

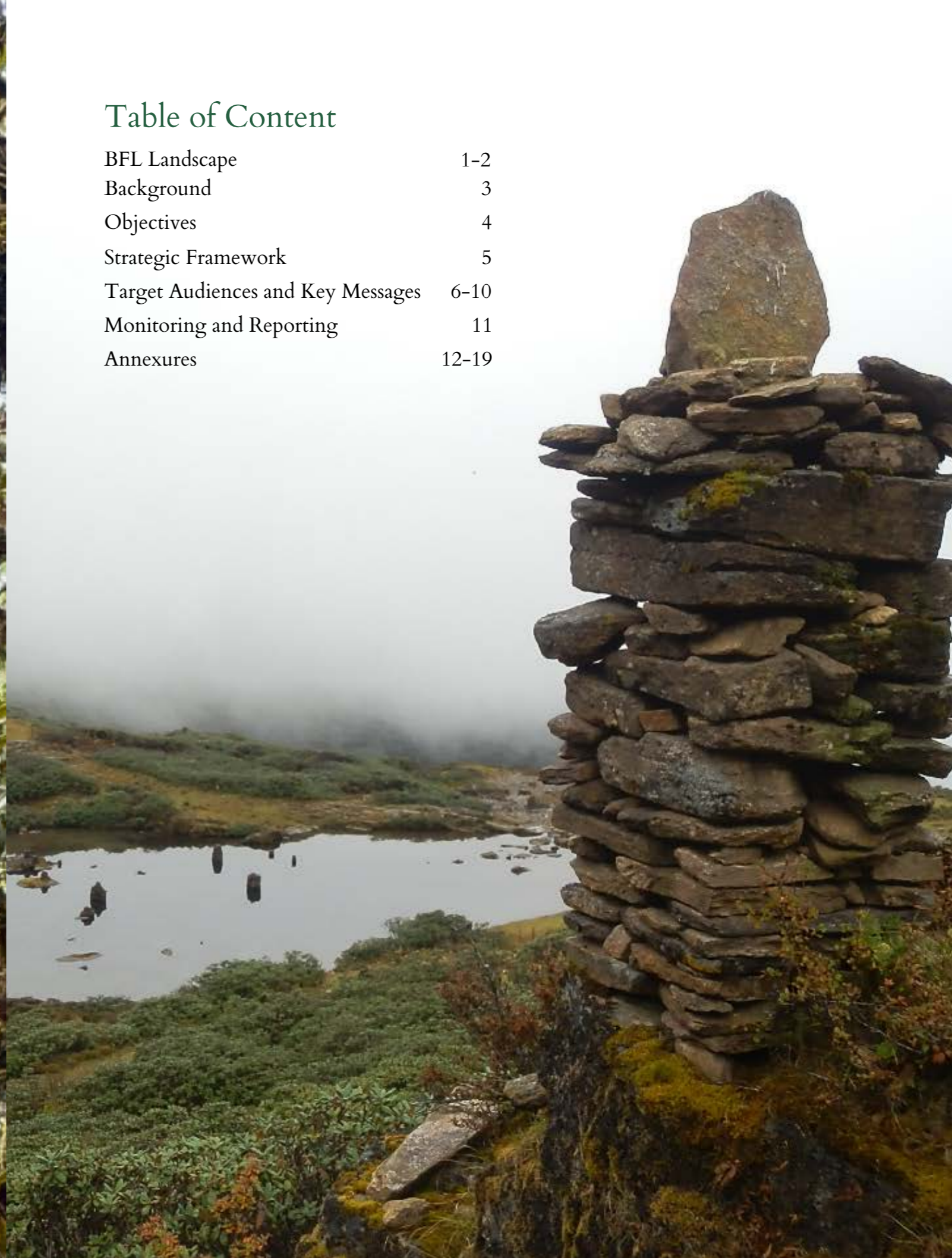


Communications Strategy 2025



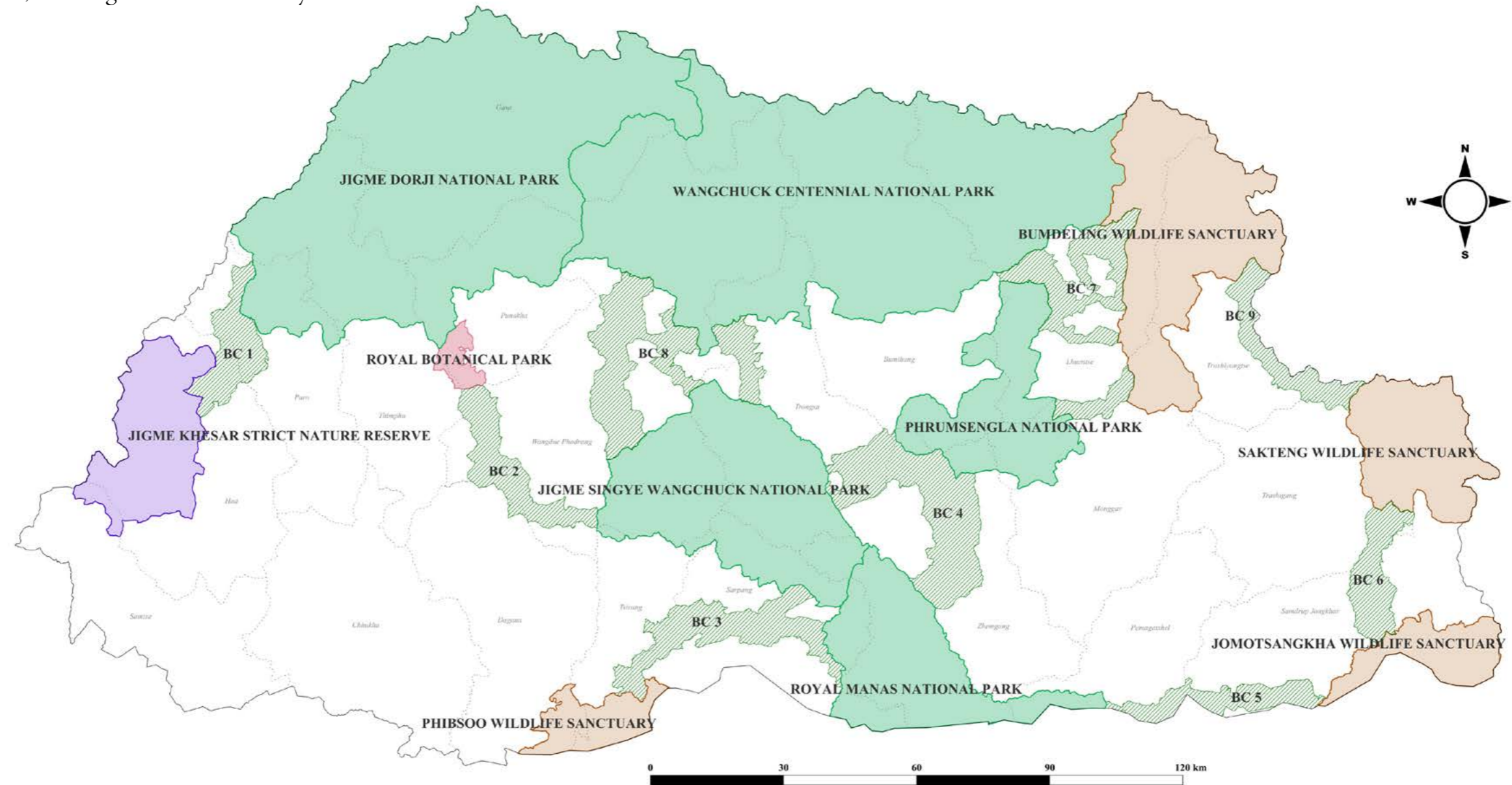
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Bhutan for Life Landscape

The Bhutan for Life Program supports Bhutan's extensive Protected Area Network, covering 52% of the country's total land area.



