differences in observed characteristics in equation (2), there could be differences in unobserved characteristics between the self-selected ARPs in the treatment group and the identified ARPs in the control group leading to bias in the treatment estimates.[22]

QUALITATIVE ANALYSIS METHODOLOGY

The qualitative component of this evaluation was structured to complement and expand on the quantitative results. It focuses on, among others, understanding the barriers to ARP recruitment as reported by Winrock: why did some individuals choose not to participate in Winrock programs when

[21] We also estimated impacts using village-level baseline values of outcome Y instead of commune-level baseline values of the outcome. The results presented in this report are using commune-level values. But we get similar results using village-level values.

[22] Our ability to statistically match beneficiary ARPs to control group ARPs to reduce potential selection bias was limited because of the lack of baseline data.

offered? We conducted the in-depth interviews with program beneficiaries who *had declined* to participate in additional programs offered by Winrock (or dropped out of the program) and staff members from Winrock's IPs who were responsible for recruiting beneficiaries. The qualitative analysis of interviews also aimed to identify the variations in and challenges to implementation along with key lessons to inform future programming and recruitment.

We analyzed data from the interview transcripts using a thematic analysis methodology, in which patterns are identified through a rigorous and recursive process of data familiarization, data coding, and theme development and revision. We uploaded each of the 16 interview transcripts onto Dedoose and coded data in a two-cycle approach.[23] In the first-cycle of coding, we generated initial codes based on the patterns emerging in an initial review of the data. This process was directed solely by the content of the data (as opposed to being set *ex ante*) to capture as many potential themes and patterns as possible.

We then reviewed the coded text segments across our dataset, assessing the relationship among codes and grouping them into potential themes. In this phase, we reviewed the viability of the potential themes – whether they tell a convincing story and adequately answer our motivating research questions. At this point, we finalized our coding scheme (see Appendix C) to better capture the patterns in the dataset.

[23] All of the 16 interviews were first transcribed verbatim and then translated from Khmer to English.

6. FINDINGS

DESCRIPTIVE CHARACTERISTICS OF THE SURVEY SAMPLE

We begin by examining the demographic characteristics of the ARP household heads, ARP households, and the ARPs in the sample, who are the main focus of the evaluation. First, we present information on the household heads of the identified ARP households (Table 3). The average age of the household heads in the sample was 44.8 years, with heads in both treatment groups being 4-8 years older on average than control group heads of households. About 23 percent of the household heads were female.

Most household heads reported to be employed (average unemployment was about 11 percent), but education levels were low in the sample—about one-fifth had no schooling and about 48 percent had only primary-level schooling. Both unemployment rate and educational attainment was lower in Treatment 2 compared to Treatment 1 and Control.

Table 3. Demographic Characteristics of ARP Household Heads

Covariates	Total	Treatment 1	Treatment 2	Control
Household Head's Age (years)	44.80	45.28	48.76	40.68
Female Household Head (%)	23.04	21.26	25.00	22.92
Head has no schooling (%)	19.89	18.96	22.30	19.45
Head has primary-level schooling (%)	47.77	45.77	51.59	46.58
Head has secondary-level schooling (%)	18.80	19.69	16.79	19.24
Head is unemployed (%)	11.14	9.3	10.78	12.51
Sample Size	2665	828	816	951

Notes: The sample size noted in this table is the maximum number of household level responses. The total number of responses for each of the listed covariates may be smaller depending on item non-response.

Next, we examine the household characteristics of the ARP households (Table 4). The average household in the sample had five members, of which about 34 percent were children under 18 years of age and about 66 percent were adults over 18 years. Share of children was higher in the control group households, at around 37 percent, and lower in the Treatment 2 households, at around 32 percent, compared to Treatment 1 households.

Share of children under the age of five years was also higher in the control households (14 percent) compared to the sample average of 11 percent and the average in the treatment groups (both around nine percent). This is consistent with the fact that control households were headed by younger adults as presented above. For both children and adults, there were slightly more females than males in the sample across all three research groups. A high percentage of school-aged children (6-17 year olds) were currently in school across the treatment and control groups (around 88 percent) and the share of unemployed adults

(18 years and over) in the household was about 18 percent. A higher share of adults were unemployed in the control group—21 percent, compared to around 16 percent in the two treatment groups.

A very high percentage of households owned their home (81 percent) or owned land (96 percent). However, these percentages were lower in the control group, likely indicating that they were poorer, on average. The average number of rooms in the two treatment groups were also higher—1.39 and 1.40 in the Treatment 1 and Treatment 2 groups, respectively, compared to 1.221 in the control group. Control group households were also poorer in terms of asset possession, as indicated by the lower household asset index value.[24]

Table 4. Characteristics of ARP Households

Covariates	Total	Treatment 1	Treatment 2	Control
Household (HH) Size	4.91	5.07	4.93	4.78
HH members aged 5 and under (%)	10.65	9.39	8.74	13.7
Share of children (0-17) in the HH (%)	34.14	33.81	31.7	37.31
Percent of adults (18 and over) in the HH (%)	65.86	66.19	68.30	62.69
Female adults (18 and over) in the HH (%)	51.63	51.53	52.04	51.27
Female children (0-17) in the HH (%)	53.91	53.62	53.86	54.34
School-age children (6-17 years) currently in school (%)	88.34	88.81	87.4	88.23
Unemployed adults (18 and over) (%)	17.82	15.61	15.61	21.19
HH owns home (%)	80.73	80.68	86.64	75.71
Number of total rooms	1.33	1.39	1.40	1.21
HH asset index	0.00	0.15	0.06	-0.18
Sample Size	2665	828	816	951

Notes: The sample size noted in this table is the maximum number of household level responses. The total number of responses for each of the listed covariates may be smaller depending on item non-response.

Lastly, we examine the characteristics of the ARPs themselves in the sample (Table 5). The average age of the ARPs in the sample was 31 years, with Treatment 2 ARPs slightly older on average (34 years) and control ARPs slightly younger on average (30 years). A high percentage of ARPs were also female. About 17 percent of ARPs have no schooling and about 53 percent only have primary-level schooling. Eighty-

[24] The asset index is a standardized value of the total number of assets in possession such as bicycles, radios, and smart phones. To create the index for a household, we first calculated the total asset value by adding all assets in possession of the household. We then standardized it by subtracting the average total asset value of the control group and then dividing by the standard deviation of total asset value of the control group.

one percent of ARPs in the Treatment 1 group are married or cohabiting. This share is higher in the Treatment 2 group (90 percent).

We also examine whether these ARPs have connections to migrants. In both treatment groups, ARPs knew someone who migrated for work outside of Cambodia—42 percent in Treatment 1 and 35 percent in Treatment 2 compared to 34 percent ARPs in the control group. Also, about a quarter of ARPs in both treatment groups had at least one family member who migrated outside Cambodia compared to 32 percent in the control group.

Table 5. ARP Demographic Characteristics

Covariates	Total	Treatment 1	Treatment 2	Control
ARP Age (in years)	31.39	32.10	33.65	30.04
Female ARP (%)	74.31	78.65	71.09	72.50
ARP has no schooling (%)	16.77	16.12	13.80	18.48
ARP has primary-level schooling (%)	52.62	42.83	58.31	57.35
ARP has secondary-level schooling (%)	21.90	26.22	18.03	20.38
ARP is married or cohabitating (%)	84.06	81.30	90.72	83.39
ARP knows someone who migrated for work outside Cambodia (%)	37.11	42.27	34.75	34.35
ARP has family member who migrated for work within Cambodia (%)	30.23	34.27	22.48	29.75
ARP has family member who migrated outside Cambodia for work (%)	27.59	24.13	25.19	31.60
Sample Size	2,005	679	377	949

Notes: The sample size noted in this table is the maximum number of ARP-level responses. The total number of responses for each of the listed covariates may be smaller depending on item non-response.

IMPACTS ON ARP KNOWLEDGE

We examine the impacts of the interventions on ARP knowledge regarding sources of information for employment opportunities. To do this, we employ the regression model in equation (2) described in the previous chapter. We present the results in Table 6 below. For the ARP knowledge outcomes and for all other outcomes for which we employ a regression model, we present the results in the following way: (1) the regression-adjusted mean of the outcome for the control group; (2) the regression-adjusted mean of the outcome for the Treatment 1 group and the impact for the Treatment 1 group, which is the difference between the mean of the outcome for the Treatment 1 group and the control group; (3) the regression-adjusted mean of the outcome for the Treatment 2 group and the impact for the Treatment 2 group, which is the difference between the mean of the outcome for the Treatment 2 group and the

control group; and (4) the differential impact between Treatment 1 and Treatment 2 groups, which is the difference between the mean of the outcome between the two treatment groups.

The interventions (i.e., Treatment 1 and Treatment 2) demonstrated statistically significant improvements in ARP knowledge regarding information sources for employment opportunities. About 17 percent of ARP in the control group stated that they know where to get information for employment opportunities. Treatment 1 (the livelihood package involving job skills training), resulted in an additional nine percent ARPs reporting that they know where to get this information. Similarly, Treatment 2 resulted in an additional eight percent of ARPs reporting that they know where to get this information (Table 6, third column). There was no statistically significant difference in these results between Treatment 1 and Treatment 2.

Table 6. Regression Results for Outcomes in Knowledge about Employment Opportunities

Dependent Variable		Knows where to find information	Confident in finding a job	Confident in keeping a job
Control (C)	Mean	0.17	0.71	0.80
Treatment 1 (T1)	Mean	0.26	0.70	0.82
	Impact (T1 – C)	**0.09***	0.00	0.01
		(0.03)	(0.03)	(0.03)
Treatment 2 (T2)	Mean	0.25	0.70	0.86
	Impact (T2 – C)	**0.08***	0.00	0.06
		(0.03)	(0.03)	(0.02)
Treatment 1 - Treatment 2		0.02	0.00	0.04
		(0.03)	(0.04)	(0.03)
Observations		1,987	1,987	1,987
R-squared		0.10	0.04	0.04

Note: **p<0.05; **p<0.01; ***p<0.001*

(1) Entries in each column correspond to a separate regression model;

(2) Standard errors are in parentheses and are clustered at the commune level;

(3) Models include randomization block fixed-effects.

Although Treatment 1 and Treatment 2 had positive and statistically significant impacts on ARP knowledge of information on employment opportunities, the percentage of ARPs who reported knowing (Treatment 1 mean and Treatment 2 mean) was very low – 26 percent and 25 percent in Treatment 1 and Treatment 2, respectively. In other words, although the two interventions were able to increase the knowledge of ARPs compared to the Control group, the level was still low. Very large impacts on shorter-term outcomes (e.g., knowledge of ARPs regarding information sources for employment opportunities) may have been necessary to affect changes in longer-term outcomes.

For those who reported that they know where to get information on employment opportunities, we asked them to name different sources for domestic employment to examine if job websites were cited more frequently by ARPs in the two treatment groups. Table 7 shows descriptive results from this question. (We do not present regression results because of the very small sample size.) Indeed, 33 percent of ARPs in the Treatment 1 group and 12 percent of ARPs in the Treatment 2 group cited job websites as a source of information, compared to only one percent in the control group (Table 7). This is consistent with the fact that job skills training was the primary focus of Treatment 1.

Notably, we found that less than two percent of ARPs cited an informal broker as an information resource for employment across all three groups. Also, trusted informal sources such as family and friends remain the primary source for domestic employment opportunities for the ARPs.

Table 7. Descriptive Results on ARP Knowledge of Information Resources for Domestic Employment (percentages)

Source	Control	Treatment 1	Treatment 2	Total
Formal source (e.g., job websites, employment agencies, TV)	19.39	48.60	38.20	35.33
Social media (e.g., Facebook)	21.82	27.37	26.97	25.17
Job websites (e.g., Bong Pheak)	1.21	32.96	12.36	16.63
Informal broker	1.82	1.68	1.12	1.62
Informal other (family, relatives, friends, school etc.)	81.82	65.36	66.29	71.82
Sample Size	165	179	89	433

Notes: Multiple answers were allowed for the questions; percentages for each group will not add up to 100 percent.

Similarly, for information on working in another country, more ARPs in the two treatment groups cited job websites—around 15 percent compared to seven percent in the control group (Table 8). None of the ARPs in the Treatment 1 group cited an informal broker as a source of information for employment in Cambodia. However, nine percent of ARPs in the Treatment 2 group and six percent of ARPs in the control group cited an informal broker as a source for international employment. While these results are descriptive, it is possible that the job skills training and information on the risk of migration for Treatment 1 ARPs contributed to the correlation between ARPs receiving Treatment 1 and not citing informal brokers as an information source for employment. Finally, as for domestic employment opportunities, trusted informal sources such as family and friends remain the primary source of information for employment opportunities in another country for the ARPs in the sample. In fact, 66 percent of ARPs in the Treatment 1 group cited trusted informal sources compared to 58 percent in the Treatment 2 group and 60 percent in the control group.

