



Communication Strategy: Nishorgo Program of Forest Department





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COMMUNICATION STRATEGY: NI SHORGO PROGRAM OF FOREST DEPARTMENT

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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 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.

Nishorgo Program has devised a comprehensive communication strategy to motivate and convince people to take part in sustainable PA management and to shift the pressure from forest resources. 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

Objective of Communication Strategy:

The main objective of the communication strategy of Nishorgo Program is to promote and foster sustainable behavior to conserve our remaining natural forest and biodiversity. The intended result is to change behavioral pattern of the group of people critical for conserving the protected area. Among others, some of the sub-objectives for the communication strategy are as follows:

- To promote community participation in forest conservation.
- Motivate to engage in alternative sources of income from conservation supporting nature friendly income generating activities.
- To inform people about the scope of nature visit and the appropriate behavior
- To attract additional funding for sustainable protected area management.
- To develop public opinion towards natural forest conservation
- To advocate policies for effective protected area management
- To create public awareness, specially making youngsters involved with issues for Protected Area conservation and significance of our natural heritage.

To identify the stakeholders and their respective interests and involvement in the protected areas, marketing research, PRA, RRA, and other standard social and marketing research techniques as Focus Group Discussions, Depth interview, and other appropriate methods will be applied.

The information gleaned through the monitoring and evaluation of the communication interventions will be used to further refine the communication strategy as well as provide evidence that the Nishorgo Program should receive further funding from other sources as well.

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

- Change in knowledge
- Change in behavior

Target Audience for communication efforts

The campaign will be targeted at the local stakeholders along with nation at large with special emphasis towards the younger generation of country. Basically, all the communication efforts of Nishorgo will be executed in three levels:

- Local Community Level,
- National Level, and
- International Level

In general, all forest communities, and all existing and potential users of forest resources are the target audience of Nishorgo.

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

- Local Direct Stake-Holders
- Nature enthusiastic/ Active Nature workers
- Younger Generation of Bangladesh/ Students
- Policy/ Decision Makers
- Urban people seeking nature based recreation
- Private Enterprises

Local Stakeholders

The forest villagers, local businessman, Union Parishad members, ethnic people, and others belong to local direct stakeholder group. Because their behaviors are more likely to impact 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 Area Management.

To change the local stakeholders' attitude and behavioral process towards the biodiversity conservation a sequential series of customized communication strategy would be undertaken. The communication messages would be tailored to motivate the local community to engage in alternative income generation activities as guided by the Nishorgo program for their enhanced economic benefit. The communication interventions will also motive the local community to act as protectors of the forests, to involve in forest 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 on 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 would be provided to the local stakeholders that would 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:

- Stop participating in activities that adversely affect the environment.
- Stop illegal tree felling
- Stop forest land encroachment
- Engage in alternative income generation activities for sustainable forestry

Potential Park Visitors

The urban people of Bangladesh yearn to visit nature in its pure form. Nishorgo Program will create the opportunity for the people of Bangladesh to experience the pristine tropical forestry. The potential park visitors will be family oriented and mainly belong to educated and middle to upper income group.

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:

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

Nature Enthusiasts:

The Nishorgo Program can benefit immensely from the Nature enthusiasts or the nature activists. Nishorgo program can work with partnerships with the nature enthusiasts on an individual level or can build up partnership with organizations that work for nature conservations.

Nature Enthusiasts on an individual level:

Their love for nature are predominant 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 Shares a passion for conserving the nature. Their involvement with nature conservation varies from amateur to expert level.

The Nishorgo Program can communicate on the prevailing conservation issues to nature enthusiasts through newsletter, seminars, meetings, workshops. Further, we would also organize National Photography competition for our 5 pilot sites, Articles writing competition, and other programs to fully engage the amateur nature enthusiasts.

If we can motivate these persons then they would extremely beneficial to create public opinion, influence decision making for the Protected Area Conservation and Management. For Nishorgo Program we can bring in them together under the Nishorgo Umbrella. With their organized effort the communication level would be much more effective.

Nature Conservation Organization:

Nishorgo Program will maintain close liaison with the local and international nature conservation organizations. Nishorgo can form partnership with other nature conservation organizations for sustainable management of the Protected Areas. Nishorgo Program would also create a liaison with Arranyk Foundation and promote its communication plans together to create a synergy.

Younger Generation of the country

Since the main beneficiary of Nishorgo program is the youngsters of the country, Nishorgo Program will undertake focused communication strategy to make the youngsters ideologically involved with the concept of Nishorgo. Where possible, Nishorgo would try to arrange nature visits for the school students, scouts or girl's guide so that they would have the 1st hand experience of the PA.

To involve the youngsters with Protected Areas, Nishorgo program would chalk out different communication schemes like painting, essay writing competition, school programs, etc.

Some of the Expected Behavioral Changes will be:

- Awareness of the protected areas, our natural heritages
- Motivate parents for nature visit
- Learn and practice appropriate behavior while nature visit
- Learn and practice appropriate behavior while nature visit
- Grow consciousness to meet the obligation and responsibility towards saving the PAs.
- Policy & Decision Makers

Decision Makers:

Nishorgo Program will have direct communications with the Decision makers and opinion leaders among the government officials, and civil society. This is a crucial group in the sense they would influence the success rate of Nishorgo as well as how would it work in future.

Nishorgo program must 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 these core information the communication strategy must show and motivate this group to attain the vision of Nishorgo Program. The Nishorgo program should keep this group always updated by sending executive summary or synopses of important project documents and reports.

Nishorgo team should also send periodicals, newsletter and can make power point presentation to the ministry and standing committee in regular interval.

Some of the Expected Change of Behavior will be:

- Increased awareness of Conservation and co-management issues of the 5 pilot Protected Area Sites.
- The policy advocators and the Decision Makers will feel more empowered, which will enable the decision makers to bring in better management practices.
- Timely & Effective implementation of decisions for Protected Area conservation
- Bringing in modifications in Acts or laws where required.
- Take rapid actions when and where required

International Donor Agencies:

The communication strategy will address separately to international donor agencies to attract additional funding for the Sustainability of the Protected Areas of Bangladesh. The Nishorgo Program would publish high quality brochures, e-news letters and website containing facts and figures on our Protected Area and how to save them. Additionally these persuasive informational materials will tell the story of the human beings residing in and around the Protected Areas whose lives have been changed for better.

Further, in national and international levels, in the donor forums, to donor headquarters, environmental international seminars there will be numerous interactive presentations on the Nishorgo Program would made to attract additional donor funding and where the focus will on both saving the biodiversity and improving the lives of the local.

Private Enterprises:

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

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

- Contribute to Creation of Visitor Services
- Co-Finance Nishorgo Communication
- Help Improve Livelihoods of People Around Parks
- License the Nishorgo Image
- Practice Park-Friendly Behavior

To reach out this group Nishorgo will publish brochures, newsletter and arrange meeting with each of the targeted companies which will illustrate joint benefit.

Communication Tools:

The name 'Nishorgo' for the Protected Area Management Program was selected from a nationwide competition arranged for school and college level students for naming the

program. All the communication materials will be developed under the umbrella of the program name Nishorgo.

A comprehensive, broad-based and coordinated behavioral change communication strategy is developed using multi-faceted media. In developing the communication tools well-coordinated creative approach will be applied.

