

## **PROMOTING AMPHIBIAN EDUCATION & CONSERVATION IN BANGLADESH**

### **Contact:**

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### **Donations:**

Please help us fund this project, which costs \$43,700 to implement. You can place a tax-deductible contribution via [www.savethefrogs.com/donate](http://www.savethefrogs.com/donate) or by calling 1-877-75-FROGS.

### **Introduction**

Amphibian populations have been rapidly disappearing worldwide and nearly one-third of the world's amphibian species are on the verge of extinction. Frogs and other amphibians face an array of threats from climate change to habitat destruction; pesticide use; over-collection for frog legs and dissections; invasive species; and infectious diseases spread by human activity. Frogs eat mosquitoes, provide us with medical advances, serve as food for birds, fish and monkeys, and their tadpoles filter our drinking water. Plus they look and sound cool, and kids love them!

Bangladesh is home to 38 known species of amphibians. These species are facing extreme threats due to the country's dense human population. Habitat destruction, harmful pesticides, climate change and overharvesting are contributing to the decline of amphibians in Bangladesh. Unfortunately amphibian conservation is a neglected issue in Bangladesh and little work has been conducted to ameliorate the threats to the country's amphibians. Local people are not aware of the importance of amphibians as there have been no conservation education programs in Bangladesh prior to the recent arrival of SAVE THE FROGS! ([www.savethefrogs.com](http://www.savethefrogs.com)).

SAVE THE FROGS! will institute educational initiatives among schoolchildren, farmers, university students, biology professors, government agencies and nonprofit professionals to dramatically increase amphibian conservation activities in Bangladesh. We will develop educational and outreach materials in native languages, give educational presentations in schools, train passionate environmentalists in amphibian field ecology and techniques, and coordinate Bangladesh's 1st National Conference on Amphibian Conservation. The educational materials will be made available on the SAVE THE FROGS! Bangladesh website ([www.savethefrogs.com/bangladesh](http://www.savethefrogs.com/bangladesh)) for easy and widespread access. Press releases will be used to garner nationwide and international media attention, and our successes will be communicated to environmentalists worldwide via the SAVE THE FROGS! newsletter, (which has 26,000+ subscribers) and our social networks.

### **Expected outcomes of the project:**

1. A conscious community that can take further action to protect amphibians.
2. A highly effective, well-recognized SAVE THE FROGS! Bangladesh organization.
3. A rich web resource of educational materials on the webpage: [www.savethefrogs.com/bangladesh](http://www.savethefrogs.com/bangladesh)
4. National and international media attention to highlight amphibian conservation in Bangladesh.

## **PROJECT DESCRIPTION**

SAVE THE FROGS! is America's first and only public charity dedicated to amphibian conservation. Our mission is to protect amphibian populations and to promote a society that respects and appreciates nature and wildlife. We work in California, across the USA, and around the world to prevent the extinction of amphibians, and to create a better planet for humans and wildlife. In cooperation with SAVE THE FROGS! Bangladesh (the first Asian branch of SAVE THE FROGS!), we will conduct amphibian education programs in Bangladesh as follows:

### **1. Events on the 5th Annual Save The Frogs Day (April 27, 2013):**

Save The Frogs Day ([www.savethefrogs.com/day](http://www.savethefrogs.com/day)) is the world's largest day of amphibian education and conservation action. On this day we encourage the appreciation and celebration of amphibians by people from all walks of life. Conceived and coordinated by SAVE THE FROGS! Executive Director Dr. Kerry Kriger, our supporters worldwide held over 200 educational events in 39 countries on the 4th Annual Save The Frogs Day (April 28, 2012); in Bangladesh, we held 18 events, which were coordinated by Nurul Islam and reached 2,000 participants ([www.savethefrogs.com/day/2012#bangladesh](http://www.savethefrogs.com/day/2012#bangladesh)). With Zoo Boise's assistance, we will hold 25 events on the 5th Annual Save The Frogs Day (Saturday April 27th, 2013). Events will be held at universities and schools, and coordinated by Nurul Islam, with the assistance of our nationwide network of biologists.

### **2. Developing educational materials in English and Bangla.**

We will develop educational materials in English and Bangla (native language). These materials will illustrate the importance of amphibians, the threats they face, and how people can help ensure their survival. Printed copies will be in Bangla, and distributed at schools, community bulletin boards, conferences, and university biology departments. Digital copies in both English and Bangla will be made available on [www.savethefrogs.com/bangladesh](http://www.savethefrogs.com/bangladesh) for widespread international access. Specifically, we will produce:

- A) Flyers: Quantity 300; size A4 (21cm x 30cm)
- B) "Amphibians of Bangladesh" posters: Quantity 200; size 46cm x 61cm
- C) Info Cards: Quantity 5,000; size 4x6" see [www.savethefrogs.com/info-cards](http://www.savethefrogs.com/info-cards)
- D) Species Cards for 10 species; Quantity 1000 cards per species; size 6cm x 9cm; each card features photo of species, life history traits and conservation issues.

