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PROJECT FACT SHEET

CAMBODIA GREEN FUTURE

OVERVIEW

The USAID Cambodia Green Future Activity is a five-year (2019-2024), \$5 million project implemented by ECODIT and FHI 360. Cambodia Green Future works 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. Once aware of common threats to biodiversity and livelihoods, Cambodians can strategically communicate with fellow citizens and inspire them to protect their natural resources. Toward this end, the Project has two objectives:

- **Objective 1:** To increase target populations' knowledge and positive attitudes about the benefits of Cambodia's unique and endangered biodiversity and the critical importance of forest ecosystems.
- **Objective 2:** To increase citizen-led efforts to apply strategic communications to protect biodiversity and forest ecosystems in target areas.

The USAID Cambodia Green Future Activity works with a wide range of partners (e.g. government bodies; women's, youth, and indigenous groups; NGOs; other USAID projects; private sector) to mobilize Cambodian citizens and civil society to conserve biodiversity and protect natural resources. The Project will implement social and behavioral change communication (SBCC) as a means to provide Cambodian youth and civil society with the knowledge and skills to influence positive behaviors and actions to support biodiversity conservation, forest protection, and broad sustainable natural resource management (NRM).

ACHIEVEMENTS TO DATE

- Accomplished baseline Knowledge Attitude and Practice study of youth on environmental protection, NRM and biodiversity conservation in Prey Lang and Eastern Plains landscapes.
- Completed the development of SBCC strategy to work with youth and civil society to address wild meat consumption, demand of luxury timber for furniture, and littering issues in Cambodia.
- Generated Media Monitoring Report to identify the current discourse on environmental topics and channels for effectively reaching out to the Cambodian public, especially youth.
- Produced Communication Products including social media toolkits to disseminate to the public.
- Environmental grants programs launched: These grants will support organizations that are focused on strategically applying environmental research and raising awareness about environmental issues.
- Engaged 344 youth in policy dialogues about biodiversity and forest conservation
- Conducted Campaign Events designed to raise awareness about the critical functions of ecosystem services provided by Prey Lang Forest and its unique and diverse biodiversity to audiences at the national and landscape levels.

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