Campaign Theme

The campaigns in general will communicate urgency of co-managing and conserving the Protected Areas and would motivate the message recipients engage in forest friendly behavior. There will be different messages for different level of audiences but the central theme of the messages will be same. The central and common theme is developed for communication which is “আমরা প্রকৃতিকে বাঁচাবো আগামী প্রজন্মের জন্য” or “*We will save the nature for the coming generation*”.

Barriers to Effective Public Outreach

There are range of barriers that stands in the way of effective public outreach. At present there is a lack of coordination on the communication strategies among different institutions working on environment sector. Most of the organizations are working on piecemeal basis. Given the resource constraints, it should be coordinated and the institutions should collaborate more for their communication strategies. Nishorgo Program must campaign to the environment activists for advocating the Protected Area conservation as part of the primary education.

Operational Plan:

One of the initial communication efforts will be to command participation at the local level and to grow public awareness at the national level regarding the natural forest conservation. We must have gather a clear understanding of factors that motivates both sustainable and unsustainable behaviors before developing activities to influence Protected Area conservation related behaviors.

After determining the key factors that motivate conservation related behaviors, the next step is to design activities to influence those motivations. Sometimes, lack of general knowledge and understanding about what biodiversity is and why it is valuable contributes to nature adverse behavior. Without proper communication about biodiversity, it is not surprising that people do not understand its worth. Basically two types of values must be communicated one of which is stewardship value, expressed as responsibility to family and future generations. This is addressed by our pay-off line ‘*Let us save nature for our future generation*’. On the other side, people would seek their own interest or look for what is in it for them. We must construct conservation messages in a way that address both stewardship and self-interest to effectively reach our target audience. These messages should be further customized to match with the values and beliefs of the different level of target audiences.

The stakeholders should be involved in the design of the communication activities from the very beginning as they are needed to help identify the actions and practices that threaten the existence of the PAs 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.

One of vital factor for the success of this communication strategy is the frequency of the campaigns. The continual repetition of the messages will be placed in the memory of the recipient.

All the communication materials will be developed using the central and the stewardship theme “*we will save the nature for our next generation*”. Depending on the site and the situation messages will be further tailored for specific target audience.

While crafting the communication frame attention will be given in the following:

- Making the message as specific as possible.
- Making the message easy to remember.
- Try to tag the message with personal or community level commitments and goals.
- A sense of belongings to the Protected will be inscribed in the viewer’s mind.

We will device a calendar for all the communication programs on a yearly basis.

All the communication efforts and their effectiveness will be evaluated on a yearly basis. The main objective for evaluation is to ascertain whether there are any behavioral changes occurred or not and to what extent and to redesign the approaches if needed.

COMMUNICATION STRATEGY: **NISHORGO PROGRAM OF FOREST DEPARTMENT**

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 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 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 has certainly caused an alert. Since 1970, in the last three decades we have lost more than 50% of our forest covers due to encroachment through settlement, industry, agriculture, illegal felling, etc. As a response to the high deforestation rate at the National Parks, Wildlife Sanctuaries, and Game reserves which are collectively known as Protected Areas to save whatever biodiversity is still remaining the Forest Department has undertaken the *Nishorgo Program – The Protected Area Management Program*. Nishorgo program recognizes that the protected areas need to be conserved for the people and through the people. In the heart of the Nishorgo Program is building partnership with forest department and the key stakeholders to conserve the Protected Areas.

Nishorgo to a great extent differs from traditional role of Forest Department's production's forest. Here the focus is on conservation of the existing forestry not production.

1. 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

Nishorgo Program has devised a comprehensive communication strategy to motivate and convince people to take part in sustainable forest management and to shift the pressure from forest resources.

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

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

The Nishorgo Program 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 Nishorgo will be done with the aim of bringing out the essential changes of existing attitudes and behavior towards natural forests conservation in Bangladesh.

It is very important to strategize the entire communication for Nishorgo Program 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 change; and maintain appropriate behavior.

2.OBJECTIVE OF COMMUNICATION STRATEGY

The main objective of the communication strategy of Nishorgo Program is to promote and foster sustainable behavior to conserve our remaining natural forestry and biodiversity. That is to acquaint the stakeholders with the concept of 'Nishorgo' and what it means. The intended result is to change behavioral pattern of the group of people critical for conserving the protected area. 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 conservation and biodiversity protection of Bangladesh.

The sub-objectives are as follows:

- To help to comprehend the importance of the collaborative approach of the sustainable forests management and conserve their functional values of biodiversity, soil and water protection and the social- economic and cultural benefits to stakeholders.
- To promote community participation in forest conservation.
- To enable and promote communities adjacent to forests to improve their welfare and become less reliant on the forests; through:
 - ▶ Engaging in alternative sources of income from conservation supporting nature friendly income generating activities.
- To develop the potential for, and promotion of, forest-based eco-tourism.

- To promote and develop capacity building in Protected Area management
- To inform people about the scope of nature visit and the appropriate behavior
- To attract additional funding for sustainable protected area management.
- To develop public opinion towards natural forest conservation
- To advocate policies for effective protected area management
- To create public awareness, specially making youngsters involved with issues for Protected Area conservation and significance of our natural heritage.

3. ASSESSMENT OF STAKEHOLDERS & THIER INTEREST

Stakeholders are people or organizations with an interest, or a “stake,” in the use and management of the biodiversity of a particular place². 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.

To identify the stakeholders and their respective interests and involvement in the protected areas, marketing research, PRA, RRA, etc. methods will be treated as an integral part of the whole campaign of Nishorgo Program. 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 the formally starting communication campaign, a careful stakeholder assessment will be done to understand the existing awareness level and attitude of general people regarding the protected areas.

3.1 Baseline indicators

In fact prior to implementation of communication strategy, baseline indicators on behavioral aspects will be set and collected. Basically, Baseline data is basic information gathered before a program begins. It is used later to provide a comparison for assessing program impact. The RRA and PRA would provide the initial behavioral baseline indicators for primary stakeholders. This information would be used later for comparing measures that determine changes in participants, program, or environment due to the communication interventions. At the local level, for example the base line indicators can be:

- Wish to cut trees for fuel woods
- Wish to cultivate the land
- Wish to use area for grazing cattles
- Existing beliefs
- Perceptions, etc.

² Biodiversity Conservation: A guide for USAID staff and partners, 2003

Again for the national level baseline data for awareness and attitudes regarding Protected Area will be collected. Here, awareness of the pilot sites' existence, visit rate, etc. can serve as a probable indicator.

The information gleaned through the monitoring and evaluation of the communication interventions will be used to further refine the communication strategy as well as provide evidence that the Nishorgo Program should receive further funding from other sources as well.

It is also essential to monitor changes over time in these behaviors and attitudes to maintain appropriately designed programs.

Different data collection methods deliver different results with varying degrees of cost and complexity. To use resources most efficiently, the program must decide which mix of methods to adopt, with what frequency, and on what scale. The sampling size and sampling frame must be selected very carefully and by following a consistent approach for research.

Nishorgo will use a mix of different approaches like Focus Group Discussions, Surveys and will also utilize secondary data to understand and evaluate the common behavioral pattern regarding protected areas, nature visits, etc. of the target audience.

Factors that are relevant to influencing motivations and changing behavior should be monitored periodically as indicators of success. Depending on the objectives of the communication activities and the target audiences, these could be any of the factors that can influence behaviors, such as awareness and knowledge, values, availability of options, skills, or economic incentives. Or, monitoring changes in the biodiversity-relevant target behaviors themselves—such as the level of illegal logging, or, on the positive side, maintenance of sustainable levels of use of wild resources—could show that program activities were having an influence. Incorporating feedback from this monitoring and making appropriate incremental changes to the program complete the adaptive management cycle³.

