

FESTIVAL OF YOUTH

CREATING A NEW BANGLADESH

In Collaboration with
**Bangladesh Premier League
(BPL) 2025**

December 30, 2024- February 19, 2025



Festival of Youth

Creating a new Bangladesh

A country brimming with the energy, passion and entrepreneurial spirit of the youth, Bangladesh is ready to embrace change.

In collaboration with the Bangladesh Premier League, the Festival of Youth seeks to foster unity and promote an ethos of cooperation whilst supporting and bringing to the forefront - the contributions of local heroes and changemakers.



Background

The majority (two-thirds) of Bangladesh's population consists of young people, with the median age being 27. This vibrant demographic is ready to turn dreams into reality and implement meaningful change. The youth-led revolution of July 2024 has reshaped the entire country and has set the stage for continued progress and advancement.

Bangladesh is thus primed for rapid technological adoption and poised for swift progress on the global stage. The youth-driven July Uprising unified the nation, inspiring a nationwide commitment to building a New Bangladesh.



The Power of Cricket & its legacy in Bangladesh

Cricket is a sport that captivates millions worldwide whilst boasting a fan base that exceeds a billion. Revered both at the professional level and in local communities, the sport welcomes people from all backgrounds.

In Bangladesh, cricket is more than just a game—it is a symbol of national pride. It is a unifying force that brings together people from all over the country. The rise of franchise leagues, like the Bangladesh Premier League (BPL), has further fueled this passion, making the sport even more popular and accessible.

Bangladesh Premier League 2025 presents a unique opportunity to showcase the country's cricketing talent, draw international attention, and inspire a new generation of players and fans while encouraging the youth of the country to never stop dreaming.



Bangladesh Premier League

The Bangladesh Premier League (BPL) is a professional Twenty20 cricket league organized by the Bangladesh Cricket Board. As one of the country's top cricket leagues, the BPL plays a pivotal role in elevating standards of domestic cricket and fostering local talents while attracting international players as well as attention.

Consistent with the dream of creating a New Bangladesh, the new iteration of BPL aims to mobilize the energy of the nation's youth by raising awareness amongst the upcoming generation regarding their potential to help the planet.

Throughout the tournament, we hope to leverage cricket's popularity to empower individuals to tackle social, economic, and environmental issues.





BPL 2025

BPL 2025 is designed to become a vibrant youth-centric event showcasing the energy and passion of the young generation. Reaching communities across the country, the tournament is committed to present itself as a force for change.

Local and regional events that will be broadcast live have the potential to positively engage and bring together fans. Complemented by concerts and food festivals that celebrate Bangladeshi culture; the tournament is set to be unique and unforgettable.



BPL 2025 Venues

Matches will take place in Dhaka, Chattogram, and Sylhet allowing fans to experience the tournament in various locations throughout the country,

By showcasing each game in a designated district, we can create a meaningful connection between the local community and the event. This approach allows fans to celebrate their heritage while enjoying the sport, enhancing the overall experience for everyone involved.



How will **BPL 2025** be different?

- The tournament's supply chain will focus on **collaborating with local social businesses** that adhere to ethical practices,
- BPL 2025 will implement a **social procurement strategy**, dedicating a percentage of its procurement to businesses that promote social and environmental responsibilities. By partnering with social & women-led businesses, BPL 2025 can amplify its impact
- The tournament will focus on adopting **recycling initiatives** along with minimizing the use of single use plastics

BPL 2025 - Zero Waste Champions

To cultivate environmental responsibility and community spirit, BPL 2025 will introduce various initiatives including:

- **Stadium Clean-Up Brigades and Campaigns:** Volunteer groups will participate in clean-up initiatives before and after matches to ensure stadiums remain pristine.
- **Neighborhood Cleanup Challenges:** Residents will be encouraged to organize local cleanup events to foster community engagement and compete for prizes for the most successful initiatives.
- **Recognizing Local Heroes** - During each game, one individual or organization will be announced as a champion for their work in environmental stewardship by the Bangladesh Cricket Board (BCB). BPL 2025 will seek collaboration with the Ministry of Environment, Forest & Climate Change, Government of Bangladesh in identifying individuals or organizations.



