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INTEGRATED PROTECTED AREA CO-MANAGEMENT (IPAC)

IPAC COMMUNICATION STRATEGY AND ONE YEAR COMMUNICATION PLAN

June, 2009

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EXECUTIVE SUMMARY

Bangladesh's current level of legally Protected Areas is one of the lowest in the world at 1.4% of national surface. The poor people of the country largely depend on the forest resource, yet we have the second lowest allocation of forestland per person. Even this little amount of PA is degrading in alarming rate due to our present consumption patterns. A sustainable future will require extensive changes in public behavior in terms of forestry, wetland usage and nature conservation. To create sustainable behavior for protected area management it is both necessary to create public awareness and to identify and overcome barriers to long-lasting behavior change.

Lack of awareness, knowledge, commitment and action concerning the Protected Areas continues among the local community, public, including business leaders and even the government in Bangladesh. Promoting the economic and social benefits of resource conservation and management is essential if public and financial support is to be forthcoming for conservation efforts.

To this end, USAID/Bangladesh has played a very important role in providing support to the environment sector through a number of successful projects, viz., the Management of Aquatic Ecosystems through Community Husbandry (MACH) project – which worked towards the conservation and preservation of the protected wetlands and the Nishorgo Support Project (NSP, Co-management of Tropical Forest Resources in Bangladesh) – which directed its efforts towards the preservation of the protected forest areas.

Now, USAID/Bangladesh has initiated a new five – year project, Integrated Protected Area Co-management (IPAC), which is basically an integration of the previous two projects and focuses on the preservation of all types of protected areas in Bangladesh – both forest areas as well as wetlands.

The IPAC project has devised a comprehensive communication strategy to motivate and convince people to take part in sustainable PA management and to shift the pressure from the forest and wetland resources, by providing the local community with feasible alternative livelihood options. With Strategic and Behavioral Change Communication it is possible to influence and nurture nature friendly sustainable behavior. The entire communication programs are designed in a way that it results in behavioral change of the target audience, specially the key stakeholders. The communication plan/activity is a flexible instrument to adjust according to the feedback we receive from the target audience and update accordingly. The communication strategy will also leverage external opportunities according to IPAC capabilities and priorities, like National Environmental Week, the annual Tree Fair, Fisheries Week., etc.

COMMUNICATION STRATEGY: IPAC

Our present consumption patterns are threatening to outstrip the country’s natural resources and its ability to support biodiversity. A sustainable future will require extensive changes in public behavior in terms of forestry, wetland usage and nature conservation. To create sustainable behavior for protected area management it is both necessary to create public awareness and to identify and overcome barriers to long-lasting behavior change. In order to do this, the IPAC project focuses on the concept of co-management.

The definition and core of co-management is the full participation of local stakeholders, such as communities and government to sustainably manage natural resources. The term co-management is used to describe a wide range of situations in which some or all of the relevant stakeholders in a protected area are involved in management activities. These situations are variously referred to as collaborative management, participatory management, joint management, shared management, multi-stakeholder management, or round-table management. There is a whole continuum of management arrangements between total control by a government agency at one extreme and total control by local people at the other, as shown in Figure 1.

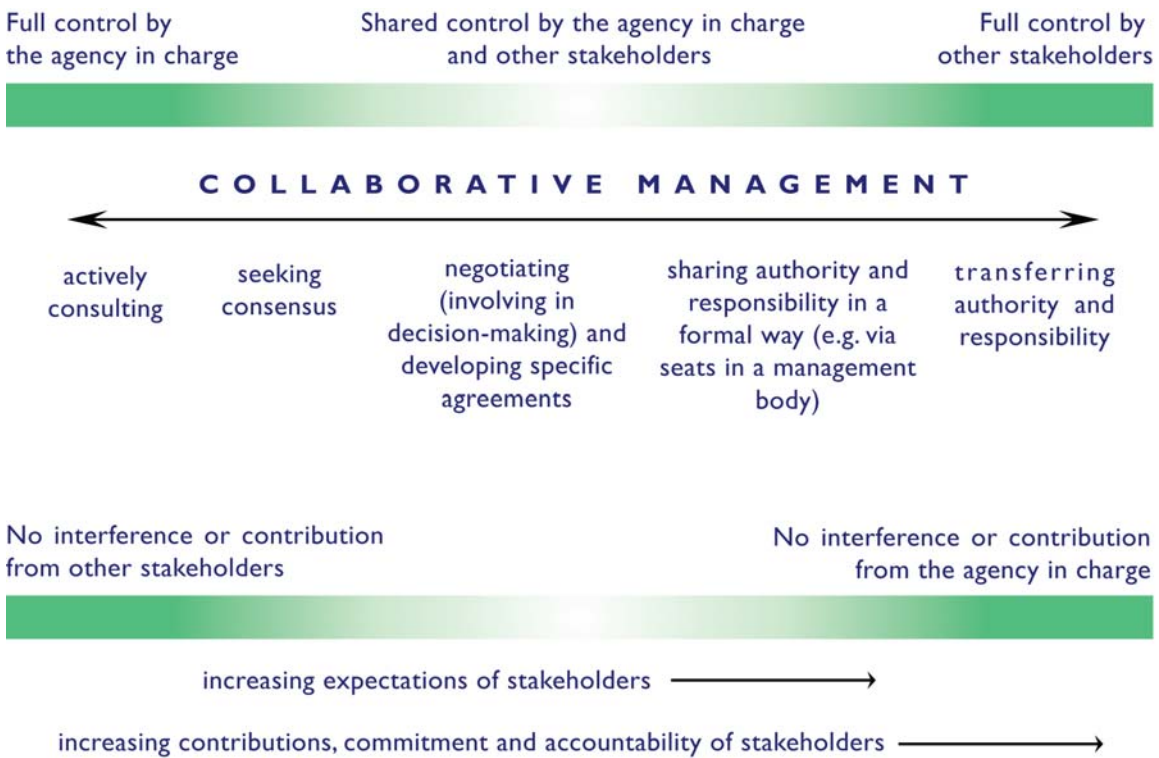


Figure 1: Participation in protected area management — a continuum
Source: Borrini-Feyerabend 1996

Lack of awareness, knowledge, commitment and action concerning the Protected Areas continues among the public, including business leaders and even the government in Bangladesh. Promoting the economic and social benefits of resource conservation and management is essential if public and financial support is to be forthcoming for conservation efforts. The depletion rate of the natural forests and wetlands has certainly caused an alert.

The IPAC project recognizes that the protected areas need to be conserved for the people and through the people. As such, it adopts a participatory, multi-stakeholder approach to resource management and gives management authorities to local communities whose lives are directly or independently dependent on the natural resources.

WHY COMMUNICATION STRATEGY IS NEEDED

According to '*Biodiversity Conservation: A guide for USAID staffs and Partners 2003*', in a broad sense, environmental education and communication include any activity that can provide people with the information and motivation to enable them to conserve biodiversity. Therefore, the two general goals of environmental education and communication, then, are

- (1) to change human behavior so it becomes more environmentally sustainable right away, and
- (2) to give people the background knowledge, awareness, and motivation to make environmentally sustainable choices later.¹

The IPAC project has devised a comprehensive communication strategy to motivate and convince people to take part in sustainable forest management and to shift the pressure from wetlands and forest resources.

Strategic communication is regarded as one of the most important ingredient required to tell the story of necessity of preservation of natural resources to the public. With Strategic Communication it is possible to influence and nurture nature friendly sustainable behavior.

The IPAC project fully comprehends the importance of engaging with the broad array of people who reside near and around protected areas to ensure that their interests and needs are understood and considered in the management of these areas. Needless to say it is vitally important to conserve the protected areas as they provide a number of very valuable ecosystem services in addition to protecting threatened species, maintenance of critical habitats; and play an important role in relation to mitigation and adaptation to climate change.

The entire communication for IPAC will be done with the aim of bringing out the essential changes of existing attitudes and behavior towards natural resources / protected areas conservation in Bangladesh.

It is very important to strategize the entire communication for IPAC project in a way that it results in behavioral change of the target audience, specially the key stakeholders. Behavior change communication (BCC) is part of an integrated, multilevel, interactive process with society at large and specifically communities aimed at developing tailored messages and approaches using a variety of communication channels. BCC aims to foster positive behavior; promote and sustain individual, community, and societal behavior

¹ Day and Monroe, 2000. Environmental Education and Communication for a sustainable world

change; and maintain appropriate behavior.

Before delving into the specifics of the communication strategy developed for IPAC, let's first take a look at the analysis of the project name and how we have used this analysis in developing the strategy.

IPAC – Integrated Protected Area Co-management Looking at the individual words that make up the project name, we can have an initial understanding of what the project encompasses.

Integrated Integration as we understand is a combination or mixture of various elements. In this project, when we talk about integration we mean bringing together all those individuals, organizations, bodies, etc together who have a collective stake in the natural resources of the country. Thus, we talk about IPAC being a multi-stakeholder, participatory project.

This integration or multi-stakeholder involvement is required for the ultimate **sustainability** of the project. Sustainability can be viewed from three distinct perspectives:

- i) Economic Sustainability
- ii) Social Sustainability
- iii) Environmental Sustainability

Economic Sustainability: with the focus on preservation of natural forest and wetland resources, IPAC will have to take into consideration the impact of the project actions on the local community, which depends on these natural resources for their livelihood. Thus, while developing the communication strategy, we have taken care to suggest feasible alternative livelihood options for the local people.

Social Sustainability: is a very important aspect of sustainable development. Social Sustainability supports the ability for individuals to have opportunities to increase their quality of life, create a sense of community, and share in social responsibility. To this end, the IPAC communications strategy includes these considerations and suggests viable options and activities in order to make the project socially sustainable too.

Environmental Sustainability: Last but not the least, caution has been exercised while developing the strategy for IPAC, to ensure that the suggested or proposed actions / activities are in line with being environmentally conducive. For instance, one option for alternative livelihood for the local community to deter them from using the natural resources could be promoting tourism. However, past experience has shown that excessive tourism or visits to sites of protected areas disturbs the natural eco-balance and

does more harm to the environment than any good. Thus, keeping this in mind we propose to promote eco-tourism – not only as an option for new tourists but also direct efforts to convert existing tourists into eco-tourists.

Protected Area: Refers to an area of land and/or sea, possessing some outstanding or representative ecosystems, geological or physiological features and/or species, available primarily for scientific research and/or environmental monitoring. These areas receive protection because of their environmental, cultural, or similar value. For the IPAC project, 5 major clusters have been identified, under which there are 26 hotspots or protected areas.

Co-management: The definition and core of co-management is the full participation of local stakeholders, such as community members and government to sustainably manage natural resource. For this the project includes the local community, Policy people (policy makers and implementers) as well as the general masses.

OBJECTIVES OF COMMUNICATION STRATEGY

The main objective of the communication strategy of IPAC is to promote and foster sustainable behavior to conserve our remaining natural forestry, wetlands and biodiversity. That is to acquaint the stakeholders with the concept of Protected Area Co-management and what it means. The intended result is to change behavioral pattern of the group of people critical for conserving the protected areas. The aim is to conserve the Protected Areas through wide spread public awareness and to motivate local stakeholders to participate in co-management at the community level.