The effect of strategic communication efforts will be evaluated after completion of each year. The behavioral change component would be judged mainly on the basis of the following three criteria:

- Change in knowledge
- Change in attitude
- Change in behavior

Based on these results the communication strategy will be modified if required. The study to measure behavioral changes will be done annually over the project life cycle. Specially for developing any communication materials and afterward for measuring their impacts different marketing research techniques will be used.

3.2. Marketing Research Techniques for evaluation

The following techniques of marketing research techniques will be utilized:

³ Biodiversity Conservation: A guide for USAID staff and partners, 2003

3.2.1. Large scale to small scale surveys

Questionnaire Surveys will be done to measure attitudes. Both open ended and closed ended questions will be asked. Both quantitative (statistical measures like percentage, cross tabulation, correlation, trend analysis, etc. for opinions) and qualitative measures (compilation of opinions, etc) will be used. Survey results will be interpreted by using SPSS package. Based on the complexity of the situation the level of sample size to survey will be determined.

3.2.2. Focus Group Discussion (FGD)

Homogenous group of 8 to 10 people from different segments of the society will be invited for the focus group discussion. The Communication Specialist or experienced outside professionals may play the role of the moderator in the FGDs. Their opinions and ideas will be very effective input for communication strategy development and implementation.

The initial FGDs would help to ascertain how the target audience are receptive to issues of Protected Area and biodiversity conservations. Later more FGDs will be done to explore the effective communication ways for different target group i.e. what type of message, media appeal to which demographic segment, etc. For example, in each focus group discussion, the purpose of the campaign would be explained and participants would be introduced to drafts of the proposed materials such as campaign scripts, stickers, brochures, posters and other materials. Focus group participants would be asked whether these materials would capture their attention and if they are clear and easy to understand. Once feedback has been received on these characteristics of the materials, participants would be asked if they perceived any difficulties with the proposed strategy and if they had any suggestions for how it could be strengthened.

3.2.3. Depth Interview

For comprehending the mind frame, attitudes, life styles in a detail manner of the target population depth interview is very useful. Usually One on One interviews and Knowledge interviews will be used here. In One on One, detailed interviews are taken to understand the complete life style and attitudes of the incumbent. Knowledge interviews are done with the experts to gain more knowledge about the issues involved. The environmentalists, ex forest department staffs, ethnologists etc. can be approached for knowledge interviews. These will be very useful while formulating the communication strategy.

4. TARGET AUDIENCE

The first and foremost task of implementing the communication process is to identify the target audience.

The aim of the entire communication strategy is to make a difference by motivating the people to change their behavior positively towards conserving the Protected Areas. Before formulating behavioral change communication strategy, we must know and understand the beliefs, attitudes and practices of the target audience. Since we will be working for the people

at different levels therefore, we must do careful analysis of the target audience profile of each group. The messages need to be tailored to the different segments of target audience that we plan to reach. The campaign will be targeted at the local stakeholders along with nation at large with special emphasis towards the younger generation of country.

Basically, all the communication efforts will be executed in three levels:

- Local Community Level,
- National Level, and
- International Level

In general, all forest communities, and all existing and potential users of forest resources are the target audience of Nishorgo.

The local community consists of ethnic people, forest villagers, fuel wood collectors, woodcutters, farmers, local businessmen, politician, UP chairman, habitants in and around the protected area. Special emphasis will be given to the women population of the community.

It is essential to ensure coherence between public understanding of forest conservation issues and pursuit and implementation of these issues at the local community level. Cooperation from government, policy maker, implementers, opinion leaders at all levels are equally important. Therefore, Policy-makers, Forest Department staff, and other relevant groups must be communicated properly to ensure effective participation from them to conserve the biodiversity of Bangladesh.

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

- Local Direct Stake-Holders
- Nature enthusiasts
- Younger Generation of Bangladesh
- Policy/ Decision Makers
- Potential Park Visitors
- Private Enterprises
- International Stakeholders

4.1 Local Stakeholders

The forest villagers, local businessman, Union Parishad members, ethnic people, and others belong to local direct stakeholder group. Because their behaviors are more likely to impact protected resources, local communities are considered priority audiences for site-based communication or interpretive efforts.

To maximize the chances that conservation initiatives and the program will succeed, those at the community level need to be invested in both the concept and the approach. This means their participation in decision-making processes and in the evaluation, monitoring, and management of natural resources and the environment. This inclusiveness is more likely to build a conservation ethic where people understand that their well-being depends on healthy

maintenance of the environment. Moreover, the participation of local people is one of the surest ways to build long-term capacity to maintain Nishorgo Program gains once the original activity of the Nishorgo Support Project is completed.

The conservation of biodiversity relies on the involvement of the full community- both women and men- whose interests and perspectives regarding natural resources may differ. Because men's and women's roles and impact on the environment may differ, devising a gender-neutral initiative is not enough. Rather, there must be an explicit effort to understand these roles and then design a program that will accommodate the activities of both women and men.

To understand how gender shapes activities affecting the environment, it is useful to look at who uses resources and how, who is affected by resource use, and who has the authority to make decisions about resource use. For example, the tree fellers are the men where as the fuel wood collectors are generally women. However, the wives can influence their husbands who are the tree fellers. It's important to realize their role dynamics to design appropriate communication interventions.

Reaching the local Stakeholders:

To change the local stakeholders' attitude and behavioral process towards the biodiversity conservation a sequential series of customized communication strategy would be undertaken. The process would start with problem identification: why and how the local community is involved in the deforestation process. The communication tools will be prepared in a way that it would bring critical changes on 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 would be provided to the local stakeholders that would help to shape their behavior in long run.

One of the primary ways for conserving the forests is to decrease the direct dependency on timber or wildlife by encouraging the local community to engage in alternative income generation activities. The Nishorgo Program would create co-management agreement with the local stakeholders for benefit sharing from alternative income generation activities, access to micro-credits for cottage industry in exchange for protection to the forests. The communication strategy at the local community level must take account for these issues. The communication messages would be tailored to motivate the local community to engage in alternative income generation activities as guided by the Nishorgo program for their enhanced economic benefit. The communication interventions will also motivate the local community to act as protectors of the forests, to involve in forest friendly behavior.

The Nishorgo Program would also generate awareness on the devastating impact of the deforestation on their and next generations' life. In many cases the local people engage in deforestation activities as they are not aware of the ecological and economic value of the forests in their lives.

Different messages would be used for different groups at various stages of the program. The success of the communication tools for the local stakeholders would largely depend on our understanding of the local people's attitudes, beliefs and ensuing behavior.

Bangladesh Betar (National Radio Channel) transmits programs/ talkshows as ‘Angana’, ‘Krishanbondhu’, etc. environment and livelihoods targeted for the rural community. Nishorgo Program would coordinate with the radio and arrange to telecast issues concerning Protected Area Management. Since environment protection is a prime sector of the Government and Nishorgo is a program of the GOB as well, Nishorgo Program would try to negotiate with the Bangladesh Betar authority for free time spaces.

