IPTC Dissemination Monitoring Form (All partnership tiers)

Please complete and return this form to policy@bgci.org and where needed please translate all content on this form to English. You can leave in the original text in your native language with an English translation provided below it for each section.

Partner/Institution Name (Full name of the organisation or individual submitting this form)

BGCI

Contact Person (Full name, email, and phone number of the person responsible

Laxmi Aggarwal

Date of Submission (DD/MM/YYYY):

19/01/2026

1. IPTC Tool Used/ Own tool or content used: Please select all tools that were used:

- Posters; Flyers / Informational Leaflets; Social Media Posts; Presentations / Workshops; Coalition Videos; Educational Materials; Press or Media Engagement

No.	**Tool** Other (please specify	**Location** (City/town/venue, or platform	**Date(s)**(Start and end date, or single date	**Estimated Audience Size** (Please specify if this is an estimate or confirmed)	**Audience Type** General Public; Students; Youth; Educators; Traders; Enforcement; Policymakers; Other (specify)	**Language(s)**(List all that content was delivered or translated in)	**Summary of Activities** (Briefly describe what was done, how materials were used, and the context)	**Observed Impact** (Describe any observed reactions, feedback, or media coverage)	**Interesting comments, engagement from the audience** (e.g., Did any visitors say they learnt something new etc.
1	Video – Meeting the IPTC partners	Abu Dhabi IUCN WCC and online	Oct 8-15, 2026	Attended event 30 Other estimated 50-70	Conservationists	English with subtitles for inclusion	A video showcasing the IPTC and a chance for partners to introduce themselves	Sharing of partner projects that address the IPT is highly impactful. This video assisted in increasing awareness of the Coalition and the illegal trade.	Everyone was very happy with the video and how the event itself was presented. Tagline and branding colours were very well received. Many meetings came up from this event with organisations exploring partnership with the IPTC.
2	Project xx	In Country xx	Start date xx - ongoing	1 project lead; xx trainees; xx game rangers; xx community members	Enforcement and xx	English and Swahili; some in local region language xxx	Monitoring the movement of orchids from xx to xx how poachers extract and transport	Many uses of different transport from xx and xx. Payment to poach received in advance; amount xx	Communities view plants as heritage and want to protect; xx
3	Social media infographics	Platform – Linked In / Instagram		Average of 20-40 likes	General online audience that engages with BGCI content.	English	Sharing outsourced infographics that ere researched and initially designed by BGCI before graphic designer input	Some very well received and widely shared/ Outsourcing to a graphic designer is very beneficial as increases engagement and presents information very clearly!	Many requests for the 'life depend on plants' infographic- request for the infographic to be added to schools.

For the following questions, please ensure that your responses correlate to the correct row in the table above.

2. Lessons Learned / recommendations for Coalition and partners (Feedback on tools, challenges, or future suggestions):

3 – highly recommend the use of well researched and designed infographics. Basic information is well received.

2- Working with communities' and building trust requires a local host who can vouch for your trust. Cannot go in alone without local introductions.

3. Supporting Media (Attach or link to photos, videos, or social media posts to your email or here):

2- https://www.instagram.com/yourBGCI/

4. Additional Comments (Any additional information to share with the IPTC team and partners)

We have recently found xx and are looking to collaborate on project xx and xx.

Declaration: I confirm that the above information is accurate and that dissemination adhered to the terms of the signed agreement.

Name: _____Laxmi Aggarwal_____

Signature: ____*laxmi aggarwal*_____
Date: _____19/01/2026_____