This enhanced and widespread awareness is expected to generate both public support and additional funding from international agencies for forest and wetland conservation as well as biodiversity protection of Bangladesh.

The sub-objectives are as follows:

- (a) To help to comprehend the importance of the collaborative approach of the sustainable forests and wetlands management and conserve their functional values of biodiversity, soil and water protection and the social, economic and cultural benefits to stakeholders.
- (b) To promote community participation in protected areas conservation.
- (c) To enable and promote communities adjacent to the hot spots to improve their welfare and become less reliant on those natural resources; through:
- (d) Engaging in alternative sources of income from conservation supporting nature friendly income generating activities.
- (e) To develop the potential for, and promotion of eco-tourism both in the wetlands as well as forests.
- (f) To promote and develop capacity building in Protected Area management
- (g) To inform people about the scope of nature visit and the appropriate behavior
- (h) To attract additional funding for sustainable protected area management.
- (i) To develop public opinion towards natural protected areas conservation
- (j) To advocate policies for effective protected area management
- (k) To create public awareness, specially making youngsters involved with issues for Protected Area conservation and significance of our natural heritage.

The major components against which the effectiveness of the communication strategy will be judged are:

- i) Change in Knowledge,
- ii) Change in Attitude, and
- iii) Change in Practice.

STAKEHOLDERS ANALYSIS

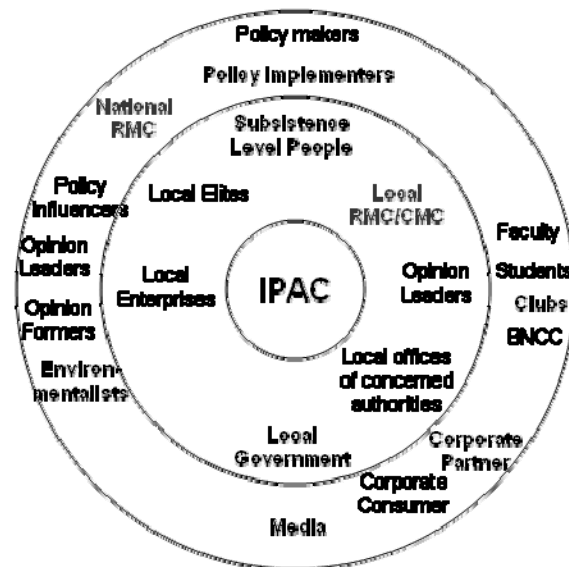
Stakeholders are people or organizations with an interest, or a “stake,” in the use and management of the biodiversity of a particular place. They include local people who may depend on natural resources for their livelihoods, government agencies, and NGOs. Different stakeholders may have very different views of the threats to biodiversity in a given situation and very different ideas about acceptable solutions. Stakeholders may also be referred to as participants.

To identify the stakeholders and their respective interests and involvement in the protected areas, marketing research methods have been treated as an integral part of the whole campaign of IPAC project. At the various stages of the 5-year period of the project, different research techniques will be applied to collect, analyze and interpret information on the stakeholders/ target audience and to ascertain the appropriate communication strategy. The outreach along with its effectiveness of each campaign will be analyzed as well.

So, before formally starting the communication campaign, a careful stakeholder assessment has been done to understand the existing awareness level and attitude of general people regarding the protected areas.

The major groups of stakeholders in the IPAC project can be broadly classified into three distinct categories:

1. Policy people – which includes the policy makers, implementers as well as influencers.
2. General People – including the opinion formers/leaders, media people, campus populace and potential eco-tourists.
3. Local People – or the local community members, including the people who depend on the natural resources for their basic sustenance, economic and social leaders.



Another way of looking at the different participants would be arranging them into different levels or tiers, which would help in determining the various issues to be addressed for each level, messages and media to be used, etc.

The tier closest to IPAC denotes the individuals or groups that form the epicenter or crux of the target audience for our communication campaign. In addition to the local stakeholders, the campaign will also direct messages for the preservation of the protected areas to the nation at large and this is depicted in the outer tier and includes policy-makers and implementers, environmentalists, the media, corporate bodies, universities, BNCC, etc.

If we consider the local and national level stakeholders, along with international communities, all the communications would be directed to the following groups:

- a) Local Direct Stakeholders
- b) Nature enthusiastic/ Active Nature workers
- c) Younger Generation of Bangladeshis/ Students
- d) Policy/ Decision Makers and Implementers
- e) Urban people seeking nature based recreation
- f) Private Enterprises

Local Stakeholders

The forest and wetlands villagers, local businessmen, local enterprises, local elites, Union Parishad members, ethnic people, local government bodies and others belong to local direct stakeholder group. Because their behaviors are more likely to impact the protected resources, local communities are considered priority audiences for site-based communication or interpretive efforts. The active participation and the commitment level of the local community to a great extent will determine the success of co-management approach for Protected Areas Co-management.

To change the local stakeholders' attitude and behavioral process towards the biodiversity conservation, a sequential series of customized communication strategies will be undertaken. The communication messages will be tailored to motivate the local community to engage in alternative income generation activities as guided by the IPAC program for their enhanced economic benefit. The communication interventions will also motivate the local community to act as protectors of the protected areas, and to involve in nature - friendly behavior. The communication strategy will also look into the gender issue to comprehend fully how the resources are used and who influences the actions.

The communication tools will be prepared in a way that it would bring critical changes in the behavior of the local stakeholders for a sustainable future. Through various communication channels - ranging from dialogues, to use of traditional media to modern media – pertinent information will be provided to the local stakeholders that will help to shape their behavior in long run. Radio messages in local dialect, Local traditional programs such as potgaan, jari gaan, jatra, among other tools will be used for local level communication.

Some of the expected behavioral changes will be:

- a) Reduction in activities that adversely affect the environment.
- b) Reduce illegal activities such as tree felling, excessive fishing, etc
- c) Lessen forests and wetlands encroachment
- d) Engage in alternative income generation activities for sustainable livelihood.

Potential Eco-tourists

Recent trends show that the urban people of Bangladesh, love visiting nature in its pure form. This can be seen by the frequency of visits to nature spots such as Cox's bazaar, Bandarban, Sunderban, etc.

The communication campaign for the IPAC Program will create the opportunity for the people of Bangladesh to experience the pristine tropical forests and wetlands, without harming or disturbing the ecological and environmental balance. This will be done mainly by taking active steps to convert the present tourists into future eco-tourists as well as promote the protected areas as sites of eco-tourism. The potential eco-tourists will be family-oriented individuals and mainly belong to the educated and middle- to upper-income classes. At this point, it becomes important to explain what eco-tourism or eco-tourists are. Ecotourism as we understand it is an environmentally responsible travel to natural areas, in order to enjoy and appreciate nature (and accompanying cultural features, both past and present) that promote conservation, have a low visitor impact and provide for beneficially active socio-economic involvement of local peoples.

It is becoming evident that increased tourism to sensitive natural areas in the absence of appropriate planning and management can become a threat to the integrity of both ecosystems and local cultures. Increasing numbers of visitors to ecologically sensitive areas can lead to significant environmental degradation. Likewise, local communities and indigenous cultures can be harmed in numerous ways by an influx of foreign visitors and wealth. Additionally, fluctuations in climate, currency exchange rates, and political and social conditions can make over-dependence upon tourism a risky business.

However, this same growth creates significant opportunities for both conservation and local community benefit. Ecotourism can provide much needed revenues for the protection of national parks and other natural areas, revenues that might not be available from other sources. Additionally, ecotourism can provide a viable economic development alternative for local communities with few other income-generating options. Moreover, ecotourism can increase the level of education and activism among travelers, making them more enthusiastic and effective agents of conservation. Thus the focus on ecotourism in the IPAC program.

Ecotourism can be distinguished from nature tourism by its emphasis on conservation,

education, traveler responsibility and active community participation. Specifically, ecotourism possesses the following characteristics:

- i) Conscientious, low-impact visitor behavior
- ii) Sensitivity towards, and appreciation of, local cultures and biodiversity
- iii) Support for local conservation efforts
- iv) Sustainable benefits to local communities
- v) Local participation in decision-making
- vi) Educational components for both the traveler and local communities

To reach this target audience multiple communication tools such as Brochures, TV messages, increased newspaper articles will be used to increase awareness.

Some of the Expected Behavioral Changes will be:

- i) Awareness of the Protected Areas and the conservation issues
- ii) Physically visiting the protected Areas
- iii) Adopting appropriate behavior while visiting nature. Respect for the local community and the indigenous people
- iv) Encourage and support nature based enterprises.

Nature Enthusiasts:

The IPAC Program can benefit immensely from the Nature enthusiasts or the nature activists. IPAC can work towards forming effective and long-lasting partnerships with the nature enthusiasts, both on an individual level as well as build up partnerships with organizations that work for nature conservation.

On the individual level: The nature enthusiasts' love for nature is evident in various forms – wild life, bird watching, flora, etc. They are the photographers, column writers, opinion leaders, biologists, botanists, wild life experts, nature lovers, etc. They are basically educated, urban, can influence policy makers, and share a passion for conserving the nature. Their involvement with nature conservation varies from amateur to expert level.

IPAC can communicate on the prevailing conservation issues to nature enthusiasts through newsletters, seminars, meetings, workshops. Further, we would also like to organize certain events, both in local and national levels, to bring out this love and penchant for the nature by fully engaging the amateur nature enthusiasts, create awareness amongst general public and also influence public opinion and influence decision making for the Integrated Protected Area Co-management. These events could be in the form of wildlife or nature photography competitions, articles/essay writing contests, etc.

For Nature Conservation Organization: IPAC will maintain close liaison with the local

and international nature conservation organizations. Partnerships may be formed between IPAC and the other nature conservation organizations for sustainable management of the Protected Areas. Moreover, many of the educational institutions in the country, specifically colleges and universities, have Nature Clubs and these could be also roped in with our program to conserve the Protected Areas.

Bangladeshi Youth:

One of the important beneficiaries of the IPAC program will be the youngsters of the country, as they will be able to enjoy nature to its fullest (as a result of the preservation of the Protected Areas). As such we will undertake focused communication strategy to make the youngsters ideologically involved with the concept of IPAC. Where possible, IPAC will try to arrange nature visits for the school, college & university students, scouts or girl's guide so that they would have the first hand experience of the Protected Areas. To involve the youngsters with Protected Areas, we will chalk out different communication schemes like painting, essay writing competition, school programs, nature visits, etc.

Some of the Expected Behavioral Changes will be:

- a) Awareness of the protected areas, our natural heritages
- b) Motivate parents for nature visit
- c) Learn and practice appropriate behavior during nature visits
- d) Learn and practice appropriate behavior while visiting nature spots/sites
- e) Grow consciousness to meet the obligation and responsibility towards saving the Protected Areas.
- f) Future Policy & Decision Makers

Policy & Decision Makers and Implementers:

IPAC will have direct communications such as dialogue sessions, round table conferences, seminars etc. for the decision makers and opinion leaders among the government officials, and civil society. This is a crucial group in the sense that they would influence the successful execution of the IPAC program as well as how would it work in the future. The policy makers and implementers include officials from the Ministries of Fisheries, Forestry and Environment, Land, Water resources, Tourism, Home, and Women's Affairs, with all related departments and offices; and LGRD, especially at the UP levels.

