

Grantee Learning Session on Communications & Engagement



Project Summary:

Title: Community-based Mangrove Restoration and Livelihoods in the Sundarbans region of Bangladesh

Location: Khulna (Dacope) and Bagerhat (Mongla)

Duration: 01 Jan 2025 to 31 Dec 2027 (36 months)

Components:

- ❖ Mangrove restoration
- ❖ Livelihood improvement
- ❖ CBEMR training workshop
- ❖ Environmental education
- ❖ Para-biologist development

Implemented by:

Bangladesh Environment and Development Society (BEDS) partnering with Mangrove Action Project (MAP)

Funded by:

OCEAN Community Grant,
UK Government



20 Hectares

The project aims to restore 20 hectares of mangrove.

500 Households

Will be supported with livelihood options (Mangrove-based livelihood, Improve Cooking stoves and solar system)

300 Students

Will be supported with mangrove education (20 Teachers and 300 Students from 20 Schools)

20 Youth Para-biologist developed



**UK International
Development**

Partnership | Progress | Prosperity





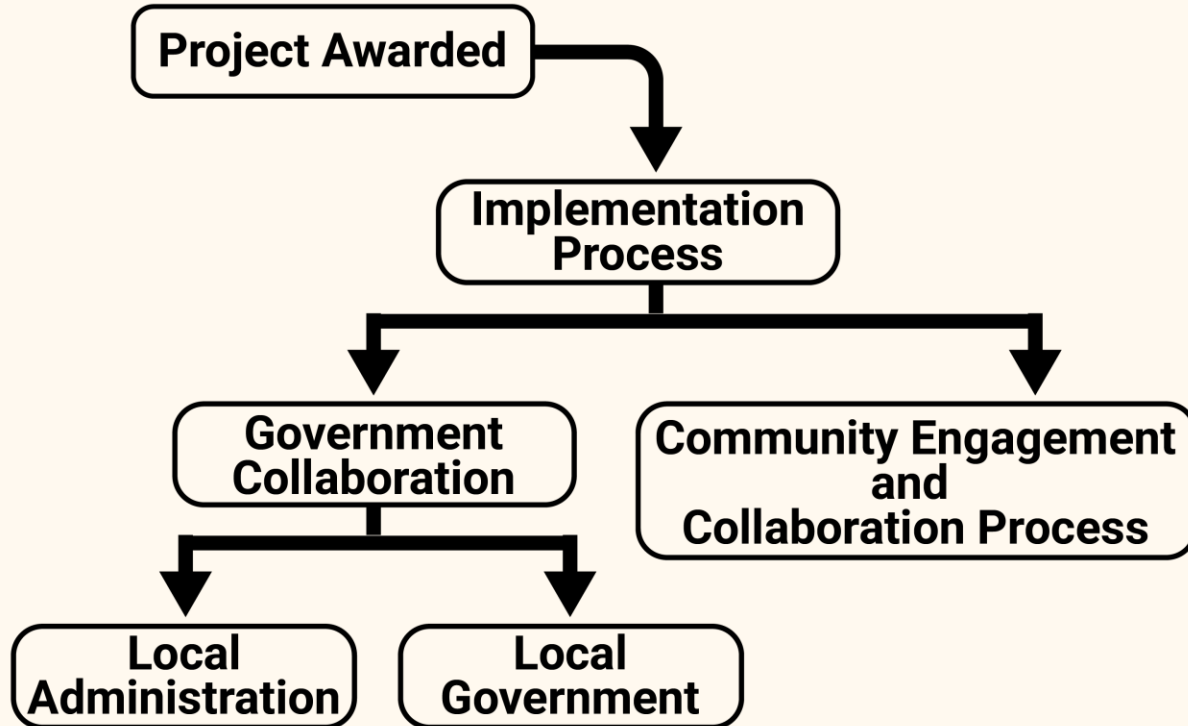
BEDS Journey Towards Mangrove Restoration

1. Active in mangrove restoration **since 2013** in the Sundarbans region of Bangladesh.
2. Combined **scientific techniques** with **local/indigenous knowledge**.
3. Applied Google Maps and real time photos and videos for monitoring to track and document restoration progress annually.
4. Showing a long-term commitment to climate resilience, biodiversity conservation, and sustainable livelihoods.
5. Restored **200+** hectares of degraded mangroves.





Project Development and Implementation Process



Root Cause:

- Human Interference
- Livestock Grazing

Challenges:

- Poverty
- Low Interest
- Land Insecurity
- Lack of Technical Knowledge
- Conflict of Interest
- Fishermen destroying Bamboo Fencing
- Remote Location
- Political Pressure
- Administrative Disconnection
- Weak inclusion of Women, Youth and Marginalized Groups

Problems is local so soluation is also local

BEDS 10 Steps Solution

A Holistic Approach Integrating Science, Indigenous Knowledge, Livelihoods, and Community Participation

- Developed a 10-step community-led restoration model rooted in local culture and traditions.
- Ensured practices are culturally relevant, environmentally adaptive, and community-owned for long-term sustainability.



