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# Communication Strategy 2025 - 2026 of Public Campaign to Promote Decent Work Conditions for Rubber and Banana Plantation Workers in Cambodia

Written by:  
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Mangrove  
Studio

# THE OBJECTIVES

## TO ENSURES ALIGNMENT, STAKEHOLDER ENGAGEMENT, AND PRACTICAL ACTION PLANNING FOR THE CAMPAIGN

- Align on campaign objectives and key messages.
- Explore perspectives on effective audience engagement.
- Identify optimal communication channels for dissemination.
- Create an initial roadmap for campaign branding and implementation.



# INTRODUCTION

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The communication strategy for the project "**Promoting Decent Work Conditions for Workers in Rubber and Banana Plantations in Cambodia**" is designed to effectively convey the campaign's objectives, activities, and impact to a wide range of audiences, including plantation workers, project stakeholders, government institutions, private sector actors, and the Cambodian public.

Through targeted messaging and accessible content formats, the strategy supports the campaign's mission to improve awareness of labor rights, drive positive behavior change, and strengthen the public profile of WeWorld and its partners. This strategy aims to ensure strong alignment with the project's implementation plan and amplify its fieldwork through a powerful communications component that is both human-centered and impact-driven.





# **ABOUT THE PUBLIC CAMPAIGN**

# ABOUT PROJECT

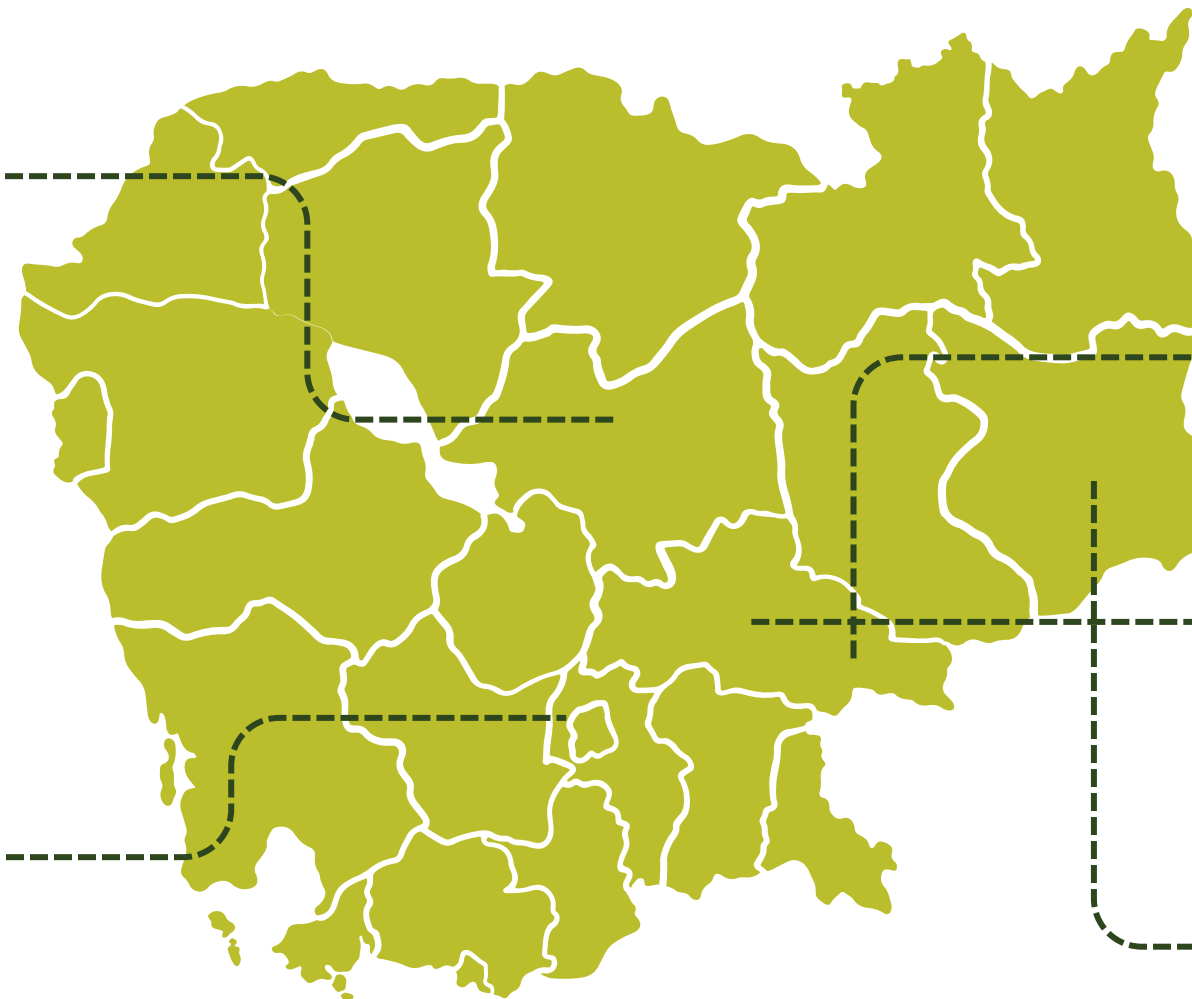
The Promoting Decent Work Conditions for Plantation Workers in Cambodia Project 2024 – 2026 aims to improve labor rights awareness and working conditions for rubber and banana plantation workers across five target provinces in Cambodia. WeWorld, in collaboration with ADHOC, LSCW, and Mangrove Studio, leads this initiative to empower informal workers through strategic public campaigns and direct outreach. The project is expected to reach more than 50,000 individuals, including workers, community members, and stakeholders, with accessible information on labor rights, fair wages, and workplace safety. Through a combination of digital outreach, offline workshops, and community media, the project will amplify workers' voices and promote dignity and justice in the workplace. By engaging civil society, local authorities, and the public, the project aims to foster long-term advocacy and behavioral change for decent work standards in Cambodia's agricultural sector.



