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USAID CAMBODIA GREEN FUTURE ACTIVITY

SECURING CAMBODIA'S GREEN FUTURE – A SOCIAL AND
BEHAVIOR CHANGE COMMUNICATION (SBCC)
STRATEGY TOWARDS SUSTAINABLE NATURAL RESOURCE
MANAGEMENT

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This document was prepared by a major subcontractor to ECODIT:

FHI 360

359 Blackwell Street
Suite 200 Durham
NC 27701 USA
Tel: 1.919.544.7040
www.fhi360.org

ECODIT Contacts:

Sisovann OUK, Chief of Party

USAID Cambodia Green Future
Phnom Penh Center, Building F
6th Floor, Room 669, Str. Sothearos
Phnom Penh, Cambodia
Tel: +855 (0) 12 811 399
Email: souk@ecodit.com

Capricia Chabarekh, Home Office Project Manager

Email: cchabarekh@ecodit.com

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A tree in Kampong Thom's Prey Lang blessed by religious monk. Credit: USAID Cambodia Green Future

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GLOSSARY

Awareness refers to one's knowledge or perception of a situation.

Bushmeat is meat from wildlife species that are hunted for human consumption¹.

Campaign is the planned use of a purposeful promotional strategy to change knowledge, attitudes, behavior, or policy in a specific, intended audience via social and behavior change communication techniques.

Communication channel² refers either to a physical transmission medium such as a wire, or to a logical connection over a multiplexed medium such as a radio channel in telecommunications and computer networking.

Communications strategy is a plan to achieve communication objectives with four main components: goals, target audiences, plans/tactics, and channels.

Community activation, based on VicHealth Community, means physically and visually transforming a public space or place within your community, then 'activating' it in a variety of ways that inspires and involves local people who are less active to get more physically active.

Crowd Sourcing is the process of harnessing the collective wisdom of a group to solve a commonly held but complex problem via collaborative effort, often but not necessarily via the internet, and then sharing that solution with the public.

Green Champions are talented individuals or groups that are well recognized for their outstanding contributions to the Project's efforts in enticing positive attitudes and behaviors towards greater environmental protection.

Green Groups will be established by the Project to spread messages on thematic areas of bushmeat, furniture, and littering.

Idea Sprint is a three-day process for answering social and environmental questions through design, prototyping, and testing ideas with youths.

Information, Education and Communication (IEC) Materials are materials that often include creative design, graphics, messages, or content that are designed for target audiences and made to be delivered to specific outlets like social media or print media.

Interpersonal Communications are interventions that involve person-to-person or small group interaction and exchange. Examples include counseling, peer education, hotlines, parent-child, teacher-student or spousal communication, and support groups.

Key messages are statements of the information the program wants to communicate to an audience to encourage behavior change. Key messages address a behavioral determinant of interest, include a clear call to action, and stress the key promise or benefit the audience will receive if they perform the action. A key message often has supporting information associated with it.

Key influencers are people who have established credibility among their followers and whose opinions can sway or inspire others.

¹ <https://en.wikipedia.org/wiki/Bushmeat>

² https://en.wikipedia.org/wiki/Communication_channel

Meme, from the Oxford English Language Dictionary, is an image, video, piece of text, etc., typically humorous in nature, that is copied and spread rapidly by internet users, often with slight variations.

Platform is a computing system composed of hardware or software, or both, on which apps and services can run, including those from third parties. The term is typically reserved for larger systems, such as Facebook's social network, Xbox video games, and the Windows operating system for personal computers. Apps written for one platform would typically need to be adapted to function on another.

Positioning is a way to make an issue occupy a particular space in the audience's mind. It is a way to make the issue stand out, and to frame how the program wants people to see and feel about the issue.

Social and Behavior Change (SBC) is the systematic application of interactive, theory-based, and research-driven communication processes and strategies to address "tipping points" for change.

Social and Behavior Change Communication (SBCC) is the application of communication strategies and approaches (primarily individual-level behavior change communications, community and social mobilization, and advocacy) to bring about desired change. SBCC may be implemented in isolation but is usually conducted as one component of an integrated SBC approach.

Social Media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. It includes Facebook, Instagram, Twitter, YouTube, etc.

Target Audience refers to a certain group of the population that shares similar characteristics and is identified as the intended audience for a project or campaign, etc.

Theory of Change refers to a description and/or illustration of how and why a desired change is expected to happen in a particular context, based on the perspectives of all constituents and checked against available data and SBC theories. The theory of change is a statement of what behavior change strategies are expected to be effective for a given situation, and why.

Youth, as per USAID's definition, are young people in the 10 to 29 years of age range, with a general programmatic focus on those aged 15 to 24.

Web Drama is the release of episodes, shows, or series on a particular website.

ACRONYMS

APRO	Asia Pacific Regional Office
EPL	Eastern Plains Landscape
FFI	Fauna and Flora International
FHI 360	Family Health International 360
GDEKI	General Directorate of Environmental Knowledge, and Information
IEC	Information, Education and Communication
KAP	Knowledge, Attitude, and Practice
KI	Key Informant
MoE	Ministry of Environment
MoEYS	Ministry of Education, Youth and Sport
NGO	Non-Governmental Organization
NRM	National Resource Management
PLEL	Prey Lang Extended Landscape
SBC	Social and Behavior Change
RFI	Radio France International
SBCC	Social and Behavior Change Communication
SNA	Social Network Analysis
USAID	United States Agency for International Development
WMC	Women Media Center

I. SUMMARY OF SITUATION ANALYSIS

I.1 PROBLEM STATEMENT

Cambodia is endowed with an abundance of natural resources, including land, water, forest ecosystems, wildlife, fish, and other aquatic resources that support the livelihoods of rural communities, including their economic, social, and cultural wellbeing. Yet recent population growth, lifestyle changes, market demand increases, and climate change threaten Cambodia's biodiversity. Meanwhile, existing conservation efforts lack a rigorous methodological approach to social and behavior change communications (SBCC) that could contribute to reducing natural resource threats. Whether among indigenous peoples around the forests of Prey Lang or the youth of Phnom Penh, coordinated, evidence-based and methodologically sound communications are needed to strengthen efforts to conserve biodiversity, sustain landscapes, and effectively govern Cambodia's natural resources.

USAID/Cambodia awarded ECODIT, the prime contractor, the USAID Cambodia Green Future Activity (also referred to as the Project), with a performance period from October 1, 2019 to September 30, 2024. The Project aims to empower Cambodian citizens and civil society with the knowledge and skills to use evidence-based communication systems to influence positive actions to support biodiversity conservation, forest protection, and broad sustainable natural resource management. The Project focuses on youth audiences nationally and among two target landscapes: The Prey Lang Extended Landscape (PLEL) and the Eastern Plains Landscape (EPL). The Project Activity has two intended outcomes:

1. Increased target populations' knowledge and positive attitudes about the benefits of Cambodia's unique and endangered biodiversity and the critical importance of Cambodia's forest ecosystems.
2. Increased citizen-led efforts to advocate for and protect biodiversity and forest ecosystems in target areas.

