

IKEA

Good Cause Campaign (GCC)

Background:

A dramatic demographic shift is underway in Bangladesh. Today the country's urban population stands at 53 million – but by 2028 there will be 79.5 million people living in urban Bangladesh (Bangladesh Urban Health Survey 2013). Migration is fueled by opportunity and the promise of increased livelihoods and access to key services. Consequently, the push factors are strongest for those marginalized and poor children and their families that migrate to the city as a strategy to cope with extreme poverty, natural disasters, and break-up of families. This shows that migration in Bangladesh is an inescapable reality.

Migration is a problem when it is unsafe. A major portion of unsafely migrated children in Bangladesh end up living/working on the streets, being trafficked within and cross borders. They are extremely vulnerable to all forms of abuse, no or poor access to basic and development services.

Project Goal:

The goal of the Good Cause Campaign project is to mitigate unsafe migration and advance the right for children on the move to protection, education, play and development.

Implementation partners:

Association for Community Development - ACD, Breaking the Silence-BTS and INCIDIN Bangladesh.

Project duration:

October 2016– 31 March 2020

Funded by:

IKEA Foundation.

Geographical Coverage:

Satkhira, Rajshahi and Dhaka districts.

Number of Beneficiaries:

Total Direct Reach: 27,706

(Girls: 8,523 & Boys: 7,802;

Female: 4,942 & Male: 6,439)

Total Indirect Reach: 67,566

(Girls: 16,916 & Boys: 15,579;

Female: 15,168 & Male: 19,903)

Target Groups



Children



Parents



Caregivers



Community People



Government Institutions



UN Bodies



Non-Government Organizations



Teachers

Project Outcomes:

- Outcome 1: Children and caregivers are aware of the risks of migration and have gender sensitive information and support to manage or mitigate those.
- Outcome 2: Improved basic education opportunities for children.
- Outcome 3: Established and strengthened Community Based Child Protection mechanism to support vulnerable children and families.
- Outcome 4: Children on the move have increased access to gender sensitive services and other support based on their best interests.

Major Activities:

- Awareness raising and capacity building of children and adults.
- Develop and support children and adult groups.
- Facilitate community based Socialization Centers at source areas to create access to gender equitable access to play, learning and protection for children, adults and community leaders to raise awareness on unsafe migration and provide information on migrating safely.
- Link children and caregivers with services including social safety net schemes to prevent unsafe migration.
- Establish linkages with education service providers.
- Formation and capacity building of Community Based Child Protection Committees.
- Work with Local Government Institutions to include provision for children on the move in plans and budgets.
- Establishment of Multiple Activity Centers at destination (which would be a safe space for children to rest, play, access learning materials, and basic advice and information about destination and referrals for the survivors).
- Ensure availability of KOLOROB application (Google maps meets trip advisor for services in and near urban slums), which would be freely available in the Multiple Activity Centers.
- Refer children to appropriate interim shelters (if needed) and ensure that they receive health, education, counseling, and family tracing and reunification support.
- Operational research to include analysis on “impact of play and sport in communicating information and learning around unsafe migration to children”.
- Advocacy with government and private sector for investment in playgrounds, and sports facilities for children.
- Advocacy for government investment in children on the move and national planning processes for this group of children to prevent unsafe migration.
- Engaging other national actors who are involved in migration discourse to ensure that children are visible and important focus in their programming and policy engagement.