The communications campaign will clarify and promote a vision for biodiversity conservation within the policymaker group. The most effective tool to reach this group is hard data and pertinent information on the present dire state of the Protected Areas. Along with this core information the communication strategy must show and motivate this group to attain the vision and objectives of the IPAC Program. This group will always be updated of recent happenings, occurrences, etc by sending executive summary or synopses of important project documents and reports. Timely periodicals, newsletters,

and meetings can be arranged with the ministry and standing committee at regular intervals.

Some of the Expected Changes in Behavior will be:

- a) Increased awareness of Conservation and co-management issues of the 26 Protected Area Sites.
- b) The policy advocators and the Decision Makers will feel more empowered, which will enable the decision makers to bring in better management practices.
- c) Timely & Effective implementation of decisions for Protected Areas conservation
- d) Bringing in modifications in Acts or laws where required.
- e) Take rapid actions when and where required

Private Enterprises:

We will also reach to the private sector for the very much needed additional funding and partnerships required for making the IPAC program a success. Conservation Partners will be the private sector companies that would financially contribute to the IPAC Program for the conservation and improved management of the Protected Areas of Bangladesh.

The Partnerships program offers different ways in which private businesses can participate. Options can include the following:

- a) Contribute to Creation of Visitor Services
- b) Co-Finance IPAC Communication (events and competitions)
- c) Help Improve Livelihoods of People Around the Protected Areas
- d) License the IPAC Image
- e) Start an adoption program (such as Adopt a Forest, Adopt a Species, Adopt a Wetland, etc.)

To reach out to this group IPAC will publish brochures, newsletters and arrange meetings with each of the targeted companies which will illustrate mutual benefit.

Some of the Appropriate Communication Tools are:

- a) PowerPoint Presentations to the Potential Private sector organization
- b) Arrange meetings with the key executives
- c) Invite potential organizations to seminars/ workshops
- d) Brochures
- e) E-newsletter
- f) Website
- g) Increased newspaper articles, write-ups, and
- h) Other such relevant activities/means

Expected Behavioral Change:

- 1) The private enterprises may financially help the program in any of the above discussed areas.
- 2) Private enterprises will actively take part in nature conservation, infrastructure improvement around the Protected Areas and local community development.

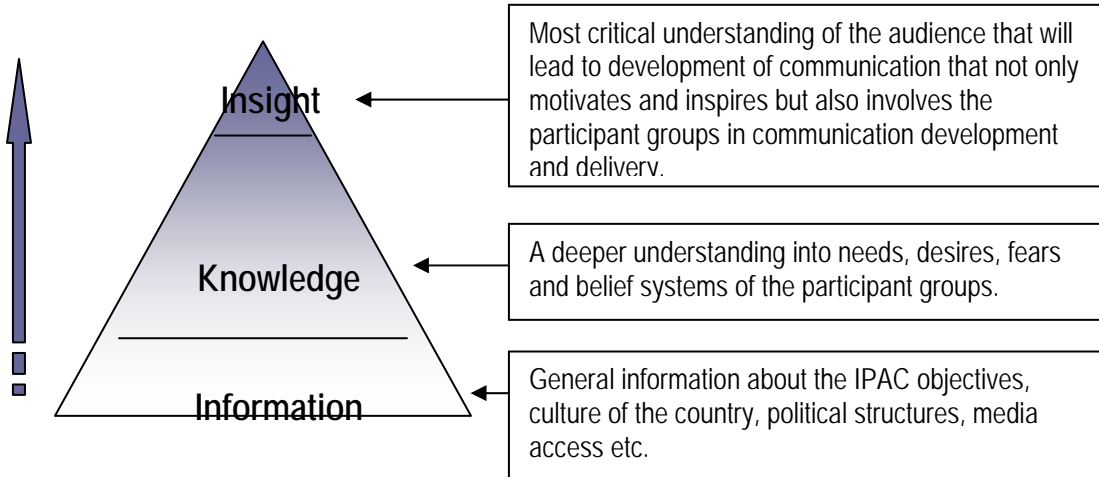
Media Community:

One of the objectives of IPAC is to create awareness amongst the general public as well as the local community members about the importance and significance of conserving and protecting the endangered natural areas. To achieve this objective one effective means is to involve the media community. As such the IPAC communication campaign will be also directed towards as well as utilize the media as a vehicle to create the much-needed awareness, thereby bringing about changes in their knowledge levels and motivate individuals to change existing attitude and behavior practices. Through the media we will provide facts and figures on our Protected Areas and how to save them and also highlight persuasive informational materials, which will tell the story of the local community residing in and around the Protected Areas whose lives have been changed for better as a result of IPAC. The media can also be used as an effective channel to promote the alternative livelihood for the locals, by promoting ecotourism.

COMMUNICATION TOOLS

A comprehensive, broad-based and coordinated behavioral change communication strategy will be developed using multi-faceted media. Just like strategic communications in any other field, here the communication will also involve persuasion. And all persuasion begins with capturing attention. It is a common sense fact that without attention, persuasion is impossible. Therefore for successful communication we must use **Captivating Information**. Further the communication instruments will be prepared in a way that they present information that is vivid, concrete and personalized. In developing the communication tools well-coordinated creative approach will be applied. Language, media vehicles to be used, level of message content and sophistication will be adjusted according to specific target audience. The community based communication materials should be relevant to their life style, use their dialect and avoid difficult concepts and terminology. We will use a wide range of communication tool or instruments covering the press, traditional and other media as well as publicity, etc. The strategy will be to be present at all the relevant media where the target audience has exposure.

An insight can be defined as that deep understanding about the participant groups that can be leveraged in communication to provide a more than proportionate return. The diagram below shows the hierarchy of audience understanding and gives an idea of ‘where we are’ and ‘where we want to be’.



Following is a list of the different communication tools that will be used to promote IPAC.

- TV advertisement/spots
- Newspaper inserts/ Advertisements
- Radio Programs (i.e. Talk Shows)
- Increased News Paper Articles (on ecotourism, nature conservation etc)
- Documentaries (TV airing)
- Arrange PAs tours for media (journalists)
- Essay writing competition for school children
- Art Competition for school children on national dailies
- Arrange tours for school/college/university students at national parks
- Billboards
- Awards for best environmental article of the year
- Publicity Event: IPAC Nature day
- Educational Institution Programs/Events
- Develop network of organizations dedicated to nature/bio-diversity conservation
- Attract private sector companies (i.e. toiletries, oil) etc. to attach their names in the communication program and to project their image
- Local Radio Advertisement (In Sylheti/ Chittagong dialect)
- Local programs – potgaan, jari gaan, jatra, etc.
- Wall Paintings
- Leaflets
- Brochures
- Communication materials targeted towards different stake holders
- Documentaries to be shown locally through projector
- Slide Shows
- Website
- Seminars/ workshops
- Solicitation
- Promote Eco-tourism
- Stationery item – envelops, note papers (Attachments), etc
- CDs & DVDs of Protected Areas

CAMPAIGN ISSUES

The IPAC Program will mainly focus on certain key elements around which the entire communication campaign will be developed. Broadly categorized, these issues are:

1. Alternative Livelihood
2. Awareness Creation
3. Turning Tourists into Eco-tourists
4. Social Mobilization

Each one of these issues requires in-depth focus and a comprehensive approach to be addressed appropriately and adequately. The basic design of the approach would follow a systematic procedure that would ensure stakeholder participation and ownership of the program and enable the local community in the PAs to see the benefits that they would gain out of the intervention(s), encourage support for it, thereby making the intervention(s) successful and sustainable. Addressing each individual issue would require developing appropriate intervention(s) addressing the issue that would be able to reach multiple stakeholder/target groups. For each specific target group, there will be multiple sub-issues that will need to be addressed to implement the intervention successfully. As these sub-issues are addressed and feasible solutions developed for them, the overall impact of the intervention will gradually spread out beyond the target group(s). Gradually multiple solutions will emerge that will address the smaller micro or sub-issues, thereby providing feasible and sustainable solutions for the major issue. Eventually, the ultimate benefits to the stakeholders, local community as well as nature itself develop and continue to grow in a sustainable manner.

Let's examine each one of these issues that will be addressed in the IPAC communication campaign.

Alternative Livelihood

In order to be economically feasible and sustainable, the Integrated Protected Area Co-management program needs to provide solutions/options to the local community members who are dependent on the protected areas' natural resources for their day-to-day sustenance. For this purpose, the communication campaign will work towards promoting alternative income generating activities that will be environment-friendly and will also reduce the dependence of the locals on the scarce natural resources. In order to be able to do this successfully, various public-private sector partnerships will be necessary that will facilitate the sustainability of the alternative livelihood objective. Some of the proposed solutions that will offer the local community participants with feasible solutions to make the changes in their behavior (sole dependence on natural resources) sustainable are:

a) *Eco-tourism*

- The hotspots or protected areas may be promoted as sites of eco-tourism and the local inhabitants will then have a ready market to sell off their handicrafts or works of art. For this purpose, training may also have to be provided to the locals in areas such as weaving, handloom, etc. The campaign will also undertake promotional efforts directed towards promoting the local handicrafts to the eco-tourists.
- A portion of the income generated from the eco-tourists (in the form of tickets, passes, etc.) may also be shared with the local inhabitants.
- Ecotourism promotion can be done through a joint partnership between IPAC, local RMCs, media partners as well as private corporate(s).

b) *Alternative processing of forests and wetlands resources*

- Focus will also be on promoting other uses of natural resources, which are more eco-friendly and less taxing on the resources themselves. These alternative activities could be bamboo processing, fish processing, wood processing, etc.
- The market expansion for these activities as well as creation of demand and availability of supply will be ensured through partnerships/networks of the IPAC partners.

c) *Alternative marketing of forests and wetlands resources*

- Products made based on natural resources, such as a toy reflecting an endangered species of the Protected Areas, could be branded as eco-friendly or environmental friendly and a higher markup could be charged for these products.
- The higher markup charged would go towards complementing the income of the indigenous and local communities. A Green brand, such as the Fair Trade Brand, could be established and popularized to market these products.
- The brand promotion as well as market expansion could be arranged through the partner networks of IPAC.

Moreover, for sustainability of alternative livelihood endeavor, adequate and positive media coverage of success stories and best practices will also be required to provide motivation to the local inhabitants as well as the general public.

Awareness Creation

Awareness will be created at both national and local levels and this awareness creation will be two-pronged.



At one end, the awareness building efforts will establish the importance and significance of conservation and protection of forests and wetlands by:

- a) Drawing attention to the various harmful practices and activities (of both the local communities as well as indigenous people) and their impacts on the Protected Areas.
- b) Highlight and promote good environmental practices and their positive long-term impacts.

On the other hand, knowledge based awareness will also be created about:

- a) Environment-friendly alternatives to the existing harmful practices and activities
- b) Possibilities and knowhow of implementing practices that have the potential to result in positive consequences for the Protected Areas.