FHI 360, ECODIT's major subcontractor for the Project, developed a Social and Behavior Change Communication (SBCC) Strategy to achieve the first outcome, focusing on youth as key influencers, agents of change, who can disseminate messages and reinforce social norms promoting the importance of reducing bushmeat consumption, preventing the buying of timber products and the avoidance of littering the environment. To inform and support the development of the SBCC Strategy, the Project conducted a baseline Knowledge, Attitudes, and Practices (KAP) Study, a Media Consumption Analysis, a Social Network Analysis (SNA) and carried out a two-round Idea Sprint Workshop with youth to better understand and prioritize key behaviors and behavioral drivers to be addressed by the SBCC Strategy. Key findings from these studies and processes are presented here.

I.1.1 KAP STUDY

The KAP Study explored topics related to biodiversity conservation, forest protection, and sustainable natural resource management (NRM) in Cambodia, aimed to understand the following about Cambodian youth.

- Knowledge of the country's environmental issues
- Attitudes towards the environment
- Practices and interaction concerning natural resources and environmental issues
- Preferred SBCC tools, materials, approaches, and key messages to promote long-lasting behavior change

The study was conducted from June to July 2020 in Phnom Penh and two landscapes – PLL and EPL. Interviews were conducted with 403 youths, aged 15-24 (207 male; 196 female), and 50 key informants

(KIs), and eight focus group discussions (FGDs) were held with 52 youth (22 male; 30 female) across the three locations. Key findings are included below.

Youth knowledge: Nearly all youth surveyed (99%) recognized the importance of Cambodia's biodiversity and forest ecosystems. A majority (85%) also acknowledged that the country's resources are being degraded and that the health of biodiversity, natural resources, wildlife, and forests have worsened when compared to the previous two to three years. Some 95% also agreed that this situation is serious and 91% reported illegal logging as one of the primary reasons for Cambodia's deforestation. Many youth (87%) perceive biodiversity loss as a threat to both food security and human health via resulting epidemics, while 81% reported the primary barrier to conservation being the public's lack of awareness. None of the youth among those who had heard or read about environmental issues in Cambodia in the past 12 months could recall messages that were featured on the radio, or in newspapers and/or magazines. Few respondents recalled the messages on TV or social media.

Youth attitudes: Some 55% youth expressed an interest to participate in activities promoting biodiversity conservation, forest protection, and sustainable use of natural resources. Among the youth who were interested in participating, 66% said they were concerned for nature, 54% said it was important to sustain economic growth for Cambodia, and 40% said that they have a responsibility towards their country. More youth in Phnom Penh (60%) than PLEL (55%) and than EPL (35%) expressed this commitment, while males were more likely to express their commitment to biodiversity conservation than females (58% vs. 47%, respectively).

Youth practices: The majority of youth (51%) reported rarely or never discussing the environment, while 38% said they had discussions with their peers in the past six months, and 43% said they had discussions with family members. More youth (67%), however, reported that they had taken action to protect their environment, such as turning off appliances and lights when not in use, using less plastic and discouraging others from poaching and illegal logging.

Youth communication preferences: Nearly all youth (97%) agreed to receive information about Cambodia's biodiversity conservation and ecosystems. Youth's most preferred mechanism was social media, with the most popular channel being Facebook (94%). TV was next (70%), local comedy/drama shows (62%), interpersonal communication (56%) and posters/leaflets/banners/brochures (50%).

1.1.2 MEDIA CONSUMPTION ANALYSIS

The Media Consumption Analysis identified and analyzed media channels/outlets that have been used effectively to deliver environment-related messages to Cambodian youth and could thus provide platforms for the Project to engage them in addressing environment-related topics/issues.

Specifically, the analysis aimed to identify:

- Types of media/platforms and programs providing information on biodiversity conservation, forest protection, and broad sustainable NRM and engaging Cambodian youth in these topics;
- The best ways to forge partnership or extend cooperation with media/platforms and programs in the future, taking into account the current context on environment-related trends; and
- Coverage of the social and traditional media audiences (breakdown of whether they are urban or rural).

Data were collected from April to June 2020 through a desk review of existing reports/documents and by interviewing 20 key media practitioners. Findings revealed that digital platforms, especially Facebook, YouTube, and websites have become increasingly popular in recent years. However, many Cambodians continue to access information/news through TV (mostly, populations in rural areas) and through radio. The most frequently watched channel is Hang Meas, followed by PNN, and CTN TV. News — related to

security, politics, international topics, sports, and then the economy — is the most popular show, followed by concerts, boxing, and entertainment. The most frequently listened to radio station is ABC Cambodia, followed by Radio France International (RFI)/Women Media Center (WMC) and Vayo.

The findings revealed that multimedia clips via social media are a highly appealing communication product for reaching audiences via Facebook, YouTube, and Instagram (the top-ranked social media platforms). Storytelling and concerts were the next most favored means of reaching audiences. The analysis found that having youth disseminate stories of themselves through social and traditional media platforms is an effective way to reach this population and that it is important to engage this audience in crafting relevant, interactive, cool, fashionable, and fun content. Media practitioners also recommended using initiatives, projects, campaigns, or activities that are beneficial to youth (e.g., stressing capacity development, social involvement, recognition, career prospects) to motivate them to participate.

Based on the analysis results, the Project is encouraged to collaborate with media agencies to develop multimedia content that is deliverable via social media using a participatory model that fully involves target audiences and other stakeholders and engages youth in the communication design process through human centered/co-design techniques.

1.1.3 SOCIAL NETWORK ANALYSIS (SNA)

The Project team conducted an SNA from September 19 to October 16, 2020 to better understand the existing relationships among key organizations working in the biodiversity conservation, forest protection, and NRM space in Cambodia. Of the 83 key NGOs and stakeholders identified, 60 participants (representatives of 55 organizations and 5 individuals) were interviewed by the Project team. FHI 360 headquarters conducted the data analysis and generated the report.

