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Организация  
Объединенных Наций по  
вопросам образования,  
науки и культуры

منظمة الأمم المتحدة  
للتربية والعلم والثقافة

联合国教育、  
科学及文化组织



Division of Ecological and Earth Sciences  
Man and the Biosphere (MAB) Programme

MAB National Committees and Focal Points  
National Commissions for UNESCO  
Permanent Delegations to UNESCO  
Regional Offices of UNESCO

22 January 2018

Ref. : CL/MAB/2018/9

Subject: **Call for inputs from the MAB programme and the WNBR to 2018 ECOSOC events and to the global communication strategy and action plan**

Dear Sir/Madam,

Let me first start this letter by wishing you a healthy, happy and sustainable 2018 year.

We are pleased to inform you that several important events will take place in 2018 for the MAB programme and its WNBR, as regards the international biodiversity agenda and implementation of the SDG's, including SDG 15.

In March 2016 in Lima, during the 4<sup>th</sup> World Congress of Biosphere Reserves, we have adopted the Lima Action Plan for 2016-2025, which links our activities and actions in the World Network of biosphere Reserves (669 sites in 120 countries) to the SDG's and the implementation of the Agenda 2030. Please see <http://unesdoc.unesco.org/images/0024/002474/247418E.pdf>.

In this context, Didier Babin, Chair of the MAB international Co-ordinating Council has been invited by the President of the Economic and Social Council (ECOSOC) to submit a report for the MAB programme to the High-level Political Forum on Sustainable Development (HLPF). The 2018 HLPF theme is on "Transformation towards sustainable and resilient societies" and will be held in New York from 9-18 July 2018.

The MAB programme will participate and contribute to the ECOSOC Youth Forum late January 2018, to the Scientific, Technical and Innovation Forum of the Technology Facilitation Mechanism in June 2018 and to the HLPF in July 2018. With the support of the UNESCO Liaison Office in New York, we are planning to organize a series of briefing and side events.

We therefore warmly invite you to participate and to contribute. Several options are possible:

7, place de Fontenoy  
75352 Paris 07 SP  
France

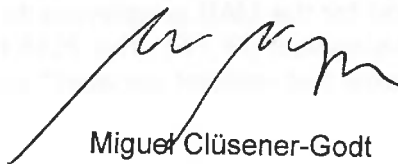
Tel. : +33 (0)1 45 68 40 67  
[www.unesco.org/mab](http://www.unesco.org/mab)

- 1) you can submit case study(ies) from your country/biosphere reserve (s) demonstrating the implementation of SDG's in your biosphere reserve(s) following the format indicated in the attached form of the present circular letter. Please send your case study by email to [MAB.circular.letters@unesco.org](mailto:MAB.circular.letters@unesco.org) using the enclosed form by 15 April 2018.
- 2) You can make and send us a 60-second film, using the following format attached. Twenty to twenty five films will be chosen to represent the diversity of the WNBR at New York. All movies that met the requested format will be presented at the MAB Council session during the adoption of the communication plan and strategy and will be hosted on the #ProudToShare, Facebook page and UNESCO social media. **The MAB Secretariat will organize a webinar to guide you through the creative process on Thursday 1st February 2018 at 10 am Paris time in English; 3 pm in French and at 5 pm in Spanish. Please do contact us if you wish to participate to one of these session so we can send you the logistics details to connect : [MAB.circular.letters@unesco.org](mailto:MAB.circular.letters@unesco.org)**
- 3) You can send us scientific and communication material such as leaflets, publications and posters on the implementation of SDG's within biosphere reserves that we can display and share during the side events to be organized in New York, and at the MAB Council 2018 session.
- 4) You can inform and mobilize your delegations in New York, contribute to the country voluntary report and make explicit references to MAB and the WNBR.
- 5) You can write to us and indicate your interest to provide support and to participate.

We hope we can make a decisive impact in 2018 with our presence at these events, write an international MAB success story based on your unique and diverse contributions and share collectively the benefits of our increased visibility and credibility as well as engage with new stakeholders through the side events, sharing of communication material and use of social media.

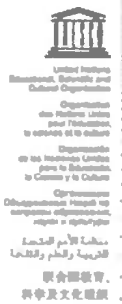
I take this opportunity to thank you for your support to the MAB Programme and the World Network of Biosphere Reserves.

Yours sincerely,



Miguel Clüsener-Godt  
Director a.i., Division of Ecological and Earth Sciences  
Secretary a.i., Man and the Biosphere (MAB) Programme

Encl.:  
Biosphere Reserve Case study format  
Instructions for 60 second movie submission  
Photos/videos copyright form



# #ProudToShare 2018

**Tell the story of your biosphere reserve and get the chance to inspire the world!**

The HLPF 2018 will be held at the United Nations in New York City next July 2018. The theme of the event is “transformation towards sustainable and resilient societies”.