KAMPONG  
THOM



PHNOM  
PENH



TBOUNG  
KHMUM



KAMPONG  
CHAM



MONDULKIRI

# THE TARGET PARTICIPANTS



Informal Rubber and Banana Plantation Workers

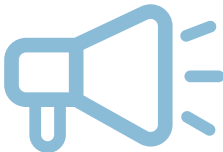


Employers, Local Authorities, and Duty Bearers



Public Audience (General Public & Cambodian Youth)

| <div>1</div>  |                                                                           |                                                       |
|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                 | DESCRIPTION                                                                                                                                                  | OBJECTIVE                                                                                                                                |
| <b>Informal Rubber and Banana Plantation Workers</b>                                            | Informal workers in plantations who often lack awareness of their labor rights, face unsafe working conditions, and have limited access to legal protection. | Raise awareness of labor rights and promote the use of support services such as helplines and legal aid.                                 |
|              |                                                                          |                                                      |
| DESIRED PERCEPTION                                                                              | KEY PROMISE                                                                                                                                                  | PROMOTION APPROACH                                                                                                                       |
| We are a trusted ally who listens, protects, and empowers them.                                 | <b>“You have rights. You are not alone.”</b>                                                                                                                 | Use community workshops, radio, posters, and direct outreach to provide simple, relatable, and rights-based messaging in local language. |

|                                                                                     |                                                                                                                           |  |                                                                                                                                                  |  |
|-------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|--|--------------------------------------------------------------------------------------------------------------------------------------------------|--|
|   |                                        |  |                                                               |  |
|                                                                                     | DESCRIPTION                                                                                                               |  | OBJECTIVE                                                                                                                                        |  |
| Employers, Local Authorities, and Duty Bearers                                      | Business owners, plantation managers, commune officials, and relevant public institutions who influence labor conditions. |  | Promote responsibility and compliance with labor laws to improve workplace environments.                                                         |  |
|  |                                       |  |                                                              |  |
| DESIRED PERCEPTION                                                                  | KEY PROMISE                                                                                                               |  | PROMOTION APPROACH                                                                                                                               |  |
| We are a constructive partner working toward fairness, not an adversary.            | <b>“Better labor practices mean better business and stronger communities.”</b>                                            |  | Facilitate policy dialogue, provide data from field monitoring, share practical toolkits, and showcase positive examples of compliant employers. |  |



|                                                                                                                 |                                                                                                                                       |                                                                                             |
|-----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| Public Audience (General Public & Cambodian Youth)                                                              | Broader Cambodian society, especially youth (15–29), who can support labor justice through awareness, advocacy, and public discourse. | Spark public empathy, solidarity, and civic engagement around decent work and labor equity. |
|                              |                                                   |         |
| DESIRED PERCEPTION                                                                                              | KEY PROMISE                                                                                                                           | PROMOTION APPROACH                                                                          |
| We are driving meaningful change to improve the lives and working conditions of plantation workers in Cambodia. | “Decent work is everyone’s right—and everyone’s responsibility.”                                                                      | Leverage social media, influencer content, and visual storytelling.                         |

# COMMUNICATION OBJECTIVE

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TO DRIVE AWARENESS, ADVOCACY, AND ACTION TOWARD BETTER WORKING CONDITIONS FOR RUBBER AND BANANA PLANTATION WORKERS. THIS CAMPAIGN UNITES WORKERS, BUSINESSES, AND THE PUBLIC IN PUSHING FOR SUSTAINABLE LABOR IMPROVEMENTS.



## AWARENESS

Increase public understanding of decent work conditions in rubber and banana plantations.