The results demonstrate that there is a high degree of connectivity among many organizations in Cambodia, though the overall number of connections per organization is relatively low, resulting in low network density. Furthermore, information and knowledge sharing tend to be one-directional with several organizations dominating the environment and NRM information ecosystem as both sources and gatherers of information. This indicates that there are significant power dynamics in the sector and select trusted sources of information. Overall, the General Directorate of Environmental Knowledge, and Information (GDEKI) within the MoE is the key actor in Cambodia's environment and NRM network. The MoE's GDEKI has the greatest number of connections and is considered central to the development of key knowledge for the environmental sector in Cambodia as well as a trusted broker of information critical to knowledge sharing, decision making and for providing technical assistance. USAID is the second most prominent actor, while the NGO Forum, and Media One, a media organization, are central in linking the key organizations with other entities in the network. Thus, the NGO Forum and Media One are critical entry points for the Project to establish the relationships it needs to achieve its goals. Also of note, the Ministry of Education, Youth and Sport (MoEYS), Non-Formal Education Department, the Ministry of Information and the Ministry of Tourism are central to increasing knowledge on biodiversity conservation, forest protection and sustainable NRM across the network.

The SNA results help to identify key organizations that can serve as communication hubs, help to disseminate Cambodia Green Future's SBCC toolkits and other related products as well as to be leveraged for disseminating key messages and materials to primary consumer audiences who are crucial to achieving the Project's goals, but who are not the key targets of this SBCC Strategy.

1.1.4 IDEA SPRINT

Over two weekends in January 2021, the Project team conducted an Idea Sprint Workshop with approximately 20 high school and university-aged youth to:

- Identify and prioritize behavioral objectives for a conservation communications strategy;

- Build inventory and prioritize key determinants (predetermining, reinforcing, and enabling factors) which either encourage or discourage prioritized behaviors;
- Co-create SBCC activities and key messages addressing the identified behavioral determinants;
- Test and gather feedback to get greater youth inputs on the identified behaviors and communication prototypes.

Using the outputs of the workshop, this SBCC Strategy was developed using Green and Kreuter’s PRECEDE-PROCEED planning model and framework³ (see Annex I). This framework helped to ensure key messages and activities reflect the best available evidence,⁴ are acceptable and relevant to target populations, and are delivered with sufficient intensity through appropriate channels to effectively impact prioritized behaviors.

1.1.5 STAKEHOLDER VALIDATION WORKSHOP

On 26 January 2021, the Project team facilitated a Validation Workshop with key NRM stakeholders in Cambodia to:

- Present the SBCC strategy for the Project including specific creative concepts developed in collaboration with members of the target audience and validated/improved through real-world testing and “crowd-judging”
- Demonstrate youth ownership and leadership in the approach to SBCC for conservation
- Collect feedback from key stakeholders to further refine our strategy and coordinate with activities of other stakeholders
- Generate buy-in from key stakeholders for implementation of our proposed strategic approach

With the Validation Workshop participant inputs applied, the Project team revised and produced this final SBCC Strategy.

1.2 REQUIRED CHANGES

Project communication should support the following changes.

At the level of people most affected: Focus on Cambodian families (mothers and fathers) as key consumers of products that negatively affect Cambodia’s biodiversity — bushmeat and products (typically furniture and wildlife products) produced using illegally harvested timber and wildlife. Reduce demand by increasing the perception of health risks associated with bushmeat consumption, emphasizing the fact that harvested timber and wildlife products support an illegal industry, and – in both cases – by promoting locally available and more environmentally-friendly alternatives. Additionally, target families and youth to encourage proper disposal of consumer waste by highlighting the visible pollution and degradation of the natural environment caused by littering.

At the level of people directly influencing: Mobilize high school and college age youth to discourage the purchase and consumption of bushmeat, wildlife products, and timber furniture by their family members and littering within their social networks, and to actively model and support more environmentally friendly alternatives and behaviors. Build youths’ self-efficacy to speak up and have an impact on the behaviors of their family members and friends.

³ <https://ctb.ku.edu/en/table-contents/overview/other-models-promoting-community-health-and-development/preceder-proceder/main>

⁴ Including the Knowledge, Attitudes, and Practices (KAP) study, a media consumption analysis, and a desk review of project data and experiences already completed by GFA, and an ongoing social network analysis (SNA).

1.3 THEORY OF CHANGE

The underlying assumption of this plan is that a tipping point for change can be reached by reducing demand for environmentally unfriendly products among consumer audiences. This will be accomplished by increasing the *perceived costs* of existing behaviors (i.e., health risks and illegal industry, as well as damage to Cambodia’s natural environment); addressing normative beliefs regarding the *social acceptability* of these behaviors and products; and by enhancing *perceived behavioral control* by increasing awareness and knowledge of more desirable alternative products and by highlighting examples of successful behavior change within communities (*observational learning*).

2. COMMUNICATION STRATEGY

2.1 FINAL AUDIENCE SEGMENTATION

Primary Audience (People most affected)



Household consumers: Married and/or single males and females aged 15-60, of mixed literacy, educational background, and income. Primary languages spoken are Khmer, English and a mixture of indigenous languages, while primary religious affiliations are Buddhism, Christianity, Islam, and identification with indigenous belief systems. We will divide household consumers into two groups – bushmeat consumers and furniture consumers – based on specific consumption behavior (with acknowledgment that there may be significant overlaps between groups).



Bushmeat consumers: primarily males, chiefly intentional consumers driven by curiosity, desire to demonstrate status and influence, or social pressure, who are further sub-divided into specific audience segments below, based on market research conducted by Flora and Fauna International⁵:

1) Influencer: Male, aged approximately and on average 35 years, high socioeconomic status with a professional degree and white-collar job, married with children in an urban setting. He typically consumes bushmeat at least once per month and his habits embrace a wide range of bushmeat because his income and social network allow access to rare animals. This person acts as the influencer by introducing and promoting bushmeat consumption to his close peers.

2) Elitist: Male, aged approximately and on average 50-80 years, highly educated, and with a very high income (businessman or high-ranking government official), married with children. Wealthy peers of the elitist are regarded as a source of status and power. The consumption frequency of the elitist is very high, perhaps even weekly.

3) The intentional consumer: Male, aged approximately and on average 40 years, hasn’t completed primary school, low-wage laborer who is married with children. Eats bushmeat deliberately and willingly, generally few times a year and exclusively when traveling out in the provinces as a “break from routine”. The intentional consumer is often the person encouraging family, friends, and coworkers (so-called “unintentional consumers”) to eat bushmeat.

4) The Follower: Male, aged approximately and on average 42 years, secondary school education and professional employment with low-to-medium income. The follower’s motivations to consume bushmeat is to imitate close friends or coworkers and to maintain a sense of belonging

⁵ Commissioned by IDE for Fauna & Flora International. (January, 2018). *Exploring Bushmeat Consumption Behaviors Among Phnom Penh citizens.*

to the group. The follower is fond of trying new things and does not feel coerced to do so, but his consumption frequency depends on the consumption frequency of his peers.

5) The Pusher: Male, aged approximately and on average 37 years, with a post-secondary degree and professional employment, married with children and lower-to-medium income. The pusher has a clear intention to consume bushmeat and will try his best to push for a gathering and arrange for subsequent bushmeat consumption, from more than few times a year to monthly.