Appropriate Communication Tools:

- Radio Talk shows
- Local Radio Advertisement in local dialect
- Local traditional media i.e potgaan, jari gaan, jatra, etc.
- 1 minute program of Jari/ Bhawaia/ Polli gaans with Popular for TV
- Wall Painting
- Leaflet
- Brochures
- Documentaries to shown locally through projector
- Slide Show

Expected Behavioral Changes:

- Stop participating in activities that adversely affect the environment.
- Stop illegal tree felling
- Stop forest land encroachment
- Engage in alternative income generation activities for sustainable forestry
- Prioritizing critical behavior that affect environment
- Initiate and resolve land and other conflicts
- Act as the keepers of the forests in exchange of the benefits received
- Reduce Grazing Pressure on the protected Area

4.2 Potential Park Visitors

The urban people of Bangladesh yearn to visit nature in its pure form. They want to find tranquility in the midst of the forests, and hear birds and mammals moving in their natural habitats. Nishorgo Program will create the opportunity for the people of Bangladesh to experience the pristine tropical forestry. The urban people seeking nature based recreation are next group of our target audience.

There will be mainly two types of visitors in the Protected Areas:

- *From Institutions/ Professionals:* Different professional groups or organizations along with educational institutes like school or college may visit for eco-tourism or holding conference cum nature visit (Institutional Marketing)
- *Family/ Friends:* Individuals will be interested to visit the nature may be with family or friend circle. (Mass awareness)

Though both the type of consumers will seek the idyllic beauty of nature, still their requirements and expectations would differ. The parks need to be marketed differently to these two types of consumers.

Profile of Park Visitors (Individuals):

- Urban
- Educated
- Middle to upper income group
- Nature enthusiastic
- Family oriented
- Age group: up to 60 years
- Gender: Both
- Young upwardly moving professional with kids

At present this target group visit the following areas to for recreation purpose. On the other hand the visitors of the following areas would also want to explore the protected Areas:

- Cox Bazaar Sea Beach
- ST. Martin's Island, Teknaf
- Sonargaon
- Sylhet (Tea estates, Jaflong, Madhobkundu)
- Bird-watching at Jahangir Nagar University
- Moynamoti, Comilla (BARD rest house)
- Nandan Park
- Moheshkhali
- Sunderban
- Private Picnic Grounds
- Bandarban
- Botanical Garden & Zoo
- Fantasy Kingdom

Reaching the Park Visitors:

Through newspaper articles, newspaper supplements, celebrating events like earth day, etc. are a good tool to generate awareness of the scope of nature visit.

However, it not only enough to make the people aware of the Protected Areas the scope to visit them, more importantly the willing people to the visit the nature must first be educated to adopt appropriate behavior for nature visits. Each park may have information center that exhibits, brochures, etc. wayside signboards reminding appropriate behaviors, scheduled audio-visual presentations, etc.

Further, we can focus on some key endangered species and communicate about those to the mass. When the message would on the key species, then it would in more tangible form and more appealing to the target audience. For example we may chose Hoolock Gibbon for the northern sites and elephants for the southern sites.

Research shows that since TV spots combine both audio and visuals, it's the most effective media for retention of the message in the memory. Therefore, Nishorgo Program would prepare a series of 3 to 5 minutes of TV messages to generate mass awareness. Further, these messages would be shown to the policy makers first and then would approach BTV authority to telecast these on the prime time spots, in between the News and other free times at free of telecasting cost.

Appropriate Communication Tools:

- Newspaper articles

- Brochures
- Website
- Joint newspaper advertisement with tourism company
- 3 to 5 minutes TV messages
- Documentaries
- Secondary source: by communicating with urban youngsters who would in turn influence their parents.
- Celebrating events such as Nishorgo Earth Day, etc.

Expected Behavioral Change:

- Awareness of the Protected Areas and the conservation issues
- Physically visiting the protected Areas
- Adopting appropriate behavior while visiting the nature. i.e.
 - Not littering while visiting the park
 - Not using loud speakers, horns, etc.
 - Not frightening the wild animals
 - Respect the local community and the indigenous people
- Encourage and support nature based enterprises.

4.3 Nature Enthusiasts:

The Nishorgo Program can benefit immensely from the nature workers or the Nature enthusiasts. Nishorgo program can work with partnerships with the nature enthusiastic on an individual level or can build up partnership with organizations that work for nature conservations.

4.3.1 Nature Enthusiasts on an individual level:

Like any other country, in Bangladesh also, there are people who are avidly involved in our nature & biodiversity conservation. These people are generally professional and comes from different streams of disciplines. It is not their educational background but its their inner voice, there interests that motivate their action. Some already have commendable contributions for nature conservation of Bangladesh.

Their love for nature are predominant 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.

Their general Profile is as follows:

- Nature Lover
- Educated
- Urban
- Educated
- Shares a passion for conserving the nature
- Capable of influencing the Decision making for nature conservation

- Nature Activist
- Easier to Motivate for the purpose of Nishorgo

If we again sub-divide this group we will find nature enthusiastic belong on to 3 levels in general:

- Expert/ Professional: They are the already renowned nature experts and well regarded for their contributions in their respective arenas. For example Bird Watchers like Mr. Enam-ul-Haque, or educationalists like Prof. Harun-ur-Rashid belong to these category.

They act as an opinion leader, quick to identify important conservation issues and passionately work for their interest. They sometimes take endeavor to generate public interest on biodiversity conservation issues, preserving our natural heritage etc. by periodically writing articles, publishing photography, etc.

Mid level: They are dedicated nature workers. Many are associated with different nature conservation organizations. People in this segment belong to national and international environmental groups and are educated, affluent, and engaged in society. They value nature's right to exist, appreciate nature's beauty, and feel that a healthy environment is important for their own productivity. They are the most familiar with the term biodiversity.

- Amateur: These are the young, energetic group. They enjoy outdoor activities, regular news watchers. Mostly they belong to 18 to 30 age-group. We should treat this group with special emphasis.

Here, the communication approach to different levels would vary significantly.

Reaching the Nature Enthusiasts:

Expert/ Professional & Mid level:

For the professional level/ Mid level nature enthusiastic we should communicate with them about the prevailing conservation issues through newsletter, seminars, meetings, workshops etc. We can request for their expertise to generate mass awareness of the critical condition of the PAs. For example there can be published Newspaper articles, or we can arrange slide show of the wild life of the Protected areas in a national level drawing competition for children where the expert would also tell the story of each fauna to the next generation, etc. While formulating different PA management plans we can arrange workshops, advocate ideas from these people.

Appropriate Communication tools:

- One to one discussion
- Seminars
- Workshops
- Sponsoring their relevant work

Amateurs:

Nishorgo can serve as the ideal platform for the amateur Nature activists. To organize their efforts Nishorgo Program can arrange National Photography competition for our 5 pilot sites, articles writing competition, etc.

Nishorgo can have its own newsletter where the amateurs can contribute their writing or photography.

Appropriate Communication tools:

- Website
- Documentaries
- Seminars
- Workshops
- Newsletters
- Print media articles
- Arranging Photography competition
- Award for best environmental article of the year
- Networking with other conservation organizations

Expected Behavioral Change:

If we can motivate these persons then they would extremely beneficial to create public opinion, influence decision making for the Protected Area Conservation and Management. Mostly the nature enthusiasts work alone on their own personal interests. For Nishorgo Program we can bring in them together under the Nishorgo Umbrella. With their organized effort the communication level would be much more effective.

4.3.2 Nature Conservation Organization

Nishorgo Program will maintain close liaison with the local and international nature conservation organizations. Nishorgo can form partnership with other nature conservation organizations to fight the causes more effectively. This partnership will result in complementing each organization with the other's strength. Nishorgo Program can form partnership with organizations like FEJB (Forum of environment journalists of Bangladesh), BELA (Bangladesh Environment Lawyer's Association), BAPA (Bangladesh Paribesh Andolon), Bangladesh Wildlife trust, etc. Nishorgo Program should also create a liaison with Arranyk Foundation and promote its communication plans and together create a synergy.