Table 8. Descriptive Results on ARP Knowledge of Information Resources for International Employment (percentages)

Source	Control	Treatment 1	Treatment 2	Total
Formal source (e.g., job websites, newspaper, TV)	57.52	49.45	45.28	52.14
Job websites	7.08	15.38	15.09	11.67
Social media	9.73	2.20	7.55	6.61
Informal broker	6.17	0	9.43	4.67
Informal other (family, relatives, friends, school etc.)	54.87	65.93	58.49	59.53
Sample Size	113	91	53	257

Notes: Entries in the table are descriptive means. Multiple answers were allowed for the questions; percentages for each group will not add up to 100 percent.

We also examine whether the interventions had an impact on ARPs self-reported confidence in finding and retaining a job. About 71 percent of ARPs in the control group said that they are either very confident or somewhat confident about finding a job; about 82 percent said they are very or somewhat confident about keeping a job. However, neither of the treatments had any statistically-significant impacts in helping the ARPs become more confident in either finding or keeping a job, compared to the control group ARPs (Table 6, fourth and fifth columns).

IMPACTS ON ARP ATTITUDES ABOUT HUMAN TRAFFICKING

To examine ARPs' attitudes toward human trafficking, we estimated impacts on two outcomes: (1) whether ARPs think human trafficking is a problem (big, moderate, or small) in their province (compared to not a problem at all); and (2) whether ARPs think there is a human trafficking risk (big, moderate, or small) if a family member were to migrate for work (compared to no risk at all). Both the treatments had a statistically significant impacts on ARPs' views that human trafficking is a problem for their province compared to the ARPs in the control group. Eighty nine percent of the ARPs in the Treatment 1 group and 88 percent of the ARPs in the Treatment 2 group noted that human trafficking is a big problem compared to 80 percent of the ARPs in the control group stating so (Table 9, third column). Thus, both the livelihood package and the customized technical assistance interventions were effective in changing ARPs' attitude towards human trafficking in the right direction. There was no statistically significant difference in these perceptions between Treatment 1 and Treatment 2.

Table 9. Regression Results for Outcomes in Attitudes about Trafficking Risk

Dependent Variable		Human trafficking is a big problem	Migration can be a big risk for human trafficking	Risk attitude index
Control (C)	Mean	0.80	0.69	-0.03
Treatment 1 (T1)	Mean	0.89	0.76	0.02
	Impact (T1 – C)	**0.09***	0.07	0.05
		(0.03)	(0.03)	(0.10)
Treatment 2 (T2)	Mean	0.88	0.74	0.03
	Impact (T2 – C)	**0.08***	0.05	0.06
		(0.03)	(0.03)	(0.10)
Treatment 1 - Treatment 2		0.01	0.02	0.01
		(0.03)	(0.04)	(0.10)
Observations		1,936	1,852	1,991
R-squared		0.03	0.05	0.03

Note: **p<0.05; **p<0.01; ***p<0.001*

(1) Entries in each column correspond to a separate regression model;

(2) Standard errors are in parentheses and are clustered at the commune level;

(3) Models include randomization block fixed-effects.

In terms of whether ARPs perceive that migration is a risk for human trafficking, although a very high percentage of ARPs agreed with the statement (69 percent in the control group, 76 percent in Treatment 1 group, and 74 percent in the Treatment 2 group), the differences were not statistically significant (Table 9, fourth column). In other words, neither of the two interventions were effective in changing ARPs' perception that migration can be associated with a big risk for human trafficking.

To explore further whether the interventions had impacts on ARPs' attitudes towards risky employment/migration, we first created an outcome, the risk attitude index, summarizing their agreement/disagreement with several statements such as "traveling outside of Cambodia for work is a

risk to my personal safety.[25] To create this index, we first summed up the number of statements a respondent disagreed with.[26] We then standardized the scores such that the risk attitude index would have a mean of zero and a standard deviation of one. A lower value on the index indicated more risky attitudes. Neither of the treatments were successful in changing ARPs' attitude towards risky employment/migration, as summarized by the risk attitude index (Table 9, fifth column)—there were no statistically significant difference between the risk attitude index between the two treatment groups and the control group.

We also separately examine whether ARPs agreed/disagreed with the statement "traveling outside of Cambodia for work is a risk to my personal safety". Again, there was no statistically significant impact of either of the treatments on ARPs' perceptions of this statement.

Finally, we present findings on ARPs' willingness to take a paid job outside of their commune/province, as well as outside of Cambodia. Approximately two-thirds of ARPs reported a willingness to migrate internally—i.e., within the country--for paid jobs (66 percent in both the control group and the Treatment 1 group and 62 percent in the Treatment 2 group), while approximately one-fifth of ARPs reported a willingness to migrate outside of Cambodia for paid jobs (21 percent in the control group and 22 percent and 27 percent in the Treatment 1 and 2 groups, respectively). However, neither of the treatments were successful in altering ARPs' *willingness to either migrate* internally or internationally (Table 10, third and fourth columns)—the differences between the groups were not statistically significant.

[25] These statements, located in question 39 of the survey instrument (see Appendix D), include: (1) There are better jobs for people like me outside of Cambodia than inside the country; (2) Migrating outside of Cambodia for work is the best way for me to help my family; (3) It is worth taking personal risks to obtain a job with good pay; (4) Since jobs are hard to find, I should accept any job offered to me; (5) Companies will keep their promises to me after I start working for them; (6) I should always take the advice I get from my parents when it comes to employment; (8) Employees must do what their boss tells them to do because employees do not have the rights to question their boss; (9) If an employer outside of Cambodia wants to hold on to its employee's passports, then that is the employer's right because they paid for the employee's travel; (10) People who do not have a university education have to take whatever work they can get, regardless of where the job is located"; and (12) Traveling outside of Cambodia for work is a risk to my personal safety.

[26] The one exception was Statement 6, where we coded disagreement as = 0 and agreement = 1.

Table 10. Regression Results for ARP Willingness to Migrate for a Paid Job

Dependent Variable		Willingness to migrate within Cambodia	Willingness to migrate outside of Cambodia
Control (C)	Mean	0.66	0.21
Treatment 1 (T1)	Mean	0.66	0.22
	Impact (T1 – C)	-0.01	0.00
		(0.04)	(0.03)
Treatment 2 (T2)	Mean	0.62	0.27
	Impact (T2 – C)	-0.04	0.06
		(0.03)	(0.03)
Treatment 1 - Treatment 2		0.03	-0.06
		(0.06)	(0.03)
Observations		1,991	1,991
R-squared		0.03	0.06

Note: **p<0.05; **p<0.01; ***p<0.001*
(1) Entries in each column correspond to a separate regression model;
(2) Standard errors are in parentheses and are clustered at the commune level;
(3) Models include randomization block fixed-effects.

IMPACTS ON ARP PRACTICES

Next, we present impacts on ARPs' use of the Bong Pheak platform, which was the primary focus of the interventions. Treatment 1 was successful in increasing ARPs' use of the platform, as expected—the estimated impact was seven percent and was statistically significant at the one percent level. Treatment 2 did not have a statistically significant impact on ARPs' use of the Bong Pheak platform (Table 11, third column). However, it is worth noting that the percentage of ARPs who reported using the platform was very low in the treatment groups – nine percent for Treatment 1 and seven percent for Treatment 2.

To explore this further, we estimated impacts on whether ARPs knew how to use the internet to look for jobs. While 40 percent of Treatment 1 ARPs and 28 percent of Treatment 2 ARPs reported knowing how to use the internet to look for jobs, this share was not statistically different from the share among the control group ARPs, 30 percent (Table 11, fourth column). The issue could be related to access to the internet. However, about 58 percent of the households in our sample use the internet (either occasionally or frequently) and 90 percent of those that use the internet have someone in the household with a Facebook account. Given that the primary focus of the intervention was the Bong Pheak platform,

the very low levels of use of the platform among treatment ARPs suggest other barriers that potentially hindered uptake. [27]

Table 11. Regression Results for Outcomes in the Practice Domain

Dependent Variable		Whether used Bong Pheak app to find job	Whether knows how to use internet to look for job	Whether lined up a job outside Cambodia
Control (C)	Mean	0.02	0.30	0.14
Treatment 1 (T1)	Mean	0.09	0.40	0.12
	Impact (T1 – C)	**0.07****	0.10	-0.01
		(0.02)	(0.05)	(0.05)
Treatment 2 (T2)	Mean	0.07	0.28	0.07
	Impact (T2 – C)	0.05	-0.02	-0.07
		(0.02)	(0.03)	(0.06)
Treatment 1 - Treatment 2		0.03	0.12	0.05
		(0.83)	(0.05)	(0.06)
Observations		1,539		448
R-squared		0.10		0.07

Note: **p<0.05; **p<0.01; ***p<0.001*
(1) Entries in each column correspond to a separate regression model;
(2) Standard errors are in parentheses and are clustered at the commune level;
(3) Models include randomization block fixed-effects.

Finally, we estimated impacts on whether ARPs lined up a job outside of Cambodia; we did not find any statistically significant impacts for either treatment group (Table 11, fifth column). However, very few respondents answered this question, so the results could be related to the low sample size.

IMPACTS ON ECONOMIC OUTCOMES

In examining longer-term outcomes, we estimated impacts on ARPs' employment status and personal monthly income. A very high percentage of ARPs were employed across all three groups—73 percent in

[27] According to Winrock's comments on an earlier draft of the report, people in the villages of Cambodia may not be comfortable in any virtual environment outside of Facebook and Messenger. While they use these apps, they may not be adept at using the internet in general. Bong Pheak was designed to operate in Facebook in a way to drive users to the Bong Pheak platform. However, it required some skills on part of the referrer to refer a job from that point. Also, Winrock informed us that Facebook policies and operation criteria sometimes affected Bong Pheak's operation negatively.

the control group, 81 percent in the Treatment 1 group, and 82 percent in the Treatment 2 group. However, the differences across the three groups were not statistically significant (Table 12, third column), meaning that we have no evidence that the two treatments led to improvements in ARP employment. There were also no statistically significant impacts of the interventions' two treatment arms on ARP average personal monthly income (Table 12, fourth column).

Table 12. Regression Results for ARP's Employment and Income

Dependent Variable		Employment Status	Average Monthly Income (USD)
Control (C)	Mean	0.73	91.39
Treatment 1 (T1)	Mean	0.81	116.66
	Impact (T1 – C)	0.08 (0.04)	25.28 (14.23)
Treatment 2 (T2)	Mean	0.82	105.70
	Impact (T2 – C)	0.09 (0.04)	14.32 (11.65)
Treatment 1 - Treatment 2		-0.01 (0.04)	10.96 (12.67)
Observations		1,991	1,951
R-squared		0.32	0.11

Note: **p<0.05; **p<0.01; ***p<0.001*
(1) Entries in each column correspond to a separate regression model;
(2) Standard errors are in parentheses and are clustered at the commune level;
(3) Models include randomization block fixed-effects.

Table 13 shows the descriptive breakdown of occupation categories of currently employed ARPs. A higher percentage of ARPs in the Treatment 1 group engages in farming and/or fishing (46 percent) than in the Treatment 2 group (34 percent). Conversely, there is a higher percentage of entrepreneurs (23 percent) in the Treatment 2 group than in the Treatment 1 group (17 percent) – both much higher than in the control group (10 percent). As shown below, this could be one reason why income from remittances in the Treatment 2 group was lower compared to the control group.

Table 13. ARP Occupation Breakdown (percentages), by Treatment Status

Occupation Category	Total	Treatment 1	Treatment 2	Control
Farming / Fishing	37.03	46.19	34.14	30.58
Wage Laborer (Agriculture / Fishing)	14.10	7.96	9.88	21.56
Wage Laborer (Non-agriculture / Non-fishing)	18.48	12.92	16.77	24.16
Private Sector Employee	10.24	11.50	9.88	9.33
Entrepreneur	15.33	17.17	23.35	9.63
Unemployed (e.g. student, unpaid housework)	3.41	2.83	3.59	3.82
Other	1.42	1.42	2.40	0.92
Sample Size	1,553	565	334	654

Next, we present impacts on whether ARPs belong to a savings group; this was a particular focus of the customized interventions that were part of Treatment 2. Treatment 2 led to a statistically significant impact (at the five percent level) on ARPs belonging to a savings group, by about nine percentage points. Fifteen percent of the ARPs in the Treatment 2 group were members of a saving group compared to six percent among the ARPs in the control group (Table 14, third column). However, Treatment 1 did not lead to a statistically significant impact on ARPs belonging to a savings group. Seven percent of the ARPs in the Treatment 1 group were members of any savings group.

Also, while Treatment 2 led to a positive impact on ARPs belonging to a savings group, it did not lead to statistically significant changes to ARP monthly savings for either of the treatment groups (Table 14, fourth column). It is possible that the time horizon for observing impacts on this outcome, at least for the Treatment 2 group (here ARPs became part of savings groups at a higher rate), was very short for the impact evaluation.

Table 14. Regression Results for ARPs' Savings

Dependent Variable		Member of Savings Group	Monthly Savings (USD)
Control (C)	Mean	0.06	3.08
Treatment 1 (T1)	Mean	0.07	7.63
	Impact (T1 – C)	0.01	4.54
		(0.02)	(3.05)
Treatment 2 (T2)	Mean	0.15	6.69
	Impact (T2 – C)	**0.09***	3.60
		(0.03)	(1.75)
Treatment 1 - Treatment 2		-0.08	0.94
		(0.03)	(2.27)
Observations		1,991	1,977
R-squared		0.09	0.06

Note: **p<0.05; **p<0.01; ***p<0.001*
(1) Entries in each column correspond to a separate regression model;
(2) Standard errors are in parentheses and are clustered at the commune level;
(3) Models include randomization block fixed-effects.