Furniture consumers: Predominantly middle-aged to older females, with at least a secondary school education, married with children, employed in a range of vocations from business owners to government and organization staff or office workers, or household leaders. More affluent, and higher social status (or aspiring to higher social status) and attracted to wooden furniture by the affluence and social status it represents and/or its perceived value and high quality.

Secondary Audience (People who directly influence the primary audience)

Males and females ages 15-24 (older cohorts often living in Phnom Penh or other urban settings for study) who are enrolled high school or university. Low-or-no income (primary source of support is family). Like their parents, primary languages spoken are Khmer, English, and a mixture of indigenous languages, while primary religious affiliations are Buddhism, Christianity, Islam, and identification with indigenous belief systems. Unlike their parents, they have existing high levels of awareness of environmental issues in Cambodia – perceive this as a problem and have a stated desire to take action. However, Cambodian culture places significant emphasis on respect for one’s elders and for traditional values, beliefs and practices – as a result, youth also report facing social and family pressure to follow their elders’ example and not to criticize or correct them.

2.2 DESIRED CHANGES, BARRIERS, COMMUNICATIONS OBJECTIVES AND COMMUNICATIONS CHANNELS BY AUDIENCE



Primary Audience:

Desired Changes:

Bushmeat consumers:

- Know there are health risks associated with consumption of bushmeat, but safe alternatives are available that do not harm Cambodia’s biodiversity.
- Believe that becoming “bushmeat free” will protect their families and their country.
- Reduce or eliminate purchase and consumption of bushmeat and illegally harvested wooden furniture, wildlife products, and avoid supporting businesses that market these products

Furniture consumers:

- Know if they buy fine wood furniture they contribute to illegal logging and damage Cambodia’s environment and future.
- Believe that fine wood furniture is becoming socially unacceptable, and more and more people are “going green” to protect Cambodia’s future.

Household consumers:

- Know that littering harms public health, pollutes, and degrades the environment.
- Believe that littering is a bad behavior for people who don’t care about their community.
- Dispose of household and consumer wastes in the appropriate areas and receptacles.

Key Barriers: Bushmeat consumption is a relatively widespread and socially accepted behavior (and traditional practice in some communities) and is believed to have health benefits; locally produced

timber and wildlife products are considered to demonstrate refinement and quality, and their perceived increasing rarity makes them additionally desirable; littering is considered a widely practiced behavior (and some believe that others will continue even if they stop littering so it is not worth it) and particularly acceptable when no convenient alternative has been provided, and that any litter will finally end up in a landfill no matter what; there is a lack of awareness that Cambodia's biodiversity generally is under threat, or that these products and behaviors specifically have negative environmental consequences. For some people, they just don't care even they know the negative consequences of littering.

Communication Objectives: By the end of the Project, there will be an increase in adult Cambodian men and women who:

1. Know the risks associated with bushmeat and can identify healthy alternatives.
2. Know that some of the luxury wooden and wildlife products are sourced from illegally harvested timber and poaching.
3. Believe that they can protect their families and their community and country by practicing responsible consumer behaviors.
4. Report they have a joint responsibility to keep their community and country beautiful and healthy by disposing of their household waste properly.

Communication Channels: For the purposes of this activity, adult Cambodian men and women who are the primary purchasers of bushmeat, wildlife products, and wooden furniture will be reached primarily through their children and youth in the community as a key influencing audience.



Secondary Audience:

Desired Changes:

- Know accurate information regarding the risks and potentially negative consequences of purchasing bushmeat or fine wood products and the available alternatives.
- Believe that by speaking up about these behaviors they are protecting their families and Cambodia's future.
- Believe that they have the ability to impact the behaviors of their family and friends.
- Encourage their families and friends to purchase sustainably farmed food products and avoid illegally harvested timber and wildlife products.
- Manage their personal waste products appropriately and encourage their families and friends to do the same with household waste.

Key Barriers: Youth, compared with older audiences, are broadly conscious of the threats facing Cambodia's biodiversity and express willingness to get involved and take steps to protect the environment. Cambodian culture stresses reverence for tradition and for one's elders, however, which make youth reluctant to directly criticize environmentally unfriendly practices and being seen as "conspicuously virtuous" can in and of itself be interpreted as implicitly critical of others, and therefore a source of shame. There is additionally a lack of contextual enabling support for the adoption or promotion of environmentally friendly practices because these topics are not openly or frequently discussed in forums open to youth, such as in school or amongst their friends or family members.

Communication Objectives: By the end of the Project, there will be an increase in Cambodian youth who:

- (1) Know the risks associated with bushmeat and can identify healthy alternatives.

- (2) Know that wooden and wildlife products are sourced from illegally harvested timber and poaching.
- (3) Believe that they have a joint responsibility to manage waste responsibly to protect the health and beauty of their communities and country.
- (4) Feel confident in their ability to discuss these topics with their friends and families and encourage them to adopt environmentally friendly behaviors and practices.

Communication Channels:

- Significant focus on peer-to-peer discussion initiated by local “Green Champions” through community-level and school-level discussion groups, because interpersonal communications is critical to changing attitudes and behaviors
- Regular community-level activation events
- Environmental education delivered in school settings by educators with prepared lesson plans as part of extracurricular activities
- Printed IEC materials (limited to reduce environmental impact)
- Digital media via promoted and viral content on key social media channels (Facebook, YouTube and else) to reinforce key campaign messages and to introduce new topics that can be explored further through interpersonal communications
- Regularly scheduled youth “talk show” events

2.3 STRATEGIC APPROACH AND BRANDING

Cambodia youth report nearly universal acknowledgement of the importance of Cambodia’s biodiversity and forest ecosystems, widespread recognition of the existing threats to Cambodia’s natural environment, and high levels of willingness to participate in biodiversity conservation, forest protection, and sustainable NRM activities. Youth are also open to new ideas, initiatives, and behaviors, and they are well-positioned as key influencers and agents of change within their families and social circles to disseminate new information and model positive social norms. The strategic approach for this demand reduction plan (Annex 1) is therefore to mobilize youth to address the key behavioral objectives within their own family and social networks by promoting a series of “small doable actions” that will demonstrate the potential for positive change of behavior and action of environmental issues and serve as a foundation for addressing larger environmental and social priorities in the future.

They will do this by:

- (1) Educating and raising awareness with their parents and peers on the *health risks of bushmeat*, the *illegality of wooden and wildlife products*, and the *environmental damage* associated with both products as well as with improper waste disposal;
- (2) Stressing and reiterating the increasing social desirability of practicing environmentally responsible “green” or “smart” behaviors; and
- (3) Promoting locally accessible and acceptable environmental-friendly alternative options.