Protected Area Network
 National Park

Wildlife Sanctuary

Strict Nature Reserve

Biological Corridor (BC)

Botanical Park

Boundary
 Country

Dzongkhag

1. Background

1.1 Bhutan for Life (BFL) is a Project Finance for Permanence (PFP) model—an innovative, long-term financing solution to preserve Bhutan’s extensive network of Protected Areas (PAs).

BFL is a one-time, 14-year sinking fund that will fill resource gaps and push Bhutan’s PAs to a higher level of management and delivery. Bhutan for Life draws on the country’s remarkable conservation legacy, ensuring that 52% of Bhutan’s total protected area networks remain safeguarded in perpetuity. Its commitment is grounded in maintaining Bhutan’s carbon-negative status, upholding biodiversity, and supporting local communities. Unlike other Project Finance for Permanence (PFP) models, Bhutan for Life (BFL) uniquely integrates biodiversity conservation, community livelihoods, and climate resilience through targeted mitigation and adaptation measures.

The BFL Fund was created under the auspices of the Royal Charter granted by His Majesty the King on 27th July, 2018. It brings together Green Climate Fund, World Wildlife Fund, International Private Donors, The United Nations Development Program–Global Environment Facility (GEF), the Bhutan Trust Fund for Environmental Conservation and the Royal Government of Bhutan as a financing partner.

1.2 BFL uses a sinking fund to provide stable resources towards management of these Protected Areas while helping Bhutan secure permanent revenue streams.

The program bridges the gap between conservation and community needs. By prioritizing climate-smart measures such as preventing forest fires, promoting sustainable livelihoods, and preserving ecosystems, BFL strengthens resilience for communities who depend on these landscapes. BFL works with the government agencies, local communities and international partners, to ensure a cohesive, forward-looking approach to environmental stewardship.

1.3 Through effective protection of forests, BFL helps Bhutan sequester significantly more CO₂ than it emits. Over the program’s lifespan, an additional 35.1 million tons of CO₂ equivalent is expected to be absorbed. BFL empowers more than 145,000 rural inhabitants enhancing their livelihoods and safeguarding against the climate-driven threats, from glacier melt to unpredictable weather extremes. BFL’s success offers a replicable roadmap for other nations seeking long-term financing solutions for conservation, shaping a more sustainable future worldwide.



2. Objectives

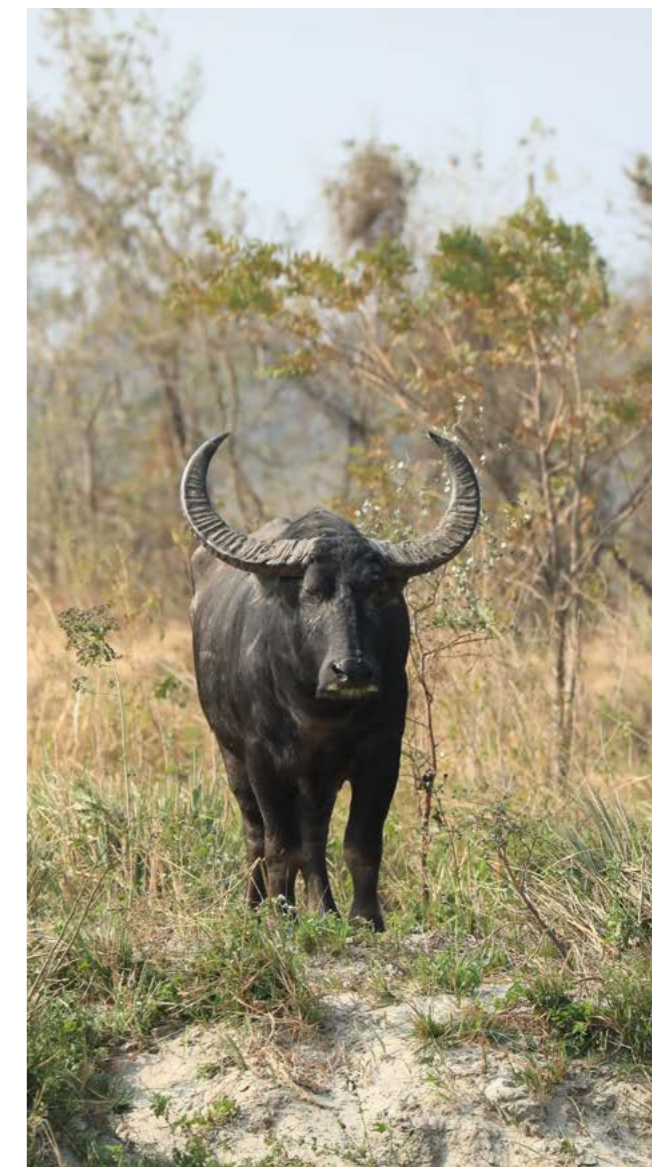
The Communication Strategy will serve as a guide for communications and support the implementation of the BFL program interventions, thereby achieving the results sought by the program. It will contribute to the development of high-quality communication materials, knowledge products and their dissemination to targeted audiences through various communication mediums.

