The CARE 2020 program strategy

CARE’s first ever global strategy aims to clearly state what CARE will do to eliminate poverty and injustice. CARE believes that poverty IS injustice, so addressing poverty means addressing unequal power relations.

WHAT DOES CARE DO GLOBALLY?

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WHAT IS CARE’S APPROACH?

CARE aims to tackle the underlying causes of poverty and social injustice and to bring lasting change to the lives of poor and vulnerable people. CARE International prioritises three focus areas:

- **Strengthening gender equality and women’s voice**
  CARE promotes the empowerment of women and girls, and engages with men and boys, to transform unequal power relations and address gender inequality.

- **Promoting inclusive governance**
  CARE promotes good governance in three key areas: empowering people to know and act on their rights; influencing those in power to be more responsible, responsive and accountable; and providing opportunities to link the two together.

- **Increasing resilience**
  CARE strengthens people’s capacity to adapt to changing situations, manage risks, address underlying causes of vulnerability and respond to new hazards and opportunities.

WHAT IS CARE’S APPROACH IN CAMBODIA?

In Cambodia we look at this in terms of social opportunity, economic opportunity and enabling governance.

GENDER EQUALITY AND WOMEN’S VOICE + RESILIENCE - INCLUSIVE GOVERNANCE = EQUITABLE BENEFITS FROM SOCIAL CHANGE AND RIGHTS RESPECTED AND LEGITIMATE VOICE
WHAT CHANGE DOES CARE WANT TO SEE?

By 2020, CARE and its partners will support 150 million people from the most vulnerable and excluded communities to overcome poverty and social injustice. CARE aims to have the following global impacts:

**CARE supports women to have control over their bodies**

In Cambodia, this includes:
- Strengthening health systems and their accountability
- Supporting improved maternal and child health services
- Improving understanding and utilisation of family planning services
- Addressing sexual harassment in the workplace
- Engaging with men and communities to address gender-based violence

**CARE supports women’s economic empowerment**

In Cambodia, this includes:
- Promoting equal access to education for ethnic minorities, particularly girls
- Strengthening education systems and school governance
- Supporting access to dignified work & income opportunities
- Improving women’s financial skills and access to financial resources
- Improving women’s voice in their communities

**CARE supports women to be more resilient to change**

In Cambodia, this includes:
- Developing climate-resilient agriculture techniques
- Addressing water access and availability
- Supporting women to diversify their incomes
- Supporting communities to understand the risks they face
- Promoting inclusive natural resource management and resource security

**CARE responds to emergencies**

In Cambodia, this includes:
- Providing relief to communities during flooding and drought
- Supporting community recovery efforts
- Supporting improved governance around disaster risk reduction