In addition to the above discussed focus, awareness building will be directed towards the entire spectrum of stakeholders of IPAC, right down from the local level to the national level. To be able to do this fruitfully, efforts would be directed towards:

- i) Introducing the importance and effectiveness of involving the local population (PA communities) at the national policy level as well as detailing out the roles that can be played by them
- ii) Undertaking efforts to make the local people (PA communities) understand about the importance and role of the national policy level in protecting their homelands (PAs)
- iii) Engaging the local level leaders and elites with the national level leaders and movers, ideally involving the National RMC
- iv) Also engage the subsistence level people of PA communities with the local leaders and elites, ideally involving in the Local RMCs

Eco-Tourism

Eco-tourism would be promoted as a positive alternative to nature tourism with the following objectives in mind:

- i) To provide a livelihood alternative to PA communities, especially at the subsistence level – thereby reducing the pressure on the use of natural resources
- ii) To bridge the gap between the stakeholders, both at the national as well as local levels, through the highly vocal and visible presence of potential eco-tourists such as students and faculty members of educational institutions, corporate bodies, national adventure clubs, environmentalists etc.
 - Nature/Adventure Club(s) – for the right initiatives to be taken for eco-tourism
 - Debating Club(s) – because of their vocal existence, country-wide presence and centralized organization
 - BNCC – for their positive energy and zeal, country-wide presence and centralized organization
 - Departments of Biology, Zoology, Botany, Environment, etc
 - Corporate bodies can be reached as corporate clusters and these would be useful in building a network of corporate partners.
- iii) To increase the visibility of the threatened areas, species, communities, etc. by leveraging the media and involving the eco-tourists

How can we reach these eco-tourists?

For the potential eco-tourists:

1. Media Advocacy – media would be used as a vehicle to promote the concept of eco-tourism, its benefits and the feel-good factor associated with it.
2. Corporate Activation – corporate partners could conduct their retreats, picnics, etc in the PAs in a nature-friendly way
3. Campus Activation – students and faculty members would be mobilized to create awareness on the urgent need for eco-tourism, practice it and also promote it amongst their near and dear ones

For the committed eco-tourists:

1. Orientation at PA entries – listing out the Dos and Don'ts in the PAS
2. Media Advocacy – motivating everyone to be responsible by highlighting positive stories in the media about successful PA preservation activities
3. Flyers at transport and hotels – promoting the PAs at the places where they would be most visible to the eco-tourists

Social Mobilization

Social mobilization would focus on harnessing the IPAC partners' network to raise demand for a sustainable progress towards fulfillment of the project objective. This will be activated with and through:

- I. **Multi-stakeholder engagement** - would be achieved through:
 - (a) National level roundtable, along with media partners
 - (b) Cluster level workshops involving the government partners
 - (c) Local level workshops, ideally together with private sector partners
 - (d) Seminars, symposiums, and exhibitions at national and cluster levels
 - (e) Courtyard meetings, film shows, and interactive drama shows held at the local level

- II. **Capacity building** – for
 - a) Policy makers or the public representatives at the national and local levels
 - b) Policy implementers, which would involve the government agency employees at the local and national levels
 - c) PA communities across all social levels
 - d) Potential private sector partners
 - e) Potential media partners
 - f) Potential academic institutions

Special Thrust Areas

In addition to the above discussed issues, the IPAC communication campaign will place special emphasis on the following two areas:

I. Extensive Media Coverage

The media is an invaluable avenue for amplification, motivation, and introduction of all ideas, concepts, practices, and information. In designing the communication campaign for IPAC, the following media interventions have been planned:

a) Regular Media Campaign:

Television, Radio and Print – commercials/spots, Public Service Announcement (PSA)

b) Media Engagement & Capacity building Exercises:

Sensitization workshops for the media people; PA field visits will be arranged with persons from concerned authorities; capacity building workshops and activities for building partnership networks

c) Media products for partnership approach:

Articles on travel page (that could be partnered with clubs like Adventure Club, bondhushobha, etc.); Travel shows (specifically created for IPAC focusing on the 26 hotspots) and other shows such as talk shows, news show appearances, etc.

II. Campus Activation

Campuses will be one of the most important points of activity, because students are the largest and most dynamic advocacy and social mobilization group in Bangladesh and many students are also ardent newspaper writers, travelers and social activists. Moreover, relevant faculty are some of the most visible and trusted experts and advocates in Bangladesh, for instance, some of the Biology department faculty members are also avid environmentalists, with various levels of media presence. Campuses are organized bodies that feature academic departments and activity clubs and they can be engaged and mobilized through individuals (a campus representative hunt programme) and groups (a cross-club and cross-department organization). Some of the regular activities could be (i) providing orientation, sensitization and capacity building workshops; (ii) conducting rallies, and (iii) arranging nature exhibitions.

CAMPAIGN THEME

The campaign in general will communicate urgency of co-managing and conserving the Protected Areas and would motivate the message recipients to engage in nature-friendly behavior. There will be different messages for different level of audiences but the central theme of the messages will be same. For example for local stakeholders the initial messages would persuade not to engage in deforestation activities by illustrating the consequences. The central and common theme will be developed after discussion with various levels of key stakeholders and will be one that will have significant impact across all levels.

The messages will be designed such that they would urge the general audience to participate actively in protected area conservation and management process to keep their loved ones free from harm and to make sure their children's future is secure. The central theme of the campaign would act as a stewardship message for the audience. All the campaign design will use this central theme. However, the messages will also incorporate the devastating effects of destroying the natural wetlands and forests, their importance and scope of nature visits. The research tells us that, for the broadest audience, compelling messages will link the values of responsibility to family and future generations with the concerns about environmental quality and ecosystem services.

For effective outreach, rather than trying to elevate Protected Area conservation as an independent concept, it would be infused in messages in many issues where the biodiversity conservation is a key element. Rather than designing the messages on broad concepts it should be broken down to realistic and concrete components. For example, in the local level communications would urge and pursue the primary stakeholders to act urgently, to involve in alternative income generating activities (may give the options as well) to conserve the wetlands/forests.

To maximize the impact of the communication strategy we need a holistic brand as the identity of the initiative. At every point of intervention, contact and promotion this brand will bear the identity of the initiative in a coherent way and act as a unifying factor. Moreover, care should be taken to ensure that the stakeholders should be involved in the design of the communication activities from the very beginning of the process because all are needed to help identify the actions and practices that threaten biodiversity and to learn about the motivations for those critical behaviors. Involving stakeholders is also a way to communicate with them and increase their capacity over the long term.

Furthermore as stated by Byers, it is essential that as many stakeholders as possible should be involved as there is a vast amount of local, indigenous knowledge about biodiversity and its sustainable use and management that can be tapped. This knowledge, the basis of generations of living in a place, can sometimes be much more sophisticated than the best available scientific knowledge brought in by outsiders².

² Byers, B.A, *Understanding and Influencing Behaviors: A Guide*, Washington, DC:

GUIDING PRINCIPLES

The IPAC project communication campaign aims at bringing about changes in the existing knowledge, attitudes and practice – amongst all the stakeholders, including the PA community members and indigenous population. This basically involves changing deep-seated belief systems of what is right and wrong and what should be done and how.

People don't choose belief systems; their rationality is limited by the scope of their belief system. The challenge for our communication campaign then is to evolve new belief systems, conducive to desired behaviour.

"I am a God fearing man. I believe in supernatural existence. I believe in miracles. I have no proof of them. No 'evidence'. No 'reason to believe'. But I am a believer."

The above statements hold true due to the basic fact that People *want* to believe. They want to believe because belief gives them power. The power of knowing the unknown, of explaining the unexplained, of belonging to a community. Without belief, we would be left solving the mysteries of life, unable to concentrate on the small issues of our daily existence. The power of belief provides strength and hope and confidence. A believer doesn't need evidence; he already *has* a reason to believe. Choosing between commercial products is easy, but making a choice between belief systems is another ball game. People don't choose belief systems; they are born into them. The belief system is their comfort zone.

It is not possible for our communication to introduce awareness about preserving nature as a completely new process. Making a choice between current belief systems related to nature and its preservation would mean challenging everything that people in Bangladesh have come to consider right in their perspective and mindset (for instance the PA community believes they have every right to use the natural resources found in their homestead).

The amazing thing about belief systems relating to nature and its preservation is that they are the beliefs of a collective group rather than that of an individual. The fact that, people live in communities that form the society ensures that individual choices have to be restricted within the belief system of the community. As is evident, the probability of an individual making a choice in favour of a message that challenges his belief/social value system is far, far lower than that of a choice in favour of a brand that conforms to social norms/beliefs.

The existing belief system related to nature acts as the impermeable wall or 'culture shell' that determines which information from the proposed communication will form part of the consideration set of an individual and which will not. If a particular message from this

campaign, lies outside an audience's belief system (outside the 'culture shell'), it will automatically fall outside his consideration set. If one doesn't consider the messages (this campaign will give), he doesn't choose. If one doesn't chose to do, he will not do.

The only way to affect behaviour or individual choice, if a message lies outside the 'culture shell', is to evolve the belief system for nature and its conservation. It's simple- to make the 'shell' porous, you need to change its composition. When a new belief system evolves, it affects attitude and rationality, thus affecting the consideration set of individual choice.

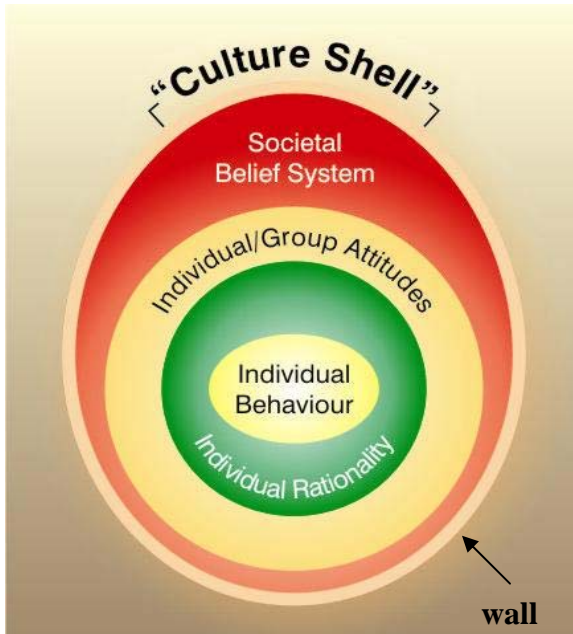


Fig. 2:

Behaviour is affected by rationality and attitudes, which are a subset of the belief system.

In the diagram, the 2nd inner circle (individual rationality) is the area where choices are made and outer circle (societal belief system) is the area that determines the scope of such choices.

Wall is the impermeable wall that restricts outside information to become part of individual's consideration set. Wall may be considered as the protective shell of a society/culture that prevents the innermost

The task for communication is not to provide a choice between current belief systems relating to nature and the newer proposed conservation practices, but to catalyse the process of evolving a new belief system. A belief system that promotes preserving nature and instead of only taking from it, giving to nature instead. Such an evolution is a self-generative, subconscious and collective process rather than a conscious process of making an individual choice.

Commercial communication heavily depends on comparative advertising, a primary model of which is the before-after ads. Fat woman before — thin woman now, off-white shirt before — sparkling white now. This works well when we are trying to say that we are better than others. But this state does not apply to the IPAC initiatives where the communication has to introduce and also reinforce the positive practices of conserving and preserving nature in all its beauty and splendour.

