

CSAP4SEP  
Sustainable Enterprise Project (SEP)  
**Communication Strategy and Action Plan (SCAP)**  
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**Submitted by**

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## Executive Summary

The 'Agrosor' program of PKSF is being implemented across Bangladesh through its Partner Organizations. Drawing on the relevant data and PKSF's experience in the implementation of the programme, it has been found that small businesses typically operate within very narrow profit margins and are often forced to prioritize short-term profit targets, ignoring environmental consequences and long-term financial sustainability. To address this problem, PKSF in collaboration with the World Bank and the Government of Bangladesh have devised the Sustainable Enterprise Project (SEP) for the microenterprise sector to improve environmental impact.

The primary objective of SEP is to create environmental sustainability within the enterprises and to contribute to the integration of environmental considerations for microenterprise loan disbursement or business cluster development or sub-project preparation, plans and activities with a view to reduce their environmental impacts. The distinctive features of the project are to build resilience and to promote sustainable technologies and practices among communities in environmentally vulnerable areas, and to adopt basic operational safety norms in project-supported enterprises. To maximize the positive environmental impacts, the project prioritizes polluting microenterprise business clusters.

This communication strategy has been developed to complement the core objective of the SEP by supporting MEs to run their businesses more efficiently and in a sustainable way. The primary objective of this strategy is to create broad based support and demand for the adoption of environment friendly and sustainable practices, which will eventually contribute to the achievement of the project objectives. The development process of this strategy was underpinned by a need assessment survey involving 22 industries in Dhaka, Coxsbazar, Vaairab, Tangail, Modhupur, Sirajganj, Bogra, Rangpur and Thankurgaon. The underlying principle of this communication strategy takes on communication as more than just the materials produced. It was rather seen in how we engage different stakeholders in meaningful ways to ensure sustainable business practices, inspire them to be environment friendly, share in the pride of collective achievements, and empower people to take responsibility and action. The strategies proposed have followed nudge theory as the base.

Findings of the need assessment survey showed that most of the micro enterprises do not consider environmental sustainability as a concern for their business and are not in a position to spend extra money to make their enterprise sustainable. However, a substantive number of the participants showed interest in adopting sustainable practices even if that require extra financing if that helps them to maximize their profit. There is no doubt that involving MEs in the current financial scheme have at least involved them consciously in one or more of the 20 sustainable practices identified by the project team. But there is a huge possibility to ensure the incorporation of all of the practices.

Based on the participant observation and qualitative data collection considering the reality of the situation and tendencies of the ME owners, this communication strategy proposes incorporation of six types of Nudges for successful adaptation of the 20 sustainable practices identified by the project team. These nudges include: 1) Mindful nudge, 2) Encouraging nudge, 3) Self-boost nudge, 4) activating nudge, 5) Self-boost nudge, and 6) Externally imposed nudge, all of which are accompanied by a strategy to effectively engage MEs in the process. Although the strategies and accompanying activities under each Nudge have broadly been identified in this report, the implementation of the Nudges will require an effective learning by doing mechanism.