

UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

International Co-ordinating Council of the Man and the Biosphere (MAB) Programme

Thirty-first session

UNESCO Headquarters, Paris, Room IV (Fontenoy Building)

17 – 21 June 2019

ITEM 10 OF THE PROVISIONAL AGENDA: Update on the MAB Communication Strategy and Action Plan

1. At its last session in July 2018, the MAB Council unanimously adopted the global communication strategy and action plan of the Lima Action Plan available on line in English and French.
2. Many delegates highlighted the success of the one minute videos #ProudToShare and the importance of producing these. The videos are available on UNESCO You Tube channel and on the UNESCO MAB website and several new ones were produced since July 2018 and displayed at the 2019 EuroMAB Network Meeting held in Dublin (Ireland), last 2-5 April 2019 and at the occasion of the IPBES# 7 in UNESCO-Paris (29 April - 4 May 2019) and during the celebration of International Day for Biological Diversity at UNESCO last 22 May.
3. The meetings of the regional networks represent opportunities to implement the strategy which was evidenced by the latest EuroMAB 2019 meeting held in Dublin Bay Biosphere Reserve where a specific communication session was held at the opening for all the participants.
4. As adopted in the communication plan, the Secretariat is planning several storytelling training “Train-the-trainer sessions” at the regional level and through regional network meetings in 2019, including in Europe, Africa, and Asia regions.
5. The Secretariat is looking for support to translate the strategy in Spanish as well as into other languages (as was done for the tool kit on communication and branding). The communication plan will then be put on line as a living document to be updated with additional case studies and stories on the new website.
6. The Secretariat will present the lay-out of its new website. All information on the MAB Programme and the World Network of Biosphere Reserves can be found on this new site. The Secretariat is currently in the process of creating new pages for each biosphere reserve.
7. As adopted in the communication plan, it is planned that in 2019 each biosphere reserve is confidently telling their foundation story and that each biosphere reserve has made



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a ProudToShare film.

8. The MAB Council is invited to provide comments on the progress made as well as to provide support through its MAB national committee and/or focal point for each biosphere reserve to make a ProudToShare film by end of 2019 and to share their foundation story on the website.