10 STEPS SOLUTION

for Mangrove Conservation and Restoration



01

ROOT CAUSE FINDINGS & SITE SELECTION

- Hydrology
- Water Salinity & pH
- Site elevation and tidal range
- Reference mangroves
- Mangrove stressors



02

COMMUNITY ENGAGEMENT & COLLABORATION

- Stakeholder assesment
- Community consultations
- Community association formation
- Youth engagement
- Land tenure clarification & agreement



03

SOCIAL MAPPING & PLANNING

- Household & livelihood mapping
- Resource use assessment
- Risk & vulnerability mapping



04

SPECIES SELECTION & NURSERY DEVELOPMENT

- Seed collection & propagation
- Nursery setup & management
- Growth monitoring



05

MANGROVE RESTORATION TRAINING

- Community capacity-building on technical skill
- Technical restoration methods
- Nursery & plantation techniques
- Monitoring & assesment process



06

FENCING & PROTECTION

- Boundary demarcation
- Protective fencing installation
- Anti-grazing measures
- Community monitoring strategy



07

MANGROVE PLANTATION & ASSISTING REGENERATION PROCESS

- Plantation layout & design
- Assisted natural regeneration
- Seedling planting & assistance
- Site maintenance



08

SUSTAINABLE LIVELIHOOD & GREEN ENTERPRISES

- Skill development & entrepreneurship
- Mangrove-based products making & packaging training
- Value chain & market linkages
- Alternative income opportunities



09

MONITORING & ADAPTIVE PLANNING

- Survival tracking
- Growth measurement
- Environmental parameter monitoring
- Expert & Community feedback integration



10

IMPACT ASSESSMENT

- Biodiversity & ecosystem health
- Livelihood & socio-economic benefits
- Lessons learned documentation
- Reporting & knowledge sharing



Stakeholder Assessment

- **Assessment process:** Identify and prioritize stakeholder, understand the needs, access to interest and influence, and develop engagement plans with stakeholder dynamics.
- **Engagement measures:** Community consultation meetings, joint collaboration and partnership, participatory planning tools, and inclusive representation of ownership.



Bangladesh Environment & Development Society-BEDS Stakeholder Assessment Template

Project Title:

Location:

Date:

Stakeholder Name/Group	Stakeholder Category	Level of Interest (High/Medium/Low)	Level of Power/Influence (High/Medium/Low)	Contribution to Project	Engagement Strategy	Potential Conflicts	Risk if not involved

Stakeholder Category: 1. Forest Departments, 2. Mangrove Agency, 3. NGO/CSO Representative, 4. Urban Planning Corporation, 5. Local Govt., 6. Upazila Govt., 7. District Govt., 8. Land Development Department, 9. Fisheries Department, 10. Navy or Marine Coast Guard, 11. Local Communities, 12. Local Elite Person, 13. Village Conservation forum, 14. National Govt

(Ref. MAP)



Community Engagement & Collaboration

Land Security & Agreement Process

- **Formal Agreement:** Secure written consent from landowners or land users.
- **Witnessed Engagement:** Involve local government officials and community representatives as witnesses.
- **Clear Terms & Duration:** Define specific conditions, responsibilities, and the agreement's timeframe.





Community Engagement & Collaboration

Community Engagement Tools

From Knowledge to Action

- Conducted CBEMR (Community-Based Ecological Mangrove Restoration) training
- Enhanced skills of BEDS staff, community members, and government stakeholders.
- Provided hands-on knowledge and practical restoration techniques.





Community Engagement & Collaboration

Community Engagement Tools

Cultural Integration

- Cultural storytelling to connect restoration and conservation with faith and heritage.





Community Engagement & Collaboration

Community Engagement Tools

Community Awareness and Motivation

- Community mobilization and awareness campaigns.
- Community motivational sessions for women and marginalized groups.





Community Engagement & Collaboration

Community Engagement Tools

Mangrove Based Products

- Livelihood integration via mangrove-based products.
- Knowledge sharing using visual aids, demonstrations, and digital platforms.





Community Engagement & Collaboration

Community Engagement Tools

Youth Capacity Building

- Trained youth as para-biologists as frontline leaders.
- Youth engagement strategies through campaigns, social media, and online advocacy.





Community Engagement & Collaboration

School Education

- Educated and trained as "environmental ambassadors," equipped to share their knowledge with families and communities.



Community Engagement Tools





Before Mangrove Restoration
November, 2023



After Mangrove Restoration
June, 2025

A success story of Mangrove Restoration by the engagement of the local community

- **Shift in restoration approach:** From NGO-driven projects → to community-owned ventures
- **Business model integration:** Linking livelihoods with conservation
- **Women-led enterprises:** Mangrove-based foods, crafts, and eco-tourism initiatives
- **Bridging science and indigenous knowledge:** Effective communication connects ecological knowledge with cultural values
- **Community engagement insight:** Highest participation occurs when traditions, faith, and livelihoods are respected



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Mangrove Restoration, A Holistic Approach

Scaling Up

BEDS 10 Steps Solution
as a Replicable Global Model

Thank you
for your participation