This is where the challenge of evolving belief systems comes into being. Demonstration of positive behaviour over a sustained period leads to modelling of that behaviour. Once the behaviour is practised by a 'critical mass', its adoption by the remaining population becomes almost natural. Sustained exposure to the view from multiple sources is likely to

turn you into an advocate of that view. Once this advocacy reaches a critical mass, it will result in evolution of new belief systems.

The following guiding principles will be taken into consideration while developing the plan/activities/events for IPAC communication campaign.

a) Cultural Sensitivity

The Protected Areas are scattered all over Bangladesh, and it's natural that there will be a significant level of cultural diversity amongst the stakeholders. For this reason, due diligence and caution needs to be exercised to ensure that the proposed and developed communication plan should in no way show any disrespect towards any culture. Moreover, as already discussed, bringing about changes in knowledge, attitudes and practice of the stakeholders will involve changing the societal belief systems of these individuals, and hence, our communication needs be inclusive and sensitive to these cultural differences.

b) Ethnic Sensitivity

Out of the five PA clusters that IPAC focuses on, three clusters, viz., Chittagong Hill Tracts Cluster, North-Eastern Cluster (Sylhet) and Central Cluster (Modhupur NP) consist of indigenous groups of people living in and around the Protected Areas. As such it is absolutely essential for our communication to be developed incorporating the ethnic considerations and celebrating these differences.

c) Religious Sensitivity

The communication plan and activities will be designed taking into the consideration the religious views and diversity that exists amongst the range of stakeholders and specifically the PA communities. No activity, event or material will be proposed that may inflame the passions or hurt the religious sentiments of any particular sect/religion. Rather our communication will be designed with messages that would basically reinforce the religious opinions and views (for instance, preserving nature is also part of one's religions' sayings, etc.)

Next: How are we going to implement the campaign?

IMPLEMENTATION PLAN

Asiatic has been involved in the implementation of a range of social campaigns across Bangladesh. Along with its various partners, Asiatic has developed diverse specializations regarding implementation of large multi-media, multi-year phased campaigns.

Intensive Bursts

The overall duration of the communication campaign outlined above is 4 years. An evaluation will be conducted at the end of each year and necessary modifications will be made accordingly. Final evaluation at the end of 4th year is required to assess the impact and need for continuation of the campaign.

All communication items will neither be launched nor implemented at the same time. The whole campaign will deal with numerous issues across diversified audiences. Multiplicity of messages and multiplicity of participant groups requires a careful planning in terms of implementation of the campaign. Sufficient time is required for any message to sink into the minds of the participant groups. Also, the awareness level of different participant groups to receive and respond to different messages would be different (refer: receptivity quotient). Thus, the staggering out of the campaign is critical to ensure that the messages are not rejected or deflected by the audience. The campaign will be implemented in intensive bursts. It is necessary that the campaign creates a huge impact on the participant groups and that there is an immediate re-evaluation of the existing knowledge, attitudes and behaviors towards Protected Areas and natural resources. The implementation of the campaign will be done in units where each unit will have a very high frequency of exposure to the messages. All materials, activities and events for that particular unit will be launched simultaneously to ensure high level of awareness on the issues covered in that unit. Extreme low levels of awareness among the participant groups requires that the campaign uses short intensive bursts rather than a long drawn out argument often required for changing deep seeded attitudes.

Approach to Implementation

The communication campaign and its consequent implementation plan has been developed keeping certain considerations in mind, which basically forms the foundation of our approach and these are discussed below.

II. Participatory Approach

The communication campaign has been developed keeping in mind that the actual campaign theme, creative materials, implementation and evaluation mechanisms will be developed through a participative process, wherein maximum number of stakeholders will be involved. This will be basically done to ensure that the campaign developed takes into account the various sensitivities and thoughts that become absolutely important, because of the diverse range of stakeholders that a project like IPAC attempts to reach

and communicate to. Moreover, this is also done to ensure the sustainability of the endeavor both during the life of the IPAC project as well as after. This means that stakeholder participation will be built in throughout the strategy as a long term support for sustainable behavior change and not merely used as another channel for information dissemination or as another strategic approach.

III. Evaluation and Re-Planning

Success is the desired outcome of any communication campaign. Whether the communication is targeted at an individual, network, organizational or social level, communicating in a way that facilitates change is its primary goal.

The IPAC communication campaign will use the mass media, messaging, interpersonal communication and an organized set of communication activities to generate specific outcomes in a large number of individuals and in a specified period of time. This campaign is an attempt to shape behavior towards desirable social outcomes and create awareness regarding the importance and significance of conservation & preservation of the Protected Areas.

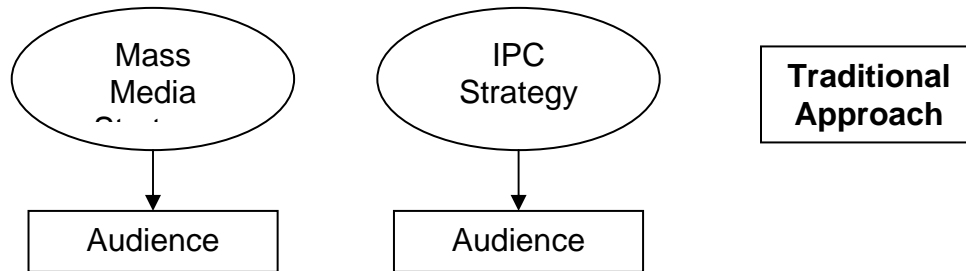
The communication strategy is the centripetal force for any campaign. A good strategy drives the campaign towards success. Just as the communication strategy is important so is its campaign evaluation. Campaign evaluation measures the success or failure of the campaign, and extracts the determinants of success and failure. A significant portion of the evaluation process is based on studying behavior change. The campaign evaluation will attempt to study the behavioral and attitudinal changes among the participant groups. A person goes through various behavioral stages before an ultimate behavior change. Evaluation and monitoring role would be to check whether the strategy was successful in altering behavior at each stage. The campaign will be implemented in intensive bursts and at each phase certain communication objectives will be tackled. The task for the evaluators will be to check the success and failure of each stage. If the findings indicate a failure of the campaign objectives at any stage then the strategies will be changed accordingly.

IV. Integrated Approach

The traditional method of implementation planning is as follows:

- (a) Determine target audience
- (b) Select inter-personal communication (IPC) channels to reach them
- (c) Select mass media channels to reach them
- (d) Develop separate mass media and IPC Implementation Plan

The basis of this methodology is that inter-personal communication and mass media communication are considered to be mutually exclusive sets. This is depicted below:



What is the drawback of this methodology?

To understand the drawback we need to understand the nature of the two channels - mass media and IPC.

IPC as a medium has the following advantages:

- It allows for a two-way communication
- It allows for in-depth communication delivery – complicated messages can be explained
- It allows for clarifications
- It provides feedback
- It is participatory and therefore allows the participant groups to own the communication
- The retention of the message delivered through IPC is much longer than retention of message delivered through mass media

But IPC also has certain disadvantages:

- It has extremely high cost per reach.
- Implementation of IPC activities at a national scale requires huge resources and is very time consuming
- Reaching to large masses of population is nearly impossible
- Frequency of IPC has to be limited – you cannot reach thousands of people very often
- Heavily dependent on the user – if the user is not well trained the IPC can fail.

Mass Media on the other hand offers the following advantages:

- It is extremely cost efficient – very low cost per reach as compared to IPC
- It allows for demonstration of positive behavior

- Allows demonstration of comparisons
- Helps in reaching out to a large mass of audience
- It helps in building a national momentum
- User dependence can be controlled by selection of credible/popular people to deliver the message

The disadvantage of mass media, of course, is that it does not involve the Participant groups – it is non-participatory.

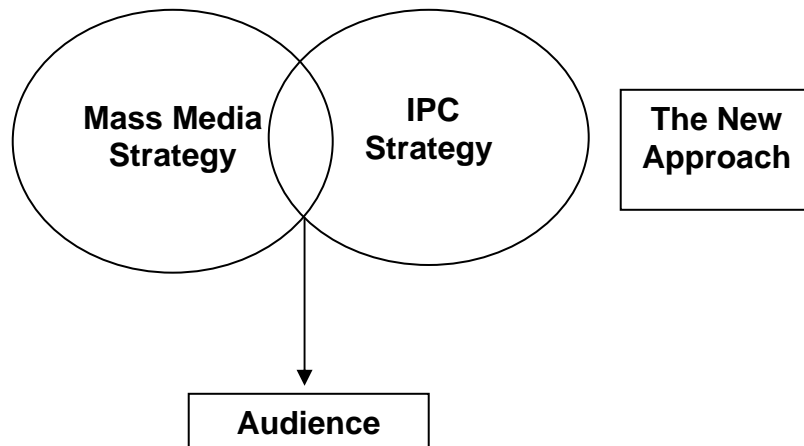
What is clearly needed in such a situation is a different and integrated comprehensive communications effort.

A communication approach where IPC is given the strength of Mass Media and Mass Media the strength of IPC – an approach resulting in highly efficient communication.

Asiatic’s “**INTEGRATION**” approach is designed to eliminate the shortcomings of each medium by leveraging the strengths of mass media and IPC through integration of the two channels. The new approach is designed in a way that most IPC items/activities have a mass media link and most mass media activities have an IPC link. This basically leads to three kinds of items.

- (1) Stand alone IPC items,
- (2) Stand alone mass media items
- (3) Linked items (combination of mass media with IPC)

This new approach can be depicted as follows:



This leads us to the question of how we will achieve this integration. How will we leverage the two different channels together?

How to Leverage IPC through Mass Media

Inter-personal communication is the most powerful medium of influencing people's knowledge, attitudes and behavior with respect to social and awareness issues. In the case of the communication campaign of IPAC, inter- personal communication is not only important it is essential. The reasons for this are.

- The subject matter is complex as it asks for changes in the belief system. (for instance, indigenous community is dependent on the PAs and their resources for their subsistence)
- Deeply entrenched resistance can be addressed through the gradual introduction of new ideas. (shifting to Alternative Livelihood Schemes; conversion of tourism into eco-tourism)
- People will have the opportunity to resolve doubts in an immediate and interactive context.
- Updates of information can be provided alongside the continuing evolution of the program.

Messages disseminated on the mass media will be reinforced and calibrated upon. Interpersonal communicators will be enabled with specially designed materials addressed to them and influencing to dialogue with participant groups about campaign activities and importance and benefits of preserving and conserving the Protected Areas – both in the immediate and future context.

It may be pertinent to point out here that the 'Integration' approach will not only help in implementation cost efficiencies; it will also lead to synergy in creative development. Most importantly it will help in better diffusion of messages.

One reason why the new approach is likely to work is explained by the theory of '**Divergent views**'. When two or more sponsors deliver the same message, it allows the audience to receive similar messages from divergent sources. In effect, allowing him greater 'evaluation width' or multiple avenues of evaluation. The concept of 'evaluation width' can easily be understood by understanding how we evaluate news. When you watch only one news channel, say BBC, you are likely to be skeptical of a radical view presented on it. But, if a similar view was presented on other news channels like CNN, Star News etc., your skepticism will not only diminish, but might also turn to support that view. Sustained exposure to the view from multiple sources is likely to turn you into an advocate of that view. Once this advocacy reaches a critical mass (sufficiently large number of people start advocating the view), it will result in the evolution of new attitudes and thus behavior patterns.