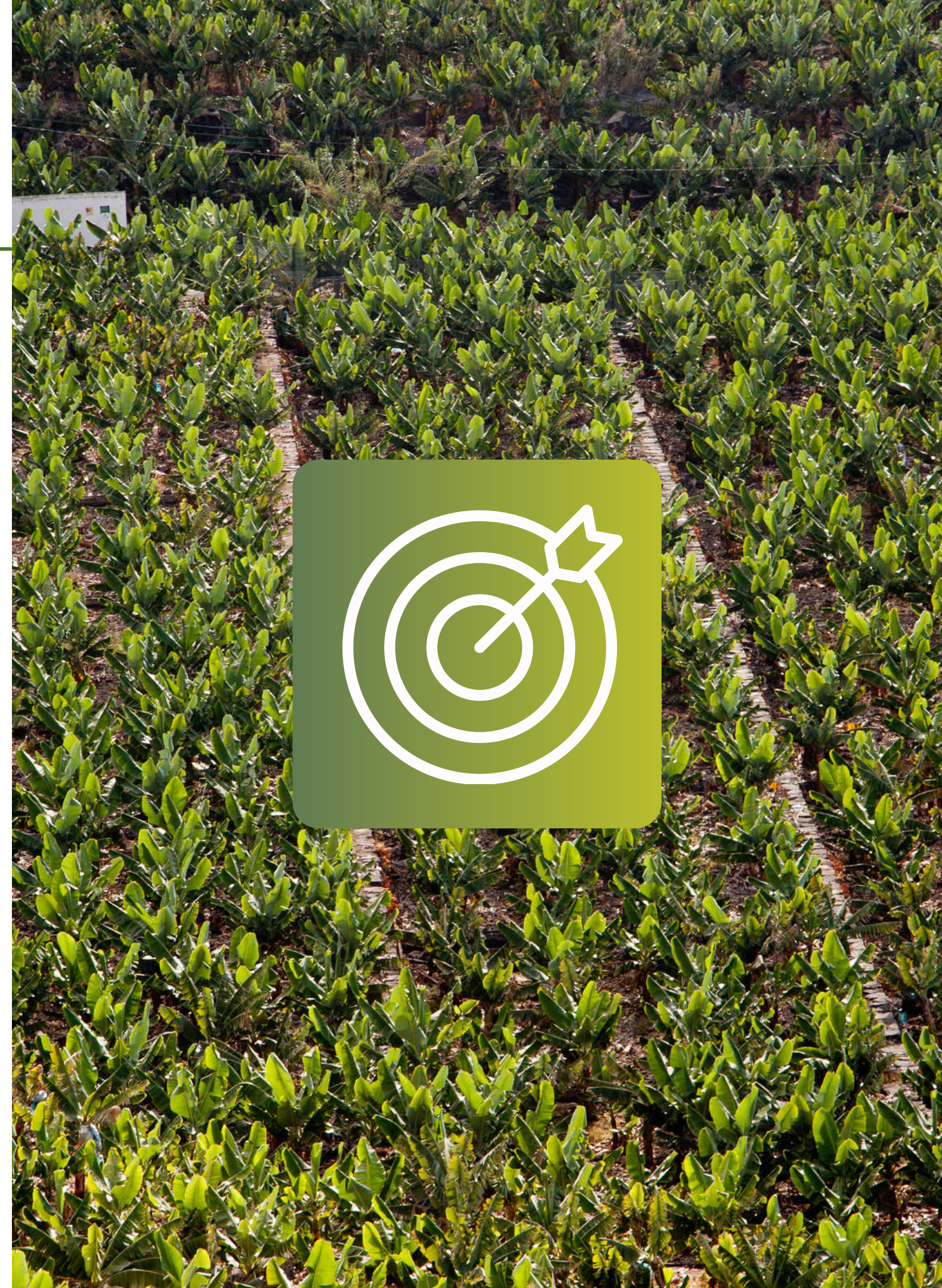
## ADVOCACY

Influence key stakeholders to adopt and enforce fair labor practices.



## ENGAGEMENT

Mobilize communities, youth, and workers to participate in promoting decent work conditions.



# COMMUNICATION OBJECTIVE



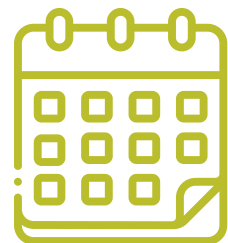
## TOTAL ESTIMATED REACH:

- Minimum Reach: 400,000
- Maximum Reach: 750,000



## TOTAL ENGAGEMENT:

- Estimate Engagement: 500 - 2,000
- (from the 5 workshops, IEC materials dissemination and Social media engagement)



## 18 MONTHS PERIOD

- March 2025 till
- August 2026



## 5 PUBLIC CAMPAIGN ACTIVITIES

- IEC Materials Dissemination
- Online, FB, TK, Telegram
- Educational Comedy Video
- Radio Broadcast
- Outreach Workshops & Press Release



## 5 TARGET AREAS

- Kampong Thom
- Kampong Cham
- Mondulhiri
- Tboung Khmum
- Phnom Penh

An aerial photograph of a rural landscape, showing a complex pattern of green fields and brown, tilled agricultural plots. The fields are separated by thin, light-colored lines, possibly roads or fences. The overall scene is a mosaic of different shades of green and brown, suggesting a mix of vegetation and cultivated land.