### **3. Educating schoolchildren about amphibian conservation in Bangladesh.**

Schoolchildren are the future leaders of the country's environmental movement. We will conduct educational campaigns in 25 middle schools and high schools in the greater Chittagong area, including both urban and rural schools. We will educate at least 2,500 total students through this program. Each school campaign will include:

- A) Live presentation on amphibians by Nurul Islam (22 schools) and Dr. Kerry Kriger (3 schools). When electricity is available this will be via slideshow adapted from those on: [www.savethefrogs.com/slideshows](http://www.savethefrogs.com/slideshows)

B) Essay writing competition so that students get experience researching and writing about amphibians, as well as learning from other students' findings.

C) Drawing competition. The SAVE THE FROGS! Art Contest ([www.savethefrogs.com/art](http://www.savethefrogs.com/art)) has proven extremely successful, last year receiving over 2,000 entries from 30+ countries. Students learn about frog physiology and often incorporate threats to frogs in their art. SAVE THE FROGS! uses the art to raise funds and awareness for our cause.

#### **4. Educating the community about amphibian conservation in Bangladesh.**

It is impossible to conserve any species without involvement of the community people from different profession and culture. Two major threats to amphibians in Bangladesh arise from farmers' use of pesticides, and people who collect frogs to sell them for food in the markets. We will conduct campaigns among the farmers in 5 villages to educate them about the hazards of pesticides and motivate them to use alternative, more environmentally-friendly farming methods. The tribal people illegally harvest wild frogs for their meals; for selling in the marketplace; and for illegal export for frog legs from Bangladesh. We will identify Chittagong marketplaces where wild frog are sold and educate the hunters about amphibians (in person and via flyers in the marketplace), motivate them to find alternative livelihoods (which future projects of ours will aim to financially support). We will also educate consumers and motivate them to eat other foods. Press releases and radio interviews will be used to reach large audiences throughout Bangladesh.

#### **5. Field component for Bangladesh's university students, professors, government, and nonprofit professionals.**

We will conduct a 3-day field program to educate and train 20 total people about the greater Chittagong area's local amphibians, including their identification, habitats, and ecology from a field perspective. All participants will be chosen based on a rigorous application process to ensure the most qualified and dedicated individuals. The breakdown will be:

- A) Eight university students majoring in biological sciences or environmental policy
- B) Five biology professors
- C) Two government agents from the Department of Forestry
- D) Five nonprofit professionals from the environment and education sectors

Training will be led by Dr. Kerry Kriger, Nurul Islam, Dr. Farid Ashan and other local wildlife experts. Amphibian photos from the expedition will benefit future educational materials. After the training, the students will add our observations to the Global Amphibian BioBlitz (GAB) at: <http://www.inaturalist.org/projects/amphibian-world-of-bangladesh>

#### **6. Bangladesh's 1st National Seminar on Amphibian Conservation.**

Immediately following the field component, we will hold the country's first ever amphibian conservation seminar, in collaboration with the IUCN Amphibian Specialist Group. This two-day conference will be hosted by Chittagong Veterinary & Animal Sciences University (CVASU) and will accommodate 200 attendees, eight speakers (including Dr. Kerry Kriger) and have sufficient time for discussions, brainstorming and networking. The participants will be from Bangladesh and abroad. The policy maker, scientist and students can participate in the seminar. Videos of the proceedings will be posted on YouTube and the SAVE THE FROGS! website.

**Timeline:**

Start Date: December 2012

End date: November 2013

Duration: One Year

Activity	Month											
	D	J	F	M	A	M	J	J	A	S	O	N
Developing Educational Materials	X	X	X	X								
Save The Frogs Day Planning Execution and Results Dissemination		X	X	X	X	X						
School Education Program				X	X	X	X	X	X	X	X	
Community Education Program					X	X	X	X	X	X	X	
Dr. Kriger's visit to Bangladesh								X				
Field Trip							X	X				
National Seminar							X	X				
Report writing and submission												X

Note: Dr. Kriger will spend 2 weeks in Bangladesh for the conference; field component; presentations; advising Nurul Islam; and brainstorming and networking with other environmentalists and organizations.

**Budget:**

*Please see full budget details in accompanying spreadsheet*

Total Project Budget: \$43,700

**Curriculum Vitae of the Principle Investigator(s):**

Dr. Kriger's and Nurul Islam's Curriculum Vitae and letters of recommendation are available upon request.