The strategy discussed above forms the framework of the communication campaign that will be implemented throughout the life of IPAC. However, for the sake of practicality and to allow for re-planning (if necessary, after evaluation), we have developed implementation plan for a period of one-year – which shall be redefined and redesigned

as per the evaluation results.

The annual implementation plan (audience-wise) has been provided as annexures (I, II, III, and IV)

EVALUATION OF COMMUNICATION MATERIALS

The main objective for evaluation is to ascertain whether there are any behavioral changes occurred or not and to what extent. After completion of each year, the impact of IPAC Campaign will be evaluated. Even during the year constant monitoring would be done to assess the impact. The key base line indicators for behavioral change will be identified against which the success of the whole communication program will be measured.

Evaluation will assess the communication program achievements and how well it has met its objectives. It can measure the extent to which observed changes in outcomes can be linked to communication activities. That is, have audience members changed in the ways described by the communication and behavior change objectives? And is the communication campaign responsible for these changes?

To assess whether our campaign accounts for the observed change in outcomes, we will consider the following criteria:

- a) Observation of changes in the behavioral outcome(s);
- b) Degree of relationship (correlation) between exposure to the program and the observed outcome;
- c) Evidence that exposure occurred before the observed change in the outcome;
- d) Lack of evidence suggesting that the observed change is due to other factors;
- e) Observation of a large, abrupt change over time in the outcome in the absence of other major influences;
- f) Evidence of a causal connection (consistent with theory);
- g) Evidence that the impact increases as the level or duration of exposure increases (dose response), and
- h) Consistency with findings of previous research/KAP studies.

Evaluation can facilitate sustainability and scale-up by identifying key factors that contributed to success.

COMMUNICATION STRATEGY FRAMEWORK

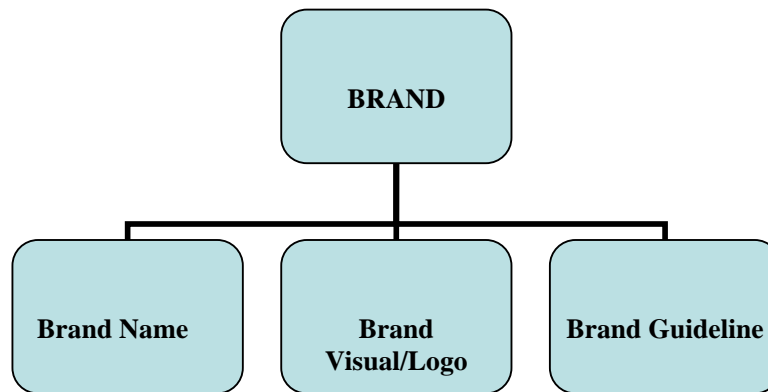
BRANDING FRAMEWORK

The Branding framework will help define the brand for IPAC. The core identity of the brand is established through the brand name, the brand face or visual and the brand guideline. Before each of these components is defined there is a need to elaborate upon the need for a brand.

Why do we need a brand?

There is a need for a proper branding framework and the creation of a strong brand for the following reasons:

- Unified Identity for all messages: There is a need for a unified identity or source from which all messages are disseminated. Without this there is a risk that the messages will get dispersed and thus lose their coherence. A strong brand forms the identity from which all messages will be disseminated making the messages more comprehensible and reliable.
- Unified Identity across all partners: Each of the Protected areas has different partner NGOs and organizations working in the respective areas playing a vital role in disseminating the messages of this *project*. Since these partner organizations are also involved in other kinds of work which may span a broad spectrum starting from micro –credit to pre-primary education it is important to create a brand which will form a unified identity for all the partner organizations so that the *project's* messages are disseminated from an easily identifiable single source. This will make the *project* and its messages seem more credible helping to build the recipients trust and loyalty for the *project* and its cause.
- Unified source for all messages and activities: This project has twenty six different Protected Areas which has its own customized messages. There are three different stakeholder groups with various more sub-stakeholder groups. This means that there is need for varied messages customized for each Protected Area and stakeholder groups which will be accompanied by different types of activities and activations. Hence there is a need for a single unified source from which all these messages will be disseminated and all the activities and activations carried out. This makes the messages more coherent and credible and helps to create a strong and easily identifiable source from which the messages will be disseminated.



Brand Name: The first thing to do in establishing the Brand is to create a befitting brand name. The communication partners and IPAC have already short-listed five names through a collaborative effort. The list of short listed brand names is as follows:

- 1) “*Jibongor*”
- 2) “*Nibash*”
- 3) “*Sakin*”
- 4) “*Jibonbhumi*”.
- 5) “*Nishorgo*”

Since the first priority is to make the brand name acceptable and credible to the stake holder groups it is important to have their input in determining the brand name. This can be done through an activation among one of the stakeholder groups. The stake holder group among whom this activation can be carried out is the campus group (students; faculty and student groups). The group will act as the bridge between the top level (policy making and policy influencing) stake holder group and the ground level (co –managers and RDC) stake holder group. This group will also play the most vocal part in publicizing the cause and its messages. Hence this group will play one of the most vital roles in owning and publicizing the brand. With this backdrop in mind, it makes most sense to have the activation exercise in choosing the brand name among this stake holder group.

Campus Activation to choose the brand name: Brand name choosing: In this exercise activations will be carried out within key campuses around the country. In this activation the campuses will be given the list of brand names and a voting will be conducted to choose the most appropriate brand name to be accompanied with a rationale as to why that brand name should be chosen.

Rewards: There will be rewards given for the 100 best rationales given. The top ten individuals will be given a fully paid guided eco tours in one of the 26 Protected Areas. They will be introduced to the concept of Protected Areas and eco-tourism. This will also act as an educational tour for them. The rest of the ninety contributors will be given an attractive booklet with comprehensive information on the Protected Areas; Eco tourism etc.

The brand slogan has already been decided upon through a collaborative effort between IPAC and the communication specialist/partners. The brand slogan is as follows:

**“Jolabhumi Oronno, Jiboner Jonno”
“Wetland & Forests for Life”.**

Brand Visuals: The brand visual forms the face of the brand. It is the image through which the brand will be recognized and remembered. Hence it needs to be a visual that is easily recognized, relatable across all borders, culturally appropriate and memorable. It should be kept in mind that one of the most vital stake holder groups constitute of individuals with minimum or no educational background. For this group the brand visual will be the most important identity of the brand at least in the outset. The brand visual or logo must also be accepted and owned by the campus group and the policy influencers and makers. Hence the logo needs to be appealing among a wide ranging audience. Keeping this in mind IPAC and the communication partners have decided upon the following logo as the brand visual:

The above displayed approved logo will be utilized in all the communication campaigns and activations. The logo will also be used as major tool for internal branding. It will be widely used in branding all partners’ offices and stationeries.

Brand Guideline: A detailed brand Guideline needs to be created based on the brand logo and the brand name. This brand guideline will act as the reference point for all creative communications and materials developed. The creation of the brand guideline will mainly be the job of the communication specialists or partners. In this process the sub-branding details must also be included. This as mentioned previously means that the logo may be customized according to the location or type of PA being talked about. For example each of the five subgroups or variants of the PAs can each have a different look in terms of colors used in the logo. That is *Variant: Sunderbans* will pre-dominantly use a certain color while the logo for the *Variant: Green bamboo* will be dominated by a different color. The messages being disseminated will also change according to each of these sub-groups or variants. This means the text and tone of voice of the messages will be set and modified according to the sub-group or variant being talked about. Hence all these details need to be explained and elaborated upon in the brand guideline.

Once the brand guideline is established, it will be shared with IPAC and with local partners e.g. the NGOs and other organizations which will work at the grass roots level to disseminate the messages etc. This will be done through a workshop the module of which is described below.

Workshop Module: In the workshop the brand guideline will be presented. The rationale behind creating such a guideline and how the brand guideline is aligned with the brand name and logo will be shared with the participants in the workshop. The fact that the brand name was decided upon with inputs from the one of our most vocal stakeholder groups – the campus group will also be highlighted in the workshop.

Once the brand guideline is completed the brand guideline needs to be implemented through all the communication and activation materials. That is the sign boards, booklets etc must all be developed and customized according to the brand guideline. Once this is done the process of disseminating the messages need to begin.

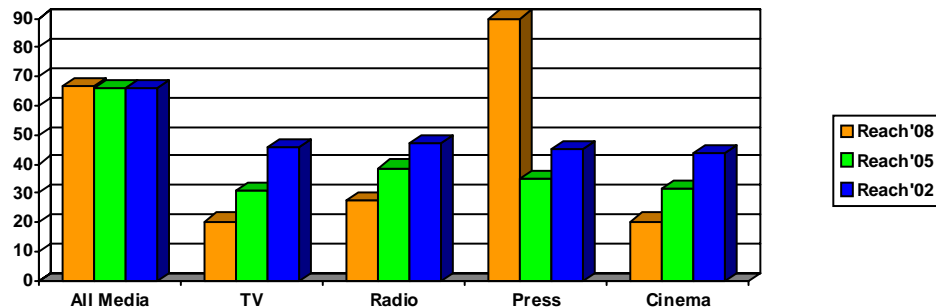
MASS MEDIA FRAMEWORK

The Mass Media Framework will elaborate upon the role of the mass media in establishing the brand and in disseminating messages. Before elaborating on the role of the mass media it is important to ask why the mass media is needed.

Why is the mass media needed?

- To bring credibility: Using the mass media helps to bring more credibility to the brand and the messages being disseminated. This makes it easier to carry out ground level and below ground level advocacy.
- Forms part of the overarching umbrella campaign: An umbrella campaign comprises of messages which has a feeding system which connects and interacts with the below the line (BTL) messages and activities. That is in an umbrella campaign, BTL messages and activities are followed with mass media communication which helps to further propel these messages and generate hype and interest about the activities and activations. These mass media communications in turn help to further sustain same or other BTL activities.

Media Penetration: Mass Media is reaching a larger number of people every year



- Quick message dissemination: The mass media reaches around 72% of the population. The mass media can be used to reach messages quickly to these individuals hence it forms a very effective social mobilization tool.

There are various activities which have been designed for this project which will fulfill one or more of these objectives.

Television and Radio Spots: Television and Radio spots will be created which will provide quick messages about the cause. This will help to quickly disseminate the messages among the stakeholders. Also these short and quick spots can be frequently broadcasted. This helps to bombard the stakeholders with information about the cause until it begins to play a vital role in evolving their existing belief system about the environment and how it can or should be protected. Once their belief system begins to evolve, this will be followed by behavior change which will further help the cause.

Talk shows: The talk shows will be entertaining, informative, educative and interactive ways to raise awareness about the cause and to disseminate the messages. The Talk shows will also help to promote the brand and will help to engage

stakeholders by creating a platform for them to speak up and will also help get a verbal commitment from the same. Hence, the talk shows will act as great advocacy and engagement tools which will help fulfill many of the objectives in all of the other frame works which includes the Engagement Frame work; Partnership Framework; Branding Framework; and Advocacy and IPC Framework as is elaborated upon later in the document.