# **CHANNELS AND CONTENT STRATEGY**

# CHANNELS AND CONTENT STRATEGY

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To ensure the campaign effectively reaches and inspires action across diverse audience groups, our strategy integrates the right platforms, tailored messaging, and strong brand identity. We will implement a channel strategy that combines traditional media like radio and printed materials for rural workers, with digital platforms such as Facebook, TikTok, and Telegram to engage youth and the public. Each channel is selected based on audience behavior, accessibility, and trust. Our tone of voice and content strategy will adapt to each target group—empathic and empowering for workers, constructive and data-informed for duty bearers, and bold and inspiring for youth and the general public. The messaging will be clear, culturally relevant, and solution-oriented. The campaign will be anchored in a strong branding and identity system that reflects dignity, solidarity, and fairness—ensuring that all visuals and messages are consistent, recognizable, and impactful across every touchpoint.



## CHANNEL STRATEGY

Selection of online and offline platforms based on media habits and accessibility of each audience group.



## TONE OF VOICE & CONTENT APPROACH

Customized messaging style and formats aligned with the needs, values, and behavior of plantation workers, duty bearers, and the public.



## CAMPAIGN BRANDING & IDENTITY

A unified visual and verbal identity that reflects dignity, fairness, and empowerment, ensuring consistency and recognition across all campaign touchpoints.

# CHANNELS STRATEGY



## IEC MATERIALS

Posters, banners, and stickers will be developed for all audiences and placed in high-visibility locations such as plantations, village centers, and commune offices.



## SOCIAL MEDIA

Facebook, TikTok, and Telegram will be the core platforms to reach plantation workers and Cambodian youth with relatable and shareable content.



## EDUCATION COMEDY DRAMAS

Long-form stories on Facebook and short-form edits on TikTok will emotionally connect with all target groups. Audio versions will be adapted for radio broadcast.



## ONLINE TALKSHOW

Five 30-minute radio talk shows aired via Vayo Station and Facebook will target duty bearers and employers with informative discussions.



## PUBLIC WORKSHOPS

Held in all 5 target provinces, these in-person events will engage workers and local authorities through direct dialogue and learning.



## PRESS RELEASES

Issued after each workshop, these updates will target authorities and stakeholders, keeping them informed and reinforcing accountability.

# TIMELINE

| Outreach Timeline                                                             | Target Participants                                                                 |                                                                                     |                                                                                     | 2025 |            |   |         |    |         | 2026 |             |   |   |            |   |
|-------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|------|------------|---|---------|----|---------|------|-------------|---|---|------------|---|
| Type of channels                                                              |  |  |  | 7    | 8          | 9 | 10      | 11 | 12      | 1    | 2           | 3 | 4 | 5          | 6 |
| IEC Materials Distribution timeline                                           | X                                                                                   | X                                                                                   |                                                                                     |      | 1          |   | 2       |    |         | 3    |             | 4 |   |            | 5 |
| Social Media Outreach                                                         | X                                                                                   | X                                                                                   | X                                                                                   | 6    | 6          | 5 | 5       | 4  | 7       | 4    | 5           | 6 | 5 | 4          | 7 |
| Educational Comedy Movie Drama                                                | X                                                                                   | X                                                                                   | X                                                                                   |      |            |   | 1       |    |         | 2    |             |   | 3 |            |   |
| Online Talkshow Series                                                        |                                                                                     | X                                                                                   | X                                                                                   | 1    |            | 2 |         | 3  |         | 4    |             | 5 |   |            |   |
| Public Workshop Series on Decent Work<br>(Reserves the right to make changes) | X                                                                                   | X                                                                                   | X                                                                                   |      | Phnom Penh |   | KPTthom |    | KPCCham |      | Tbong Khmom |   |   | Mondolkiri |   |
| Press Releases                                                                |                                                                                     | X                                                                                   | X                                                                                   |      |            | 1 |         | 2  |         | 3    |             | 4 |   |            | 5 |

# TONE OF VOICE & CONTENT APPROACH



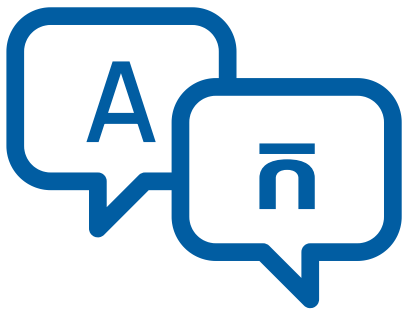
To effectively engage our diverse audiences, our communication approach will follow a tone of voice that is clear, supportive, and relatable. Each tone aligns with our target groups and the goals of the campaign:



**INFORMATIVE**



**SUPPORTIVE**



**SIMPLE, EVERYDAY  
LANGUAGE**



# TONE OF VOICE & CONTENT APPROACH



To effectively engage our diverse audiences, our communication approach will follow a tone of voice that is clear, supportive, and relatable. Each tone aligns with our target groups and the goals of the campaign:



## INFORMATIVE

We aim to communicate with transparency, clarity, and precision. This tone focuses on delivering **factual, straightforward, and action-oriented messages** to help employers understand how we work with communities and why decent work practices are beneficial for business and society.