The Communications Action Plan will be drawn on an annual basis during the formulation of the Annual Workplan and Budget (AWPB) ensuring the incorporation of communications related activities proposed by the implementing agencies.

The successful implementation of the strategy will result in:

- Strengthened awareness and understanding of Bhutan for Life program, its innovative financing “Project Finance for Permanence (PFP)” model, and its role in advancing sustainable environmental conservation, climate change resilience and community livelihood.
- Developed and disseminated impactful communication materials to effectively advocate for BFL’s mission, ensuring that messaging reaches key audiences while maintaining transparency in the program’s processes and implementation.

- Enhanced active participation, engagement and ownership from the key stakeholders in the BFL program to build long-term commitment and collective responsibility for the program’s success.
- Leveraged BFL’s achievements to catalyze a paradigm shift in conservation financing by showcasing the effectiveness of the PFP model, inspiring adoption in other conservation initiatives globally.



3. Strategic framework

The strategic framework highlights the overarching goal/outcome of the communications strategy with specific outputs of the strategy. The successful implementation of the BFL communications strategy will be ensured through the identification of impactful strategic interventions.

3.1 Goals

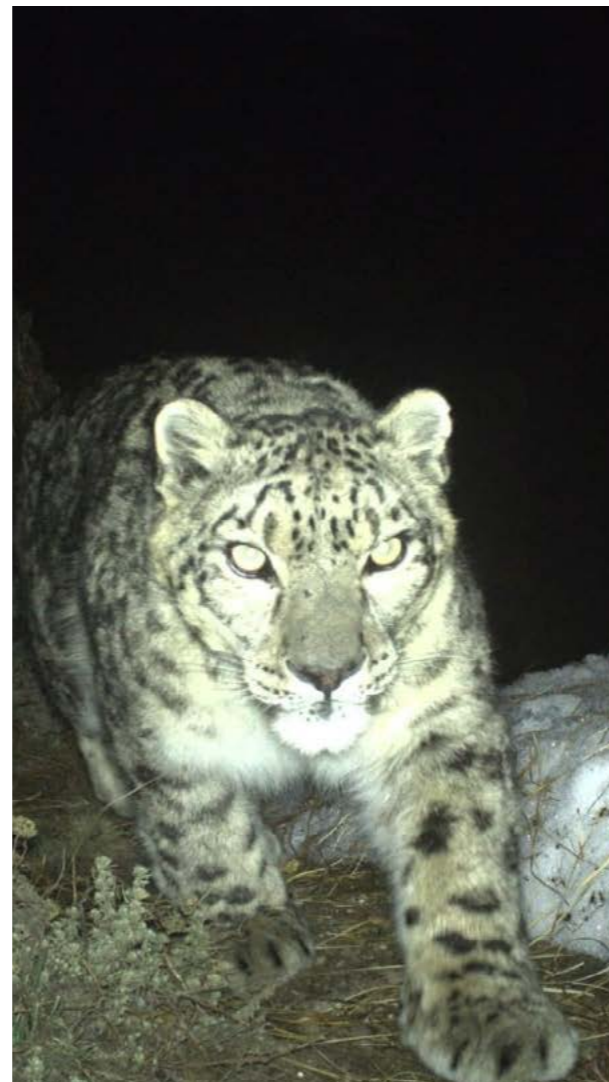
Ensure public awareness and impactful communications to permanently protect 52% of Bhutan's Protected Area Networks (PANs) by championing the Project Finance for Permanence (PFP) model, emphasizing the critical role of PANs in preserving Bhutan's rich biodiversity, supporting community livelihoods, and strengthening climate resilience through targeted mitigation and adaptation measures.