Look and Feel: These talk shows will be educative, informative, entertaining and interactive. They will be presented in a way that interacts with the stakeholders. This will be made possible with a panel of discussants talking about the issues pinpointed in front of a live audience. The live audience members will participate as much as the panel of discussants through their queries and by sharing their opinions on the issues that are being discussed. There will be a moderator who will moderate these discussions and control the question answer sessions to follow at the end of each episode.

Content: Six talk shows would be broadcasted. Five of the talk shows will be based on the 5 clusters of PAs. The sixth show will provide a composite view with a recap on all the five topics discussed in the previous episodes. In this episode a lot of focus will be given on the running thread that is present within all the five clusters. These talk shows will also help to fulfill the objective of forming an overarching umbrella campaign. That is once Below the Line Activations are carried out where alternative livelihood training etc will be provided, information on such activations will be discussed and elaborated upon within the talk shows as well. Policy framers and influencers and private enterprises will talk about such issues as alternative livelihood initiatives and give their opinions; ideas and suggestions on the same. This will also ensure a verbal commitment from such partners as the private enterprises in helping to provide support for such initiatives in front of a large audience group. This helps to form a cycle where on ground grassroots level BTL activities tap into ATL activities through the mass media which again taps into the BTL activity of creating awareness among the high end stake holder group of policy framers and influencers.

Participants:

The participants will include

- Fisheries Expert
- Biodiversity experts
- Environmentalists
- Individuals from relevant ministries
- Policy framers and policy influencers and Think tanks
- Grass roots level opinion leaders including Karbaris and Matobbers etc.
- Campus members including faculty, staff, students (leaders and organizations). Students from the debate and environmental clubs will be given the first priority as invited guests.
- Private enterprises and other such partners

Travel Page on popular Dailies: Once a month the travel page on one of the popular dailies, such as Daily Star or Prothom Alo, will feature one of the PAs as the featured travel destination. This feature will be made to look extremely attractive with use of photographs and will be very resourceful with comprehensive information on the PAs and with tips on ecotourism and eco - tourism etiquette. This feature will help to

increase awareness for the cause and hence generate support for the PAs by promoting ecotourism and generating hype about the PAs. The resources of the stakeholder group which includes the student body may be tapped into for this activity. The students may be made regular contributors to this feature through their contribution as writers; photographers etc.

Annexure: Additional Activity Ideas: The mass media presents us with endless possibilities that can have significant impact on all the stakeholder groups, especially for the higher end stakeholders. Some of these possibilities go beyond the activities projected initially. Therefore, these added activities remain as ideas for extension potential for the media activities. It may be noted that, implementation of these activities will require additional resources on top of the initial resource allocation.

Customized Travel Shows: Environmental shows packaged in the format of travel shows may be aired on popular satellite channels. These will essentially be based on the PAs. These shows will provide travel information on the PAs and will also introduce viewers to the concept of eco tourism. Tips on proper Eco tourism tips will be provided. Interesting anchoring techniques and attractive visuals of the PAs will make the show interesting and interactive.

Tapping into existing Travel shows: An advocacy drive may be carried out to feature the PAs in already existing travel shows. This is a feasible option because of the lower cost since the shows are already in production. Also these shows guarantee an already existing audience base which is always a plus.

Environmental News Bulletin: Many of the private channels have a special news bulletin (for e.g. on agriculture etc) at the end of each hourly news segment. An advocacy drive to have an environmental news bulletin can be carried out. Within this news bulletin information on the PAs can be provided. This will increase credibility about the cause and the messages being disseminated since most audience members already have a strong loyalty towards news programs. Again this activity has a huge plus since it ensures reaching an already existing loyal audience group.

Travel shows on FM Radio: This a very new and innovative idea – a concept which still hasn't been tapped into in the Bangladeshi Mass media. This show will help to create hype about the PAs and will help to reach the young stake holders. Sound bytes directly from the PAs and very interesting anchoring techniques will make this a very interesting and attractive program.

Private Enterprise and Mass Media Integration: Once a strong partnership is created with private enterprises “green” messages from these “green” partners can be incorporated in radio, television and print media. For example a “green” message advocating the use of jute bags instead of plastic bags can be incorporated in one of the Life Style issues of The Daily Star. This message can be brought to the audience by Agora (a green partner) and IPAC.

ENGAGEMENT FRAMEWORK

The Engagement Framework will elaborate on the ways to engage the top level stakeholders meaning the Policy Framers and Policy Influencers. These individuals will engage with the community level and this will turn them from passive recipients of messages to active advocates for the cause. This can be done through different activities which get them to interact with the co-managers and resource management committees (RMCs) at the grassroots level of the Protected Areas. Keeping this mind the following activities are being proposed under this framework.

Policy Roundtable with press supplement: These Policy roundtables will have the policy framers and influencers as the main participants. This will enable this stakeholder group to be involved in the reform process of the cause. The issues discussed in this roundtable will be published in a press supplement. This will fulfill the following objectives:

- **Mass Media Integration:** The press supplement will help integrate the mass media within the engagement framework. This will help to target a wider audience and reach knowledge about the policy reforms among other policy framers and influencers all over the country and this will also take this knowledge to other stakeholder groups.
- **Documentation and Resource building:** This press supplement will remain as a document which will act as a resource for this project. This can be referred to in various later stages of the project.
- **Documented Commitment from the Policy Framers and Influencers:** This document will have written commitment from Policy framers and Policy Influencers which will help to build stronger and more committed relations with the same stakeholder group.

Quarterly Newsletter for the Top line Stakeholder group: This quarterly news letter will have write ups about various issues related to the cause. The main contributors to this newsletter will include the communication specialists policy framers and influencers themselves and may also include contributions from GOB members as well as individuals related to the media. This will help fulfill the following objectives:

- **Engage the Top Line Stakeholder group:** Since the quarterly news letter will have contributions from this group they will feel more engaged to the cause since it will act as a vehicle through which they are able to voice their opinions
- **Documented commitment:** Again this newsletter will act as a source of documented commitment from this stakeholder group.

GOB and Media people's visit to the Protected Areas: Eco Tours will be arranged where Policy Framers and Influencers, opinion leaders and Think Tanks, GOB officials and public representatives; and media personalities major participants. This will take these individuals literally to the root of the cause and will get them to interact upfront with the co-managers and RMCs. This will ideally result in increased participation and in greater emotional involvement on the part of the stakeholders which will result in increased ownership for the cause. An increased ownership means

a higher stake for the stake holders which feed into the ultimate goal of increased engagement.

PARTNERSHIP FRAMEWORK

The partnership Framework will help to identify partners with whom the cause will be associated and in building and solidifying these partnerships. A list of types of partners to be targeted is given below:

- Ministry of Information
- Travel and Tourism related government agencies (for e.g. Bangladesh Parjatan Corporation; Bangladesh Biman etc)
- Private Enterprises
 - Value Chain Partners
 - Retailers and Distributors
 - Forest and Wetland processing Industries
 - Media
 - Travel; Tourism and Hospitality Industry
 - Transport Industry

A strong partnership network will be created with the above enlisted potential partners through Above The Line and Below The Line activities. These potential partners will acquire knowledge about the cause, share their opinions and suggestions about the same and will also help in providing alternative livelihood activities or will help in creating channels for such activities.

Television Talk shows: The potential partners will be brought in as participants and panel of discussants or as audience members in the talk shows. This will enable them to become informed about the cause. It will also give them a scope to share their opinions suggestions with the audience members. Again the these shows will act as a source of verbal commitment from these individuals.

Activation Supplements: These will include the creation of brochures and Audio Visuals which will be disseminated among the potential partners. The brochures are a handy form of resource with comprehensive information on the cause and the PAs. They can be easily distributed among the various stakeholder groups. They remain with the same acting as a source of information and also providing them with options to engage themselves with the project and contribute to the cause. The AV on the other hand can be an extremely attractive source of information which has great engaging capacity due to the use of visuals and images. It can have the power to transport the individual to the site of the PAs itself. Also it is a source of information which can reach stakeholders from all walks of life irrespective e of whether they are highly educated or have no educational background.

Brochures: Brochures will be created with detailed and comprehensive information on the PA s and the cause. These brochures will act as a Call to Action and will fulfill the following objectives:

- **Handy Information disseminating resource:** The brochure will help to disseminate comprehensive information about the PAs and the cause. It will also give information on the ways in which the partners can get involved in the cause. The brochure will also have case studies on success stories of environmentally sustainable business ventures; fair trade business ventures etc. These case studies will act then as source of inspiration which will

motivate the potential partners to get involved in whatever little way possible.

- **Reminder Source:** Once the brochure is disseminated among the potential partners it will act as a source of constant reminder for the partners as to the role they can play in the cause.

Customized Brochures: Once a partnership is formed, customized brochures may be printed which will help publicize this partnership and establish the partner as a “Green” partner. For example a customized brochure on the PAs may be available at the Agora checkout counter to be distributed among the customers. This brochure will be branded by both IPAC and Agora. This will then publicize this partnership and help publicize Agora’s CSR initiatives.

These brochures can be disseminated among all potential partners. For example these brochures will be given to the transport and tourism industry to be kept as a reading supplement at their travel desks, hotel reception areas or even within the buses, trains and planes. This way not only are the potential partners being reached but a larger target audience of tourists are being reached which include key stakeholder group members such as students, faculty members, policy framers and influencers etc.

Audio Visuals: Audio Visuals on the PAs will be created which can be used as a resource material and displayed at various events and activations. For example the AVs can be shown in workshops and campus activations which will be discussed later. It can also be distributed among the travel and tourism sector to be shown as in flight, in train and in bus infotainment source. The audio visual will be a quick; attractive and entertaining method of disseminating the information on the PAs. It is also a method which can convey the message to audience members with minimum or no educational background.

Workshops: Three workshops will be conducted among the various potential partner groups in order to inform and teach them about the cause and about the Protected Areas.

These workshops will be:

- Value Chain Workshop
- Workshop for the Media industry and the Ministry of Information
- Workshop for Transport & Travel; Tourism and Hospitality Industry.

Key individuals from each of these key partner groups will be invited to the workshop. They will be supplied with the activation supplements described above which will act as a handy resource for them to use and refer to.

ADVOCACY & INTERPERSONAL COMMUNICATION FRAMEWORK

The Advocacy and IPC Framework will elaborate upon the ways in which the advocacy and interpersonal communication can be carried out among the grassroots level stakeholder group which include the co-managers and RMCs and with the bridging stakeholder group which include all campus related individuals (e.g. students, faculty members, clubs etc).

Alternative Livelihood Training & Life skill Training workshops:

Twenty Six Alternative Livelihood & Life Skill Training workshops will be conducted in the twenty six PAs. This will help to engage the stakeholders in the grass roots level which include the co-managers and the RMC members. They will not only be made aware of the cause and fed the pertinent messages but will also be given an incentive to adopt these messages. That is instead of advocating stopping their current livelihood activity they will be given training to adopt an alternative. This will make the engagement process interactive because instead of being talked at, this activity will work with and for the stakeholders to give them a better life while at the same time working towards the cause.