BPL 2025 - Zero Waste Cricket Matches

The tournament will minimize the use of single-use plastics by opting for environmentally friendly /reusable products in various locations and also

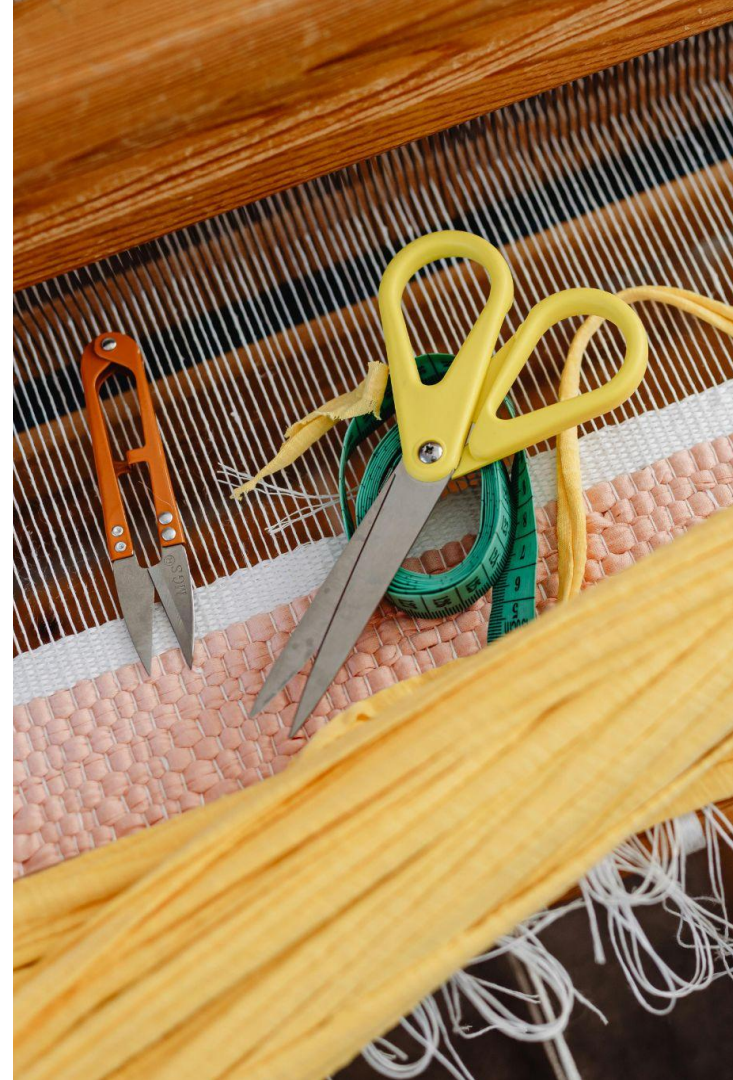
- Introduce **Recycling Initiatives**: Recycling stations will be strategically placed throughout the venue with clearly marked bins. Educational signage will enhance attendees' awareness
- Implement **Food Waste Management programs**: During the games, live kitchen facilities can be introduced, or food can be catered at specific stations. This food will only be served in environmentally friendly packaging. Additionally, all food waste will be collected by a waste management brigades and companies, to turn it into compost.
- **Using biodegradable or fabric banners** : No plastic banners will be used at the stadiums. Instead, the usage of alternate, environmentally friendly banners will be encouraged.



Team Kits & Sustainability

By integrating sustainability into the team kits, BPL 2025 will set a precedent for environmental responsibility in sports apparel, further reinforcing its commitment to social and ecological values. For BPL 2025, each team will be encouraged to produce jerseys, kits, and merchandise via mindful, environmentally & socially responsible methods. This can be done by