Finally, we present impacts on income- and savings-related outcomes for the ARP households. In terms of both total monthly income and monthly income from remittances, the two treatments did not have any impacts on ARP households. Average monthly income among the control group ARP households was US$ 272.23 and was US$ 311.90 and US$ 282.64 among the Treatment 1 ARP households and Treatment 2 ARP households, respectively. None of differences between these average monthly incomes are statistically significant (Table 15, third column). Monthly income from remittances was US$ 39.08, US$ 47.14, and US$ 32.87 for ARP households in the control, Treatment 1, and Treatment 2 groups, respectively. Again, none of the differences between these average monthly remittances are statistically significant (Table 15, fourth column).

Similar to the outcome for ARPs, Treatment 2 had a statistically significant impact on ARP households belonging to a savings group (Table 15, fifth column) by about 14 percentage points. Given that the impact on ARPs themselves was nine percentage points, we posit that Treatment 2 may have been successful in increasing participation in the savings groups for not only the ARPs, but also for additional members of their households. However, as for ARPs, participation in the savings groups did not lead to statistically significant savings for either treatment group. As noted above, one reason for not observing increases in monthly savings even when Treatment 2 was successful in increasing the percentage of ARP households who became members of a savings group is the short timespan between the end of the implementation and the endline survey. Depending on the type of these savings group, it can take households quite some time before they are able to save a substantial portion of their income. It is also

possible that some of these savings groups pull money together to allow their members turn in borrowing at lower rates. In such a case, households are unlikely to report the portion deposited with the savings group as their monthly saving.

Table 15. Regression Results for Economic Outcomes of ARP Households

Dependent Variable		Average Monthly Income (USD)	Monthly Income from Remittances (USD)	Member of Savings Group	Monthly Savings (USD)
Control (C)	Mean	272.23	39.08	0.11	6.58
Treatment 1 (T1)	Mean	311.90	47.14	0.10	9.91
	Impact (T1 – C)	39.67	8.06	0.00	3.33
		(31.43)	(9.63)	(0.04)	(4.41)
Treatment 2 (T2)	Mean	282.64	32.87	0.25	9.37
	Impact (T2 – C)	10.42	-6.21	**0.14****	2.79
		(21.32)	(7.40)	**(0.04)**	(2.95)
Treatment 1 - Treatment 2		29.26	14.27	-0.15	0.54
		(26.33)	(12.13)	(0.04)	(4.32)
Observations		2,537	2,539	2,550	2,505
R-squared		0.15	0.13	0.12	0.03

Note: **p<0.05; **p<0.01; ***p<0.001*
(1) Entries in each column correspond to a separate regression model;
(2) Standard errors are in parentheses and are clustered at the commune level;
(3) Models include randomization block fixed-effects.

QUALITATIVE ANALYSIS

In the sections below, we describe our key findings from the interviews along the following dimensions:

- Facilitators of Program Success; and
- Barriers to Program Participation

FACILITATORS OF PROGRAM SUCCESS

The qualitative interviews of Winrock program beneficiaries, as well as of its program staff, focus on perceptions of the following program activities from Treatment 1 and Treatment 2: job-seeking platform (Bong Pheak)/soft skills training; community savings groups; animal raising; and vegetable planting. Although the qualitative interviews focused on beneficiaries who withdrew from the Winrock

intervention, these beneficiaries provided useful insights about the components of the intervention that they were motivated to attend—as well as which components they perceived to be effective.

Program beneficiaries cited several reasons for participating in the Winrock program activities: 1) the influence of authority figures in their villages; and 2) available time and interest in the specific topics offered. Specifically, beneficiaries were heavily influenced by their village elders' wishes; some beneficiaries attended programs if their village elders had asked them to attend. One beneficiary stated that she attended a program meeting because "the village chief only told me that I needed to go." This is echoed in a statement by another beneficiary who decided to attend a program meeting "because he's the chief of the village. Whatever he asks to do, we should do it."

Additionally, beneficiaries attended sessions if they had the time to participate and had a particular interest in the subject matter being taught. To illustrate themes, the following quotes from two program beneficiaries illustrate their motivation for participating in sessions on animal raising and farming:

> Because I was free at that time. And I also wanted to learn about how to feed animals properly, since I also feed some pigs at home. [Quote 1]
>
> I wanted to gain knowledge [about vegetable planting]. I wanted to learn. … I kind of love planting vegetables. [Quote 2]

In terms of benefits of the program activities, several beneficiaries retained the salient knowledge about trafficking risks from the initial trainings related to the job-seeking platform (Bong Pheak) and soft skills, despite having attended the training years prior. One beneficiary stated, "…there is [a] possibility that we can fall into human trafficking and their tricks, so if we want [a] job, we can contact Bong Pheak. So before accepting jobs there, we should contact Bong Pheak first, so they can find local jobs for us."

Another beneficiary said the training taught her to recognize the risks of migration, including labor and sex trafficking: "I think that it's essential if we have a legal job, with none of the exploitation and abuse. As we apply for the jobs ourselves, they [Bong Pheak] show us [how] to find and apply for jobs ourselves with a reasonable and acceptable salary."

Beyond this key understanding, two of the participants were also able to recall the training's key lessons about the process of looking for a job. The following excerpt illustrates the decision-making process by which this beneficiary determines if a job opportunity is safe:

> Respondent: They [the trainers] said before we migrate to anywhere, we have to first ask who the person who gives us the information is from, who's responsible to help us, where we're going to stay, we must ask for complete information first.
>
> Moderator: I see. So, first ask for clear and full information. How do you know you can trust the people who want to take you to work?
>
> Respondent: We have to ask for their living address. And then ask about whether there's any organization supporting it. Ask where the work would be at. We don't just ask information from one person. We have to ask multiple people.

Some participants also indicated they would share these lessons with family members. For example, one beneficiary reported, "In the future, if I can find a job, I can give it to my siblings when they finish school or when they haven't found a job yet or do not know what to do. I can contact them to help my siblings. Whether to learn skills or when they already have skills but want to apply to a job, we can help our siblings or our relatives."

The interviews provided useful insights into the pedagogy of the Winrock activities. Program staff mentioned different methods of educating beneficiaries on the risks of migration and human trafficking, including lectures, videos, group discussion, and group roleplay. One beneficiary who participated in the first half of the Bong Pheak/Soft Skills training session said that the roleplay exercise of looking for a job and then being confronted with certain risks was both "fun" and helped the participants not feel stressed given the nature of the topic. There was a clear sense among beneficiaries and staff that videos were helpful tools for learning. As one beneficiary said when asked whether the videos on job-seeking/soft-skills were useful, "Yes…. If there were just words, it wouldn't be too engaging, because it's hard to remember. But with videos and pictures, the villagers find it easier to understand." A Winrock staff member corroborated this view, noting, "The participants seem to have fun. Like I've said, when I joined, for those who lack the courage, they seem to be braver, more willing to talk and express opinions after they've watched the video." Additionally, videos allowed participants with low literacy to better grasp the information, compared to instruction that involved writing words on a board in front of the participants.

By comparison, according to several Winrock program staff, the savings group activity was the best-attended and most popular program activity. Says one staff member about the popularity of the savings group activity, "First, they understand its advantages. If they save, they could gain more and get more from the community loan. The loan could help them start an investment or any other career they choose. It is convenient for them." Another staff member described the benefits of the savings group for potential borrowers: "The borrower is also a member of the community saving group. They can also gain from the accumulated interest because they also put in money for savings. They can use that money to further invest in animal husbandry and planting crops."

Another Winrock staff member describes how the savings group works to change the financial practices of beneficiaries:

> Yes, they are excited about this activity because never before have any organization or people train or share with them how to save money on their own. Meaning, if they only have 10,000 riels in their pocket, they spend all of it when they go to the market. They need people to train or tell them that they should save 2,000 riels at home. The Cambodian mindset is to spend it all. Our plan is to let them understand that we should save before spending, rather than spend before saving.

These positive findings about the savings groups were echoed by a staff member, who believed that the impacts of the groups were enhanced when beneficiaries learned from one another: "[T]hese groups conduct a meeting wherein they share information with each other. So knowledge is gained from people to people who are part of the activity."

However, interviewees' views on the animal raising program activity, as well as the vegetable planting activity, were mixed. For example, although the chicken raising group was well-attended, there were concerns about a disease outbreak among the chickens that ultimately stemmed participation. As one

staff member noted, "Some chickens got sick. Firstly, we don't have enough budget to buy medicine for the chickens. We buy some medicine outside licensed companies." Another interviewee said that the number of individuals in the group declined as a result: "Around 100 chickens died. They paused now, but will check on the progress later on. There are some [group participants] who need money, so they paused raising chickens first to look for another work [opportunity]."

According to interviewees, the usefulness of the vegetable planting activity remained unclear. Several beneficiaries and staff interviewed cited market access and market prices as a primary challenge participants faced. One Winrock staff member noted the demand among participants for additional support in finding a market: "[They] asked us to find a market for their produce since most of them told us that it is challenging to find a market." Interviews with staff revealed that some programs in specific villages have attempted to teach beneficiaries about the market in their community and how to sell collectively. One such initiative is described below:

> The market situation depends on how people promote their products. Sometimes, when the middlemen see that the farmer has plenty of product, they would haggle for a lower price. We can't ensure them that we would find a market for them but we encourage them to produce so we can help them study the market situation in their community. We also have an interesting activity wherein we ask members of the production group to study the market. For example in Sontuk Knong village, we have a big market so we invite some of them to go to the market with us and we help them process and understand the market situation. It can help motivate them to produce more.

Another program staff describes "knowledge-sharing session[s]" to teach the importance of bundling products: "if they sell individually, the merchants would decrease the price of their product however, if they sell as a group with the same product and price, it is hard for the merchants to alter the price." However, these efforts have not been uniformly implemented among treatment villages. Even where they have been implemented, interviewees did not yet know whether the activity had led to increased income for participants in these groups. Many of these market-related initiatives were still in-progress at the time of data collection. As one staff member noted, "We've trained them a lot on the expertise [to raise vegetables]" but still needed to help participants to identify markets and sell their products.

PROGRAM PARTICIPATION BARRIERS

Program beneficiaries and Winrock staff cited several barriers to their participation in activities. Beneficiaries' lack of time for Winrock activities—because of competing priorities ranging from paid work to unpaid household obligations--was an oft-cited reason for non-participation. For instance, a beneficiary said it was difficult to choose between work obligations and Winrock's activities "because my [work] schedule is not fixed."

A Winrock community facilitator described the challenge of recruiting beneficiaries in target villages: "Let's say we target 14 households. When we meet with them in their commune to inform them about the program, some families will say that they don't have time for it…. From what we see, it's truly because they don't have time, especially those who work in factories or as a house caretaker for others." Another staff member said that beneficiaries deferred their participation for future activities: "They were busy when we called then, and they would prefer to join the next program."

Some beneficiaries had paid work that prevented them from attending Winrock activities. The industries where they found work varied, from rice farming to hospitality jobs or factory work. Logistically, the timing and location of the Winrock trainings proved challenging for some beneficiaries. One beneficiary's hotel employer required their employees to be on standby, while another beneficiary had employment at a factory outside the villages where the Winrock activities took place.

Winrock staff noted the challenge of having to compete against beneficiaries who had paid work opportunities:

> For example, when they work in construction, they'd earn about 20,000 riels. So, they wouldn't join us. But some villagers do understand that money is not as important and that they come here for the skills and expertise, the soft skills, and they can get information and stuff like that.

Staff members describe the challenge as a return-on-investment issue for beneficiaries in the following two passages:

> We need to be patient because it's hard to encourage them to join the activities. They have a narrow mindset when it comes to seeing the benefits of the program. For example, they would ask, 'What can I get from listening to you in the workshop or sharing knowledge the whole morning when I can get money from working for the whole morning, instead?' [Quote 1]

> The reason [for non-participation] would be the program not providing a tangible outcome for them. For example, we might give them chickens or seeds, but we only give it to them once in the beginning. So, in the long run, they choose to migrate instead. [Quote 2]

Other beneficiaries were unable to attend Winrock activities because of family obligations. These obligations included taking care of younger family members, sick family members, or elders in their household. The following quotes are responses provided by three separate beneficiaries as to why they could not attend:

> I couldn't join anymore since I have more responsibilities at home for my children. They are growing up from day to day, so I must take them to school. One study in the morning and the other one is in the afternoon also I am busy with my mom and pop store.

> I regret [that I could not go], too, but I was pregnant, and it was hard to prepare the food for kids. I have two kids.

> Because my kid was sick and my wife works in factory, so there was only me to take my kid to the hospital, and later on, I have no time to go any meeting *[sic]* anymore.

Interviews with staff members corroborated these challenges: "Sometimes, husbands don't allow their wives to come because there is a baby that the wife needs to take care of. So even though we invite them to come, they cannot come because of the baby."