Content: In each of the 26 PAs an alternative livelihood and life skill training workshop will be conducted. Instead of advocating stopping harmful livelihood practices, the co-managers will be shown alternative livelihoods they can adopt which will not harm the environment. Also they will be given training and taught to adopt these skills so that they have the tools handy to make the transition from their current livelihood to an alternative livelihood. This will be done in a manner and in a language that will be comprehensible by all.

Participants: The participants of this workshop will include the co-managers and the RMC members as well as environmentalists, fisheries and biodiversity experts and representatives from IPAC and its partner organizations. The individuals conducting the workshops will include experts in the field of alternative livelihood and life skill training. This will include participation from the potential partners as enlisted above.

Rewards: At the end of each workshop a question answer; feedback and quiz segment will be carried out. In this the participants questions will be answered and their feedbacks taken. They will also be quizzed on what they learnt. A winner will be chosen from each of the workshops. The twenty six winners from the twenty six workshops will be rewarded with an all expense paid visit to the capital Dhaka to attend a workshop on Marketing and Marketing Networks. This is elaborated upon in the following segment.

Workshop on Marketing and Marketing Networks: Once the grassroots level stakeholders are given training on Alternative Livelihood options and on other Life skill activities they will need to be shown channels through which they can make these options feasible and profitable. A workshop on marketing their skills will help them to make better use of their acquired skills. This will most likely help them to market their skills and training better which could lead to greater earnings for them which could ultimately lead to a better standard of living. Hence this can ultimately lead to promotion of the IPAC cause while bettering the lives of the grassroots stakeholders at the same time.

Content: There will be a workshop organized in the capital Dhaka where marketing and consultancy experts will give presentations on viable marketing options and networks that can be created for alternative livelihood options. The presentations will be conducted in a way that will be easily comprehensible by all the participants.

Participants: The participants will include 26 of the winners from the alternative livelihood and life skill training workshops. The participants and audience will also include experts in the field of alternative livelihood training and marketing; environmentalists; fisheries and biodiversity experts; as well as the campus community which includes students; student clubs and groups; faculty members etc. There will also be participation from the individuals in the potential partners list including the press and media industry. This will ensure extensive media coverage which will act as an incentive for all participants. Advocacy will be conducted among the media partners to ensure that the media coverage is comprehensive. The workshop will be conducted by experts who are marketing experts for small and cottage industries. These may include individuals who already work in providing such consultancy services such as experts from Katalyst Bangladesh. There will also be presentations made by the individuals from the campus community. These will be presentations on marketing scopes for alternative livelihood activities and on building marketing networks which will be conducted by students. These may include individual student participation or participation from a student group or club such as the Entrepreneur Club or Business Club etc. Five best presentations to be made by students will be chosen through a campus based competition. Students in the 26 partner campuses (this is described below) will be asked to submit their ideas on marketing options and on creating marketing channels. The best five ideas will be chosen and will be asked to be presented at the workshop. Among these five ideas the contributor/s of the best idea will be awarded with internship opportunity/s with a major corporate body in the country. This will be feasible once IPAC is able to create partnership with such bodies is part of the plan.

Sustainability: These workshops can be sustainable since the co-managers will be able to go back to their respective areas and share their experience and skills learnt with the rest of the community. This will help to spread the knowledge and make the advocacy initiative stronger.

Workshop Materials: For all the workshops the brochures and AVs developed will be utilized and distributed. This way all participants will have a handy resource containing all the required information on the PAs.

Campus Activations: Advocacy and IPC initiatives within the campus community will begin with campus activations all over the country. The detail of this is described below:

26 campus based IPAC Melas: IPAC melas will be campus activations to be conducted in 26 campuses all over Bangladesh to increase interest about the cause and the PAs among the campus community including the students, student clubs and organizations and faculty members.

Modality: These will be fun and vibrant campus based activations with a strong environmental theme. The Mela will be made extremely attractive and interactive

with the use of images and AVs. It will also have comprehensive information on all the PAs and the cause being advocated. In order to make the event more entertaining and attractive to the youth IPAC's media partners may be tagged to the event. That is musicians or media personalities who can be made Green brand ambassadors can visit the campuses to create greater hype about the cause.

Activation Materials: Brochures will be distributed and AVs will be shown in these activations. The brochures will act as a handy information source which and can also give visitors to the event ideas to ways in which they can get involved and make a contribution to the cause.

Rewards: There will be a survey and quiz for all visitors to the event. From each campus 50 winners will be declared. Through a lottery ten of the winners will be chosen and taken on an all expense paid Eco tour where they will be able to gain first hand experience in the PAs. They will get comprehensive information on the PAs and will get a first hand experience of an eco tour. The rest of the forty individuals will get the IPAC booklet as reward.

Campus and PA affiliation: The twenty six PAs will be tagged with twenty six campuses from all over Bangladesh. This will help to further engage the bridging stakeholder group that is the campus community. Through this activity each campus's ownership for their respective PAs will be generated. Once this feeling of ownership is built it will increase this stakeholder group's stake in promoting the cause and the initiative. This will lead to behavior change with regard to the environment among individuals who will be the future think tanks; opinion leaders and policy framers and influencers of the country. This will ultimately lead to greater sustainability for the project.

Modality: Each of the 26 PAs will be tagged with a specific campus. A board of members will be set up in each campus who will take responsibility of maintaining this affiliation and in working for the PAs. This board of members will constitute of individuals from the Debating Club, The Bangladesh National Cadet Core (BNCC) and the Environmental Club. These individuals will plan and conduct activities surrounding their respective PAs. These may be on site activities where they go to the PAs and conduct a litter cleaning drive or they maybe campus based activities where they publicize the cause; ecotourism etc. At the end of each year one campus will be chosen as the winner based on the kind of work done they have done and on the contributions they have made. This winner will be chosen by a panel of judges constituting of experts from IPAC; environmentalists; fisheries and biodiversity experts; and leaders from the environmental and debating clubs and the BNCC. The reward for the winner will be extensive media coverage and media hype about the campus and about the board of members.

Talk Shows: The Mass Media framework already describes the modality of the talk shows. It has also been mentioned that these talk shows will have participants from the grassroots level including co managers and RMC members as well as the campus community as participants and as audience members. These talk shows will act as advocacy and IPC initiatives which will help to engage the grassroots stake holder group and the bridging stakeholder group that is the campus community.

Community Engagement Events:

Venue: PA adjacent populace area/field for example: primary school field

Participants: PA level stakeholders including resource users, community leaders, local government functionaries, local media etc

Program Details:

- An audio-visual presentation on IPAC -10 min
- School children's performance with the thematic song (one song for Forest area, one song for the wetland) 10 min
- An interactive theatre (one for Forest area, one song for the wetland)
- Speech of the local officials/ elites
- Local cultural group's performance
- Thanks giving by the IPAC officials
- Distributing a pictorial calendar (based on resource collection period/process for the wetland specially)

ONE YEAR ACTIVITY PLAN

Cluster Level Intervention: Programme Communication						
Activity	Sub activity	Mode of Operation	Participants	Desired Behavior/output	Responsibility	Timing
Visibility of IPAC	Branding the cluster offices	Branding materials development and guidelines. Quarterly monitoring of the service centers	PA community and relevant stakeholders	Establish unique identity of IPAC	Asiatic MCL (Material development)	9-Jun
	Branding the PA entry points			Laying the foundation for IPAC as a brand	IPAC core team (Developing guidelines and monitoring)	
	Making IPAC visible at the relevant GoB offices/UP and other relevant offices				Partners (Implementation)	
Extension of Communication campaign to IPAC field sites (Community Engagement Event)	Pictorial calendar for RUG Leaflet for the community leaders 2 theme songs	Specially organized event at all the clusters to engage community (at the community meeting point of the PA's /adjacent schools if any)	PA level stakeholders including resource users, community leaders, local government functionaries , local media etc	The cluster level stakeholders develop greater ownership for the details of IPAC and its objectives	Asiatic MCL will design and respective cluster offices will implement	Oct-Nov 09 (winter season)

	3 interactive theatre					
Cluster level Consultative Meetings at 5 clusters	A sharing and discussion session with the GoB officials and local elites about IPAC and its activities	The cluster Head will present the IPAC activities, priority interventions and emphasize how the community will benefit protecting the PA s	DC/ADC, District Fisheries/Forest officer, Local elites Local media	Advisory bodies and other key players clarify and strengthen their roles in co-management of targeted IPAC PA sites	Asiatic MCL will design and Cluster offices will implement	Oct-Nov 09 (winter season)
IPC activities	2 documentary film show 2 interactive theatre 2 calendars 2 booklets	Different materials developed for leading RUG	Subsistence level population Resource Users Group Local opinion leaders	Greater awareness of the co-management, with a focus on particular priority themes identified by local, stakeholders, FD, DoE, DoF and USAID Engaging with IPAC	Asiatic MCL will design in close consultation with stakeholders Partner organization will implement	Oct 09-March 10
Site Visit	GoB officials, Students and media	Arranging site visits for different advocates for generating awareness and support for IPAC	GoB officials, Students and media	Greater awareness of the co-management Making advocates for IPAC	Asiatic MCL will design in close consultation with Partner organization	9-Dec

National Level Intervention						
Sensitizing the students	Booklet Exhibition Seminar	Campus Activation Student Committee formation/tie up with existing environmental clubs	University/College students	Making students advocates for the brand	Asiatic MCL will design and implement in consultation with IPAC team	Oct-Dec 2009
Newspaper Articles	Success stories and documentaries on targeted PA, to highlight their uniqueness, value, local benefits, appeal for ecotourism	Monthly travel page articles -a success stories	Potential eco-tourists Students and faculties Opinion leaders	Proper awareness of PAs, PA community, and Co-management	IPAC core staff and field staff will help to develop and orient Asiatic MCL will implement	Dec09-June 10
Travel Talk show	Different TV channels Eco-tourism guidebook	weekly travel show (on 6 hot spots)	Eco-tourists General Mass	Proper awareness of conservation values of PAs, and current or potential benefits of PA to local community and others	Asiatic MCL will develop & implement in close consultation with USAID and project technical team / partners	Dec09 – Feb 10
Tourist Bus CDs	A cut version of the travel show		Eco-tourists (Video projection at luxury buses)	Proper awareness of PAs, PA community	Asiatic MCL will develop & implement in close consultation with project technical team / partners	Jan-10

Television Spot	Different TV channels	1 thematic	General Mass	Proper awareness of PAs, PA community and targeted behavior change addressing: most serious threats to PA conservation; most significant opportunities / benefits from co-managed PA system	Asiatic MCL will develop & implement in close consultation with concerned GoB agencies, USAID and project technical team / partners	Dec09
		1 refresher				
National Media-Round Table	Press supplement	Tie up with a national media partner	All key advisors of 5 clusters, Representative from MoFL, MoFE, Experts	Engaging with Co-management and setting the PAs / PA community as national priority. Raise, debate, help to resolve keep issues affecting the success and sustainability of IPAC, conservation financing, partnerships, enabling conditions, incentives, etc.	IPAC Team, Asiatic MCL and media partner	December 30, 2009

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Note:

- Development, approval and Production time should be considered
- IPAC core team will manage (orient, prioritize, monitor, assess),
- Asiatic will provide technical support, - IPAC implementing partners will assist with implementation at field level