

## **Our Approach:**

BCCP has always taken a passionate approach in communicating with people and implementing projects keeping in mind that communication plays a vital role in creating awareness, inducing behavior change and generating advocates for change. So, we take the following approaches:

- **People-centered** – We listen to our audience
- **State of the art** – We aim for excellence & high quality
- **Collaboration** – We leverage collective genius
- **Cost-effectiveness** – We ensure value for money
- **Sustainability** – We act today visioning tomorrow
- **Locally rooted and globally connected** - BCCP is a member of Global CCP network and a member of International Communication Association (ICA).