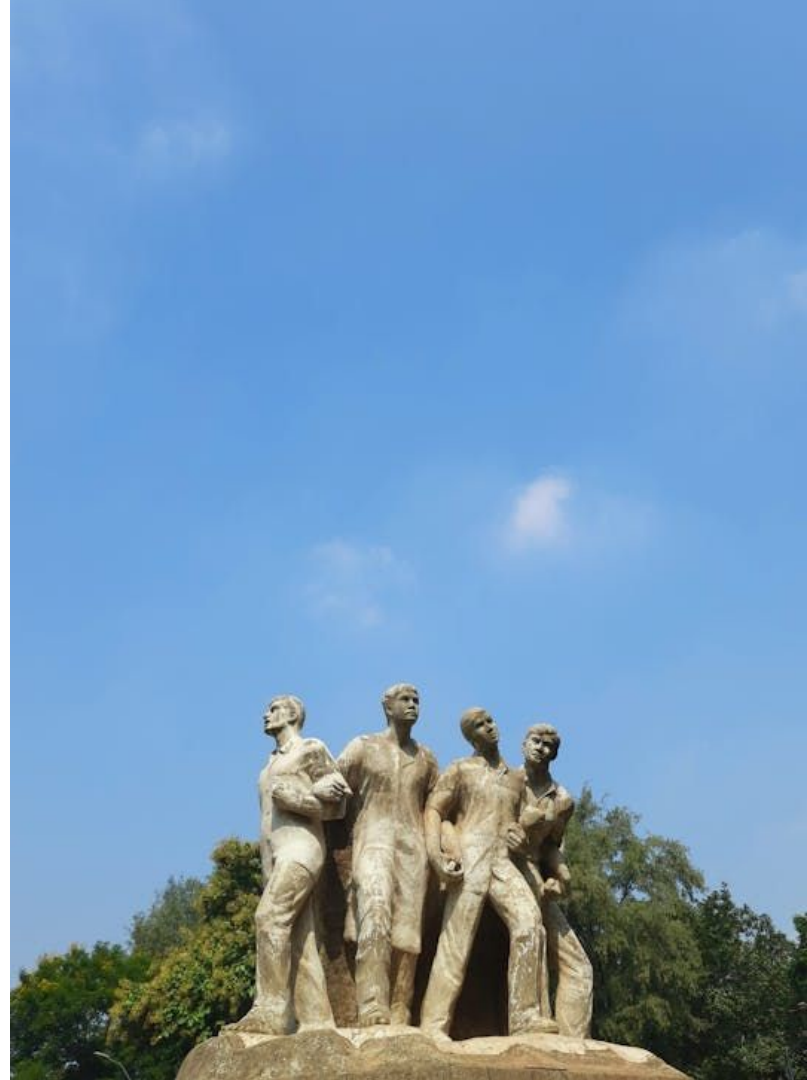
- **Using Sustainable Materials:** Franchises can explore using organic cotton, recycled polyester, or other eco-friendly textiles that minimize water usage and chemical pollutants during production.
- **Opting for Ethical methods of Production:** Franchises will be urged to partner with manufacturers that adhere to fair labor practices
- **Launching Awareness Campaigns:** To complement the use of sustainable kits, BPL can launch awareness campaigns highlighting the importance of sustainability in sports.



Impact & Legacy of BPL 2025

The July Revolution marked a pivotal moment in our country's history, with many sacrificing their lives for democracy, human rights, and justice. BPL 2025 honors those who were lost or wounded and their contributions. This tournament aims to inspire unity and the spirit of achieving the impossible.

BPL 2025 aims to be a socially and environmentally responsible tournament, emphasizing sustainability as a core value. The event will prioritize zero-waste practices by significantly reducing single-use plastics, promoting recycling, and utilizing eco-friendly materials such as biodegradable and reusable products. The overarching goal is to minimize the event's environmental impact and set a standard for responsible sporting events.





BPL 2025 - Beyond the Sport

In addition to the games, various youth-centric festivals will be organized. These events will feature competitions that will help to

- showcase social businesses
- raise awareness regarding environmental challenges
- provide information about technological solutions
- draw attention to the arts.

All of these initiatives will be centered around creating a New Bangladesh, in line with the goals of the July Revolution.



Festival of Youth

Creating a new Bangladesh

A nationwide celebration the Festival will be a cultural event that also incorporates technology, creativity and fun to bring together communities across Bangladesh: This will done by setting up

- **Cultural Festivals in Fan Zones:** Dedicated zones will feature food stalls highlighting regional cuisines and allowing vendors to present their culinary specialties, promoting local businesses and cultural heritage.
- **Local Art Exhibitions:** Fan zones will host exhibitions to bring to the forefront the talent & creativity of Bangladeshi artists.
- **BPL-themed Art and Poster and T-shirt Contests:** Young artists will be invited to submit their artwork centered around the BPL, and July Revolution to encourage creative expression and to help increase engagement with the tournament.



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Engaging the Youth through Sports

Festival of Youth in collaboration with BPL 2025 will actively promote sports among the youth through various community engagement activities including:

Local Sports Tournaments for Youth: Academic institutions will be encouraged to host intra or inter school/college/ university sports tournaments to promote teamwork and collaboration.. Regional and National winners of the tournament will be invited to the main BPL games and featured on the screen. National winners can also be invited to the BPL 2025 Finale to accompany the finalists when they enter the grounds.