3.2 Strategic Interventions

The following strategic interventions will realize the outcome:

- Develop and disseminate tailored, audience-specific communication products across appropriate platforms to effectively raise awareness and ensure deeper understanding of Bhutan for Life's program.
- Increase media engagement and outreach through traditional and digital media channels locally and internationally, to amplify Bhutan for Life's impact, thereby enhancing global visibility and local support.

- Enhance ownership and active participation in the BFL program through targeted engagement strategies involving relevant stakeholders.
- Develop and operationalize an institutional framework dedicated to strategic communication and stakeholder engagement, ensuring a timely implementation of communications action plan.



4. Target Audiences and Key Messages

4.1 Key Messages

As a multi-donor program, BFL communicates to an array of national, regional and global audiences. The target audiences are identified to frame appropriate approaches and tailored messages to achieve maximum resonance and relevance.

The BFL Communications work will be built around Five Core Messages. The core messages are:

a. Strategic Interventions

Bhutan's Protected Area Networks safeguard over 52% of the country's land, serving as a vital habitat for hundreds of rare and endangered species, including the Royal Bengal tiger, Snow leopard, and Black-necked Crane among many.

b. A provider of sustainable, resilient ecosystem goods and services

Bhutan's forests and watersheds provide essential ecosystem services, including clean air, freshwater, and Non-wood Forest Product, benefiting over 145,000 beneficiaries living within and around buffer zones of PAN and more than 400,000 people (53% of the country's population) living in rural areas downstream of PAs.

Through BFL-supported interventions, manage and improve 10 key watersheds within PAs covering more than 2 million hectares to ensure climate resilience, sustainable livelihoods, and long-term environmental benefits.

c. A reservoir for carbon storage and adaptation to climate change

BFL will enhance carbon sequestration in Protected Area Network(PAN) forests by an additional 35.1 million tons of CO₂ equivalent over its 14-year implementation period.

BFL supports restoration of 3000 hectares of degraded and deforested areas through climate smart restoration initiatives contributing towards Bhutan's constitutional mandates of maintaining at least 60% forest cover in perpetuity.

d. A source of economic opportunity and community well-being

BFL benefits over 145,000 people living within the PAN and buffer zone (roughly 50% women), including local communities by supporting sustainable livelihoods, eco-tourism, and nature-based enterprises.

e. An exemplar of effective management and efficient conservation financing

BFL secures long-term conservation funding through an innovative Project Finance for Permanence (PFP) model, ensuring USD 118.2 million (USD 43 million as grants and USD 75 million as co-financing) to support 20 PAN covering 52% of the total land area.

Bhutan's protected areas will be managed by 731 Rangers equipped with modern technologies, infrastructure ensuring effectiveness and efficiency in safeguarding Bhutan's natural heritage.

4.2 Target Audiences and Key Messages

The audiences targeted, its key messages and the communications channels are provided in the table below. Communication channels are the best way to effectively reach the target audience to communicate the key messages. Various communication channels will be used to target specific audiences.

