



## Concept Note

### 114<sup>th</sup> Anniversary of International Women's Day 8 March 2025 Campaign

*Under the topic:*

***“For ALL women and girls: Rights. Equality. Empowerment.”***

#### 1. Introduction

The 8<sup>th</sup> March Campaign is a global event declared as the United Nations Day on Women's Rights and World Peace by the United Nations General Assembly since 1977. Annually, Cambodia organizes this campaign to reflect on progress and achievements in gender equality and the empowerment of women and girls.

In 2025, International Women's Day celebrates the 30th anniversary of the Beijing Declaration and Platform for Action (Beijing+30). This milestone is vital in the quest for gender equality, commemorating a key blueprint for women's rights, adopted by 189 governments at the 1995 Fourth World Conference on Women in Beijing. The Platform guides policies in essential areas including 1). Women and Poverty 2). Education and Training of Women 3). Women and Health 4). Violence Against Women 5). Women and Armed Conflict 6). Women and the Economy 7). Women in Power and Decision-Making 8). Institutional Mechanisms for the Advancement of Women 9). Human Rights of Women 10). Women and the Media 11). Women and the Environment and 12). The Girl Child. Addressing these issues, alongside priorities like climate justice and digital technologies, is urgent with five years left to achieve the Sustainable Development Goals.

#### 2. The topic of the International Women's Day 2025

By joining the global campaign and celebrating this significant milestone, in 2025, the Ministry of Women's Affairs (MoWA), in collaboration with ministries, civil society, development partners, private sectors, and media, will organize the **114<sup>th</sup> International Women's Day Campaign on March 8<sup>th</sup>** under the topic ***“For ALL women and girls: Rights. Equality. Empowerment.”*** is to emphasize the critical importance of ensuring rights, promoting equality, and fostering empowerments for all women and girls. The focus is on creating positive impacts and a gender dividend for families, strengthening

communities, enhancing societal progress, driving economic development, and improving overall well-being.

### **3. Progress, Challenges, Opportunities Way Forward**

Over the last 30 years, following the implementation of the Beijing Declaration and Platform of Action and with the strong support from the government, especially under the leadership of **Samdach Akka Moha Sena Padei Techo HUN SEN**, Cambodia has made significant progress in promoting gender equality and empowering women and girls through policies, action plans, and sectoral reform, aligning with the Beijing Platform for Action. The high-level commitment, inter-ministerial collaboration and partnerships with key stakeholders are instrumental to institutionalize gender equality across government and driving progress in the national development agenda.

Different national mechanisms in different sectors and levels have been set up for facilitating, coordinating and monitoring the implementation of gender equality and women's empowerment. Key achievements are as follows:

1. Women and their families have benefited from peace, security, economic growth, improved public services and poverty reduction.
2. Women's participation in the economy is among the highest in the region, supported by enhanced ecosystems for entrepreneurship, jobs, and care.
3. Cambodia is moving towards achieving gender equality in primary and secondary education. According to the 2024 report from the Ministry of Education, Youth and Sport, female students in secondary education perform better in both enrollment and exam results.
4. The maternal mortality rate has significantly dropped (from 437 in 2000 to 154 per 100,000 live births by 2021) due to improved access to maternal health care and reproductive services.
5. Gender-based violence prevalence rate drops from 29% in 2014 to 21% in 2021.
6. Cambodian women are recognized in the international community for their participation in security and peace keeping. Cambodia ranks first among ASEAN countries and 13th among 120 countries in sending female soldiers for United Nations peacekeeping operations.
7. Currently, Cambodia has women serving as the President of the National Assembly, members of the National Assembly and Senate, members of the government, and leaders in ministries and institutions. Women hold positions as the Governor of the National Bank, National Auditor General, and as provincial governors, district governors, and commune chiefs. In public administration, women in decision-making

roles (from deputy office head to director general) account for 27%, and women civil servants constitute 42%.

However, challenges remain, including persistent economic, social, political and structural barriers, such as deeply rooted social norms, limited gender statistic data, gaps in affirmative action, resource constraints, and among others.

For the Royal Government of the 7<sup>th</sup> Legislature of the National Assembly, under the energetic and wise leadership of **Samdech Mohaborvorthipadei HUN MANETH**, Prime Minister of the Kingdom of Cambodia, promoting gender equality and women's empowerment across all sectors remains a priority in the ***Policy Agenda and Pentagonal Strategy – Phase 1***, emphasizing citizenship in a highly civilized, ethical, equitable, and inclusive society with women at its core. The Royal Government will continue to promote and increase investment in gender equality and women's empowerment in the economy, education, health, and public leadership. This approach will create an enabling environment for women to exercise their decision-making rights regarding family planning, reduce their vulnerability to gender-based violence, and promote positive intergenerational relations.