Beneficiaries and staff also identified a lack of program clarity as a barrier to participation. Specifically, beneficiaries described not knowing what the program was about; whether there were subsequent program meetings; or had stopped receiving information about the program and did not actively seek out

further information. One beneficiary observed that there did not seem to be any additional program activities after the first meeting, and even though she says she "wanted to know" about the progress of the program; she noted that she never received updates from her team leader.

Additionally, some beneficiaries suggested that the Winrock activities were overly didactic, rather than applied. As one beneficiary noted, "For me, I think they should give us the real practical after learning. If they don't give us any practices, there aren't any good results at all. Don't just only give a speech without any training." Another beneficiary, who initially took part in the animal raising program, said that more hands-on training and practice would have been useful:

> The problem with raising chicken is that there are lots of diseases, so I want a practical experience on how to deal with it. That is why both training and practicing are needed at the same time. I want them to teach us how to protect chickens from getting diseases.

LIMITATIONS

The interviews of Winrock staff and program beneficiaries revealed valuable information on what program activities were useful and the barriers to full program participation. An important contextual finding from these interviews was that the job-seeking platform (Bong Pheak/soft-skills) training was primarily attended by older beneficiaries. Interviewees noted that many younger at-risk persons had already moved or migrated away from their villages and could not participate in these activities.

Additionally, it was difficult to confirm which program activities beneficiaries participated in and which organizations implemented activities. There are several cases in which the interviewed beneficiary was not familiar with Winrock and a few additional cases where the beneficiary cited an entirely separate organization.

Finally, these findings are limited by the small number of interviews conducted, the types of beneficiaries selected for interviewing, and the long period of time that passed between program participation and when these beneficiaries were interviewed. The beneficiaries represent individuals who *had declined* to take part in the Winrock activities, so they may not represent the broader view of those individuals that completed the Winrock treatment activities. Additionally, these interviews took place several months or even years since the beneficiaries were engaged in the program and low program recall may have affected the quality of their responses.

8. CONCLUSIONS

The impact evaluation was designed to contribute to the evidence base on technology-driven job-search interventions, as well as workplace professionalism training, to assist ARPs in Cambodia. It tested whether a job-seeking platform, coupled with workplace professionalism training ("Treatment 1"), decreased trafficking vulnerabilities and/or changed attitudes towards unsafe migration behaviors among ARPs in Cambodia by improving their economic outcomes. The evaluation also examined whether adding livelihood-related activities customized to the needs of the communes (e.g., animal raising, savings groups) in addition to the job-seeking platform and workplace professionalism training ("Treatment 2") had impacts on the same outcomes among ARPs in Cambodia.

The evaluation employed a mixed-method design, combining qualitative key informant interviews with a rigorous RCT design involving random assignment of 28 communes to receive Treatment 1 and 19 communes to receive Treatment 2. Twenty-eight communes were also randomly selected to serve as the business-as-usual control group. The evaluation collected quantitative data on ARPs and ARP households using a survey of 2,665 at-risk households and qualitative information from interviews with project implementation staff and program beneficiaries. The evaluation was designed to focus on ARPs between ages 18 and 39, both because they form a large share of the working-age population who could benefit the most from the type of intervention implemented by Winrock, and also because they are the most at risk for being labor-trafficked.

SUMMARY OF KEY FINDINGS

To answer the two main research questions of the evaluation—whether the treatments improved economic outcomes for ARPs and their households and whether they decreased unsafe migration behavior— we examine outcomes systematically from short to medium to long term, as is hypothesized in the theory of change. We summarize the main findings below:

Some evidence of program effectiveness in changing ARP knowledge and usage of formal sources of information, but uptake of the Bong Pheak job-seeking platform was low: Both interventions (Treatment 1 and Treatment 2) were successful in increasing ARPs' knowledge of formal sources of information of employment opportunities (e.g., job websites, employment agencies). Furthermore, ARPs in Treatment 1 were more likely to use the Bong Pheak job-seeking platform to look for work, compared to ARPs in the control group. However, overall uptake of Bong Pheak, one of the main components of both interventions, was low. Only 9 percent ARPs in the Treatment 1 group and 2 percent ARPs in the Treatment 2 group used the Bong Pheak job-seeking platform. Less than half of the beneficiaries knew how to use internet, and even a lower proportion had Facebook accounts. Furthermore, those who knew how to use Facebook did not necessarily have the skills to operate a job-seeking platform outside the Facebook or Messenger environment. Understanding these barriers to uptake will be important for future CTIP interventions. Finally, we did not find any evidence that the interventions improved ARPs' confidence in either finding or keeping a job. This implies that merely knowing where to find legitimate employment did not translate into ARPs' confidence that they could find a job – or retain work.

Some evidence of program effectiveness in ARP attitudes about human trafficking, but no changes in willingness to migrate: Both interventions had an impact on ARPs' views about human trafficking. Specifically, ARPs in both interventions were more likely than ARPs in the control group to

believe that human trafficking was a big problem in Cambodia. However, there was no statistical difference among ARPs in the view that migration can pose a big risk for trafficking. Furthermore, neither intervention had a statistically-significant impact on ARPs' willingness to either migrate internally or internationally. The implication of these findings is that the interventions were successful in conveying information about the magnitude of trafficking as a social problem, but not in changing ARPs' views of the risks associated with migration for work, either inside or outside of Cambodia. Because of the issues related to changing ARP screener discussed above, the evaluation was not able to follow a group of ARPs identified pre intervention to examine whether the interventions had any impacts on their decisions to actually migrate. However, the difficulty in finding young, male ARPs and the lack of impact on the beneficiary ARPs' willingness to migrate suggest that the program likely did not affect migration. However, without appropriate tracking, we could not assess whether there was a change in unsafe migration.

No evidence of improved economic outcomes for ARPs or their households: The interventions did not lead to significant improvements in ARP employment, nor did they lead to significant increases in ARPs' personal monthly income. However, Treatment 2, which included customized technical assistance such as for starting a savings group, did lead to a statistically significant impact on ARPs belonging to a savings group (i.e., an increase of 9 percentage points). Despite this increase in participation in savings groups, we did not find any significant increases in ARPs' monthly savings for either of the treatment groups. One interpretation of these conflicting findings is that the evaluation's time horizon for observing impacts on monthly income and/or savings was too short, and that we might have seen positive impacts over a longer time period. In fact, the qualitative interviews of Winrock field staff and program beneficiaries (i.e., ARPs) suggested that the savings groups were very well-received by ARPs.

IMPLEMENTATION CHALLENGES AND LIMITATIONS OF THE EVALUATION

These results notwithstanding, there were challenges with the implementation of the two Winrock interventions that had implications for the rigorous IE design and precluded broader comments on the generalizability of our findings. These challenges also important implications for future CTIP programming, which we note, below.

The programs had difficulty identifying young, male ARPs, who were the focus of the evaluation, which limits the generalizability of the results. Although the evaluation attempted to focus on a younger age group representing the most "at risk" individuals for trafficking, the implemented programs included a much wider range of beneficiaries in terms of age. For example, the average age of the ARPs in this evaluation (across both treatment groups) was 31 years, and nearly three quarters (74 percent) of ARPs were female. As a result, the evaluation sample was not entirely consisted of the age group the evaluation identified as the high-risk group at the outset of the evaluation. Thus, the results may not be generalizable to young, male ARPs in Cambodia. It is highly plausible the most at-risk individuals for labor trafficking, such as very young male adults (i.e., under 21 years of age), had already migrated for work and were, therefore, not available to participate in the evaluation. This implies that a different strategy and focus is warranted from both the implementation teams and the funding agencies to target young, male ARPs, as discussed below.

Challenges in implementation weakened the strength of the impact evaluation: There were several adjustments made to the original implementation plans that made it challenging to maintain and ensure the rigor of the evaluation. First, the changes in the screening process after the baseline data was

collected led to a different group of 4 than had been identified for follow-up for both treatment and control groups during the baseline. As a result, the evaluation team had to change the design to shift from the original panel design to a cross-sectional endline-only design, because the new group of identified ARPs lacked baseline data. While the RCT design was still intact and impact estimates were internally valid, the lack of baseline controls resulted in some loss of precision. Second, lack of baseline information also meant that the plans and processes set by the evaluation team to follow the ARPs and observe their migration behaviors were also redundant after the changes in the screening process. Finally, the non-random selection of households in the treatment communes using information from village key informants made it challenging for the evaluation team to identify a comparable group of households in the control communes. ARPs who were selected to participate in the programs are likely to be different from ARPs who were offered services after being selected through the screener developed by Winrock. While communes were randomly assigned and Winrock services were only offered to the treatment communes, non-random selection of households and self-selection of ARPs into the program could have introduced bias into our estimates.

RECOMMENDATIONS FOR FUTURE USAID CTIP PROGRAMMING AND EVALUATION

Develop CTIP programming that are aligned with the context and appropriate for the target population. Because of the complexity of the issue, we recommend that USAID consider a multi-pronged approach to labor trafficking prevention—one that carefully identifies labor trafficking determinants in Cambodia and subsequently designs culturally-competent interventions designed to prevent trafficking. Adopting a socio-ecological approach (i.e., addressing risk factors/needs at the individual, relationship, community, and societal levels[28]) is prevalent in the public health field and provides one approach that could identify multi-level programming opportunities for labor trafficking. For example, one compelling feature of this CTIP evaluation was the ability to study an intervention aiming to address labor trafficking in Cambodia at *multiple* levels of society: 1) it engaged legitimate businesses to offer jobs to ARPs throughout the country; 2) activities such as savings groups that bring together ARPs and develop basic marketing and finance skills at the community level; and 3) trainings to help individual ARPs build knowledge of workplace soft skills to help obtain (and retain) jobs. At the same time, there were barriers in terms of access to internet and skills to use internet-based apps amongst the target population that hindered the success of the programs.

Develop CTIP programming that targets young men: The fact that many young men were not available to participate in our evaluation suggests that many are still migrating for work, and will continue doing so. Developing programs that educate young men about the risks of labor trafficking – and evaluating those programs in order to identify protective factors against unsafe migration for work as well as understanding ARPs' decision making regarding migration – is an important area of programming that merits continued attention. CTIP programming should involve local community organizations in Cambodia that can identify young men at the outset and then designing interventions to allow for the longitudinal study of these individuals (i.e., a panel). For example, an intervention could target small cohorts of young men in a village, and provide participant incentives (e.g., cell phones with a data plan) to remain in contact with program staff often throughout an intervention period. This could help mitigate

[28] U.S. Centers for Disease Control and Prevention. The Social-Ecological Model: A Framework for Prevention. Accessed August 18, 2020. Available at: https://www.cdc.gov/violenceprevention/publichealthissue/social-ecologicalmodel.html.

loss-to-follow up issues with this very mobile group and allow evaluators to examine how these individuals behave relative to job-seeking over time.

Develop CTIP programming that also targets women: Programming and research on women and labor trafficking vulnerabilities is also needed. Our evaluation was mostly composed of women, which provides an opportunity to examine how CTIP interventions could focus on trafficking prevention among women in households. (Among the ARP Households in the evaluation, 51 percent of adult household members were female and 53 percent of children in the household were female.) Our evaluation results suggest that educational interventions can raise awareness of trafficking risks among ARPs. Interviews with some beneficiaries also suggest an interest and intent to share knowledge among family members and neighbors. Exploring household-focused programming may be another avenue of targeting ARP knowledge and behavior by influencing intra-household norms around trafficking over time. As expressed by one Winrock program beneficiary on the risks of brokered migration, "I think that it's essential if we have a legal job, with none of the exploitation and abuse. As we apply for the jobs ourselves, they [Bong Pheak] show us [how] to find and apply for jobs ourselves with a reasonable and acceptable salary." If it is not possible to prevent young people from migrating overseas with the help of informal brokers, then a set of household-focused programming focused on the risks of trafficking may provide benefits over a longer time horizon in villages and communes where ARPs currently reside. Such programming may complement USAID/Cambodia programs aimed at advancing women's rights and effecting gender equity in the country.

Utilize training modalities that are pragmatic and tailored to local contexts: The evaluation's qualitative interviews provided useful information about the ways in which future CTIP interventions can be designed in the future. For example, Winrock staff and program participants noted that different training modalities on the risks of migration and human trafficking, including lectures, videos, group discussion, and group roleplay were helpful in conveying the training messages. This type of interactive pedagogy, especially among individuals with lower-literacy, may be effective in introducing the risks of trafficking—and offering up specific actions ARPs can take to protect themselves against trafficking--in ways that are highly practical for ARPs. And programs need to be cognizant of the local contexts/audiences for their programming, given that an awareness-raising activity in a rural village may not be effective for one focused on urban audiences.

Align evaluation activities with CTIP programming: Given the variegated types of CTIP programs (not to mention different local contexts) that are possible, we recommend USAID take a coordinated approach to add to its learning agenda from the implementation and evaluation of its CTIP programs. The most scientifically rigorous and useful learning for future USAID programming can be achieved by coordinating and aligning the goals of different stakeholders that contribute to a common learning agenda. We also recommend aligning the interventions with appropriate evaluation methods and designs in the future. While this current impact evaluation was appropriate for testing the effectiveness of a set of CTIP activities for a specific time horizon, other designs (e.g., quasi-experimental approaches, mixed-methods evaluation that includes quantitative and qualitative data analysis, rigorous thematic analysis of public social media pages such as Facebook and Twitter) may help elucidate what programming works under specific conditions and contexts, as well as why and how these programs work to prevent labor trafficking. As innovations in CTIP programming emerge, adapt and evolve, it will be crucial to develop evaluation and sampling design plans that thoughtfully reflect the local conditions and contexts within which these programs operate.