Sl.No	Target Audiences	Roles & Responsibilities	Specific Key Messages	Communication Medium
1	Government Agencies	<ul style="list-style-type: none"> Support and implement the BFL program within the Protected Area Networks Incorporate the findings from the BFL program in the national/government's policies and plans. Ensure policy level support and enforcement for sustainable 	<ul style="list-style-type: none"> BFL utilizes the PFP model to sustainably protect PA Networks BFL contribute towards Bhutan's commitment to remain carbon neutral, maintaining 60 percent forest cover for perpetuity and contribute to Bhutan's GNH BFL is delivering significant environmental, economic and social benefits while strengthening biodiversity conservation and climate resilience Government support is crucial to sustain long-term conservation efforts and ensure the successful implementation of the BFL program 	Annual Reports, Newsletters, Fact Sheet, Website, Events (conferences, workshops, etc.), Meetings
2	Local Communities (within PAs and BCs)	<ul style="list-style-type: none"> Direct beneficiaries of the BFL program. Key partners in implementing conservation activities Source of on-ground information for effective monitoring and adaptive management 	<ul style="list-style-type: none"> It contributes to biodiversity conservation while bringing social and economic benefits to the local communities Program is supported by Green Climate Fund, Private Donors, World Wildlife Fund, Bhutan Trust Fund for Environmental Conservation and the Royal Government of Bhutan 	Community consultations, Awareness Program, interactive discussion/dialogue, Print Materials, Community meetings

			<ul style="list-style-type: none"> Local communities are integral to conservation efforts and are recognized as key stakeholders Combating illegal hunting, deforestation, and poaching requires active community participation, awareness and monitoring efforts Access to sustainable economic opportunities is enhanced through conservation-focused livelihood program 	
3	Conservation Partners, Private Sectors, Civil Society Organization (CSOs)	<ul style="list-style-type: none"> Facilitate cross-learning and knowledge-sharing in conservation initiatives Support and collaborate to scale conservation milestones Engage in green investment and sustainability-driven business solutions 	<ul style="list-style-type: none"> Bhutan for Life fosters cross-sector partnerships to strengthen conservation efforts and scale impact Private Sector engagement in green business opportunities benefits both conservation and local economies Conservation efforts create new investment opportunities, enhance business sustainability, and strengthen corporate social responsibility (CSR) impact BFL serves as a mode for innovative conservation financing that can be replicated and expanded CSOs play a key role in advocacy, policy dialogues and on-ground implementation 	Partnership events, reports, Print Materials, Websites, Social Media, Conferences, workshops, meetings, Seminars
4	Media (National, Regional and International)	<ul style="list-style-type: none"> Disseminate conservation-related news, success stories and key developments. Partner with BFL to amplify awareness and advocacy efforts. 	<ul style="list-style-type: none"> BFL is the primary source of credible information on activities within the BFL Landscape BFL is a long-term innovative financing model ensuring the protection of Bhutan's Protected Area Networks in perpetuity 	Press release, Press Conference, media field trips

			<ul style="list-style-type: none"> The program delivers measurable environmental, economic and social benefits to Bhutan BFL has the potential to inspire and guide similar initiatives in other countries facing climate challenges 	
5	Academic and Research Institutions including schools	<ul style="list-style-type: none"> Conduct Research to support conservation policy and adaptive management Integrate conservation concepts into curriculum and capacity-building programs Product knowledge products that contribute to conservation innovation. 	<ul style="list-style-type: none"> Play a vital role in generating scientific evidence to support conservation policies and implementation Integrate BFL findings into education curricula and environmental awareness programs Internship, training and field research opportunities to equip students and young researchers with hands-on experience in conservation science Opportunities to share data, and capacity building initiatives to strengthen conservation research 	Workshops, seminars, competition, publications, website and social media
6	Development Partners and international audiences	<ul style="list-style-type: none"> Provide financial and technical support for long-term conservation impacts. Disseminate information on BFL's conservation impacts to the international audiences through their network. 	<ul style="list-style-type: none"> BFL investment contributes directly to Bhutan's commitment to biodiversity conservation and climate resilience Strengthen Bhutan's global leadership in environmental sustainability BFL's conservation model aligns with international climate and biodiversity goals, making it a high-impact investment opportunity 	Annual Report, newsletter, website, conferences, workshops, social media.

