

Cambodia Women's Crisis Center

Learning Brief: Join Us for Social Transformation (JUST) Project

Background

The Join Us for Social Transformation Project (JUST) addresses intersecting forms of violence, stigma, and discrimination faced by women and girls with disabilities, Khmer Muslim women, entertainment/sex workers, and LGBTI individuals. Implemented by the Cambodian Women's Crisis Center (CWCC) in partnership with ADD International and local civil society organizations—including Love is Diversity, Network of Entertainment Workers (NEW), Khemara, and Aphivat Strey—with support from the UN Trust Fund to End Violence Against Women, the project sought to reduce violence, strengthen essential services, and embed intersectionality within national policy frameworks.

Key Strategies

Inclusive Services: Strengthened GBV Response Working Groups and trained duty bearers to deliver survivor-centred, inclusive support.

Social Norm Change: Adapted and applied the SASA! methodology with an intersectionality lens to challenge harmful norms linking with various networks of women

Empowerment: Formed community protection and savings groups to build peer support and economic resilience.

Policy Influence: Embedded intersectionality into national policy frameworks.

Conclusion

The JUST Project demonstrates that inclusive, intersectional, and survivor-centred programming can effectively reduce violence, empower marginalised women, and influence policy. Its integrated approach—combining service delivery, prevention, and advocacy—offers a replicable model for scaling across Cambodia and globally.

“The JUST Project created spaces where women and girls from diverse backgrounds—those with disabilities, entertainment workers, LGBTI individuals, and Khmer Muslim women—could speak, be heard, and act together to challenge violence and discrimination.”

Major Outcomes

1,532 survivors accessed inclusive services

Help-seeking increased from 21% to 78%.

73% of women reported reduced risk of violence; 98% among women with disabilities.

8 GBV-RWGs and 2 DWCCs established; 1,313 cases referred through coordinated mechanisms.

Increased women's empowerment, confidence, and participation in decision-making.

Intersectionality embedded in draft NAPVAW and NDSP, influencing national frameworks.

Key Learnings

- Intersectionality must be embedded, not added on.
- Peer-led, community-based models build trust and sustainability.
- Economic empowerment is integral to violence prevention.
- Continuous coordination investment ensures lasting impact.
- Data-driven evidence enhances policy and systems change.



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