To support youth in their role as influencers and agents of change within their families and communities, we will build youth’s *self-efficacy* to challenge assumptions and behaviors among their friends and family members by forming local action-oriented “Green Groups” in communities and/or school settings, delivering training curricula on how to take action, working in collaboration with Green Groups to co-develop communication materials, and by highlighting local youth “Green Champions” to model successful behaviors and practices.

The Project will test locally appropriate variations on “Green Champions” in Khmer. Preliminary options suggested by Idea Sprint participants included the following.

- ឥរិយាបថបៃតង -- Green Behaviors
- បៃតងទាំងអស់គ្នា -- Green For All
- តោះបៃតងទាំងអស់គ្នា!! -- Let's GO Green
- ខ្ញុំនិងអ្នក!! បៃតង -- You and I! Green
- ខ្ញុំបៃតង ចុះអ្នកវិញ! -- I'm Green, How about you?
- បៃតងចាប់ផ្តើមពីអ្នក! -- Green starts from you!
- យុវជនបៃតងស្អាត -- Smart Green Youth
- យុវជនអនាគតបៃតង -- Green Future Youth
- យុវជនឆ្លើមបៃតង -- Great Green Youth
- បណ្តាញយុវជនបៃតងកម្ពុជា -- Cambodia Youth Green Network
- យុវជនពន្លកបៃតង -- Green-Shoot Youth

Final branding will be adapted to each thematic area (furniture/timber, wildlife/bushmeat, and littering) with its character/representation along with the messages and supporting materials.

2.4 POSITIONING

Existing audience research and discussions during “Idea Sprint” workshops (see workshop terms of reference for details) with members of our target audience identified *family relationships* and the *family's social status and standing* in their community as fundamental issues of concern for Cambodian consumers. Behavior change objectives may therefore be tied to the twin goals of protecting one’s family and maintaining the family’s social standing. Idea Sprint workshops’ participants also repeatedly stressed their respect for traditional practices and ways of life and reluctance to directly contradict one’s elders, who are highly respected people in Cambodian culture. Messaging under this strategy should therefore seek to *emphasize the positive benefits of adopting new behaviors* and practices as opposed to overly criticizing existing behaviors and practices in a way that may be interpreted as disrespectful and therefore socially unacceptable. Specifically, rather than promoting the idea that environmentally destructive consumer habits are low-class and shameful, communications may instead stress that alternative environmental-friendly behaviors are increasingly favored by the community and youth and are a sign of a high-status, socially responsible individual/family. Additionally, forest and wildlife products such as bushmeat and harvested timber have traditionally been viewed as a source of wealth and economic stability – this campaign will instead seek to *position Cambodia’s biodiversity (rather than natural products) as critical to the future well-being of Cambodian families, communities, and the country itself.*

2.5 KEY CONTENT



Bushmeat Consumption

Provide information on health risks associated with bushmeat consumption; alternative foods and the comparative advantages of those foods; impact of illegal hunting on endangered and rare species and resulting negative environmental impact; economic opportunities available through ecotourism; increasing popularity of environmentally conscious eating habits; steps you can take at the dinner table to protect your family, friends, and community; how to talk to your parents and friends about bushmeat; youth's ability to "speak up" about bushmeat.



Wood and wildlife products

Provide information on the impact of illegal logging and wildlife poaching – highlight environmental and social impacts; link locally produced wooden and wildlife products with illegal industry and the social harms it causes; stress the cost and inconvenience of wooden and wildlife products; promote locally acceptable alternative environmental-friendly, convenient and elegant products made from legal materials and/or non-forest timber products; highlight growing popularity of environmentally conscious design as part of a Green lifestyle and smart consumption; provide advice on talking with parents and friends about their consumer decisions; promote youth's ability to "speak up" about illegal logging and poaching.



Littering and waste disposal

Provide information on the public health and social ills associated with littering and poor waste management; show the pollution and degradation of the natural environment as a result of irresponsible waste disposal; provide guidance on alternative waste management strategies when a receptacle is not immediately available; address the misconception that "everyone does it" "cleaning up is a responsibility of the waste collectors" by highlighting that littering is becoming less and less acceptable as cities and populations grow; promote youth's ability to "speak up" about proper waste disposal and littering.

Provide information on the public health and social ills associated with littering and poor waste management; show the pollution and degradation of the natural environment as a result of irresponsible waste disposal; provide guidance on alternative waste management strategies when a receptacle is not immediately available; address the misconception that "everyone does it" "clean up is a responsibility of the waste collectors" by highlighting that littering is becoming less and less acceptable as cities and populations grow; promote youth's ability to "speak up" about proper waste disposal and littering.

2.6 CHANNELS, ACTIVITIES AND MATERIALS

The Project will use a combination of interpersonal communications through peer-to-peer interaction and group events, limited IEC and social media to mobilize youth, disseminate key messages, and build their self-efficacy to engage with family members regarding their consumer behaviors and practices.

Interpersonal communication: Green Future will organize local level "Green Groups" in communities and school settings to facilitate dialogue and action planning among youth on prioritized environmental issues. Green Groups will serve as a forum for disseminating key information and campaign messages for youth. We will work with youth leaders and/or education officials to provide training for youth participants and supply them with IEC materials they can share with their families as well as local audiences, including potentially key providers of environmentally unsustainable products (restaurants that serve bushmeat, businesses that sell or promote products made with illegally harvested timber and poaching) through youth clubs and community activation work. Via the Green Groups, we will identify local Green Champions who model environmentally responsible behavior and who can be promoted as role models over the course of the activity. We will partner with responsible businesses to provide small incentives for Green Champions, influencers, and their families.

Community Activation: Green Groups will be a platform to implement a regular schedule of activation events, beginning with a campaign kickoff in each locality but including ongoing activities, such as community cleanups and "days of action" on locally relevant dates. While it is not a major communications

channel for this strategy, we will seek to generate earned media coverage of these events via locally relevant platforms (local newspaper, radio etc.) as an additional way to reach primary consumer audiences.

Social media: The Project will establish and maintain a Green Cambodia social media presence on the most relevant platforms (Facebook, YouTube, Twitter, etc.) to maintain engagement with Green Groups and other youth audiences. We will develop digital content (videos, memes, web drama, etc.) including biweekly Youth Talk Shows on pre-selected environmental topics, and we will promote content and key messages via partnership with local social media influencers, other civil society stakeholders, and via paid, targeted promotions on social media platforms. We will additionally develop a social media “toolkit” to encourage youth influencers to spread the word via their social media networks.

Crowd-Sourcing: The Project will also organize a “crowd-sourced” competition to encourage youth participants to highlight ways their families and friends are being environmentally responsible. This competition will be held primarily on social media (but linked to local activation) and entries will be judged via a two-step process involving both local stakeholders and experts in biodiversity and forest protection, and online audiences who will demonstrate their support via social media “likes”, “comments”, and “shares” to fuel viral sharing of crowd-sourced content and to reach a broader online audience.