Reaching out to the Nature Conservation Organizations:

First of all Nishorgo must keep close contact with these organizations, communicate with them with current issues, convince to ensure their participation and develop a fruitful working relationship. Further, Nishorgo should organize a network of such organizations and nature activists. For example, Nishorgo can motivate FEJB to send its members to the Protected Areas and publish news articles in regular interval or cover all news items of Nishorgo, etc. Further, Nishorgo may initiate in collaboration with other nature conservation organization to *implement an intensive, phased, cohesive training initiative* to build grassroots capacity on communications, and reporting on environment and biodiversity issues.

Appropriate Communication tools:

- Keeping Close contact
- Forming partnership, collaborations
- Networking

- Participating & Presenting in other organization's workshops/ seminars
- Joint publications, etc.
- Brochures
- Website

Expected Results:

- The nature conservation organizations and Nishorgo will work jointly on conservation issues which will create a synergy.
- The conservation organizations would complement the activities of Nishorgo.
- Will help to generate mass awareness.
- Will influence the policy makers
- Along with Nishorgo when other nature conservations organizations would together and involve their resources the objective will be achieved quicker and in a more effective manner.

4.4 Younger Generation of Bangladesh

The main beneficiary of Nishorgo Program is the next generation of our country. Further they would be decision maker of tomorrow.

Special communication tools will be used to reach the urban school and college students. People tend to understand what they see; and conserve what they understand. In the present situation, the urban youths are totally deprived of the nature. They grow up in the midst of concrete and man-made recreations. So if we fail to expose the future decision makers to the nature then the chances are they will not understand the urgency for nature conservation.

The youngsters can further be subdivide in below category:

- Primary level: upto class five (infant to 10 years of age)
- Primary to higher secondary level (11 to 18 years)

Reaching out to Younger Generation of Bangladesh:

Therefore, Nishorgo will have focused communication strategy to make our youngsters ideologically involved with the concept of Nishorgo. Where possible, Nishorgo would also try to arrange nature visits for the school students, scouts or girl's guide so that they would have the 1st hand experience of the PA.

To ideologically involve the youngsters Nishorgo program would chalk out different communication schemes like painting, essay writing or extempore competition, school programs, etc. Nishorgo can also membership club with youngsters who would perform even a little duty towards the Mother Nature.

Appropriate Tools:

- School Programs
- Art Competition for school children on national dailies
- Arrange tours for school children at national parks
- Essay writing competition for school children on national dailies
- Newspaper inserts

- TV advertisement
- Documentaries
- Celebrating events such as Nishorgo Earth Day
- Partnership with Scouts and Girl's Guides
- Forming Nishorgo Club for young people's membership, etc

Expected Behavioral Change:

- Awareness of the protected areas, our natural heritages
- Instilling a deep conviction to conserve the natural forests
- Motivate parents for nature visit
- Learn and practice appropriate behavior while nature visit
- Grow consciousness to meet the obligation and responsibility towards saving the PAs.

4.5 Policy & Decision Makers

Nishorgo Program will have direct communications with the Decision makers and opinion leaders among the government officials, and civil society. This is a crucial group in the sense they would influence the success rate of Nishorgo as well as how would it work in future.

The ministers including the Environment and Forests Minister and other related Ministries such as Finance Minister, Land Minister, Agriculture Minister, Information and Communication Minister, Commerce Ministers, etc. and secretary and other high officials for these respective Ministries belong to these group.

Members of the Parliamentary Standing Committee (Environment), Bangladesh Wildlife Advisory Board, Local Ministers and Local MPs from the 5 pilot sites if can be motivated will act as important decision maker for the Protected Area conservation.

Members of the Standing committee for the Nishorgo Program would also play a key role in implementing the Nishorgo Program.

The civil society who operates on the environment sector will also advocate for Pro-Protected Area Conservation policies if they are properly communicated and motivated.

Reaching the Policy Makers:

Nishorgo program must 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 these core information the communication strategy must show and motivate this group to attain the vision of Nishorgo Program.

The Nishorgo program should keep this group always updated by sending executive summary or synopses of important project documents and reports. They all should also receive the *executive summary* of the annual report along with a separate document called action required from the recipient.

The Nishorgo Program should from time to time arrange seminars, Formal Presentations at the Ministry or workshops, and send newsletter through direct or electronic mail to commend action from their side.

For presentations and publications, the program may create Maps using GIS, combined with other graphics for greater impact to this target group. These will provide to the point and valuable information to the policy makers about the protected Areas. While many uses of GIS are for neutral data display or rigorous analysis, it will also support more open advocacy for protected area conservation to the policy makers.

The program can also create digital posters for the key policy makers who would likely use them such the Environment and Forests Minister, Secretary, etc. for a recap effect on Nishorgo.

Appropriate Communication Tools:

- Brochure
- Periodicals
- Executive Summary of Annual Reports
- Power point presentation at the Ministry
- Personal Follow up with the ministry
- Website
- Posters and GIS maps for the key personnel
- Workshops/ Retreats
- Stationery items – i.e. diary, pen, file folder, envelop, etc.

Expected Change of Behavior:

- Increased awareness of Conservation and co-management issues of the 5 pilot Protected Area Sites.
- The policy advocators and the Decision Makers will feel more empowered, which will enable the decision makers to bring in better management practices.
- Take up a more active role in conflict resolution with Local community and the Forest Department
- Timely implementation of Policies
- Effective implementation of decisions for Protected Area conservation
- Bringing in modifications in Acts or laws where required.
- Get motivated for conservation for the Protected Areas
- Take rapid actions when and where required

4.6 International Donor Agencies

For the GOB alone or with the USAID funded Nishorgo Support Project it is not possible to totally conserve the rich natural heritage of Bangladesh's Protected Areas. The other International Donor Agencies must come forward as well to help the Government for the proper management of the Protected Areas.

Other International Donor Agencies like ADB, DFID, JICA, GEF, GTZ, DANIDA, NORAD, World Bank, UNDP, etc. are possible donors whom the Nishorgo program should approach

for its sustainability. The communication strategy will address separately to target group to attract additional funding for the Sustainability of the Protected Areas of Bangladesh.

Reaching the Policy Makers:

The Nishorgo Program would publish high quality brochures, e-news letters and website containing facts and figures on our Protected Area and how to save them. Additionally these persuasive informational materials will tell the story of the human beings residing in and around the Protected Areas whose lives have been changed, found new hope due to the program intervention.

Further, in national and international levels, in the donor forums, to donor headquarters, environmental international seminars there will be numerous interactive presentations on the Nishorgo Program would made to attract additional donor funding and where the focus will on both saving the biodiversity and improving the lives of the local.

Appropriate Communication Tools:

- Web site
- Brochure
- E-newsletter
- Participation in different donor forums
- Maintaining Liaison with other donor funded Forest Department projects, etc

Expected Change of Behavior:

- Attract additional funding from the international donor agencies for the Protected Area Management of Bangladesh.

4.7 Private Enterprises

To save the remaining tropical forestry and the biodiversity now we must reach to the private sector for the very much needed additional funding. Conservation Partners will be the private sector companies that would financially contribute to Nishorgo Program for the conservation and improved management of the Protected Areas of Bangladesh. Thus the private company would play a crucial role in protecting our forestry and biodiversity.