### A SAMPLE OF OUR COMMUNICATION WITH EMPLOYERS

“យើងធ្វើការជាមួយសហគមន៍ដើម្បីកំណត់បញ្ហាការងារឲ្យបានត្រឹមត្រូវ ជួយអាជីវកម្ម កែលម្អលក្ខខណ្ឌការងារ កាត់បន្ថយចំណាយនិងរីកចម្រើន ប្រកបដោយនិរន្តរភាព។”

**"We work with communities to identify labor issues early—helping businesses improve conditions, reduce turnover, and grow sustainably."**

# TONE OF VOICE & CONTENT APPROACH



To effectively engage our diverse audiences, our communication approach will follow a tone of voice that is clear, supportive, and relatable. Each tone aligns with our target groups and the goals of the campaign:



## SUPPORTIVE

We are here to support, not judge. **For workers and community members (TG1)**, our messages aim to **build trust** and let them know they are **not alone**—that help, information, and action are available.

**For employers (TG2)**, we position ourselves as partners in progress—**better work conditions lead to stronger businesses and thriving communities.**

### A SAMPLE OF OUR COMMUNICATION WITH ALL TARGET GROUPS

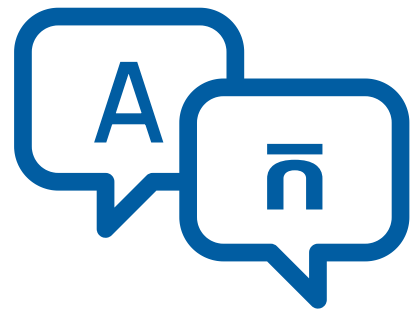
“បងប្អូនមិនមែននៅម្នាក់ឯងទេ! យើងគាំទ្រការងារសមស្របសម្រាប់អ្នករាល់គ្នាពីព្រោះលក្ខខណ្ឌល្អប្រសើរសម្រាប់ការងារមានន័យថាកម្មករកម្មការិនី សហគមន៍និងអាជីវកម្មកាន់តែរីកចម្រើន។”

“You’re not alone. We’re here to support fair work for everyone—because better conditions mean stronger communities and businesses.”

# TONE OF VOICE & CONTENT APPROACH



To effectively engage our diverse audiences, our communication approach will follow a tone of voice that is clear, supportive, and relatable. Each tone aligns with our target groups and the goals of the campaign:



## SIMPLE, EVERYDAY LANGUAGE

To ensure accessibility, we will translate technical or legal terms around labor and rights into **plain, relatable language**. This helps everyone—regardless of education level—understand their rights, responsibilities, and how to take action for decent work.

### A SAMPLE OF OUR COMMUNICATION WITH ALL TARGET GROUPS

**“ការងារល្អមានន័យថាប្រាក់ឈ្នួលសមរម្យ សុវត្ថិភាពនៅកន្លែងធ្វើការ និងត្រូវបានគេគោរពដូចមនុស្សគ្រប់រូបសមនឹងទទួលបាន។”**

**"A good job means fair pay, safety at work, and being treated with respect—just like everyone deserves."**

# CAMPAIGN BRANDING & IDENTITY



The campaign branding reflects our core values of **dignity, fairness, and empowerment** in the world of work. It is designed to be **simple, inclusive, and adaptable**, ensuring visibility across all touchpoints—digital, print, community events, and media. The branding elements, including logo, colors, and visuals, aim to create a unified and recognizable identity that resonates with all target groups while reinforcing the message of decent work for all.

|                  |                   |                                                                                                  |
|------------------|-------------------|--------------------------------------------------------------------------------------------------|
| CAMPAIGN<br>NAME | TAGLINE<br>SLOGAN | <br>LOGO      |
| COLOR            | Font              | <br>IMAGERY |



# ការងារសមរម្យ សម្រាប់កម្មករកៅស៊ូ និងចេក

THE CAMMPAIGN NAME



THE SYMBOL



# ការងារសមរម្យ សម្រាប់កម្មករកៅស៊ូ និងចេក

DECENT WORK FOR RUBBER AND BANANA WORKERS



The project logo visually represents our shared commitment to decent work, inclusive participation, and sustainable community growth. Each element has been thoughtfully designed to reflect the core themes and target audiences of the campaign:

## Rubber and Banana Leaves

The two distinct leaves represent rubber and banana plantations, highlighting the specific focus on informal workers within these agricultural sectors.



## Circular Shape

The full circle represents the **ecosystem of support necessary** to achieve decent work. It symbolizes **collaboration, balance, and unity**—where improved working conditions lead to stronger businesses and thriving communities.

## Three Human Figures

The three stylized people in the center symbolize the project's three key target groups:

### Informal plantation workers

The heart of our work, striving for better conditions and fair opportunities.

### Local authorities, civil society, and private sector

The enablers of change through policy, advocacy, and responsible business practices.

### The general public and Cambodian youth

Essential for raising awareness, shifting attitudes, and sustaining long-term impact.





