



**inspire a positive future
by connecting people
and nature today**

UNESCO MAB - Global Communication Strategy and Action Plan

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This communication strategy was developed with the support of many including:

The UNESCO Offices in San Jose and in Montevideo, the MAB National Committee of Costa Rica and the biosphere reserves in Costa Rica, Jonathan Baker from the UNESCO Office in Montevideo;

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Lima Action Plan

A communication strategy for the network

Strategic Action Area D

Comprehensive, modern, open, and transparent communication, information and data sharing

D2. Increased awareness of all aspects of the MAB Programme

D2.1. Create a communication strategy and an action plan

The Lima Action Plan endorsed by the 4th world Congress of Biosphere Reserves and adopted by the 28th session of the MAB Council on 19 March 2016 gives responsibility to the MAB Secretariat (D2.1; D2.2; D2.3; D2.4) to create a global communication strategy and action plan alongside with national and subnational authorities, and MAB national committees (D2.1; D2.2) and regional networks (D2.2). This communication strategy and action plan is to be endorsed by the MAB Council in 2018 and should include actions D2.3, D2.4 and D3.1 and associated timeline. It should also be closely related to implementation of action C.7.1 on the analysis of a strengthened global biosphere reserve brand with associated national guidelines so that the global brand can be implemented consistently by the WNBR. The MAB programme mission for the period 2015-2025 also stipulates to « communicate the experiences and lessons learned, facilitating the global diffusion and application of these models”.

Developing the strategy

Using common tools created by the network

The development of the Global Communication Strategy has been being conducted through a series of interventions with the World Network. The premise is that the strategy should be developed by the network, for the network - using the communications tools that have already been created within the Brand & Story Toolkit adopted by the World Network in 2015.

Each intervention was designed to test the components of the strategy and build out content using the experience of the network. Gaining perspective from new audiences who had not yet been included in the communication tools, such as the MAB Youth Forum, African and Asian biosphere reserves, was critical to ensuring content was applicable to the entire network.



UNESCO MAB

Global Communication Strategy and Action Plan



Introduction

Communication is more than just the materials we produce, the awareness campaigns we run about the MAB, and reports we publish of our work. It is how we engage our stakeholders in meaningful ways to inspire them, share in the pride of our collective achievements, and empower people to take responsibility and action.

In the MAB programme and its WNBR, we are all communicators. Without making and sustaining connections in our communities we cannot fulfil our purpose. Communication is essential to the collaborative nature of what we do, and who we are as a global network.

Our Global Communication Strategy and Action Plan addresses the need established in the Lima Action Plan to increase awareness of all aspects of the MAB programme. The strategy was created by representatives across our World Network, through co-creative working sessions in biosphere reserves in all regions.

The strategy is based on the idea that our global communication is made up of the communication of all of biosphere reserves around the world. Increasing our collective ability to communicate effectively will have a tangible and lasting impact on our work, our credibility, our visibility and our place in this world. This document is designed as guidance to help the World Network communicate in a focused and consistent manner. Case studies are included to demonstrate just a few of the great examples of communication across the network that are in line with the principles of this strategy.

Our journey is on-going. We are traveling together in a world that is transforming very fast, with many uncertainties. In the development of this strategy, I was fortunate to experience so much creativity, human and community connections across our World Network. I am very grateful to each and everyone who joined us and went beyond what they knew.

Imagine what we could achieve together by inspiring even more people to commit to the vision of the MAB programme.

Meriem Bouamrane
UNESCO MAB Secretariat

UNESCO MAB Global Communication Strategy

“Modern, open & transparent communication”

The way UNESCO MAB communicates is changing to more effectively engage people on what a biosphere reserve is, how the network works, why it is important to others and how people can get involved.

This “big shift” was outlined in the MAB Brand & Story Toolkit and has become inspiration for creating more dynamic and effective communication plans.

The UNESCO MAB Global Communication Strategy addresses each of the shifts.

Changing how we engage:

Broadcast



Conversation

Less talking to, more talking with

Explain



Inspire

Less words and justification, more inspiration and images

Place



People

Less geography, more human

Facts



Stories

Less data sharing, more storytelling

Regulation



Opportunity

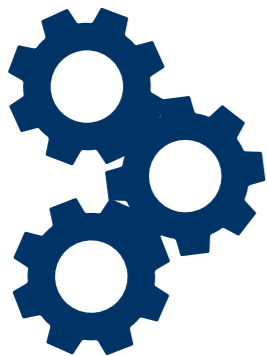
Less about things people can't do, more about what they can

Elements of our strategy

The UNESCO MAB Global Communication Strategy has six elements, reflecting best practice and designed to help biosphere reserves create their own effective communication and engagement campaigns.

Through consultation with the network key content has been created for each of the six areas. The strategy provides direction and guidance for the network in each of the areas to allow for consistency of implementation.

OBJECTIVES



Aligning all communication activity to common engagement outcomes for the network

FOUNDATION



A framework for storytelling to give a confident foundation to communication

AUDIENCES



Specific groups to engage by focussing on what they care most about

MESSAGING



Key messages for the network that have been tested for each audience group

ACTIVITIES



Using the best method to reach each audience group to have the greatest impact

MEASUREMENT



Measuring impact and monitoring resource use to ensure effectiveness

Using the strategy

This strategy has been designed as a guide to support all biosphere reserves to engage with stakeholders in a targeted way and move towards common communication objectives.

