INTRODUCTION
Sithi means ‘rights’ in Khmer; the Sithi Project aims to increase awareness and understanding of human rights (especially civil and political rights) and their status in Cambodia.

This third edition of the Sithi Project bi-monthly newsletter focuses on the development of the online human rights portal, Sithi.org, its achievements so far, and its new look and functionality as Sithi.org version 4.0.

SITHI PORTAL: ITS BACKGROUND AND ACHIEVEMENTS
One of the core aims of the Sithi Project is the development and maintenance of an online human rights portal, Sithi.org. The online portal at Sithi.org is a one-stop shop for information on human rights violations and abuses in Cambodia, and was the first initiative of its kind in South-East Asia. The primary aims of Sithi.org are: 1) to encourage civil society organizations and others to collaborate on promoting human rights in Cambodia by sharing information, and 2) to provide up-to-date information on abuses and violations in order to increase awareness and understanding of the human rights situation in Cambodia by the government, public and international community.

Sithi.org has a number of different sections: maps of human rights violations; publications, fact sheets and media reports on current human rights issues; copies of relevant laws; and practical information such as directories of local organizations working on human rights issues, entities that provide funding for human rights projects, and government agencies and representatives.

Sithi.org has been online since 2009 and was officially launched on 22 July 2010. Since its inception until the end of 2011, the total visitor hits is 270,364 (89,858 of which are unique hits)

In assessing to the extent to which Sithi.org has been successful in communicating with its users, we have reviewed data on which pages users visited most during 2011. The Media section, where users can access press statements and news articles on human rights issues, was most popular by far (108,564 hits). After the Media section, the sections of the site in order of popularity are: Homepage (23,447 hits), Laws (20,148 hits), Maps (human rights incident mapping and Development Trends) (15,947 hits), Publications (reports, fact sheets, and newsletters) (10,863 hits), Directory of Civil Society Actors (10,185 hits), Initiatives (4,829 hits), State Actors (2,845 hits), Education and Training (2,145 hits), Gallery (1,933 hits), Others (1,471 hits), and Funding Agencies (886 hits).

Since going on-line, Sithi.org has made a range of information available which has been utilized and cited, for example, by the Phnom Penh Post in an article entitled “Constructive Cambodian”, March 9, 2011; by International Center for Non-For-Profit Law as a reference in ‘Freedom of Assembly’ - Global Trends in NGO Law Vo2, Issue 4; and by Sahmakum Teang Tnaut Organization as a reference in their Urban issue series.

On 31 August 2011, the Asia Pacific Network Information Centre (APNIC) announced that Sithi.org had won the Information Society Innovation Fund (ISIF) 2011 award under the category of “Rights and Freedoms”. The ISIF 2011 Award has been granted in recognition of the role that Sithi.org has played in advocating for social change and in promoting the civil and political human rights of Cambodian citizens, by using information communication technology in innovative ways.

The Cambodian Center for Human Rights
SITHI PORTAL: ITS NEW LOOK
At the end of 2011, The sithi project started to develop a new template for the Sithi online portal ("Sithi.org version 4.0"), polishing its interface to improve its aesthetics and user-friendlyness. The design of the homepage now allows for our human rights maps to be displayed and previewed in more detail and larger size, showcasing this important flagship initiative. Sithi.org version 4.0 is also more streamlined for ease of navigation— the simplified tool bar menu now consists of seven “tabs” instead of thirteen, and each tab has a drop-down menu to reduce the number of “clicks” for users that know what they are looking for. The following is a brief description of what is contained under each tab:

- **Home**: Base for navigation of the site, with tab toolbar across the top. Collaborative tools such as the Hotline and web submission form for incidents of human rights violations are featured on the top right-hand side, with recently added content underneath, including news, press releases and publications. The main focus of the page is graphic: Sithi’s flagship project - mapping human rights violations—are splashed across the screen, with photos and videos also featured further down the page. (See figure 1 below)

- **Human Rights Maps**: Each type of human rights abuse/violation is given its own map with a corresponding explanation of data collection methodology and analysis. Currently, our mapping initiative covers Journalists Killed, Rape Cases Reported, Land Conflict Reported, and Development Trends. More maps will be introduced throughout 2012.

- **Media**: contains a News Feed of newspaper articles on human rights issues, and Photos and Videos contributed by other organizations.

- **Directory**: contains lists and contact information for Civil Society Actors (non-governmental organizations and community based organizations), State Actors (Members of Parliament, Senators, and Ministries), and Funding Agencies.

- **Publications**: includes Press Releases, Reports, Factsheets, Newsletters, and human rights training and educational materials from organizations working in the human rights fields.

- **Laws**: contains Draft Laws, National Laws (with sub-classifications for circulars, decisions, decrees, guidelines, proclamations (Prakas), royal decrees and sub-decrees), Regional Laws, and International Laws related to human rights.

- **Blog**: provides a forum for narrative content from individuals working in the area of human rights or who have directly suffered human rights abuses to engage with the situation of human rights on a more personal, subjective level.

Moreover, an improved search function has been applied to all pages including the Law, Media, and Publication tabs, permitting searches of the whole section or advanced searches by date, keyword, and/or type of item (for example, reports, newsletters, and factsheets). This search function should provide better results for users, thus increasing traffic to the site.

CONCLUSION
Sithi.org’s latest improvements were made in accordance with the feedback and anticipated needs of its intended users. Sithi.org seeks to play a vital role as an advocacy-facilitation tool to improve and promote the protection of human rights in Cambodia. CCHR would like to thank everyone who has visited Sithi.org. CCHR encourages users to continue visiting and using the portal in the hopes that, together, we can strive towards a Cambodia in which development is shared and in which the rights of all are respected. Visit the Cambodian Human Rights Portal at www.sithi.org

CONTACT
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