ការងារសមរម្យ សម្រាប់  
កម្មករកៅស៊ូ និងចេក

THE LOGO - HORIZONTAL VERSION



# ការងារសមរម្យ សម្រាប់ កម្មករកៅស៊ូ និងចេក

THE LOGO - VERTICAL VERSION



# ការងារសមរម្យ សម្រាប់កម្មករកៅស៊ូ និងចេក

DECENT WORK FOR RUBBER AND BANANA WORKERS



THE LOGO - VERTICAL VERSION WITH PARTNER LOGOS



# ការងារសមរម្យ សម្រាប់កម្មករកៅស៊ូ និងចេក

DECENT WORK FOR RUBBER AND BANANA WORKERS



THE LOGO - HORIZONTAL VERSION WITH PARTNER LOGOS

PRIMARY

#BABE2C

# Color Palette

#015da2

#f0ab21

#8abbd7

#c2a14c

#2e461d

#627c51

#000000

#b2b2b2

#ffffff

An aerial photograph of a coastal landscape. On the left, a river flows through a rocky shoreline. To the right, there are several rectangular agricultural fields, some with rows of crops and others with dense green vegetation. A few palm trees are visible in the lower right. The image is used as a background for a presentation slide.

PRIMARY

# Gradient Palette

The gradient color enhances the project logo by adding depth and vibrancy, making the design more visually appealing. It is essential for digital materials, as it draws attention and highlights our commitment to decent work, inclusive participation, and sustainable community growth. Each color transition has been thoughtfully chosen to reflect the core themes and engage our target audiences effectively.

# English Font

We use Manrope Font Family for readability and elegance to enhance brand identity across all communication channels.

|                                                                                        |  |                                         |        |             |             |
|----------------------------------------------------------------------------------------|--|-----------------------------------------|--------|-------------|-------------|
| Heading                                                                                |  | Body & Number                           |        | Regular     | <b>Bold</b> |
| <div>Aa</div> <div>ABCDEFGHIJKLM<br/>NOPQRSTUVWXYZ<br/>Z1234567890# @<br/>!~ { }</div> |  | <div>Headline Font<br/>Place Here</div> |        | 1234        |             |
|                                                                                        |  | Abcdefghijklmnop<br>qrstuvwxyz          |        | 5678<br>90. |             |
| Manrope Family                                                                         |  | Regular                                 | Medium | <b>Bold</b> |             |

Khmer Font

We use Notosans Font Family for readability and elegance to enhance brand identity across all communication channels.

| Heading          |                                                           |         | Body & Number                             | Regular             | Bold |
|------------------|-----------------------------------------------------------|---------|-------------------------------------------|---------------------|------|
|                  | កខគឃងចឆជឈញដបឌឍណ<br>តថទធនបផពភមយរលវសហឡ<br>អ1234567890#@!~{} |         |                                           |                     |      |
|                  |                                                           |         | កខគឃងចឆជឈញដបឌ<br>ឍណតថទធនបផពភមយ<br>រលវសហឡអ | 1234<br>5678<br>90. |      |
| Nato Sans Family |                                                           | Regular | Medium                                    | Bold                |      |

# ការងារសមរម្យ សម្រាប់ កម្មករកៅស៊ូ និងចេក

DECENT WORK FOR  
RUBBER AND BANANA  
**WORKERS**





# ការងារសមរម្យ សម្រាប់ កម្មករកៅស៊ូ និងចេក

PUBLIC CAMPAIGN TO PROMOTE DECENT WORK CONDITIONS  
FOR RUBBER AND BANANA PLANTATION WORKERS IN CAMBODIA







# ការងារសមរម្យ សម្រាប់ កម្មករកៅស៊ូ និងចេក

DECENT WORK FOR RUBBER AND  
BANANA WORKERS



សម្រាប់ព័ត៌មានបន្ថែម៖

097 616 27 90 | 086 792 666

សេវាជំនួយផ្នែកច្បាប់៖ 077 455 516



ADHOC

LSCW



ការងារសមរម្យ សម្រាប់កម្មករកៅស៊ូ និងចេក  
DECENT WORK FOR RUBBER AND BANANA WORKERS

**សសរស្តម្ភទាំង ៤ នៃ  
ការងារសមរម្យ**

**១ ការបង្កើតការងារ**  
ការងារសមរម្យជួយបង្កើនឱកាសការងារ  
សម្រាប់គ្រប់គ្នា និងជំនួយសេដ្ឋកិច្ចមូលដ្ឋាន  
ល្អិតល្អន។

**២ ធានាសិទ្ធិការងារ**  
និយោជិតគួរទទួលបានសិទ្ធិគោរព  
ច្បាប់ដូចជា ប្រាក់ឈ្នួល សុវត្ថិភាព  
និងការចូលរួមក្នុងសហគមន៍។

**៣ ពង្រីកកិច្ចគាំពារសង្គម**  
ការងារសមរម្យត្រូវមានសេវាសុខភាព  
បំណាច់និរន្តរ៍ និងជំនួយពេលមាន  
គ្រោះថ្នាក់ការងារ។

**៤ លើកកម្ពស់កិច្ចសន្ទនាសង្គម**  
ការសន្ទនារវាងនិយោជិតនិងនិយោជកជួយ  
ដោះស្រាយបញ្ហា និងបង្កើនបរិយាកាស  
ការងារដែលមានការយល់ចិត្តគ្នា។