Within this context, **Neary Rattanak VI Strategic Plan 2024-2028**<sup>1</sup> has introduced a Gender Transformative Approach<sup>2</sup>, which focuses on strengthening existing mechanisms, institutionalizing gender-responsive budgeting, enhancing leadership of women and girls, transforming gender mindsets, and strengthening monitoring and evaluation.

The government is committed to eliminating all forms of gender-based violence and empowering women through concrete objectives and actions, including:

- Promoting social value, women's value and preventing gender-based violence;
- Implementing the National Action Plan on Women, Peace and Security agenda.
- Strengthening gender-responsive social protection, decent work employment, inclusive workplace, and progressing towards universal health coverage; and
- Empowering women in the digital economy, entrepreneurship, skill development, care economy, green growth, climate change, and inclusive governance and leadership.

To achieve these, we need joint effort and partnership with all relevant actors, line ministries, development partners, private sectors and civil society in accelerating the progress and

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<sup>1</sup> <https://www.mowa.gov.kh/en/nearyrattanakenvi>

<sup>2</sup> Gender Transformative Approach is the third stage in the Gender Mainstreaming Framework of the Neary Rattanak Strategic Plan on Gender Equality and Women's Empowerment in Cambodia. This follows the first stage, the Gender Sensitive Approach, and the second stage, the Gender Responsive Approach.

affirmative actions toward achieving the commitment as stated in the national policies and programs as well as the Beijing Platform for Action.

#### 4. Key Activities of the Campaign

1. Broadcast the message of **Her Majesty the Queen Norodom Monineath Sihanouk**, the Queen Mother of Cambodia in Freedom, Dignity and Happiness, on radios, televisions and social media channels
2. A Women's delegation paid a courtesy call and reported on the progress of women's work to **His Majesty King Norodom Sihamoni, King of the Kingdom of Cambodia** and **Her Majesty Queen Mother Monineath Sihanouk, Queen Mother of Cambodia**.
3. A Women delegation paid a courtesy call and reported on the progress of women's work to **Samdech Akka Moha Sena Padei Techo HUN SEN**, President of the Senate, at the Senate
4. Women delegation paid a courtesy call and reported on the progress of women's work to **Samdech Moha Rathsapheathika Thipadei KHUON SUDARY**, President of the National Assembly of the Kingdom of Cambodia
5. Celebrating the 114<sup>th</sup> Anniversary of the International Women's Day 08th March 2025, presided over by **Samdach Moha Borvor Thipadei HUN MANET Prime Minister of the Kingdom of Cambodia** and **Lok Chum Teav Dr. Pech Chanmony**, at the Peace Palace.
6. **Public Event: Open Space Events** to raise public awareness, **Concert** and **public banners** with key messages along the major streets will be organized to celebrate International Women's Day 8<sup>th</sup> March 2025
7. Organizing the celebration of the 114<sup>th</sup> Anniversary of the International Women's Day 08th March 2025 in Ministries, Institutions, Provinces, Municipalities, Districts, High Schools.
8. **Digital Campaign:** A digital program and media contents will produce and broadcast **inspiring messages and short videos** featuring women leaders, artists, influencers, youth and girls on social media.
9. Produce and disseminate **MoWA Neary Rattanak Magazine**.

#### 5. Partners and Stakeholders

MoWA will collaborate with line ministries, development partners, private sector, NGOs, educational institutions, media, and local communities to mobilize the movement and joint

spirit at all levels and methods for this national campaign, ensuring broad participation and impact.

## **6. Expected Outcomes and Key Performance Indicators**

- At the individual level, leaders, families, communities, public institutions and private sector celebrate women’s rights, roles and achievements, acknowledging challenges, opportunities and further commitments
- Increased awareness and understanding of gender equality issues in Cambodia.
- Empowered women and girls leading their communities and enterprises.
- Strengthened networks and partnerships for future gender equality initiatives.

## **7. Conclusion**

Celebrating International Women’s Day 2025 in Cambodia under the topic “For ALL women and girls: Rights. Equality. Empowerment.” is the national campaign focused on celebrating progress, understanding the current status, and advancing actions and interventions towards a more inclusive and equitable society for all.

### **For more information, please contact:**

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