APPENDIX A: LIST OF COMMUNES BY TREATMENT STATUS

No.	District	Commune	Treatment Assignment (Sampling)	Treatment Assignment (Endline)
1	Banteay Ampil	Ampil	Treatment 2	T2
2	Kampong Siem	Ampil		T2
3	Trapaing Prasat	Bak Anloung	Treatment 1	T1
4	Baray	Balang	Treatment 2	T2
5	Samraong	Bansay Reak	Treatment 1	T1
6	Monkul Borei	Banteay Neang	Treatment 1	T1
7	Svay Chrom	Basak	Treatment 1	T1
8	Prey Chhor	Beung Nay	Treatment 1	T2
9	Baphnom	Beung Pras	Treatment 1	T1
10	Srae Ambel	Boeng Preav	Treatment 1	T1
11	Chamkar Leu	Bos Khnor	Treatment 1	T1
12	Samraong	Bos Sbov	Treatment 1	T1
13	Chamkar Leu	Chamkar Andoung	Treatment 2	T2
14	Baphnom	Cheung Phnom	Treatment 2	T2
15	Chung Kal	Cheung Tean	Treatment 1	T1
16	Baphnom	Chheu Kach	Treatment 2	T2
17	Svay Chrom	Chheu Tiel	Treatment 2	T2
18	Praneit Pras	Chhnour Meanchey	Control	C
19	Angkor Thum	Chob Ta Trav	Treatment 2	T2
20	Santuk	Chroab	Treatment 2	T2
21	Svay Antor	Domrei Poun	Treatment 1	T1
22	Angkor Chum	Doun Peng	Treatment 1	T1
23	Kompong Svay	Kompong Svay	Treatment 1	T1
24	Santuk	Kompong Thnar	Control	C
25	Puok	Khnat	Treatment 2	T2

No.	District	Commune	Treatment Assignment (Sampling)	Treatment Assignment (Endline)
26	Prey Chhor	Khvet Thom	Control	C
27	Prey Chhor	Kor	Control	C
28	Angkor Chum	Kok Doung	Treatment 2	T2
29	Banteay Ampil	Kouk Khpos	Treatment 1	T2
30	Svay Chrom	Kok Preng	Treatment 2	T2
31	Samraong	Koun Kriel	Control	C
32				C
33	Svay Rieng	Koy Trabaek	Control	C
34	Prey Chhor	Krouch	Treatment 1	T1
35	Chamkar Leu	Lvea Leu	Control	C
36	Prey Chhor	Mean	Treatment 2	T2
37	Puok	Muk Pen	Treatment 2	T2
38	Ou Chrov	Ou Bei Choan	Control	C
39	Samraong	Ou Smach	Treatment 2	T2
40				T1
41	Angkor Thum	Peak Snaeng	Treatment 1	T1
42	Korng Meas	Peam Chikorng	Treatment 1	T1
43	Trapeang Prasat	Ph'av	Control	C
44	Chung Kal	Pong Ro	Treatment 2	T2
45				T2
46	Svay Teab	Popeaet	Treatment 2	T2
47	Phnom Sruk	Poi Char	Control	C
48				T1
49	Korng Meas	Preak Krabao	Control	C
50	Trapaing Prasat	Preah Pralay	Treatment 2	T2

No.	District	Commune	Treatment Assignment (Sampling)	Treatment Assignment (Endline)
51	Prey Chhor	Prey Chhor	Treatment 2	T2
52	Kompong Svay	Prey Kouy	Treatment 1	T1
53	Kampong Ro	Reach Motei	Control	C
54	Baphnom	Rak Chey	Control	C
55	Puok	Reul	Control	C1
56	Monkul Borei	Rohat Teuk	Treatment 2	T2
57	Baphnom	Roung Domrei	Treatment 1	T1
58	Stoung	Rong Roeung	Control	C
59	Ou Chrov	Somroang	Control	C
60	Prey Chhor	Som Rorng	Treatment 2	T2
61	Samraong	Samraong	Treatment 1	T1
62	Baphnom	Sdao Korng	Control	C
63	Kamchay Mear	Smaong Khang Tboung	Treatment 1	T2
64	Baphnom	Speu Kor	Treatment 1	T1
65	Phnum Srok	Srah Chik	Treatment 2	T2
66	Baray	Sralao	Control	C
67	Steung Saen	Sroyeuy	Control	C
68	Malai	Ta Kong	Treatment 1	T1
69	Monkul Borei	Talum	Treatment 1	T1
70	Angkor Chum	Ta Soum	Treatment 2	T2
71	Santuk	Tang Krasang	Treatment 1	T1
72	Kampong Svay	Tbaeng	Treatment 1	T1
73	Santuk	Tboung Krapeu	Control	C
74	Baphnom	Theay	Treatment 1	T1
75	Botum Sakor	Thma Sa	Treatment 2	T2

No.	District	Commune	Treatment Assignment (Sampling)	Treatment Assignment (Endline)
76	Baray	Tnort Chum	Treatment 1	T1
77	Prey Chhor	Tong Rong	Treatment 2	T2
78	Trapaing Prasat	Trapaing Prasat	Control	C
79	Anlong Veng	Trapaing Prei	Treatment 2	T2
80	Svay Antor	Tuek Thla	Treatment 2	T2
81	Trapaing Prasat	Tumnop Dach	Control	C
82	Malai	Tuol Pongro	Treatment 2	T2

APPENDIX B: DATA COLLECTION DETAILS

This section draws largely on Kantar Cambodia's field reports to NORC from January 2017 and February 2020.

Field Firm Selection

NORC began the selection process by requesting capabilities statements from field research firms operating in Cambodia. From the capabilities statements, it was determined that the Center for Advanced Study (CAS) and TNS Cambodia (now known and hereafter referred to as Kantar Cambodia) were the two firms who possessed the minimum capabilities required for the project and each firm was invited to submit a proposal. After reviewing each proposal, Kantar Cambodia was awarded the contract based on their overall demonstrated understanding of the requirements and challenges associated with the baseline data collection activities. In addition, Kantar demonstrated a considerably more advanced technical approach which incorporated tablet assisted data collection, rather than the paper and pencil method of data collection proposed by CAS.

Enumerator Selection and Training

Kantar conducts a large number of data collections each year and, as a result, has several full time staff members for their data collection team including senior supervisors, quality control supervisors, and associate research managers. These full time staff members were complemented with additional part-time staff hired for this data collection which were primarily pulled from their pool of enumerators who had worked on previous data collections for Kantar. All of the full time staff members on the field team had been working for Kantar for at least a year and all of the part time staff who were invited to training had conducted at least five previous data collection projects.

The training was also used to further screen potential field team members. The full-time senior supervisors, quality control supervisors, and associate research manager used the training and practice sessions to screen the abilities of all part-time interviewers, supervisors, and quality control team.

The field team training lasted four days (November 5-8, 2019) and was held in Phnom Penh. NORC and Kantar staff led various portions of the training throughout these four days. The training agenda was as follows:

Day 1: 5 November 2019

Topic	Time	Material
Introduction to the project objective, target respondents, locations, timeline and clients	9:00 – 9:30	Paper-based questionnaire – the introduction part
Short brief on the methodology and data collection tools - CAPI	9:30 – 9:45	N/A
Discussion on the questionnaires, comments, feedback, and suggestions	9:45 – 10:30	Paper-based questionnaire
Break 10:30 – 10:45		
Continued: discussion on the questionnaires, comments, feedback, and suggestions	10:45 – 12:00	Paper-based questionnaire
Lunch 12:00 – 13:00		
Continued: discussion on the questionnaires, comments, feedback, and suggestions	13:00 – 17:00	Paper-based questionnaire
Reflection and feedback among enumerators and supervisors team		
Close		

Day 2: 6 November 2019

Topic	Time	Material
Mock up: Pilot testing of question among enumerators	9:00 – 10:30	Paper-based questionnaire
Break 10:30 – 10:45		
Review of the questionnaires and feedback from mock-up	10:45 – 12:00	Paper-based questionnaire – the introduction part
Lunch 12:00 – 13:00		
Training on how to use tablet for the survey, GPS, Sync, and explore the questionnaire on the web-based version.	13:00 – 17:30	Web-based questionnaires
Reflection and feedback among enumerators and supervisors team		
Close		

Day 3: 7 November 2019

Topic	Time	Material
Training on sampling methodology – random walk, household selection, contact sheet, team distribution, starting point identification, and random interval.	9:00 – 10:30	Paper-based questionnaire
Break 10:30 – 10:45		
Continued: Training on sampling methodology – random walk, household selection, contact sheet, team distribution, starting point identification, and random interval.	10:45 – 12:00	Paper-based questionnaire – the introduction part
Lunch 12:00 – 13:00		
Mock up: Pilot testing of questionnaires among enumerators using tablets	13:00 – 17:30	Web-based questionnaires
Reflection and feedback among enumerators and supervisors team		
Close		

Day 4: 8 November 2019

Topic	Time	Material
Actual Field Pilot testing	9:00 – 12:00	Tablet based questionnaire
Lunch 12:00 – 13:00		
Feedback on the result of pilot testing	13:00 – 17:30	Plenary session
Close		

After the training, the scripting team made any requested changes for the field pilot testing. All comments and changes were discussed between NORC and Kantar. The changes agreed to throughout training were adjusted accordingly in the tablet programmed questionnaires and tested to make sure the questionnaire on the tablet worked properly prior to pilot testing.

The final day of training consisted of conducting pilot interviews as a training exercise to give all enumerators and supervisors practical experience with the field methodology and administration of interviews with live respondents. Due to the listed sample being used for the endline survey and the resulting inability to test the selection process in or around Phnom Penh, Kantar invited individuals who had no knowledge of the project to come to the training location where enumerators conducted live interviews with live respondents. At this point, Kantar and NORC staff provided feedback and corrected any errors that were observed during the pilot interviews.

Team arrangement: The full group of enumerators were divided into 8 teams of 4 enumerators with one supervisor per team. In addition to the part-time supervisors and quality control supervisors,

Kantar assigned 2 of their full-time supervisors which included a Senior Fieldwork Supervisor and Quality Control Supervisor to conduct additional monitoring throughout data collection. This monitoring is in addition to the standard daily monitoring Field Supervisors conduct with their teams throughout the field period.

Apart from the fieldwork team who are on the ground collecting and ensuring quality, Kantar also created a team of internal quality control staff from Kantar's head office in Phnom Penh, to provide additional monitoring of field teams as they progressed through the field period. In addition, Kantar's technical team, consisting of scripters, tablet programmers, and data processing managers consistently monitored the mobilization of the teams in the field, the daily data synchronization, collection of GPS coordinates, and the progress of completed interviews as they were uploaded to Kantar's server from the field. Using this process, any issues with tablets, incomplete data, and GPS coordinates were able to be quickly identified and fixed immediately in the field.

Survey Instruments on Tablets: Each enumerator was supplied with a tablet, username, and password for data collection. A cheat sheet with several standard "Other" codes was provided to facilitate more accurate and standardized coding. Each team was also provided with a backup tablet in case they encountered any technical issues with tablets during fieldwork. (The reserve tablet was held by the supervisor.)

Data Synchronization: At the end of each day, the senior fieldwork supervisor called each fieldwork supervisor to follow up on the field progress of each team for the day and to assist them with the synchronization process if they encountered any problems. In rural locations, data was generally collected off-line due to poor internet connectivity in remote locations in Cambodia. The senior fieldwork supervisor worked with the data processing team to verify proper collection of GPS coordinates as well as extracting relevant information for the weekly data collection progress report which Kantar submitted to NORC throughout the field period.

Survey Implementation by Treatment Arm

Treatment Arm	Completed Interviews
Treatment 1	812
Treatment 2	931
Control	967
TOTAL	**2710**

APPENDIX C: QUALITATIVE ANALYSIS DETAILS

Table C.1. Qualitative Interview Topic Guide

Interview Respondent	Interview Topic Guide
Beneficiaries who did not participate in or dropped out of Winrock program activities	What were the main reasons you decided to participate in the Winrock program initially?
	How many months did you participate in the program?
	During the time you were in the program, did you learn more about human trafficking? If so, what did you learn?
	How many months were you in the Winrock program before deciding to drop out of the program?
	What were your main reasons for dropping out?
	Would anything have changed your mind and kept you in the program? If so, what would have kept you in the program?
	Do you have any ideas/suggestions for future programs that try to prevent human trafficking in Cambodia?
Winrock field staff	Which of Winrock's counter-trafficking activities did community members who initially participated in the intervention feel were helpful to them?
	Were there some activities that these participants feel were not useful? If so, which activities?
	What barriers did you face in keeping participants in the program?
	What were the key reasons participants decided to drop out of the program?
	Are there any lessons that can be learned for future implementations of programs like this one?