សម្រាប់ព័ត៌មានបន្ថែម៖  
097 616 27 90 | 086 792 666  
សេវាជំនួយផ្នែកច្បាប់៖ 077 455 516

ADHOC LSCW

ការងារសមរម្យ សម្រាប់កម្មករកៅស៊ូ និងចេក  
DECENT WORK FOR RUBBER AND BANANA WORKERS

**សសរស្តម្ភទាំង ៤ នៃ  
ការងារសមរម្យ**

**១ ការបង្កើតការងារ**  
ការងារសមរម្យជួយបង្កើនឱកាសការងារ  
សម្រាប់គ្រប់គ្នា និងជំនួយសេដ្ឋកិច្ចមូលដ្ឋាន  
ល្អិតល្អន។

**២ ធានាសិទ្ធិការងារ**  
និយោជិតគួរទទួលបានសិទ្ធិគោរព  
ច្បាប់ដូចជា ប្រាក់ឈ្នួល សុវត្ថិភាព  
និងការចូលរួមក្នុងសហគមន៍។

**៣ ពង្រីកកិច្ចគាំពារសង្គម**  
ការងារសមរម្យត្រូវមានសេវាសុខភាព  
បំណាច់និរន្តរ៍ និងជំនួយពេលមាន  
គ្រោះថ្នាក់ការងារ។

**៤ លើកកម្ពស់កិច្ចសន្ទនាសង្គម**  
ការសន្ទនារវាងនិយោជិតនិងនិយោជកជួយ  
ដោះស្រាយបញ្ហា និងបង្កើនបរិយាកាស  
ការងារដែលមានការយល់ចិត្តគ្នា។

សម្រាប់ព័ត៌មានបន្ថែម៖  
097 616 27 90 | 086 792 666  
សេវាជំនួយផ្នែកច្បាប់៖ 077 455 516

ADHOC LSCW

ការងារសមរម្យ សម្រាប់កម្មករកៅស៊ូ និងចេក  
DECENT WORK FOR RUBBER AND BANANA WORKERS

**សសរស្តម្ភទាំង ៤ នៃ  
ការងារសមរម្យ**

**១ ការបង្កើតការងារ**  
ការងារសមរម្យជួយបង្កើនឱកាសការងារ  
សម្រាប់គ្រប់គ្នា និងជំនួយសេដ្ឋកិច្ចមូលដ្ឋាន  
ល្អិតល្អន។

**២ ធានាសិទ្ធិការងារ**  
និយោជិតគួរទទួលបានសិទ្ធិគោរព  
ច្បាប់ដូចជា ប្រាក់ឈ្នួល សុវត្ថិភាព  
និងការចូលរួមក្នុងសហគមន៍។

**៣ ពង្រីកកិច្ចគាំពារសង្គម**  
ការងារសមរម្យត្រូវមានសេវាសុខភាព  
បំណាច់និរន្តរ៍ និងជំនួយពេលមាន  
គ្រោះថ្នាក់ការងារ។

**៤ លើកកម្ពស់កិច្ចសន្ទនាសង្គម**  
ការសន្ទនារវាងនិយោជិតនិងនិយោជកជួយ  
ដោះស្រាយបញ្ហា និងបង្កើនបរិយាកាស  
ការងារដែលមានការយល់ចិត្តគ្នា។

សម្រាប់ព័ត៌មានបន្ថែម៖  
097 616 27 90 | 086 792 666  
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ADHOC LSCW



## តើចំណុចណាដែលមិនមែនជាផ្នែកនៃលក្ខខណ្ឌការងារសមរម្យ?

- ក ប្រាក់ឈ្នួលសមរម្យ
- ខ ការរើសអើងភេទ
- គ សុវត្ថិភាពក្នុងកន្លែងធ្វើការ
- ឃ ការគោរពសិទ្ធិកម្មករ



## សូមអបអរសាទរ



ឈ្មោះអ្នកឈ្មោះ:



ឈ្មោះអ្នកឈ្មោះ:



ឈ្មោះអ្នកឈ្មោះ:

ដែលបានឆ្លើយត្រូវនឹងសំណួរ

តើចំណុចណាដែលមិនមែនជាផ្នែកនៃលក្ខខណ្ឌការងារសមរម្យ?

ចម្លើយដែលត្រឹមត្រូវគឺ

ខ. ការរើសអើងភេទ

## កម្មវិធីការផ្សាយផ្ទាល់តាមវីឌីយ៉ូ

ស្តីពី

## លក្ខខណ្ឌការងារសមរម្យសម្រាប់កម្មករកៅស៊ូ និងចេក

នឹងផ្សាយក្នុងពេលឆាប់ៗនេះ  
នៅលើស្ថានីយវីឌីយ៉ូ VAYO FM RADIO វេលាម៉ោង [.....]

