



Honorable Prime Minister Sheikh Hasina visits the TigerCaravan at Bangabandhu National Stadium during a function marking the Independence Day on 26 March 2016

Communication, Outreach and Gender Engagement

Background

USAID's Bagh Activity aims to address the human threats to tigers, wildlife, and the environment by focusing on behavioral change through communications, outreach and gender engagement. At the local level, WildTeam builds on the learning and successes of the Village Tiger Response Teams (VTRTs) to reduce deer poaching and the consumption of tiger prey. At the national and global levels, communication campaigns are being targeted to reconnect different audiences with the natural landscape and to inspire them to play a role in conserving natural resources for future generations.

A two-year National Tiger Awareness Campaign and the TigerCaravan were launched on 11-12 February 2016 to raise mass awareness across the country about the dire situation of Bengal tigers and the Sundarbans. More than 25,000 people visited the TigerCaravan during its four month tour across the country. WildTeam initiated a local level campaign titled "সুন্দরবন মায়ের মতন" (Sundarban Mayer Moton/ Mother-like Sundarbans) to promote social disapproval for deer poaching and deer consumption, to raise the awareness of tigers with women so they encourage their male family members to conserve the tiger and promote Sundarbans-related laws and policies. Bagh is continuing the Phase-2 of the campaign styled as "আমরাই বাঁচাবো সুন্দরবন" (We shall protect the Sundarbans) to encourage the communities to make commitments and take actions for the conservation of the SRF.

Approach

Bagh has been addressing human threats to tigers, wildlife, and the environment by focusing on behavioral change through communications, outreach and gender engagement both at local and national level.

Objective

To build awareness and drive sustainable behavior change among the target audience through a holistic and integrated approach to conserve tigers in the Sundarbans

Expected results/outcomes

- The local, national and international communities are well aware about the conservation of the tiger and the Sundarbans.
- Positive behavioral changed brought among the key population.
- Importance of conservation realized by the general mass and the youth.
- Public-private partnership established for the sustainability of the campaigns.
- Women's participation in conservation realized by general people and the stakeholders.



Activities

Drive positive behavioral change at the community level:

The Component uses its knowledge of the Sundarbans communities' perceptions to create stimuli for positive behavioral change through social marketing approach. Bagh communication aims to create a community protection belt to combat deer poaching and consumption in the community.

Local and National Awareness Campaigns: Through its local and national campaigns, Bagh has been engaging communities, the youth, civil society and a wide range of stakeholder groups to raise awareness aimed at strengthening local and national efforts to safeguard the mangrove ecosystem, the habitat of Bengal Tigers.

Children are drawing tiger-inspired paintings at an art competition hosted by Bagh

Build capacity for awareness-building public private partnership (PPP): Bagh has been exploring potential opportunities to create national and international partnerships to increase the marketing and communication and support the expansion of local and national campaigns. The component establishes a framework for partnership and collaboration for engaging wide range of entities.

Strengthen gender and youth engagement: Bagh's communication, outreach and partnership efforts follow its gender approach throughout all the activities. Bagh will mainstream gender into its activities to gain community acceptance and to instill value for and from both genders in their respective roles in community resource management.

Way forward

Just around a hundred tigers have are surviving in the Sundarbans. Conserving the Sundarbans and its biodiversity by protecting the tigers with the united efforts of the government, business sector, other stakeholders and the general mass; has now become the demand of our time. We will spearhead our communication efforts in an orchestrated manner with the following activities:

- National and International Awareness-raising Campaigns will be scaled up.
- Sundarbans Virtual Reality (VR) Videos will be produced to take the realities of today's Sundarbans to a wider audience group through 3D technology.
- Village forum with BaghBondhus to be continued.
- Sundarbans Education Center to be mobilized and continued.
- Bagh will be working to strengthen the coordination and collaboration between public and private sector to ensure a better future for the tigers of Bangladesh.
- Local and national events will be celebrated with Gov. NGO and community stakeholders.



The MOEF Secretary, US Ambassador, USAID Mission Director and other dignitaries holding the pledge board at the launching of Nat'l Tiger Awareness Campaign

Contact

USAID's Bagh Activity, WildTeam
House 42, Road 38, Gulshan 2, Dhaka 1212, Bangladesh. Tel: +88 02 9896370
Website: www.wild-team.org