Capacity Building: As schools are a key touchpoint for youth audiences, we will offer departments of education extracurricular lesson plans on environmental responsibility and family activism and, through grantees, train teachers to deliver this lesson plan to their students. These “Speak Up” lesson plans will be designed as part of the school extracurricular activities to highlight the role students can play in protecting the health and future of their families and communities and will provide specific steps students can take to start a conversation with their family members about bushmeat, furniture and wildlife product purchases, and littering. Teachers will be encouraged to link interested students to local Green Groups. We will develop an SBCC Strategy toolkit (adapted from USAID Wildlife Asia resources) and build capacity for local Civil Society Organization and partners to adapt the SBCC strategy messages to local contexts and to develop their own evidence-based strategies, messages, materials, and action plans.

2.7 INTEGRATION WITH USAID-SUPPORTED PROJECTS AND OTHER DEVELOPMENT PARTNERS

Engaging key players and receiving their support for the Project’s areas of thematic focus is critical to the success of the SBCC approaches described in this document. The SBCC Strategy will be a supporting document to guide and/or train other USAID implementing partners and other development partners who are willing to apply SBCC approaches into their currently project implementation, especially for those organizations who are currently working on the same thematic areas and based at the landscape or working directly with the primary audience to promote the awareness and behavior change through:

- Interpersonal communication activities, with its tools and supporting materials;
- Joint campaign initiatives and communication channels related to the thematic areas, both at the national and landscape levels;
 - Within their specialization, partner organizations can contribute to, for instance, Bi-Weekly Youth Talk Show by providing sources of references and/or being guest speakers, and sharing or cross-posting the contents on their respective social media platforms (Facebook, etc.);
- Provision of guidance and/or integration of SBCC approaches and activities into their project implementation strategy with technical support from the Project team as needed. Partner organizations could, for instance adapt and implement the social media toolkit, to support the overall goal of community mobilization via social media;
- The project could also introduce the value addition of those partner organizations to another donor for, for instance, fund support; and

- Engagement with those organizations to be part of “the Green Group” branding.

Some groups to be considered for collaboration could include USAID Greening Prey Lang, USAID Keo Seima Conservation Project, USAID Wildlife Sanctuary Support, and a cross-section of local CSOs and international NGOs, including Flora and Fauna International, World Wildlife Fund, and Wildlife Alliance.

3. DRAFT IMPLEMENTATION PLAN

Note: This plan will be revised based on iterative discussions with all stakeholders and to harmonize with the final workplan. The timeline presented below may be further revised to reflect the need for piloting of key activities prior to nationwide scale-up.

Activities	Lead/Implementers	Resources	Timeline
<p>Communications Objectives: By the end of the Project, there will be an increase in the number of Cambodian youths who:</p> <ul style="list-style-type: none"> • Know accurate information regarding the risks and potentially negative consequences of purchasing bushmeat or fine wood products and the available alternatives. • Believe that by speaking up about these behaviors they are protecting their families and Cambodia’s future. • Believe that they have the ability to impact the behaviors of their family and friends. • Encourage their families to purchase sustainably farmed food products and avoid illegally harvested timber. • Manage their personal waste products appropriately and encourage their families to do the same with household waste. 			
Strategy and Content Development			
Finalization of SBCC Strategy Document	FHI360	The Project	M4 Q2 FY2
Creative Concept Testing with Key Audiences	ECODIT and FHI360	The Project	M5 Q3 FY2
Content Development	FHI360	The Project	M6 Q3 FY2
Content Pre-Testing and Finalization	ECODIT and FHI360	The Project	M7 Q3 FY2
IEC Production	FHI360-ECODIT	The Project	M8 Q3 FY2
SBCC Strategy toolkit development	FHI360-ECODIT	The Project/APRO and Graphic Design Company	M9 Q3 FY2
Organization of Green Groups			
Development of TOR	FHI360-ECODIT	The Project	M6 Q3 FY2
Promotion and recruitment of members	ECODIT	The Project	M6 Q3 FY2

Regular meetings	FHI360 and Grantees	The Project	M7 Q3 FY2
Community Activation Events	ECODIT and FHI 360	Grantees	M8 Q3 FY2
Identification of Green Champions	ECODIT and FHI 360	Grantees	M9 Q3 FY2
Social Media Mobilization			
Recruit social media manager	ECODIT	The Project	M4 Q2 FY2
Establish branded platforms	Graphic Design Company and FHI 360	Graphic Design Company	M5 Q2 FY2
Social media content development	Graphic Design Company and FHI 360	Graphic Design Company	M6 Q2 FY2
Soft launch of social media platforms	ECODIT and FHI360	Creative agency/Grantee	M7 Q3 FY2
Weekly content calendars and posting	FHI360	Creative agency/Grantee	M7 Q3 FY2
Social media toolkit development	ECODIT and External Consultant	The Project	M8 Q3 FY2
Training of online youth influencers	ECODIT, External Consultant and FHI360	The Project	M9 Q3 FY2
Crowd Sourcing Competition			
Develop TOR of CSC (crowd sourcing competition)	FHI360 and ECODIT	The Project	M10 Q4 FY2
Establish steering committee (criteria)	FHI360 and ECODIT	The Project	M10 Q4 FY2
Conduct community engagement and solicit entries	ECODIT and FHI360	The Project/Grantee	M10-11 Q4 FY2
Online crowd judging	ECODIT and FHI360	The Project/Grantee	M11 Q4 FY2