They will develop a partnership with Nishorgo Program/ or Nishorgo Support Project that would lead to mutual benefits, not only for conservation but also in terms of marketing and communication. The conservation partners can be any private company engaged in manufacturing or service sector. The conservation partnership can be formed with the Local, Multinational or Transnational companies.

Reaching the private Enterprises:

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

- Contribute to Creation of Visitor Services
- Co-Finance Nishorgo Communication
- Help Improve Livelihoods of People Around Parks

- License the Nishorgo Image
- Practice Park-Friendly Behavior

To reach out this group Nishorgo will publish brochures, newsletter and arrange meeting with each of the targeted companies which will illustrate joint benefit.

Appropriate Communication Tools:

- Power point Presentation to the Potential Private sector organization
- Arrange meetings with the key executives
- Invite potential organizations to seminars/ workshops
- Brochures
- E-newsletter
- Website
- Increased newspaper articles, etc.

Expected Behavioral Change:

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

5. LOGO

The name 'Nishorgo' for the Protected Area Management Program was selected from a nationwide competition arranged for school and college level students for naming the program. The word Nishorgo means 'Idyllic Nature' or 'scenic beauty' which encompasses the scope of this program. All the communication materials will be developed under the umbrella of the program name Nirshorgo. The logo shown here is developed for Nishorgo with green and red color, which also symbolizes the national flag. The red color also synchronizes with the red list of endangered species of IUCN.



For developing the logo, conscious effort were taken that it stands apart from the Forest Department logo. The logo will be widely used in all communication materials of Nishorgo

6. 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 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.

Annexure 1 lists the different communication tools that will be used to promote Nishorgo.

7. CAMPAIGN THEME

The campaigns in general will communicate urgency of co-managing and conserving the Protected Areas and would motivate the message recipients engage in forest 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 is developed for communication which is “Avgiv cÖK...wZ†K euvPv†ev AvMvgx cÖR†b¥i Rb”Ó or “*We will save the nature for the coming generation*”.

The messages 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 forests, its 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 forest.

There will be a mix of negative messages that would warrant commitment from the viewers not to engage in deforestation activities. Later we will also use positive messages to peruse Protected Area conservation.

8. BARRIERS TO EFFECTIVE PUBLIC OUTREACH

There are a range of barriers that have stood in the way of more effective public outreach. First is the nature of biodiversity itself. From its relatively recent appearance in scientific circles, to the layered definition of the word, biodiversity is a challenging concept to convey to the public in

simple terms⁴. Within the policy arena, biodiversity issues are played out across a range of other more specific issues, such as the wildlife amendments act, etc. even traditionally the Forest Department is more accustomed with production forestry, which involves a different set of management skills and challenges.

A second group of barriers revolves around the limits of current communication and outreach approaches within the environmental movement. In most of the case, the need for ecological conservation, infrastructure development, etc. are so overwhelming that the communication element of the overall program receives comparatively lower budget allocation. Further, if the public cannot be communicated as the integral part of the program or the mass communication part is overlooked then the objective will not be totally achieved. It is vitally important to generate public awareness for the Protected Area Conservations. A low priority for communications work within many environmental groups translates into limited resources for communication and outreach. Limited resources impose constraints, from an inability to take advantage of tools such as public opinion research, to a lack of funds to implement outreach campaigns. There is a lack of experience in message development within the movement, as well as lack of access (due to costs) to experts in the communications field.

At present there is a lack of coordination on the communication strategies among different institutions working on environment sector. Most of the organizations are working on piecemeal basis. Given the resource constraints, it should be coordinated and the institutions should collaborate more for their communication strategies. Further, there should be clear cut plan of linking the short term outreach to longer term environment educations. Nishorgo Program must campaign to the environment activists for advocating the Protected Area conservation as part of the primary education.

9. OPERATIONAL PLAN

One of the initial communication efforts will be to develop and implement a coordinated campaign to familiarize Nishorgo. It will be done with the view to command participation at the local level and to grow public awareness at the national level regarding the natural forest conservation. 'Nishorgo' will be communicated in line of brand management.

9.1 Motivating the Audience

We must have gather a clear understanding of factors that motivates both sustainable and unsustainable behaviors before developing activities to influence Protected Area conservation related behaviors. We must also identify the common barriers to the adoption of more sustainable practices. Key factors that determine the behaviors of target audiences can include:

- Knowledge
- Values
- Social norms,

⁴ Engaging the public on biodiversity: a road map for education and communication strategies, Jane Elder, Cindy Coffin, Marian Farriors

- Cultural factors,
- Livelihood options,
- Skills,
- Economic conditions
- Policies, and Laws.

Both Day and Monroe (Greencom Project 2000) and B. A. Byers (Biodiversity Support Program , 1996, 2000) recommends that one way to identify important factors that motivate biodiversity-threatening behaviors is to compare people who do the behavior (“doers”) with those who don’t (“non-doers”). This may reveal differences in knowledge, values, options, skills, wealth, gender, access to resources, and other factors that influence behavior.

9.2 Activities Designed to Influence Motivations

After determining the key factors that motivate behaviors affecting biodiversity the next step is to design activities to influence those motivations. For example, if the people doing something that threatens biodiversity do not know that the behavior is damaging or unsustainable, providing information may be enough to change the behavior. Knowledge and awareness are relatively simple to address through education and communication programs, but these will only be effective if lack of awareness and knowledge is the critical barrier to the adoption of new forest-friendly practices.

Unfortunately, lack of knowledge is often *not* the reason that people do things that threaten biodiversity. For example, they may know that a behavior threatens the natural forests but do not care. They may lack viable options and alternatives that otherwise would not harm biodiversity, or they may lack the skills or means to take advantage of options that do exist⁵. One explanation for a wide range of biodiversity-threatening practices common in most societies today may be a lack of general knowledge and understanding about what biodiversity is and why it is valuable. Without proper communication about biodiversity, it is not surprising that people do not understand exactly what it is. Likewise, biodiversity is valuable for many reasons, some of which are not immediately apparent—such as some of its ecological services and nonmaterial values. For example, it would be vain to craft messages on the ecological impact of illegal felling if we do not show and communicate on alternative income generating activities or cheaper sources of fuel woods to these marginal people living around the Protected Areas.

According to Roadmap two broad themes can cut across all the identified audiences. One is the stewardship value, expressed by some as responsibility to family and future generations which is addressed by our pay-off line ‘*Let us save nature for our future generation*’. On the other side, people would seek their own interest or look for what the Marketing Gurus says as WIFM or —“what’s in it for me?” We must construct conservation messages in a way that address both stewardship and self-interest to effectively reach our target audience. These messages should be further customized to match with the values and beliefs of the different level of target audiences.

The campaign program will utilize the synergy arising from using various media both traditional and creative ones simultaneously. The campaign will follow Shotgun approach that is simultaneously Nishorgo will be campaigned in different media in a planned manner.

⁵ Biodiversity Conservation: A guide for USAID staff and partners, 2003

However, in the initial stage of the program the focus of the communication will be at the local level to motivate the primary stakeholder to practice sustainable management of natural resources and to stop deforestation.

However, the program would at the same time communicate and campaign at the national and international level. The synergy arising from the different levels of message recipients would help to restore our natural forestry.

Besides, all the communication materials developed specially the local communication materials will be field-tested before implementation to guarantee its effectiveness. It will be expensive to field test the mass media communication material.