It's a great opportunity for the UNESCO MAB World Network to share our collective impact and demonstrate how biosphere reserves are uniquely tackling the Sustainable Development Goals.

**UNESCO MAB is inviting you to inspire the world with the impact of your biosphere reserve by making a short film.**

**Twenty films will be chosen to represent the diversity of the MAB World Network at HLPF 2018. Here's what we are looking for:**

Get creative and make a 60 second film using the following format -

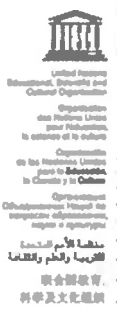
- 10 sec Choose a face of your biosphere. Have them say “hello” and say that they are from your biosphere in your country - in your local language
- 20 sec Using images and voices, share why your biosphere reserve is important and how the biosphere adds value to the lives of local people
- 25 sec Show one key project or activity that demonstrates you've made progress towards implementing one of the Sustainable Development Goals (be precise on which goal!) and what impact your activity has had in the biosphere reserve
- 5 sec Say in your local language:  
“My biosphere reserve is proud to share”

Submitted films may also be used for upcoming CBD forums and at the MAB Council in July 2018. All films that meet the requested format will be hosted on the #ProudToShare Facebook page and UNESCO social media.

Please make sure that the sound and image quality of your film is clear - this is an important opportunity for us to show our biosphere reserves in the best way possible. Films that do not meet a high standard cannot be accepted.

**Deadline for submissions is 31 March 2018. The MAB Secretariat will provide subtitles in French and English for the selected films to be displayed at New York. Please ensure you include the transcript of your film audio to facilitate our work.**

*Send your video in high resolution MPEG format along with the registration form and signed video permission form to [M.Bouamrane@unesco.org](mailto:M.Bouamrane@unesco.org)*



# #ProudToShare 2018

## Registration Form

This form must be returned along with your video to [M.Bouamrane@unesco.org](mailto:M.Bouamrane@unesco.org)

Deadline for submission is 31 March 2018

Name of Biosphere Reserve	
Country / Region	
Name of Primary Contact Person	
Email	
Telephone Number	
Length of Film (in seconds)	

Transcription of film audio:



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**Initiatives/Actions on SDG XX**

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Figure 2: ... (Photo: ...)



Figure 3: ... (Photo: ...)

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Figure 4: ... (Photo:...)

**Practical Outcomes/Achievements**

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Figure 5: ... (Photo:...)

## References

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## Acknowledgements

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## Correspondence:

[Postal address

Website

Face book

Twitter

Email ]





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UNESCO Photo Library  
Bureau of Public Information

Photothèque de l'UNESCO  
Bureau de l'Information du Public

### AGREEMENT GRANTING NON-EXCLUSIVE RIGHTS

Reference: Proud to Share Film 2018

1.
  - a. I the undersigned, copyright-holder of the above mentioned photo(s)/ video(s) hereby grant to UNESCO free of charge the non-exclusive right to exploit, publish, reproduce, diffuse, communicate to the public in any form and on any support, including digital, all or part of the photograph(s)/ video(s) and to licence these rights to third parties on the basis of the rights herein vested in UNESCO
  - b. These rights are granted to UNESCO for the legal term of copyright throughout the world.
  - c. The name of the photographer/author/copyright holder will be cited alongside UNESCO's whenever his/her work is used in any form.
2. UNESCO is an Open Access publisher and the UNESCO publications are made available on-line, free of charge through UNESCO's documentary repository. Any commercialization of its publications by UNESCO is for cost-recovery of nominal actual costs for printing or copying content on paper or CDs, and distribution. There is no profit motive.
3. I certify that:
  - a. I am the sole copyright holder of the photo(s)/ video(s) and am the owner of the rights granted by virtue of this agreement and other rights conferred to me by national legislation and pertinent international conventions on copyright and that I have full rights to enter into this agreement.
  - b. The photo(s)/ video(s) is/are in no way whatever a violation or an infringement of any existing copyright or licence, and contain(s) nothing obscene, libellous or defamatory.
  - c. I will hold UNESCO harmless against any third parties who may bring lawsuits or legal actions against UNESCO based on their alleged rights in the photo(s)/ video(s).
3. All disputes arising out of, or in connection with the present agreement or the breach thereof, shall be settled primarily by mutual understanding. In the event an amicable settlement cannot be reached, such dispute shall be settled by binding arbitration of a sole arbitrator in accordance with the rules of arbitration of the United Nations Commission on International Trade Law (UNCITRAL) as at present in force. The arbitration shall be final and binding.

Name and Address:

Date:

Signature:

*(Please sign, return to UNESCO two copies of the Agreement and retain the original for yourself)*

Mailing address: 7 Place Fontenoy, 75352 Paris 07 SP, Telephone: 00331 – 45681687  
Fax: 00331 – 45685655; e-mail: [photobank@unesco.org](mailto:photobank@unesco.org)