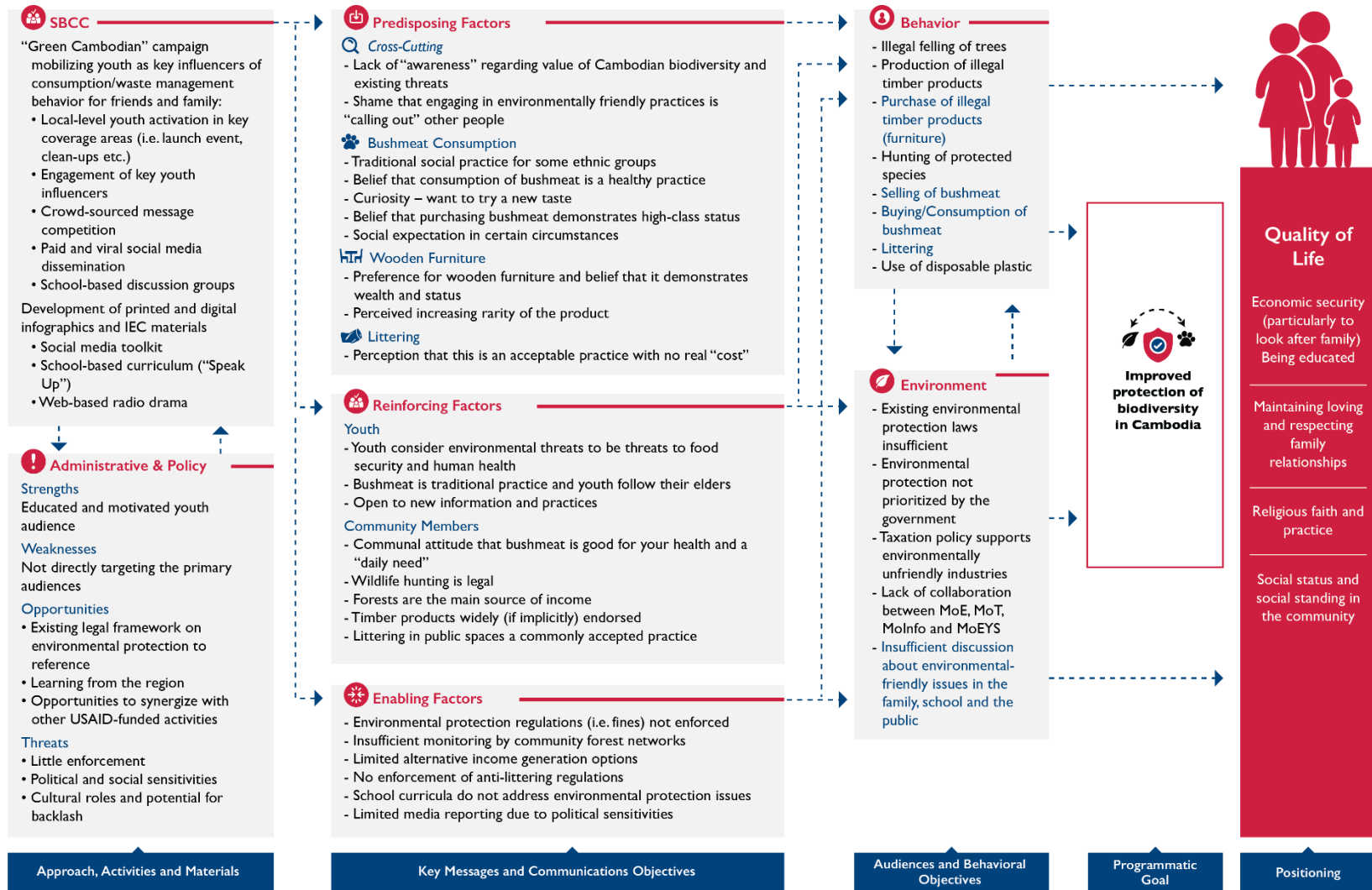
Evaluation of submissions	ECODIT and FHI360	The Project/Grantee	M12 Q4 FY2
Recognition of finalists	ECODIT and FHI360	The Project	M12 Q4 FY2
Sharing of materials	ECODIT and FHI360	The Project/Grantee	M12 Q4 FY2
School-based training			
Develop TOR with local education authorities	ECODIT and FHI360	The Project	M7 Q3 FY2
Co-development of lesson plan	FHI360 and ECODIT	The Project/Grantee	M8 Q3 FY2
Training of teachers	FHI360 and ECODIT	The Project/Grantee	M9 Q3 FY2
Launch of “Speak Up”, potentially as extracurricular activities	ECODIT and FHI360	The Project/Grantee	M9 Q3 FY2
Bi-Weekly Youth Talk Show			
Develop TOR/concept note of bi-weekly talk show.	FHI360 and ECODIT	The Project	M5 Q3 FY2
Prepare simple studio for record and or live event.	FHI360 and ECODIT	The Project	M5 Q3 FY2
Identify and mobilize youth speaker for each topic/session.	FHI360 and ECODIT	The Project	M5 Q3 FY2
Develop event’s contents, timeline, and plan.	FHI360 and ECODIT	The Project	M5 Q3 FY2
Produce one-minute video. Briefing Bi-Weekly Youth Talk show	FHI360 and ECODIT	The Project	M6 Q3 FY2
Disseminate one-minute video to the public via project Facebook.	FHI360 and ECODIT	The Project	M6 Q3 FY2
Bi-weekly content calendars posting on social media.	FHI360 and ECODIT	The Project	M6-7 Q3 FY2
Monthly quality/effectiveness check	FHI360 and ECODIT	The Project	M7-8 Q3 FY2

4. MONITORING AND EVALUATION

Regular monitoring of project activities will be carried out in collaboration with grantee and/or implementation partners as required under USAID funding and consistent with the terms of the Project Activity Monitoring, Evaluation and Learning Plan. We will evaluate reach of communications activities, recognition of key messages, adoption of key attitudes and targeted behaviors as part of planned mid-term and end-of-project KAP studies, with changes measured against the Project baseline KAP study.

5. ANNEXES

5.1 ANNEX 1: SBC LOGICAL FRAMEWORK FOR THE PROJECT



5.2 ANNEX 2: PUTTING IT ALL TOGETHER

5.2.1 Bushmeat consumption; Audience: Youth

Desired Behavior	Behavioral Drivers	Communications Objectives	Activities	Materials	Key Message(s)
<p>Encourage their parents not to purchase and consume bushmeat</p> <p>Refrain from consuming bushmeat</p>	<ol style="list-style-type: none"> 1. Traditional practice for some ethnic groups 2. Belief that consumption of bushmeat is healthy 3. Curiosity – want to try a new taste 4. Belief that purchasing bushmeat demonstrates high-class status 5. Socially expected in certain circumstances 6. Reverence for elders/lack of self-efficacy to speak up 7. Wildlife hunting is an existing activity for youth and high-status people 	<p>Know:</p> <ul style="list-style-type: none"> • There are health risks associated with consumption of bushmeat • There are other, safer food options available • Hunting wild animals damages Cambodia’s biodiversity <p>Believe:</p> <ul style="list-style-type: none"> • Choosing not to consume bushmeat protects your family, community, and Cambodia’s future • More and more people are choosing a “bushmeat free” lifestyle • You have the power to speak up and change your family’s habits 	<ul style="list-style-type: none"> • Support local-level youth activation in key coverage areas (i.e. launch event, clean-ups, days of action etc.), targeting locally significant dates and events • Develop print and digital infographics and IEC materials • Support interpersonal communication by youth toward direct users of bushmeat (i.e. parents) and key influencers (key opinion leader, eater, restaurant owner....) • Organize competition participants into local “Green Champion” groups for ongoing activation both online and offline • Organize school-based discussion groups 	<p>Print and digital infographics and IEC materials</p> <p>Develop school-based lesson plans (“Speak Up”)</p>	<ul style="list-style-type: none"> • Avoiding bushmeat is a healthy way to protect my family and my country (2) • Avoiding bushmeat is a huge contribution in protecting wildlife in my community and country • Protecting wildlife improves economic well-being by supporting local eco-tourism • I can speak up and support my friends and family to become bushmeat free