Table C.2. Qualitative Analysis Code Frame

Code	Sub-code	Definition
Program Recall		The extent to which the interview respondent is able to recall the name of the program, the program implementer, and what was discussed/happened during the program sessions or trainings.
Program Content Retention		The extent to which the interview respondent has absorbed the content and/or teachings of the program.
Positive Feedback		Any positive feedback about program design, content or implementation, stated by either program staff or program beneficiary.
Negative Feedback		Any negative feedback about program design, content, or implementation, stated by either program staff or program beneficiary.
Perceptions of Program Impact		The extent to which program staff or beneficiaries perceived a program as making an impact in general, but especially on outcomes of interest.
Perceptions of Migration		Includes any mention of migration as it relates to the beneficiary, they family and friends, or acquaintances, regardless of whether the perception is seen as positive or negative.
Demands for Future Programming		Includes any mention of future programs that either program staff or beneficiaries think would be useful and/or interesting in the future.
Program Implementation	Beneficiary Selection	Pertains to the decision-making process behind and/or implementation of beneficiary selection. In other words, who was selected for what programs and why? And, what agents were involved in this process?
	Operation	Pertains to any operational details of the program implementation, including when and where the program sessions were held, what was being discussed in the program sessions, what equipment the trainers used, how many trainers there were, etc.
	Implementer-Beneficiary Communication	Includes details of if, when, and how program staff contacted beneficiaries with program information, and vice versa.
	Implementation Challenges	Includes any challenge faced during the implementation of program activities.
	Activities to Discourage Dropout	Includes any actions by program staff to identify beneficiaries who have dropped out of the program, and methods to encourage participation and/or interest.
	Implementation Recommendations	Explicit recommendations made by program staff or program beneficiaries to improve program implementation in the future.
Outcome – Not Participate	Busy/Family Responsibilities	This includes taking care of domestic chores, taking care of family, sick, etc.

Code	Sub-code	Definition
Outcome – Participate	New/Other Job	The beneficiary cites having a job or a new job as reason for not participating.
	Short- vs. Long-term Benefit	Pertains to the distinction between the short-term or long-term benefit of participating in a program, and how that affects the decision to participate or not.
	Migrated/Moved Away	The beneficiary (either individual or household) moved or migrated, and can therefore no longer participate.
	Inconvenient	The location of the program activities is too far away or the time of the program takes place is inconvenient to the program beneficiary
	Lacking Resources	Beneficiary cites lack of capital or other resources (e.g. land, access to water) as a reason to not participate.
	Personal Characteristics	Whether the beneficiary participates or not is based on the beneficiary's motivation, level of commitment, or some other personal attribute.
	Financial Risk	Beneficiary cites fear of financial risk or actual financial loss as a reason for not participating.
	No interest	Beneficiary cites lack of interest in the program activity as a reason for not participating.
	Unclear Program Plan	Beneficiary is unaware of program details, e.g. when or where it's taking place.
	Other	Any other reasons provided for not participating in a program activity that does not fall under the above codes.
	Clear Financial Benefit	Beneficiary or staff cites increased income/savings/profit as reason for participation in the program.
	Convenient" / "Easy"	Any explicit mention of the program activity being "convenient" or "easy" for the beneficiary to join or participate in.
	Available Time	Beneficiary cites having free time or available time as a reason to participate in program activities.
	"Interest" / "Curious"	Beneficiary explicitly mentions being "interest[ed]" in the program content or curious to gain additional knowledge.
	Prior experience	The program is relevant to the beneficiary's pre-existing life. This might mean that they already have prior experience in the program activity.
	Authority Figure Influence	Pertains to any instance where the beneficiary cites some authority figure (e.g. village chief) as the reason or participating in program activities.

Code	Sub-code	Definition
	Other	Any other reasons provided for participating in a program activity that does not fall under the above codes.
Program Activity	Bong Pheak / Soft Skills	The intervention planned for Treatment 1.
	Agriculture / Vegetable Planting	One of the customized activities under Treatment 2.
	Raising Animals	One of the customized activities under Treatment 2.
	Savings Group	One of the customized activities under Treatment 2.
	Other	The program, as described, does not align with any known Winrock-implemented program. An example would be a program that a beneficiary cites as having been implemented by another organization.

APPENDIX D: ENDLINE SURVEY INSTRUMENT

KANTAR

Questionnaire N:

Interviewer's name	
Interviewer's ID	
Interviewer's phone number	
Date of interview	/ /
Time of interview	Starts: Ends:
Length of interview	
Supervisor's name	

Interviewee's name:_____		Phone number: _____
Address :	Home Number :_____	Commune:_____
	Road:_____	District:_____
	Village:_____	City/Province:_____

GPS:	N									
	E									

interview situation	Done by	Yes	No	Signature	Date
Accompanied (FS)		1	2		
Logic Checked (FS)		1	2		
Logic Checked (QC indoor)		1	2		
Accompanied (QC)		1	2		
Tel Back Checked (QC)		1	2		
F2F back Checked (QC)		1	2		
Data Processing (DP)		1	2		

N1

Type of Questionnaire	code
Random	1
Booster	2

Introduction and Consent

Greetings! My name is .....I am an interviewer from Kantar Cambodia, which is a research company here in Cambodia. We are conducting a survey as part of a USAID project and we are trying to learn more about what people in Cambodia know and think about many important issues that we all face in our country. I would like to ask you or someone in your household to participate in this survey with me. Your help and the answers you give are very important to this project because we want to talk to many different types of people to find out what different people think about this issues. Learning what you and other people think about these issues will help the people who make decisions about projects to help fix some of the problems in our country. The survey should take no more than 30 minutes to complete.

It's important to understand that this survey is just to help us learn what people like you think about these issues. If you answer the survey or if you decide not to answer the survey, it will not change any help you get right now or might get later from places like USAID or the government of Cambodia. Taking this survey is completely your choice and you can say no. If you do not want to answer any of the questions during the survey, you can say no to answering that question. Everything you tell me will be kept confidential, which means nobody will know that it was you who said something. Your answers will be put together with everyone else's answers after the survey is over, so nobody will know what each person said.

If you have any questions about the survey, please call Kantar Central Office in Phnom Penh at 010 333 456 (Mr. Vuthynun, Field Supervisor) or 070 548 403 (Mr.Lonn Pichdara, Research Manager) so that they can help you.

CONSENT. Are you willing to proceed?
1 Yes
2 No END THE INTERVIEW

Module 1: Screening Questions

S 1 Currently, in which commune are you living? [SA]

P.Code	Provinces	D. Code	Districts	C. Code	Communes			T1/ T2/C
1	Svay Rieng	11	Svay Teab	111	Prasoutr			T1
				112	Popeaet			T2
		12	Svay Chrom	121	Kouk Pring			T2
				122	Chheu Teal			T2
				123	Basak			T1
		13	Rom Duol	131	Svay Chek			T2
		14	Svay Rieng	141	Koy Trabaek			C
		15	Kampong Ro	151	Reach Montir			C

2	Siem Reap	21	Angkor Thum	211	Peak Snaeng			T1
		22	Puok	221	Mukh Paen			T2
				222	Khnat			T2
				223	Reul			C1
		23	Angkor Chum	231	Ta Saom			T2
				232	Doun Peaeng			T1
3	Prey Veng	31	Svay Antor	311	Damrei Puon			T1
				312	Tuek Thla			T2
				313	Popueus			C
		32	Kamchay Mear	321	Smaong Khang Cheung			T1
		33	Baphnom	331	Theay			T1
				332	Spueu Kha			T1
				333	Roung Damrei			T1
				334	Boeng Preah			T1
				335	Chheu Kach			T2
				336	Cheung Phnum			T2
				337	Sdau Kaong			C
				338	Reaks Chey			C
4	Otdar Meanchey	41	Trapaing Prasat	411	Bak Anlung			T1
				412	Preah Pralay			T2
				413	Tumnob Dach			C
				414	Trapeang Prasat			C
				415	Ph'av			C
				416	Ou Svay			C1
		42	Samraong	421	Bos Sbov			T1
				422	Samraong			T1
				423	Bansay Reak			T1
				424	Ou Smach			T2
				425	Koun Kreal			C
		43	Banteay Ampil	431	Ampil			T2
				432	Kouk Khpos			T1
		44	Anlong Veng	441	Trapeang Prei			T2
				442	Lumtong			C1
		45	Chong Kal	451	Cheung Tien			T1
5	Koh Kong	51	Srae Ambel	511	Boeng Preav			T1
		52	Botum Sakor	521	Thma Sa			T2
				522	Ta Nuon			C
				523	Andoung Tuek			C
6	Kampong Thom	61	Santuk	611	Tang Krasang			T1
				612	Chroab			T2
				613	Tboung Krapeu			C
				614	Kampong Thma			C
		62	Kompong Svay	621	Prey Kuy			T1
				622	Kampong Svay			T1
				623	Tbaeng			T1
		63	Baray	631	Tnaot Chum			T1
				632	Ballangk			T2
				633	Sralau			C
		64	Steung Saen	641	Srayov			C
		65	Stoung	651	Rung Roeang			C
7	Kampong Cham	71	Prey Chhor	711	Krouch			T1
				712	Tong Rong			T2
				713	Samraong			T2
				714	Prey Chhor			T2
				715	Mien			T2
				716	Kor			C
				717	Khvet Thum			C

		72	Korng Meas	721	Peam Chi Kang			T1
				722	Preaek Krabau			C
		73	Chamkar Leu	731	Bos Khnaor			T1
				732	Chamkar Andoung			T2
				733	Lvea Leu			C
8	Banteay Meanchey	81	Monkul Borei	811	Talum			T1
				812	Banteay Neang			T1
				813	Rohat Teuk			T2
		82	Malai	821	Ta Kong			T1
				822	Tuol Pongro			T2
		83	Phnum Srok	831	Srah Chik			T2
				832	Boi Char			C
		84	Praneit Pras	841	Chhnour Meanchey			C
		85	Ou Chrov	851	Somroang			C
				852	Ou Bei Choan			C
				853	Kuttasat			C

S 2 Can you please tell me your age _____ Years old (Please record the age in number)

(Note: If the respondents have a hard time reporting their age, then ask for their date of birth and help them to calculate)

S 3 Respondent's gender [Single Answer]

Male	1
Female	2

Module 2: Household Roster

HOUSEHOLD ROSTER: I want you to think about your household. By 'household' I mean the group of people who were permanently living in the same dwelling space at anytime during the past one year and who ate meals together at least three times a week when they were physically present in the dwelling space during the past one year. Please also include any immediate family members who may be working in other provinces or abroad or sending remittances to this household.

(Note: Immediate family includes spouse, son, daughter [those listed in the family book] and son/daughter in-law)

Q 1 Could you please tell me how many member in your family? Record total number _____members

First, list yourself. Then list every other member of your household. For each person you only have to give me their first name or nickname.

[ID]	[Name]	[Relation to HH]	[Sex]	[Age]	[Employment Status]
Resp [ID]	Please provide the first names of all of the people who are part of this household starting with yourself? • **Probes:** 1 is there anyone else? • If No, 2. Are there any members of the household who are currently working outside your province or abroad who you have not mentioned?	What is their relationship to the head of this household? Code 1. Head of Household 2. Spouse/Partner 3. Son/Daughter/Step-Child 4. Son-in-law/Daughter-in-law 5. Father/Mother 6. Father-in-Law/Mother-in-Law 7. Sister/Brother 8. Brother-in-Law/Sister-In-Law 9. Grand parents x. Other (specify): _____	What is [...]'s gender? Code 1. Male 2. Female x. Other	Approximately how old was [...] on their last birthday? (Enter number of Years) _____ (Note: less than 1 year old, record 1, if less than 2 year old record 1 year old)	What is [...] employment status? Code 1. Seeking a job 2. Unemployed (not at all, not even farming or family business) 3. Employed by doing farming and helping out family business) 4. Employed such as construction workers or seasonal workers including provision of rice farming services, farming that does not receive regular wages 5. Small personal business including stall/market stall/mobile stall/motorcycle taxi/tuk tuk. 6. Have a steady job including office workers at non-government organization, government, garment workers, religious practitioner that receives regular salary 7. Student 8. Housewife (used to work, but are currently unemployed) 9. Housewife (have never or have stopped working/done business for a while (e.g., 3 years and above) 10. Do not meet the minimum working age

Record roster below					
ID	Name [First name]	[A] Relationship [please enter code]	[B] code	Whole number	Code
RESP1					
RESP2					
RESP3					
RESP4					
RESP5					
RESP6					
RESP7					
RESP8					
RESP9					
RESP10					
Add more, if needed					

[ID]	Education	In school	Why no school	Live Home	Away From Home
Resp [ID]	What is the highest level of **education completed by [...]?** Code 1. No formal schooling 2. Kindergarten 3. Incomplete primary (K1-6) 4. Complete primary (K1-6) 5. Incomplete secondary (G7-G9) 6. Complete secondary (G7-G9) 7. Incomplete high (G10-G12) 8. Complete high (G10-G12) 9. Incomplete University (Undergraduate) 10. Complete University (Undergraduate) 11. Graduate degree 12. Post graduate 13. Incomplet technical/vocational 14. Complete technical/vocational 15. Do not meet the minimum age to attend school 88. Don't know	Answer only for those 6 to 17 years old: ***Did [...] attend*** *school this year?* Code 1. Yes 2. No If No, go to WHYNOSCHOOL; Otherwise, go to LIVEHOME.	Answer only for those 6 and 17 years old: ***What is the reason [...] is*** *not currently in school?* Code 1. Completed school (means complete at least grade 9) 2. No school nearby 3. Cannot afford school fees 4. School is damaged/Used as evacuation center 5. Not interested in school 6. Further education not needed 7. Going to school is not safe 8. Learning a trade 9. Working for pay 10. Helping at home 11. Illness/pregnancy/ got married 12. Disability 13. Other (specify)	**Does [...] currently live** at home? Code 1. Yes 2. No If No, go to AWAYHOME; Otherwise, go to Q1.	Answer only for immediate family that do not permanently living at home. Where is [...] now? Code 1. Working away from home in Cambodia 2. Working away from home overseas 3. Away studying 4. Married and Moved away 5. Away for other reasons

ID	Code [Education]	Code [INSCHOOL]	[C] Code [WHYNOSCHOOL]	Code [LIVEHOME]	Code [AWAYHOME]
RESP1					
RESP2					
RESP3					
RESP4					
RESP5					
RESP6					
RESP7					
RESP8					
RESP9					
RESP10					
Add more, if needed					

Home Ownership (Variable name: HOMEOWN)

Q 2 a What is the status of ownership of the dwelling unit where you live? [Spontaneous, Single Answer]

Rented	1
Owner occupied by paying installment	2
Owned outright	3
Not owned, but no rent is paid	4
Other (specify)_____	x

Length of residency (Variable name: RESLENGTH)

Q 2 b How long have you been living in this place?

