

PRESS RELEASE



MEN'S ENGAGEMENT IS KEY TO ACHIEVING GENDER EQUALITY IN CAMBODIA

Phnom Penh, 09 December 2011. To promote the engagement and involvement of men in realising gender equality in Cambodia, H.E. Sy Define, Secretary of State of the Ministry of Women's Affairs today chaired the launch of the national 'Good Men' campaign. The launch takes place coinciding with the 16-day campaign, an international event that aims at ending all forms of Violence Against Women (VAW).

The Good Men campaign is a nation-wide communication initiative that targets boys and men throughout Cambodia. Its slogan is 'Good men give value to women'. The 'Good Men' Campaign focuses on primary prevention or stopping violence before it starts. Its ultimate goal is to end violence against women and girls in Cambodia by promoting gender equitable behaviours amongst men.

"Gender equality in Cambodia is not possible without the engagement of men," said H.E. Sy Define. The Secretary of State recalled that "even though there is evidence that awareness on gender equality and women's rights is increasing, Cambodian men and women often hold contradictory notions of these issues". Her Excellency stressed that it is a priority for the Royal Government of Cambodia to tackle the root causes of Violence Against Women. H.E. Sy Define emphasized the importance of the 'Good Men' campaign as a contribution to the implementation of the 5-years National Strategic Development Plan (2009-2013) and to the 3-years Neary Rattanak Action Plan of the Ministry of Women's Affairs (MoWA). She said that the 'Good Men' campaign may also play a role in attaining the third objective of the Cambodian Millennium Development Goals (MDGs) for the Promotion of Gender Equality and the Empowerment of Women.

The 'Good Men' Campaign has launched a series of TV and radio spots as well as posters to engage audiences by asking the question "Do you know why I am a Good Man?". The campaign's slogan, revealed by officials from the MoWA today, is "Good men give value to women".

"This campaign includes partners from more than 15 NGOs, both local and international, which participated in supporting the MoWA for the development of this campaign. With such strong partnerships and support behind the Good Men campaign, together we can start a new era where gender equality become a reality" said Ms. Marta Gutiérrez, Country Representative of Paz y Desarrollo (PyD - Peace and Development), a Spanish NGO



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specialised in gender and women's empowerment that supports the MoWA in coordinating the campaign.

“The Good Men campaign provides evidence that the Ministry of Women's Affairs, with the support of civil society and Development Partners is committed in tackling the root causes of Violence Against Women so that the social norms can be transformed.” said Mr. Juan Pita, General Coordinator in Cambodia of the Spanish Agency for International Development (Agencia Española de Cooperación Internacional y Desarrollo - AECID), the main donor of this campaign speaking on behalf of the group of development partners. Apart from AECID, the Good Men campaign has been funded by the German Agency for International Cooperation (Deutsche Gesellschaft für Internationale Zusammenarbeit - GIZ), the United Nations Population Fund (UNFPA) and Partners for Prevention: Working to Prevent Gender-based Violence, a UNDP, UNFPA, UN Women and UNV Regional Joint Programme for Asia and the Pacific.

The ceremony concluded with a photo session of the Minister accompanied by all the actors featured in the TV spots and posters. During the photo shoot, the participants emulated the sign of the campaign -raising their arms in a V sign- as a symbol of support to the Good Men initiative.

Over 150 people including civil servants of the MoWA at national and sub-national level, Representatives from several Ministries, lateral and bilateral agencies, civil society organizations and other development partners joined the launch of the Good Men campaign at the Raffles-Le Royal Hotel.

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