ថ្ងៃទី២៩ ខែកក្កដា ឆ្នាំ២០២៥

សូមរងចាំតាមដានស្តាប់ទាំងអស់គ្នា

៤៤

និយោជកមានតួនាទីយ៉ាងសំខាន់ក្នុងការធានាឲ្យបាន**ការងារសមរម្យ**តាមរយៈការទទួលបានប្រាក់ឈ្នួលសមរម្យនៅទីកន្លែងធ្វើការមានសុវត្ថិភាពនិងការគោរពសិទ្ធិនៅកន្លែងធ្វើការងារ

៥៥

## មុំ សុខចារ

នាយកអង្គការជំនួយផ្លូវច្បាប់ដល់កុមារនិងស្ត្រី



គាត់ប្រាប់

## លើកកម្ពស់ការងារសមរម្យសម្រាប់កម្មករកៅស៊ូ និងចេក



អត្ថប្រយោជន៍

## សមាជិក ប.ស.ស

១.ការធានារ៉ាប់រងផ្នែកផ្នែកថែទាំសុខភាពរួមមាន

- សេវាព្យាបាលការថែទាំបែបវេជ្ជសាស្ត្រ
- សេវាបញ្ជូនអ្នកជំងឺ ឬអ្នករងគ្រោះ
- សេវាបង្ការសុខភាព
- ប្រាក់ឧបត្ថម្ភផ្សេងៗ



២.ការធានារ៉ាប់រងផ្នែកហានិភ័យការងាររួមមាន

- សេវាសង្គ្រោះបន្ទាន់ និងព្យាបាលថែទាំ(ហានិភ័យការងារ)
- សេវាស្តារនីតិសម្បទា
- ប្រាក់ឧបត្ថម្ភផ្សេងៗ





# លក្ខខណ្ឌការងារសមរម្យ

**1** ផ្តល់នូវប្រាក់ចំណូលសមរម្យ

**2** សុវត្ថិភាពការងារ

**3** កិច្ចគាំពារសង្គមសម្រាប់ទាំងអស់គ្នា

**4** ឱកាសរៀនសូត្រសម្រាប់ការអភិវឌ្ឍ

**5** សេរីភាពក្នុងការបញ្ចេញមតិ



## ការលើកកម្ពស់លក្ខខណ្ឌការងារសមរម្យសម្រាប់កម្មករកៅស៊ូ និងចេក

ការងារសមរម្យ ផ្តល់នូវប្រាក់ចំណូលសមរម្យ សុវត្ថិភាពការងារ និងកិច្ចគាំពារសង្គមសម្រាប់ទាំងអស់គ្នា និងមានសិទ្ធិចូលរួមក្នុងការសម្រេចចិត្ត លើកិច្ចការទាំងឡាយណាដែលជះឥទ្ធិពលដល់ការរស់នៅ ព្រមទាំងទទួលបានឱកាស និងលក្ខខណ្ឌសមស្របរវាងកម្មករ និងម្ចាស់ចំការ

### វាក្មេងកិត្តិយស



**លោក ហេង ច័ន្ទវណ្ណចន**  
ជាអ្នកគ្រប់គ្រងគម្រោង នៃអង្គការជំនួយផ្លូវច្បាប់ដល់ កុមារ និងស្ត្រី (LSCW)



**កញ្ញា ផាត ម៉ាលីតា**  
ជាប្រធានកម្មវិធី នៃអង្គការ WeWorld



**លោកស្រី ប៉ែន ស៊ីណារ**  
អ្នកសម្របសម្រួលគម្រោង នៃសមាគមការពារសិទ្ធិមនុស្ស និងអភិវឌ្ឍន៍កម្ពុជា (ADHOC)

### ប្រធានបទ៖

### តើអ្វីជាលក្ខខណ្ឌការងារសមរម្យ?

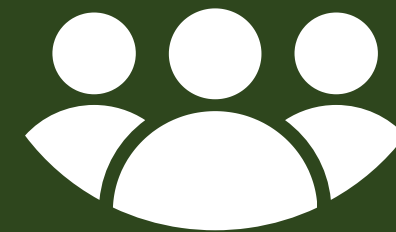
#### កាលវិភាគការចាក់ផ្សាយលើវីដេអូ

- 📺 VAYO FM RADIO
- 📅 ថ្ងៃទី២៩ ខែសីហា ឆ្នាំ២០២៥
- 🕒 ម៉ោង ១០:០០នាទីព្រឹក

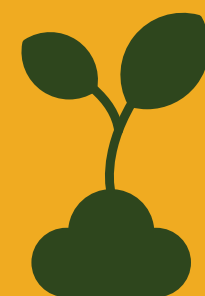
#### ព័ត៌មានបន្ថែម

- 📍 ADHOC-Cambodia
- 📞 Legal Support for Children and Women - LSCW
- 📞 097 616 27 90 | 086 792 666

Decent  
Work,  
Better Lives



ការងារសមរម្យ សម្រាប់  
កម្មករកៅស៊ូ និងចេក





# ការងារសមរម្យ សម្រាប់កម្មករកៅស៊ូ និងចេក

DECENT WORK FOR RUBBER AND BANANA WORKERS