The messages in the communication materials will be to motivate people to preserve the Protected Areas by highlighting devastating effects of diminished forestry. The campaigns will also focus on the benefits that the stakeholders will receive due to practicing co-management.

9.3 Stakeholder Involvement in campaign design

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.

Further B.A Byers advocates in his' that all stakeholders should be involved as in many societies 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 outsiders⁶.

9.4 Frequency of Messages Dispersion

One of vital factor for the success of this communication strategy is the frequency of the campaigns. The continual repetition of the messages will be placed in the memory of the recipient. The constant reminders of the messages would shape the change in behavior. The rate of repeated reminders of any message would be the key factor in behavioral change. For example, at the local level there must a series of programs that will act as a constant reminder to stakeholders.

10. MESSAGE CONTENTS

⁶ Byers, B.A, *Understanding and Influencing Behaviors: A Guide*, Washington, DC: Biodiversity Support Program, 2000
(www.bsponline.org/bsp/publications/bsp/behaviors_eng/behaviorsguide_eng).

All the communication materials will be developed using the central and the stewardship theme “*we will save the nature for our next generation*”. Depending on the site and the situation messages will be further tailored for specific target audience.

However, for behavioral change communications we have the options to present message positively or negatively. Research finding on behavioral change communication shows that messages that emphasize losses that occur as a result of inaction are consistently more persuasive than messages that emphasize gaining as a result of taking action.⁷

In response to a threat, people have two broad coping strategies to act on. Individuals respond to threats generally by using either problem-focused coping or emotion-focused coping. Problem-focused coping, as the name suggests, refers to taking direct action to alleviate the threat. For example in the case of deforestation, problem-focused coping would entail using alternative energy sources, tree plantation, stop illegal tree felling and fuel wood collection, nature visits etc. In contrast, emotion-focused coping might involve ignoring the issue, changing the topic whenever it is raised in conversation, denying that there is anything that can or needs to be done, etc. Whether someone uses problem-focused coping or emotion-focused coping appears to be determined by his or her perception of how much control he or she has to right the problem. If we perceive that we have a significant amount of control, we are likely to use problem-focused coping. If we perceive that we have very little, we are likely to use emotion-focused coping. Further, research suggests that regarding environmental issues, our perception of how much control we have is largely determined by our sense of community. If we feel that in concert with others we can have an impact, we are likely to act. If, however, we feel little common purpose, we are likely to perceive that there is little we can do personally.⁸

To be effective, protected area management must be based on an understanding of the threats it faces. Once threats are identified, managers and stakeholders must work together to prioritize them, then address the key threats with management prescriptions and actions. For example one of the major threat to PA are high rate of encroachment of the forest area through agriculture, industry, etc. and illegal felling of trees. Therefore, the communication materials must address these specific issues instead of talking about loose terms such as simply saving the biodiversity.

Using threatening messages, then, needs to be carefully considered. It is important that the audience understand the gravity of the situation. However, if it is not possible to at the same time instill a feeling of common purpose and efficacy in dealing with the threat, the message may cause people to avoid, rather than constructively deal with, the issue.

In summary, the messages that we will use will be a necessary part of directing people's attention to crises. However, they are likely to be counter-productive if they are not coupled with messages that are empowering. Once people understand the "crisis," we will move primarily or exclusively on to dealing with the solution.

Therefore, in the initial stages there will be communications using both micro and macro perspective about the devastating effect of degradation of the Protected Areas, National Parks And Wildlife Sanctuaries, illegal tree felling in these areas. The second set of campaigns will

⁷ Community Based Social Marketing, *Doug McKenzie-Mohr, Ph.D. Environmental Psychologist*, www.cbsm.com

⁸ *Fostering Sustainable behavior, McKenzie-Mohr & Associates*

supplement these messages by showing positive results of natural forest conservation, the pleasure and pride involved in visiting protected area at the midst of nature. Alternative income generation activities and in lieu of receiving these benefits the recipients would give protection to forests, these issues should be highlighted in the messages as well.

Both the positive and negative messages will be coupled with action-oriented information where the audience will be urged to act in certain manners necessary to conserve the Protected Area. These messages will be reinforced by showing how an individual action can make a change. We will also attempt the audience to get accustomed with appropriate behaviors like not disturbing the quietness and sanctity of nature during the nature visits.

While crafting the communication frame attention will be given in the following:

- Making the message as specific as possible. While developing message we must ensure that it describe actions to be taken in clear, straightforward steps that are more likely to be understood and followed.
- Making the message easy to remember.
- We would try to tag the message with personal or community level commitments and goals. For example not to litter around during nature visits or not to cut down woods from the forest, etc.
- A sense of belongings to the Protected Areas that this is our resource will be inscribed in the viewer's mind.

Since role models influence the credibility of the message we will also try to have one known and reliable personality who would advocate in mass media (i.e. 1 minute TV message).

In fact every message will end with (or must contain) the following:

Nishorgo
Let us save nature for our future generation
An initiative of forest department

However, keeping the basic theme intact, the message layout may vary depending on the target audience and media used. In most of the cases we will use customized message for different target group.

At local level, customized campaigns will be developed for different group of stakeholders. Further, separate communication material will be developed for the women. Those communication materials will be prepared in a way to motivate community women to engage in sustainable activities that would ensure safer and nicer life for their loved ones and a secured future for their children.

11. STRATEGY IMPLEMENTATION

For developing mass communication tools the responsible authority will prepare a written 'copy brief' will be prepared detailing the target audience, message contents, message length, media used, etc which will act as a reference. However, the communication process and instruments used will significantly vary depending on which level of target audience we are trying to communicate.

11.1. At Local Level

Under Nishorgo Program the local community will be the active partner in co-managing and conserving the natural forests. 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 Area Management.

Therefore customized and special communication instruments are required to motivate the local people. The behavioral change communication strategy will be in particular very effective for the local community. The devastating consequences for illegal tree felling and animal killing, their own and the future generation's sufferings as a result along with their direct benefit from the program need to be properly communicated to these local stakeholders.

The people living in or around the PAs are mostly poor, illiterate or semi-educated people. Tribes as Khasia, Monipuri, etc. are also the inhabitants in these areas. All these people have their own traditions, rituals and recreation means. They some times even share different dialect (i.e. sylheti, chittagonian, tribal, etc.). National Medias at many instances do not reach these people, specially the under privileged ones.

As discussed in section 5.2, customized and more direct behavioral change communication strategy is required to reach the local community. The local level communication materials will be prepared using different and more appropriate customized format and media for the local target community. The threatening consequences for allowing tree felling in their and their children's life needs to be properly illustrated. The messages would motivate them to participate in the co-management of the PAs for their own and their children's sake. Further the behavioral change communication will be formulated in such way that it would try to get commitment on a personal and a group level.

However, the basic theme and message for the all communication materials regardless of the target audience will remain the same. All the communications for Nishorgo in national media will supplement the local level communication.

Usage of traditional media to motivate the rural people has been a proven and successful technique in both development and commercial sectors. If the message is blended with the traditional recreational elements of the local community like jatra, potgaan, jarigaan, kobigaan, etc. then the message will be received more positively. It will also help the local people to internalize the message effectively. Local dialects will be used for developing community based communication tools.

Other communication instruments also should be used innovatively to bring behavioral change of the local people. Basically a mix of localized traditional media and customized use of modern media will be applied for local community based communication. For example, we can prepare leaflets, a modern media where very little text will be used instead very vivid and graphical representation of the message will be given. The leaflets can be distributed at the time Jari gaan where the performers will tell about our cause in a lyrical way.

