

The butterfly has been embraced by BMB-GAD as its logo.



The butterfly has long symbolized transformation, changing the essence of a caterpillar that wrapped itself into a cocoon while preparing for its emergence as an entirely new beautiful being, able to fly free, a living jewel watching over creation from the sky.

The BMB-GAD butterfly wings are two letter B's standing face to face and bound securely by the letter M, which is the unifying force that is Management, enabling the two wings to gracefully flap, soaring to new heights.

The symmetrical wings exemplify the gender balance that BMB GAD aims for in all its interventions, a symbol for gender fairness, providing equal opportunity to women and men.

Gazing at the butterfly, one cannot help reflecting on the metamorphosis of the lowly caterpillar that successfully shed everything that was once known and comfortable, to bravely become an entirely new being, with the strength of character to let go of what it once was, and courageously embrace what it can be.

This is the path of transformation charted by BMB GAD, freeing itself from the established mold, seeking new approaches, new partnerships, new achievements and creating new avenues for meaningful participation of women and men in biodiversity management.