Community Cricket Clinics: Experienced coaches and former professional players will lead hands-on training sessions, focusing on essential cricket skills like batting, bowling, and fitness. These clinics will take place in accessible local parks and school grounds, making cricket more inclusive for all youth.



Promotional Strategies

Key Highlights

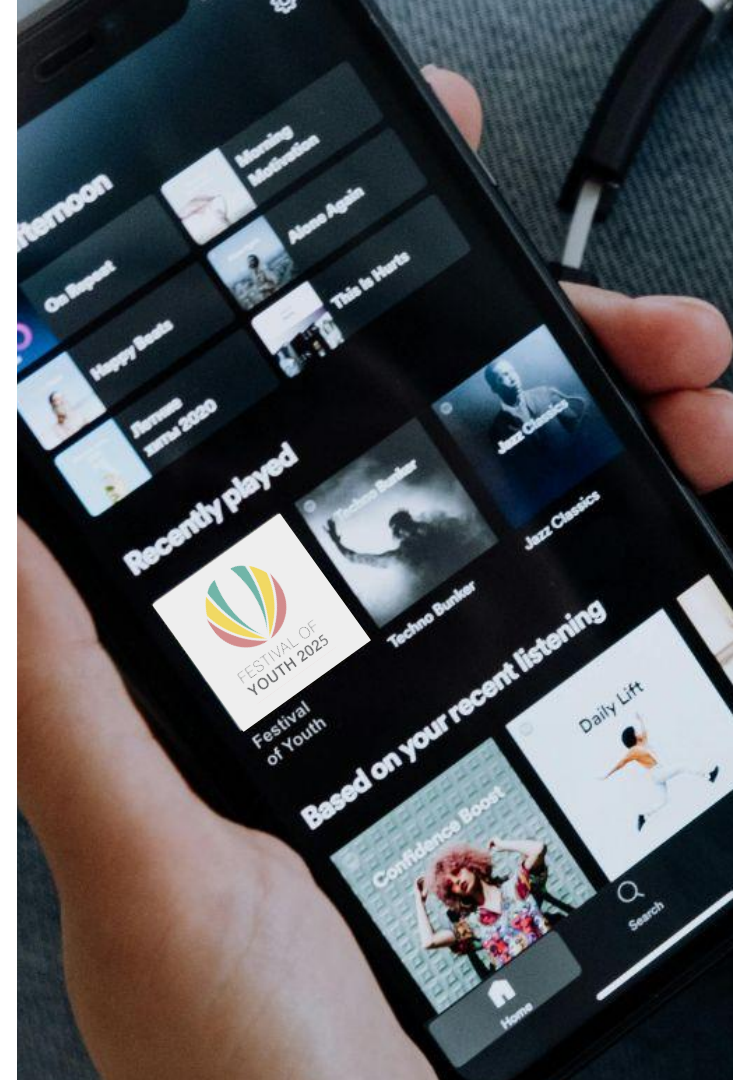
- **Fan Engagement and Sustainability:** Focus on interactive fan experiences and “Zero Waste Zones”
- **Employ Diverse Promotional Channels:** Utilizing above the line (ATL), below the line (BTL), through the line (TTL), digital, and PR channels.
- **High Visibility:** Ensuring strong presence in local and international media including socials.



Branding and Theme Song Development

BPL 2025 will feature an energetic and dynamic **theme song** created by local artists. This theme song will reflect the themes of the tournament whilst capturing the spirit of the youth and the cultural richness of Bangladesh.

A **brand kit** will also be developed, making it easy for fans to download and use approved promotional materials. This will enable the public to show their support and celebrate BPL 2025 in their own unique way. All related events including tournaments and festivals will be allowed to download the logo from BCB website and use it for promoting their initiatives.



CONCLUSION

Bangladesh Premier League 2025 will provide the foundational structure and national level exposure to successfully organize and bring to fruition the **Festival of Youth to Create New Bangladesh.**

This event will celebrate national unity, methods of sustainability, and cultural pride. The events are aimed at fostering a sense of unity and passion to help create a New Bangladesh. With a strong emphasis on human rights , environmental sustainability, and social justice , BPL 2025 as well as the Festival of Youth will reflect the aspirations of a vibrant and inclusive Bangladesh.



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CHANGE THE
COUNTRY
CHANGE THE
WORLD



Let's unite to make a difference.
#festivalofyouthBd #inclusiveBd #newBd

