



Garment Workers Value Campaign and Competition

Background

There are over 330,000 workers employed in the Cambodian garment industry. Most of them are young women with limited education from rural areas. Besides spending most of their days working at factories, they have limited access to information and possibilities to broaden their horizons and life skills. These young workers often migrate from rural areas to big cities and find themselves displaced from their origins and family. Through their work and remittances they often crucially contribute to their family, survival and to the education of their siblings. Garment factory work is in most cases their first job where without prior education they learn the basic skills required for making textiles and other apparel.

Objective

To promote self value of garment workers by increasing social awareness of their work and contributions, encouraging them to realize their worth as garment workers, and to broaden their opportunities to contribute through their abilities and skills to the industry as well as the society.

Campaign and competition

To develop an event/competition for Cambodian garment workers that will provide a vehicle to transmit messages on garment related health, gender and other appropriate societal issues and enable garment workers to realize their self-worth and their potential skills through creativity and innovation.

The overall competition and the final event will run under one main theme entitled “**I am precious**” which consists of two competition subjects: dress design and song lyric writing.

Dress design

Participants are asked to freely draw any kind of women’s dress for a special occasion. It can be dress for Cambodian traditional occasions or any other special event.

The 10 best dress designs will be selected and made into dresses, and presented at a public final competition where 3 winners will be announced.

Song lyric writing

Participants are asked to write song lyrics that describe their lives as garment workers, their families and communities, and the industry or the country.

The 5 best song lyrics will be selected and composed with music. The songs will be sung at a public final competition where 3 winners will be announced.

Key information:

Competition launch	30 August 2007
Closing of submission to the competition	15 October 2007
Final competition and closing event	2 December 2007



Eligibility

All Cambodian women and men working in garment factories.

How to enter

- Entering the competition is free.
- Only individual submissions are eligible.
- Each participant can enter each competition only once.
- Participants should complete entry forms available or use separate sheets of paper with personal information included.

Rules

1. Rules for dress design
 - The dress should be women's dress for special occasions ex: wedding, party, or other ceremonies.
 - While the dress can be modern and creative, it should reflect Cambodian tradition.
2. Rules for song writing
 - The song should not be used as a means to criticize or offend any individual or organization.
 - The song should not involve politics.
 - Participants can use any existing melodies by indicating the title of song used or create a new one.

Selection criteria

- Relevance to the garment industry
- Originality
- Creativity
- Quality
- Commercial viability

Prizes *(The list of prizes may be subject to change)*

- Trophies
- Dresses
- Sewing machines
- Bicycles
- TVs
- Radios
- Mobile phones
- Phone cards
- Cash

"I am Precious" is a joint collaboration campaign involving:

- Ministry of Women's Affairs (MoWA)
- ILO Better Factories Cambodia
- Garment Manufacturers' Association in Cambodia (GMAC)
- USAID-Garment Industry Productivity Center (GIPC)
- Precious Girl Magazine
- Participating Trade Unions in Cambodia

The participating jury will consist of:

- Ministry of Labour and Vocational Training (MoLVT)
- Ministry of Commerce (MoC)
- Ministry of Women's Affairs (MoWA)
- Fashion Houses in Cambodia
- International Garment Buyers in Cambodia
- Worker representatives
- CAMFEBA or GMAC representatives
- Representatives of UN and Bretton Woods organizations