_____ Month(s)

Number of rooms (Variable name: ROOMNUM)

Q 2 c How many rooms does your house have?

_____ Room(s)

Main flooring type of the house (Variable name: FLOOR)

Q 2 d What is the main material of the floor? [Multiple Answers]

Cement	1
Dirt	2
Wood	3
Bamboo	4
Other (specify)_____	x

Main wall type of the house (Variable name: WALL)

Q 2 e What is the main material of the wall? [Multiple Answers]

Cement	1
Dirt	2
Wood	3
Bamboo	4
Mud	5
Leaves/straw	6
Tin	7
Other (specify)_____	x

Main roofing type of the house (Variable name: ROOF)

Q 2 f What is the main material of the roof? [Multiple Answers]

Cement	1
Tin	2
Bamboo	3
Leaves/straw	4
Tile	5
Other (specify)_____	x

Household landholding status (Variable name: LANDOWN)

Q 2 g How much land does the household own? [Record zero if holds no land]

Own Land	m^2
Land rent to other	m^2
Land rented from other	m^2

Household asset (Variable name: ASSET)

Q 3 How many of the following items does your household own?

					Only functiong items
1	Bicycle		14	Radio	
2	Motorbike		15	TV (classic)	
3	Motorized-cart		16	TV (flat screen)	
4	Animal cart		17	Satellite Dish	
5	Car or truck		18	Play Station/ Xbox	
6	Refrigerator		19	Landline telephone	
7	Freezer		20	Mobile Phone (non-smart)	
8	Dish washer		21	Smart Phone	
9	Vacuum Cleaner		22	Laptop	
10	Laundry Machine		23	Tablet	
11	Laundry Dryer		24	Diesel Generator	
12	Air Conditioner		25	Microwave	
13	Solar water heater				

Internet use (Variable name: INTERNET)

Q 4 How often do you or any members of your household use the internet?

Never	1	
Rarely	2	*once a month or less*
Occasionally	3	*once per week or less*

Frequently	4	*twice a week or more*

Facebook use (Variable name: FACEBOOK)

Q 5 Do you or any other household member have a Facebook account?

Yes - Respondent	1
Yes - Other Member	2
Yes - Both (respondent and other member)	3
No	4

Household income (Variable name: HHINCOME)

Q 6 Approximately what is your average monthly household income from all sources during the past year?

Note: This includes all income be it trading/pocket money/gifts/bonuses/allowances

[Record amount]

Approximate average household income in USD _____ monthly [over the past year]

1 Don't know

2 Refuses to answer

Household income from remittance (Variable name: HHINCOME_REMITT)

Q 7 Approximately what is your average monthly household income from remittances during the past year?

[Record amount]

Approximate average household income from remittance in USD _____ monthly [over the past year]

1 Don't know

2 Refuses to answer

Household Saving (Variable name: HH_SAVINGS)

Q 8 a Approximately what is your average household savings from all sources?

Refer to average monthly saving over the past year, not the total amount of a whole-year saving.

[Record amount]

Approximate household saving in USD _____ monthly [over the past year]

1 Don't know

2 Refuses to answer

Note: refer to monthly saving, not the total amount of a whole year saving

Saving Groups (Variable name: HH_SAVINGGROUP)

Q 8 b Are you a member of a saving group?

Yes	1	
No	2	Skip to Q9

Type of Saving Groups (Variable name: HH_SAVINGGROUPTYPE)

Q 8 c What type of saving group are you involved with?

Youth Group	1	
Women Group	2	
Do not know the type of the group	3	If code 3, cannot choose code 1 or 2
Other (Specify)	x	

Module 4: At Risk Person (ARP) - Employment Status

SCREENING FOR ARP: CONSIDER ALL MEMBERS OF THE HOUSEHOLD LISTED IN THE HOUSEHOLD ROSTER.

ELIMINATE ANYONE FROM HH WHO IS UNDER 18 AND OVER 39 YEARS OLD

NEXT, SELECT ANY MEMBER THAT IS SEEKING FOR A JOB AS A PRIORITY. IF NOT, PLEASE ORDER BY EMPLOYMENT STATUS

AS LISTED IN THE FAMILY BOOK. IF MORE THAN ONE, CHOOSE EDUCATION LEVEL AND SELECT THE LEAST EDUCATED.

IF MORE THAN ONE HAS AN EQUALLY LOW LEVEL OF EDUCATION, ORDER THEM BY AGE AND CHOOSE THE OLDEST.
ASK TO SPEAK TO THAT PERSON.

Employment Status

Thank you. Now I'd like to ask you some questions about yourself and your household to help us better understand your current employment situation.

Employ Status (Variable name: EMPLOYSTATUS)

Q 9 Are you currently working for your own business or employers or helping family business for pay, profit, or family gain? [Single Answer]

Yes	1	Skip to Q14a
No	2	

Unemployed (Variable name: UNEMPLOYED)

Q 10 a. How long, in years and/or months, have you been unemployed? [Multiple Answer]

1	Year(s)	_____	
2	Month(s)		
3	Don't know	88	If code 3 and/or 4, no code 1 and/or 2
4	Never been employed	x	

Most Recent Job (Variable name: MOSTRECENTJOB)

Q 10 b. How long were you employed at your most recent job? [Multiple Answer]

1	Year(s)	
2	Month(s)	
3	Don't know	88
4	Never been employed	x

If code 3 and/or 4, no code 1 and/or 2

Reason for quitting (Variable name: REASONQUIT) if Q10b. code 4 skip Q.10c.

Q. 10 c. Which of the following best describes how you left your last job? [Single Answer]

You quit the job	1
The employer let you go	2

Looking for a job (Variable name: EMPLOY_LOOKING)

Q 11 Have you been looking for a job since your unemployment started? [Single Answer]

Yes, continuously looking	1	
Yes, occasionally looking	2	
No, not looking	3	Skip to Q13

How (Variable name: HOW_LOOKING)

Q 12 How have you been looking for a job since your unemployment started? [Multiple Answer]

Internet job boards (e.g. Bongthon.com job website)	1
Asking friends and family for help finding jobs	2
Contacting employers directly	3
Walk into a workplace to ask for a job	4
Contact formal manpower/recruitment agency	5
Contact informal broker	6
Contact community leaders (e.g., village leaders, commune leaders)	7
Other [please specify]_____	x

Reason for unemployed (Variable name: REASONS_UNEMPLOYED)

Q 13 Why do you think you are unemployed? [Multiple Answer] [SHOWCARD]

You lack the work experience that employers want	1	
There are no job opportunities	2	
You do seasonal work and your work season has ended	3	Skip to Q15
Incomplete education	4	
Ethnic discrimination	5	
Illiterate	6	
Disability	7	
Other reasons [please specify]_____	x	PROG: IF ANSWERED, SKIP TO Q15
Other reasons [please specify]_____	x	

Main occupation (Variable name: MAINOCC)

Ask if code 1 in Q9

Q 14 a What is your main occupation? [Do not show answer, Single Answer]

Fishing	1
Forest forager/Resin Collector	2
Farming	3
Agricultural/Fishing wage laborer	4
Security Guard	5
Non-Agricultural/Non-Fishing manual worker / laborer (e.g., construction, stone cutting, mine)	6
Private sector employee, not requiring higher education (e.g., clerk, restaurant server, factory worker)	7
Private sector employee with higher education (Education level above high school)	8
Skilled Professional, requiring higher education (e.g., doctor, teacher, engineer)	9
Entrepreneur / Personal Business (e.g. shopkeeper, selling the market, mortorcyle taxi)	10
Mechanic	11
Driver	12
Carpenter	13
Religious	14
Government Civil Servant	15

Artist (e.g., sculpting, painting, wood carving)	16
Armed police / Military	17
Police	18
Student	19
Housekeeper (for pay)	20
Housework (for own home)	21
Other [please specify]_____	x

Duration in the current job (Variable name: JOBDURA)

Q 14 b How many months/years have you been employed at your current job?

1	Year(s)	_____
2	Month (s)	_____

Duration in the current job (Variable name: JOBDURA)

Q 14 c Did you get your current job by using the app?

1	Yes/ No
2	No

Duration in the current job (Variable name: JOBDURA)

Q 14 d How many times have you used the Phoneme website?

yes used Bong Phoeuk

The number of times never used skips to 15

Duration in the current job (Variable name: JOBDURA)

Q 14 e How do you use Bong Phoeuk?

1. phone and voicemail
2. website
3. facebook
4. others

Module 5: Income and Saving

Q 15 Approximately what is your average monthly personal income from all sources during the past year?

Note: This includes all income be it trading/pocket/bonuses/government benefits/allowances

[Record amount]

Approximate average individual income in USD _____ monthly [over the past year]

1 Don't know
2 Refuses to answer

Individual (ARP) income from remittance (Variable name: ARPINCOME_REMITT)

Q 16 a Approximately what is your average monthly income from remittances during the past year?

[Record amount]

Approximate average individual income from remittance in USD _____ monthly [over the past year]

1 Don't know Skip to Q17a
2 Refuses to answer

Remittance from other country (Variable name: REMITT_OTHERCOUNTRY)

Q 16 b Are these remittances sent from outside of Cambodia?

Yes	1
No	2

Individual (ARP) Saving (Variable name: ARP_SAVINGS)

Q 17 a Approximately what is your personal savings from all sources?

Note: Please do not include savings that belong to your family members

[Record amount]

Approximate individual saving in USD _____ monthly [over the past year]

1 Don't know
2 Refuses to answer

Individual Saving Groups (Variable name: ARP_SAVINGGROUP)

Q 17 b Are you a member of a saving group?

Yes	1	
No	2	Skip to Q18

Individual Type of Saving Groups (Variable name: ARP_SAVINGGROUPTYPE)

Q 17 c What type of saving group are you involved with?

Youth Group	1	
Women Group	2	
Do not know the type of group	3	If code 3, cannot choose code 1 or 2
Other (Specify)	x	

Module 6: Migration

Migration with the hope for work in Cambodia (Variable name: JOBINCAM)

Q 18 Do you want to take a paid job in Cambodia, but outside the commune/province where you live? [Single Answer]

Yes	1
No	2

Migration with the hope for work (Variable name: MIGRATE_HOPE)

Q 19 Do you want to take a paid job outside of Cambodia?

Yes	1	
No	2	Skip to Q21

How to find overseas job (Variable name: RECRUITER)

Q 20 How do you plan on finding that job? [Multiple Answers]

Through a formal recruitment agencies	1	
Through an informal broker	2	
Through Online (e.g. job website)	3	
Facebook	4	
Other social media	5	Skip to Q22
Through an advertisement	6	
Through family or friends	7	
Through school	8	
Other (specify)_____	x	
Do not know	88	

Reason for not hopping to take a paid outside Cambodia (Variable name: MIGRATE_WHYNOT)

Q 21 Why don't you want to take a paid job outside of Cambodia? [Multiple Answers]

You want to stay close to family and friends	1	
You are concerned about work-specific abuse overseas	2	
You believe you can find a paid job within Cambodia	3	Skip to Q28
You do not have enough money to prepare for migration	4	
Other (Specify)	x	

Work outside of Cambodia (Variable name: MIGRATE_WORK)

Q 22 Have you lined up a paid job outside of Cambodia? [Single Answer]

Yes	1	
No	2	Skip to Q26

How to get a paid job overseas (Variable name: MIGRATE_HOW)

Q 23 How were you able to line up a paid job outside of Cambodia? [Multiple Answer]

Use of formal recruitment agencies	1
Use of informal broker	2
Through family and friends	3
Through community organizers	4
Through Companies that directly advertise for paid jobs	5
Other (Specify)	x

Fee for Employers (Variable name: RECRUITPAY)

Q 24 Do you expect to have to pay any money to your employer/recruitment agency/informal broker before starting a paid job outside of Cambodia ? [Single Answer] [Showcard]

Employer	1	
Formal recruitment agency	2	
Informal broker	3	
None of the above	4	Skip to Q26
Don't know	88	

Fee (Variable name: TYPE_FEE1)

Q 25 a What type of payments do you expect to have to pay before starting work outside of Cambodia? [Multiple Answers] [Showcard]

For employer	1	Ask	Q25b
For formal recruitment agencies fees	2	Ask	Q25c
For informal brokers fees	3	Ask	Q25d
For transportation costs (e.g., plane tickets)	4	Ask	Q25e
Work uniforms	5	Ask	Q25f
Other (specify)_____	x	Ask	Q25g

Amount of fee for employer (Variable name: FEE_EMPLOYER)

Q 25 b Approximately how much do you expect to have to pay an employer before starting work outside of Cambodia?