5.2.2 Furniture; Audience: Youth

Desired Behavior	Behavioral Drivers	Communications Objectives	Activities	Materials	Key Message(s)
<p>Encourage their parents not to buy furniture made from fine wood for home decoration</p>	<ul style="list-style-type: none"> • Belief that furniture from fine wood demonstrates high-class/income family status • Belief that fine wood furniture is increasingly rare • Belief that if they don't buy it still buy by others and or export to other countries • Belief that fine wood furniture is better quality and lasts longer • Socially accepted behavior • Reverence for elders/lack of self-efficacy to speak up 	<p>Know:</p> <ul style="list-style-type: none"> • There are other, more convenient and cheaper options available • They contribute to illegal logging if they buy fine wood furniture • The demand of fine wood furniture contributes to loss of forests & damages Cambodia's biodiversity <p>Believe:</p> <ul style="list-style-type: none"> • Choosing not to buy furniture made from fine wood saves the forests in Cambodia • Fine wood furniture is expensive, hard to move and socially unacceptable • More people are choosing to buy more environmentally friendly furniture • You have the power to speak up and change your family's habits 	<ul style="list-style-type: none"> • Conduct crowd-sourced message competition for youth "Green Champions" – partner with schools, youth organizations, key youth influencers • Support interpersonal communication by youth toward direct users of illegal timber products (i.e. parents) and producers such as residential real estate businesses • Conduct social media-based messaging campaign • Organize community- and school-based discussion groups 	<p>Social media toolkit A short film Video clips School-based lesson plans ("Speak Up")</p>	<ul style="list-style-type: none"> • Products made from legal materials are cheaper, more convenient, and show you care for Cambodia's future • I am worry free because my parents buy only legal wood furniture • Using wooden furniture means you are contributing to the logging of our beautiful Cambodia's Forest • I am proud to be your son/daughter because you STOP buying fine wood furniture and don't support businesses that promote these products • I can speak up and support my family to save forests by not buying furniture from fine wood

5.2.3 Littering, Audience: Youth

Desired Behavior	Behavioral Drivers	Communications Objectives	Activities	Materials	Key Message(s)
<p>Encourage their peers and family members not to litter at public places river, sea, hallow, etc.</p> <p>Refrain from littering</p>	<ul style="list-style-type: none"> • Belief that littering is OK (a common practice) • Belief that not only me but other also littering at public place • Belief that littering where there is no rubbish bin is not a mistake and acceptable • Reverence for elders/lack of self-efficacy to speak up • People are guided by traditional practice and youth feel pressure to comply • People believe that trash ends up in a landfill eventually anyway • Think that it is not necessary to be perfect/good person 	<p>Know:</p> <ul style="list-style-type: none"> • There are health risks associated with littering • Public places do not allow for litter, but no rubbish bins are available <p>Believe:</p> <ul style="list-style-type: none"> • Litter in public places is a mistake and unacceptable • You have the power to speak up and change your peer and family' habits 	<ul style="list-style-type: none"> • Organize competition participants into local “Green Champion” groups for ongoing activation both online and offline • Develop social media engagement strategy with paid and viral social media dissemination of key messages • Develop social media toolkit • Digital Media – video clips, web-based radio drama • Create bi-weekly series of Youth Talk Shows on environment with different topics provided by the Project 	<p>Social media toolkit</p> <p>A short film</p> <p>Video clips</p> <p>A content manual with difference topics for each series of Youth Talk Shows.</p>	<ul style="list-style-type: none"> • Disposing of my trash properly shows I care about my beautiful community and country • Protecting Cambodia’s beauty starts with us • Binning it protects my community’s health and environment • Managing your trash responsibly will earn your appreciation and respect as a champion for Cambodia • Managing your trash means that you save your money and build a clean environment • Keeping the community clean is everyone’s responsibility, not just the litter collectors • I can speak up and encourage my friends and family to manage their mess and improve Cambodia

5.3 ANNEX 3: ADDITIONAL CONSIDERATIONS

We recognize that protecting Cambodia’s biodiversity requires addressing direct consumer and producer audiences, key influencers beyond youth, and stakeholders such as national-level policymakers who impact the legal, regulatory, and structural environments in which activities such as illegal logging take place. As described above, however, this strategy was developed to be responsive to the pre-determined strategy of mobilizing environmentally aware and motivated youth as key influencers who could impact decision-making within their immediate social and family networks. Thus, the activities conducted under this strategy reflect one component of a larger effort to address demand for – and availability of – products and practices that threaten Cambodia’s wildlife and forest ecosystems. Additional complementary efforts are being conducted via other USAID implementing partners, and other local and international stakeholders in Cambodia.

In the process of working collaboratively with stakeholders to develop this strategy, additional proposals were put forward which – while not appropriate for an activity plan primarily targeting youth – would contribute meaningfully to SBCC activities targeting other audiences, implemented by other stakeholders working on environmental protection in Cambodia. Included among these are the following.

- Building the capacity of medical practitioners to better educate their patients on the health risks associated with environmentally unsound practices such as bushmeat consumption.
- Organizing boycotts of for-profit businesses (for instance, real estate or furniture sellers) that sell or otherwise promote environmentally unsustainable products.
- Advocating with national policymakers to address the tax structure that incentivizes purchase of locally produced goods even when those goods are illegally produced and environmentally unsound.
- Addressing public contacting policies that promote corruption in waste management practices.
- Addressing air pollution by improving public transportation – for instance, the purchase of more city buses and establishment of dedicated bus lanes - and revising the tax code to disincentivize private automobile purchases.
- Establishment of government policies discouraging single-use plastics and encouraging reusable alternatives such as cloth bags in stores and marketplaces.
- Advocating for stricter enforcement or reinforcement of existing environmental protection laws and regulations broadly speaking.

These additional, community-sourced recommendations are highlighted here in the recognition that Cambodia’s natural environment is under threat from a myriad of factors at the individual, community, and structural levels and that no single target audience or program alone will be effective at addressing these factors. While the proposals above do not fit well within the framework of a strategy targeting youth as family influencers, they may be of value to other stakeholders working synergistically as part of a comprehensive, multi-level approach to protecting biodiversity and ensuring that Cambodia truly achieves a green future.

U.S. Agency for International Development
1300 Pennsylvania Avenue, NW
Washington, DC 20523
Tel: (202) 712-0000
Fax: (202) 216-3524
www.usaid.gov