Chat!

EMPOWERING WOMEN MEANS BETTER BUSINESS | Global Brand Opportunity

1. 85% of Cambodia’s 700,000 garment factory workers are women.

   - Most women are migrants to urban centers
   - Limited education + low literacy
   - Lack resources to plan lives + families
   - Unwanted pregnancies Unsafe abortion practices
   - Factory workers become sick
     Lose income
   - They may even leave their jobs
   - Factory workforces = unreliable
     Your supply chain = unstable

2. Reproductive knowledge helps break the poverty trap.

3. Chat! empowers Cambodian factory workers to make informed decisions about their health and their lives.

4. It’s not how you spend it—it’s how you make it.
   PROFITABILITY AND DOING GOOD GO HAND IN HAND.

Over the last three years, Chat! has reached more than 25,000 Cambodian women working for 35 suppliers of global brands and retailers.


Supporting women when they plan to have children allows them to focus on earning an income to support their families.
In control of their reproductive health women are healthier physically, emotionally and mentally.

- Productivity improve
- Factory workforces stabilize
- Families thrive
- Countries develop

6. Chat! leads to benefits at multiple levels:

   - Reputation + sustainability ✔
   - Competitive industry
   - Increased productivity $
   - Improved worker well-being 😊

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Chat! is a 100% Cambodia-made solution:

Teach (Activity-based)
Engage (Video dramas)
Challenge (Quiz app)

Chat! Contraception won CARE USA’s Scale X Design Challenge, a competition to identify and scale up CARE’s most promising solutions.

Chat! is a system, not a one-off training:

SYSTEMS BUILDING
- Culture: Build commitment to worker well-being as a way of doing business
- Strategy: Support overall well-being goals, strategies, and work plans
- Capacity-building: Develop factory-based training teams for implementation

CUSTOMIZED MEASUREMENT
- Vendor-led electronic monitoring and learning
- Implementation and participation metrics
- Tracking of key business and social indicators

Chat! Delivers Impact:

WOMEN ARE MAKING BETTER DECISIONS:
- Doubled use of modern contraception compared to 24.2% up 48%
- More than doubled use of health services compared to 8.6% up 20%
- Tripled confidence to refuse sex with a partner compared to 16.8% up 50%

FACTORIES ARE MORE COMPETITIVE:
- Increased productivity
  - more workers reaching productivity targets up 6%
- Reduced absenteeism
  - less leave without permission up 24%
- Reduced turnover
  - less turnover up 7%
- Increased worker satisfaction


Do business with shared purpose.
Chat! Can help your brand do business the right way, using sustainable sourcing to drive profits through social change. Consider funding Chat! in your supply chain

Take Action.

Chat! Contact information and links

www.care-cambodia.org
facebook.com/careincambodia