



## USAID Cambodia Green Future Activity Press Release

**Phnom Penh, September 15, 2021.** A new USAID-funded youth environmental, social and behavior change communication (SBCC) campaign to reduce the demand for luxury wood furniture was launched today by Mr. Richard Chen, Director of Sustainable Economic Growth Office, USAID/Cambodia, and by Mrs. Meas Chanthya, Deputy Director General, General Directorate of Environmental Knowledge and Information, Ministry of Environment. The campaign is one of three which will feature multimedia content through online platforms to support young people as “Green Champions” to model successful behaviors and practices around the protection of Cambodia’s natural resources.

“The demand for luxury timber has increased significantly in both local and international markets, which contributes to deforestation and loss of particular tree species such as the Burmese rosewood in Cambodia’s tropical forests,” noted Mr. Richard Chen. “We hope that this campaign will provide useful information and better options for Cambodian citizens, especially youth, to consider as they make choices that impact their environment. Taking the right actions today can lead to positive impacts in the future for Cambodia’s forests and wildlife. Keep the trees where they belong.”

“All Cambodians, young and old, have a common duty to conserve and protect our precious natural resources,” said Mrs. Meas Chanthya. “The campaign’s objectives support the Royal Government of Cambodia’s National Environmental Strategy and Action Plan, which aim to strengthen the effectiveness of environmental protection, natural resource management, biodiversity conservation, and sustainable development.”

Today’s launch underscores the U.S. government’s commitment to promote environmental protection, sustainable use of natural resources, and positive actions from the public to conserve Cambodia’s rich natural heritage for the benefit of all citizens as well as future generations.

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About the U.S. Agency for International Development

USAID was founded in 1961 by President John F. Kennedy and serves as the lead agency of the U.S. Government for foreign assistance. Since 1992, USAID has invested over \$1 billion towards Cambodia’s development.

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