Fee in USD _____

1 Don't know

2 Refuses to answer

Amount of fee for formal recruitment agency (Variable name: FEE_AGENCY)

Q 25 c Approximatel

Fee in USD _____

1 Don't know

2 Refuses to answer

Amount of fee for informal broker (Variable name: FEE_BROKER)

Q 25 d Approximatel

Fee in USD _____

1 Don't know

2 Refuses to answer

Transportation fee (Variable name: FEE_TRANSPORT)

Q 25 e Approximatel

Fee in USD _____

1 Don't know

2 Refuses to answer

Uniform fee (Variable name: FEE_UNIFORM)

Q 25 f Approximatel

Fee in USD _____

1 Don't know

2 Refuses to answer

Other (Variable name: FEE_UNIFORM)

Q 25 g Approximatel

Fee in USD _____

1 Don't know

2 Refuses to answer

Debt to get job (Variable name: DEBTFORJOB)

Q 26 Are you willing to go into personal debt to obtain work outside of Cambodia?

Yes	1		
No	2	Skip to	Q28

Amount of debt (Variable name: DEBTAMOUNT)

Q 27 Approximately how much debt to an employer, formal recruitment agency, or informal broker are you willing to take on? [Record Value]

Note: Debt to family members is not included in this question

In USD _____

1 Don't know

2 Refuses to answer

Attraction (Variable name: ATTRACT)

Q 28 What, if anything, would you find attractive about taking a job overseas/outside Cambodia? [Multiple Answers]

Note: Probe

The money promised	1				
The ability to buy nice clothes, a cell phone, or other nice things	2				
The ability to help my family monetarily	3				
The excitement	4				
The companionship of other workers	5				
The freedom to live on your own	6				
Travel and adventure	7				
My family members are there	8				
My friends are there	9				
The work place benefits (e.g., health care)	10				
Living/working in a modern town, city, country	11				
Nothing is attractive; you don't really have a choice.	12	If code	12	then no other code can be selected	
Other (Specify)_____	x				

Know of other migrants (Variable name: OTHERS_MIGRATE)

Q 29 a Do you know anyone who migrated to work for a paid job outside of Cambodia? [Single Answer] [Showcards]

Yes	1	
No	2	Skip to Q31

Know of other migrants (Variable name: OTHERS_MIGRATE1)

Q 29 b If yes, is this individual still outside of Cambodia working at that paid job? [Single Answer]

Yes	1
No	2
Don't know	88

Immediate Family member migration (Variable name: FAM_MIGRATE1)

Q 30 a Has any of your immediate family member migrated for work inside Cambodia, but outside the commune where you live?
Note: Do not include those that are working outside of your commune that return home everyday

Yes	1	[Single Answer]
No	2	
Don't know	88	

Immediate Family member migration (Variable name: FAM_MIGRATE2)

Q 30 b Has any of your immediate family member migrated for work outside of Cambodia? [Single Answer]

Yes	1
No	2
Don't know	88

Module 7: Experience and knowledge about migration

Past experience in family with trafficking

Human
traffickin

Awareness about trafficking (Variable name: TRAFFICKAWARE)

Q 31 With this definition in mind, how big of a problem do you think human trafficking is in your province?

[Single Answers] [Showcards]

A very big problem	1	
A moderate problem	2	
A small problem	3	
Not a problem at all	4	
Don't know	88	(Do not show in the Showcard)

Migration risks (Variable name: MIGRATE_RISK)

Q 32 If a family member were to migrate for work, how big of a risk do you think human trafficking is for your family member?

[Single Answers] [Showcards]

A very big problem	1	
A moderate problem	2	
A small problem	3	
Not a problem at all	4	
Don't know	88	(Do not show in the Showcard)

Module 8: KAP

Variable: FINDJOB

Q 33 Overall, how confident are you in your ability to find a job? [Single Answer] [Showcards]

Very confident	1
Somewhat confident	2
Somewhat unconfident	3
Very unconfident	4

Variable: STAYINJOB

Q 34 Once you find a job, how confident are you that you will still have the same job one year later? [Single Answer] [Showcards]

Very confident	1
Somewhat confident	2
Somewhat unconfident	3
Very unconfident	4

Variable: WORKINFO_1

Q 35 a Do you know where to go to get information about employment opportunities? [Single Answer]

Yes	1	
No	2	Skip to 36a

Variable: WORKINFO_2

Q 35 b [If yes:] Where can you go to get information about employment? [Multiple Answers]

Family or relative	1
Friends	2
Schools	3
Facebook	4
Other social media	5
Job websites [e.g. Bongthom.com etc.)	6
Call/meet the potential employers directly	7
Ask informal employment brokers	8
Employment agencies (e.g. company that take labour to work in Korea or Malaysia etc.)	9
Newspapers	10
Radio	11
TV	12
Other (specify)_____	x

Variable: WORKINFO_ABROAD_1

Q 36 a Do you know where to go to get information about working in another country? [Single Answer]

Yes	1	
No	2	Skip to Q37

Variable: WORKINFO_ABROAD_2

Q 36 b [If yes:] Where can you go to get information about working in another country? [Multiple Answers]

Family or relative	1
Friends	2
Schools	3
Job websites [e.g. Bongthom.com etc.)	4
Call/meet the potential employers directly	5
Ask informal employment brokers	6
Employment agencies (e.g. company that take labour to work in Korea or Malaysia etc.)	7
Newspapers	8
Radio	9
TV	10
Other (specify)_____	x

Variable: JOBOFFER_INCAM

Q 37 If you were offered a job within Cambodia, how likely are you to accept the job? [Single Answer] [Showcards]

Very likely	1
Somewhat likely	2
Somewhat unlikely	3
Very unlikely	4

Variable: JOBOFFER_OUTCAM

Q 38 a If you were offered a job outside of Cambodia, how likely are you to accept the job? [Single Answer] [Showcards]

Very likely	1
Somewhat likely	2
Somewhat unlikely	3
Very unlikely	4

Variable: JOBINvsOUT

Q 38 b

If the job entailed the same work, how much more per month would the employer have to pay you to take the job outside of Cambodia?"

Note:

"Plea

In USD _____

1 Don't know

2 Refuses to answer

Variable: AGREE_DISAGREE

Q 39 Please tell me how much you agree or disagree with the following statements. Do you strongly agree, somewhat agree, somewhat disagree, or strongly disagree that:

[only one answer per row] [Showcards]

Code		Strongly Agree	Somewhat agree	Somewhat disagree	Strongly disagr	Don't know
1	There are better	1	2	3	4	88
2	Migrating outside of	1	2	3	4	88
3	It is worth taking	1	2	3	4	88
4	Since jobs are hard	1	2	3	4	88
5	Companies will keep	1	2	3	4	88
6	I should always	1	2	3	4	88
7	I have a job skill	1	2	3	4	88
8	Employees must do	1	2	3	4	88
9	If an employer	1	2	3	4	88
10	People who do	1	2	3	4	88
11	I know how to	1	2	3	4	88
12	Traveling outside of	1	2	3	4	88
x	Other (Specify)_	1	2	3	4	88
x	Other (Specify)_	1	2	3	4	88

Part 5: Demographic information

Variable: MARITAL

Q 40 What is your current marital status?

Married	1
Cohabitating	2
Divorced/Separated	3
Widowed	4
Single/Never Married/Never Cohabitated	5
Other (Specify)_____	6

Variable: PHONE

Additional contact number

Relationship to respondents (e.g. ARPs' mother/father/ wife/sister/children, village chief, vice village chief, and neighbor/relative	Phone Number	Note
		- For the phone number of village chief and/or vice village chief, interviewer DO NOT need to ask respondents. Please request the number directly from village chief/vice village chief.

APPENDIX E: ADDITIONAL BONG PHEAK INFORMATION

BONG PHEAK: INNOVATIVE PORTAL THAT PROMOTES RESPONSIBLE EMPLOYMENT

Combatting Trafficking in Cambodia

Winrock International is an international nonprofit organization that works in the United States and around the world to empower the disadvantaged, increase economic opportunity and sustain natural resources. Winrock has been active in Cambodia for over a decade and currently leads the USAID-funded Counter Trafficking-In-Persons (CTIP) Program, which works with government and civil society stakeholders to reduce trafficking in persons and provide services to trafficking survivors in nine provinces throughout the country. The USAID Cambodia CTIP Program utilizes a holistic approach to address human trafficking through activities that provide resources and support to survivors, improve rule of law and prosecute perpetrators of trafficking, engage the private sector to prevent trafficking, and raise public awareness.

BONG PHEAK TAKES ADVANTAGE OF THE NORMS ALREADY IN PLACE IN CAMBODIA, BY GIVING LOW-SKILLED WORKERS ACCESS TO JOB POSTINGS BY TRUSTED EMPLOYERS THAT CAN READILY BE SHARED WITH FRIENDS AND FAMILY.

Challenges in the Cambodian Labor Market

The majority of job seekers in Cambodia depend on referrals and connections from friends and family to find jobs. Many job seekers lack basic literacy skills or access to technology, which prevents them from finding jobs other than through word of mouth. These barriers to employment, which disproportionately affect rural Cambodians, prevent job seekers from obtaining reliable information about safe employment within the country. Many workers feel compelled to look for opportunities across borders, often through deceptive recruiters increasing their risk of being trafficked.

Despite the availability of workers in Cambodia, a study funded by USAID found that 40% of businesses face regular shortages of low-skilled and high-skilled labor in the country. A disconnect exists between the supply and demand of labor in the Cambodian labor market. Communication barriers appear to be a leading cause of this disconnect: 90% of Cambodian companies rely on their current workers to share job postings informally with friends and family, significantly limiting their applicant pool.

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IN ONE YEAR:

200,000+
Facebook followers

1,500+
Open job positions at all times

1,000+
Workers hired

25,000
Monthly web users

1,500+
Job applications per month

Development of Bong Pheak

To bridge the gap between vulnerable job seekers and responsible employers, Winrock partnered with a Cambodian nonprofit organization, Open Institute, to develop a platform that would expand companies' reach while improving job opportunities for rural Cambodians. Through its strong understanding of the Cambodian context and proven history developing technology solutions to improve access to information, Open Institute developed Bong Pheak, an internet-based employment service platform specifically designed for low-skilled workers. Bong Pheak provides a venue for all low-skilled workers, even those with limited technology or literacy skills, to gain access to information on job opportunities from responsible employers all over the country.

Bong Pheak takes advantage of the norms already in place in Cambodia, by giving low-skilled workers access to job postings by trusted employers that can readily be shared with friends and family. Jobs can easily be shared both via smartphones and basic cell phones through interactive voice response technology, so job seekers are not limited by technology or literacy skills.

For employers, Bong Pheak offers an easy-to-use platform to post jobs. Posts can be automatically translated between Khmer and English depending the needs and capabilities of staff and management. Bong Pheak will then automatically create a written listing and sound file for users to view, hear and share. If a job is shared, the receiver can apply through the press of a button, and employers will receive their information and contact details by email.

Success of Bong Pheak

In only one year, the platform has grown rapidly through targeted marketing campaigns and the use of Facebook. Bong Pheak now has 25,000 unique users visiting the platform each month who can view over 1,500 job listings at any time. Based on an assessment of the platform in July 2018, it was estimated that more than 1,000 workers have found safe employment within Cambodia thanks to Bong Pheak. Bong Pheak was honored at the Cambodia ICT Awards and recognized by the 2017 ASEAN ICT Awards as the year's most important technology-for-development initiative in the ASEAN region.

Innovation and Sustainability

Winrock and Open Institute are constantly seeking opportunities to expand the reach of the platform and improve the service for both job seekers and employers. Recent updates to the platform include a CV builder tool that allows job seekers to quickly and easily build a professional-looking CV, which makes it easier for employers to view past experience and evaluate potential employees. The platform has also developed a feedback section for users to anonymously report labor abuses that can help preserve the integrity of the platform and protect other workers.

While Bong Pheak currently links job seekers to employment opportunities within Cambodia only, Winrock's larger vision is to create a platform that will enable responsible recruitment within and across borders throughout the region. We will be developing this concept and looking for funders and partners in 2019.

Bong Pheak Commercial | Bong Pheak Animated Explanation

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