			<ul style="list-style-type: none"> BFL is a globally recognized innovative financing model that ensures long-term sustainability 	
7	Youths	<ul style="list-style-type: none"> Act as a future conservation leaders Engage in conservation activities through community service, awareness programs and workshops Support communication activities and advocacy efforts 	<ul style="list-style-type: none"> Accelerate conservation and climate change adaptation and mitigation effort through awareness, and action Opportunities to actively engage in conservation through internships, volunteering, and leadership Creates economic opportunities and improves community well-being The future of conservation depends on youth leadership and innovation 	Social Media, Website, Public Events, Awareness Programs, Print Materials, Mass Media (BBS Channel 3)





5. Monitoring and Reporting

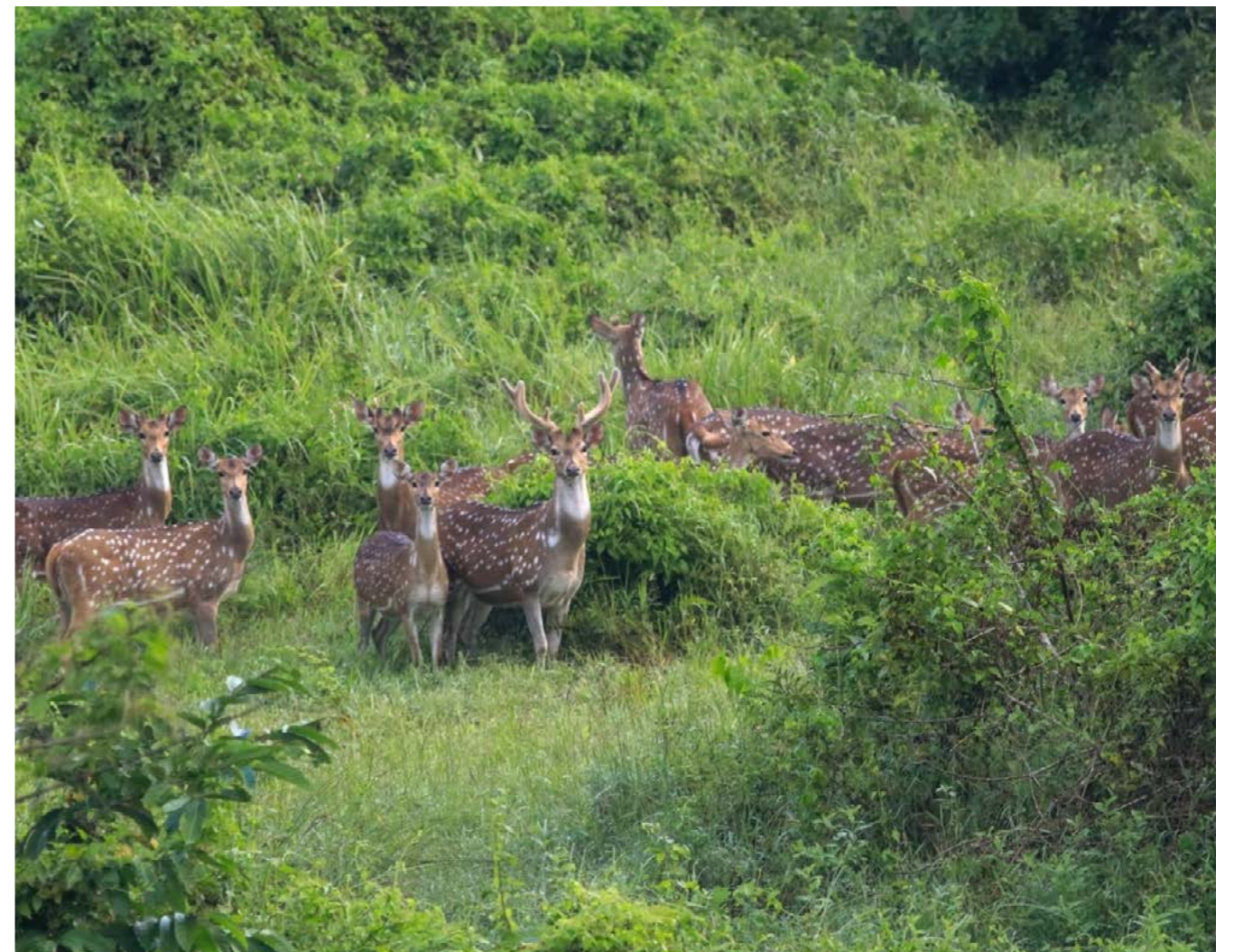
Monitoring and Evaluation (M&E) is an integral part of all BFL communications activities. Implementation of the communications work plan will be monitored and evaluated via the following M&E Framework functions:

a. Monitoring and Evaluation

Bhutan's Protected Area Networks safeguard over 52% of the country's land, serving as a vital habitat for hundreds of rare and endangered species, including the Royal Bengal tiger, Snow leopard, and Black-necked Crane among many.

b. Reporting:

An annual report will be prepared to evaluate performance and to ensure the communication needs are included in the next Annual Workplan and Budget. The monitoring and evaluation system (Annex 2) will be strengthened timely to allow the measurement of communication performance and for improvement as needed.



6.3 Branding and Public Awareness Guidelines

1. Scope

These guidelines apply to all materials (print, digital, or other formats) that reference or visually represent the Bhutan for Life Program (BFL) and its donors—the Green Climate Fund (GCF), World Wildlife Fund, and the Bhutan Trust Fund for Environmental Conservation (BTFEC) in the context of BFL-supported activities. This includes reports, presentations, banners, events, social media, digital platforms, signage and any other communications related materials.

2. Use of Names and Logos

- BFL Name/Logo

Partners may use the Bhutan for Life (BFL) name and logo strictly for activities aligned with the program’s objectives. Usage must follow BFL visual identity standards and include appropriate captions, such as “Supported by Bhutan for Life.” Use is non-exclusive, non-transferable, and subject to compliance checks. Logo files are available via official channels. All the partners must tag or mention BFL in all forms of social media update or link website wherever appropriate.

- GCF Branding

The GCF logo must be displayed on materials and infrastructure funded through GCF resources, following their branding guidelines. Co-branding requires review by the WWF GCF Agency and approval by the GCF Secretariat. Omission is allowed only in cases of security or safety concerns.

- WWF Branding

The WWF panda logo may be used in non-commercial, project-related materials. Any other usage requires written authorization. Use must cease upon WWF’s request.

- BTFEC Branding

The Bhutan Trust Fund for Environmental Conservation (BTFEC) logo must be included in all communications. Use must align with BTFEC’s branding guidelines. Written permission from BTFEC is required for use outside the scope of BFL-related activities.

3. Prohibited Use

Logos and names of BFL, GCF, WWF, or BTFEC must not be used:

- On partner-centric branding (e.g., personal business cards, official stationery).
- In contexts unrelated to BFL-supported activities.
- On vehicles, uncontrolled platforms, or commercial promotions unless explicitly authorized.
- Where ethical, legal, or reputational risks may arise.

4. Prohibited Use

- Maintain the original format, proportions, and colors of all logos. Do not distort or animate logos.
- Ensure adequate clear space and avoid busy backgrounds to ensure visibility.

- Logos should reflect the relative level of support and appear proportionally with other logos.
- Website placement should be contextualized and not imply co-ownership.

5. Compliance and Reporting

- Partners must share samples upon request and address any misuse.
- BFL reserves the right to request modification, suspension, or removal of branding.
- Any third-party misuse of the BFL, GCF, WWF, or BTFEC logos or names must be reported to the BFL Program team immediately.
- BFL assumes no liability for improper use by partners.





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