Since the subcontractors have experience in traditional media communication targeted for local community, they will undertake major role in promoting co-management and

conservation of forest resources at local community level. IRG jointly with the subcontractors will chalk out the community based communication planning.

The communication calendar will be followed for the campaign schedule. While planning the weather, harvesting time, etc. should be considered. For example, in the rainy season it will be hard to reach the local stakeholders with traditional media like Jatra at the northern site.

11.2. At National Level

The Forest Department has realized that our natural forests must be protected through the people and for the people. Therefore, an effective communication strategy must be undertaken to make the people of Bangladesh aware about the existence of the beautiful and pristine forests in our country and of course the Nishorgo Program of Forest Department.

In fact, the beneficiary of Nishorgo Program is the total population of Bangladesh. However the true beneficiary of Nishorgo Protected Area Management Program will be the future generation of Bangladesh.

Therefore, we need to communicate to the urban educated people about the possibility of the nature visits and ecological impacts for letting the trees cut down and forests destroyed. These is the group that can influence for policy development if wide and strong opinion can be created. The major way to ensure active support from the urban population for protecting the natural forests is through devising an appropriate and comprehensive communication campaigns.

Nishorgo program must reach the Nature Activists, and the environmental institutions and NGOs and collaboratively try to shape the policy and to reach the mass. In collaboration with other similar organizations Nishorgo can produce TV messages, documentaries for wider dissemination of information on our PA and the remaining biodiversity status in it.

There can be news paper articles, news features on the electronic media to reach out to the urban population.

The objective of national level campaign will be two folded. First of all the initial objective of the campaign will be to make awareness about the protected areas – the unique natural resources we have among the people. Also the campaign will address the importance of our natural forest in the eco-system and the fast diminishing condition of these Protected Areas. The communications may focus on the grave consequences of continuous degradation of the protected areas and link it to how their own and the children's life will be affected due to this.

The environmental communication messages will act best when it will be able to touch the target audience in personalized and more relevant way to their lifestyles. The gravity of the situation for rapid degradation of protected areas will be communicated. In this stage one of the objective will be to grow consciousness and warrant actions from their part.

The campaign in a later stage when the infrastructure is ready will also communicate to urban people about the scope of the nature visit in the idyllic Protected Areas. Additionally the campaign will also try to educate people to practice appropriate behavior in the nature park.

The later objective of the national campaign is much more challenging. In this part campaigns will be formulated in a way to create opinion among the people for protected area preservation. This part of the campaign will also be related with behavioral changes.

For this purpose, a series of creative campaigns will be developed in a well-coordinated manner. For example, there will be a consecutive series of complementary messages in print media, radio, and other medias. The sequence of the campaigns is as follows: will start with awareness messages then gradually advance to motivational messages and perusing messages for attitude change.

In the national campaign, one of the major requirements to success is to creatively use the media so that the message will not get lost in the clutter of thousands of advertisements. The creativity can be done in the message design, execution or even the media itself.

For example to create the primary awareness in the initial stage the campaign was launched with a big bang. There was considerable publicity at official launching of Nishorgo Program and was covered by all electronic media and most of the national and regional newspapers.

There will be similar publicity events. For Example, the Forest Department can celebrate Nishorgo Earth Day with high publicity in all the media.

It is already discussed that the true beneficiary of this Program is the coming generation of the country. There is a saying that 'we know what we see, we understand what we know and we conserve what we understand'. Therefore, Nishorgo Program would try to involve our younger generation for with the concepts, issues and challenges of our PA. Because if the young children of today is committed to protect the natural forests then when they will be the decision maker of tomorrow they will actively conserve the Protected Areas.

Keeping it on the perspective, a separate set of communication efforts will be undertaken to nourish love for the nature in the heart of the youngsters. The key idea is to get them involved ideologically in the Protected Area Management Program. This process has already started by arranging a national competition for naming this Program where the participants were the school and college goers. In fact a college student from Jhinaidoho in that competition proposed the name 'Nishorgo'.

There will be strategic communications specifically targeted for the youngsters like nation wide art or essay writing competition for the children. Moreover, to make bonding with nature we will arrange tours and facilitate camping for scouts and the girl's guides at the Protected Areas. We will also arrange numerous school programs where documentaries will be shown, along with discussions and dissemination of information materials. The impact will be that not only these youngsters will get motivated but later in their life stage, they will be able t contribute positively towards Protected Area conservation. Nishorgo will also arrange memberships and clubs for youngsters where they would know about the PA and would be able contribute for their natural heritage.

Nishorgo Support Project will also actively maintain liaison with columnists, journalists to ensure regular publications on protected area management, their idyllic nature visits, deforestation and other issues. This way the mass will always be in touch with the conservation issues.

Building partnership is in the heart of the Nishorgo Program. Nishorgo Program would try to reach out other private organizations and motivate them to come forward to contribute to the conservation of the Mother Nature.

11.3. At International Level

To disperse information both locally and internationally about the country's Protected Area Management Program a web site for the Nishorgo program will be developed. The web site will also contain linked pages for pertinent information besides Nishorgo.

It is not possible for the GOB alone to meet the huge investment need required for the conservation of the PAs. Therefore Nishorgo Program would also reach out to the various donor agencies and multinational companies interested in environment protection.

The country houses unique and almost unexplored natural beauty. The Protected Areas can be promoted for eco-tourism internationally once the proper infrastructures are made. The Protected Areas are the habitat of many endangered and unique species which has immense significance in the world's ecosystem. Nishorgo would also communicate about these key endangered species to the international stakeholders as well.

13. COMMUNICATION CALENDAR

We will device a calendar for all the communication programs on a yearly basis. The main considerations for the communication calendar are:

- Coordinated shot gun approach (Simultaneous usage of various media)
- Reminder Messages
- Sequential messages
- Seasonality in case of local community based communications

14. 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. At the time of planning of the communication strategy, the method for evaluation will be determined as well. In fact, after completion of each year, the impact of Nishorgo 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.

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ANNEXURE 1

KEY COMMUNICATION TOOLS

At National Level:

- Official launching of Nishorgo
- TV advertisement
- Newspaper inserts/ Advertisements
- Radio Programs (i.e. Talk Shows)
- Radio Message
- Increased News Paper Article
- Documentaries to be telecasted at TV channels
- Arrange tours for the media journalists at the PAs
- Essay writing competition for school children on national dailies
- Art Competition for school children on national dailies
- Arrange tours for school children at national parks
- Billboard
- Award for best environmental article of the year
- Publicity Event: Nishorgo Nature day/ Nishorgo Earth day
- School Programs
- Cinema Hall
- Develop network of organization related to nature and bio-diversity conservation in Bangladesh.
- Attract private sector companies (i.e. tobacco, oil) etc. to attach their names in the communication program and to project their image

At Local Level:

- Local Radio Advertisement (In Sylheti/ Chittagong dialect)
- Local programs targeted to the stakeholder – potgaan, jari gaan, jatra, etc.
- Wall Painting
- Leaflet
- Brochures
- Communication materials targeted towards different stake holders
- Documentaries to shown locally through projector
- Slide Show

At National/ International Level:

- Website
- Attract donor agencies for additional funding
- Documentaries
- Brochures
- Seminars/ workshops
- Solicitation
- Promote Eco-tourism
- Stationery item – envelopes, note papers (Attachments), etc
- CDs & DVDs of Protected Areas