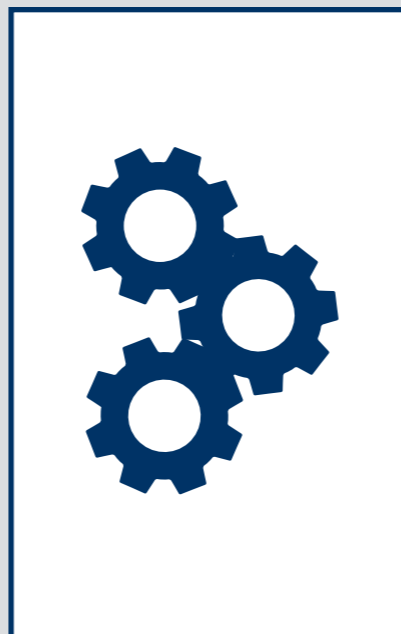
We recommend that all biosphere reserve coordinators and staff responsible for communication read the strategy in its entirety.

Then work together in your team to better understand which communication objectives are most applicable under the current context of your biosphere reserve.

Each biosphere reserve is encouraged to them create their own story, using the formula set out in the strategy.

And then work through audiences, messaging and activities that align to your objectives to create an engagement plan tailored to your needs.

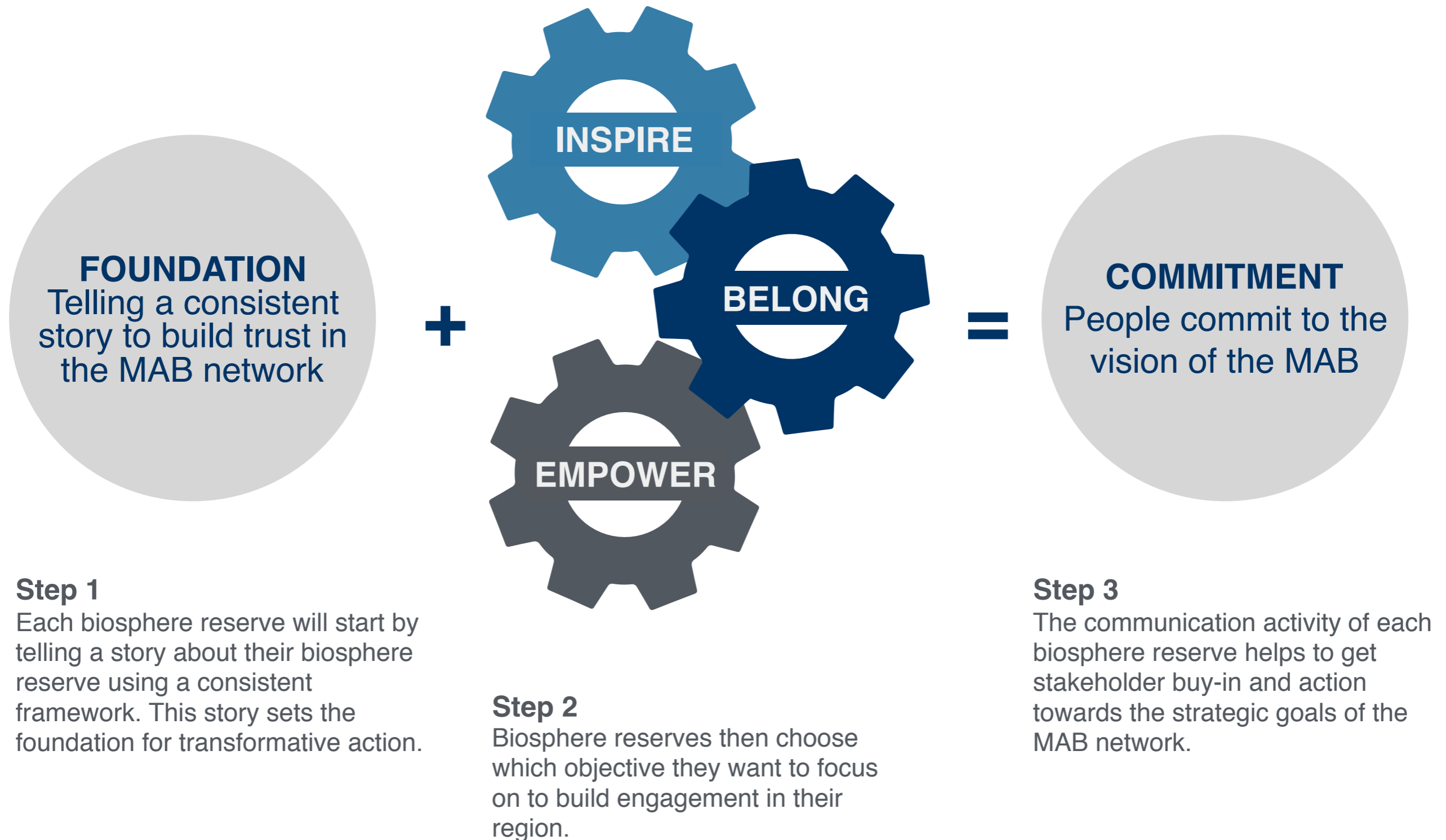
Further support and guidance is provided in the [UNESCO MAB Brand & Story Toolkit](#) - available to download from the UNESCO website.



Objectives

Objectives

Three steps to focus communication



Objectives

Focussed communication helps us to achieve our goals



We inspire stakeholders with the impact of biosphere reserves and the work of MAB

Demonstrating how the network is an example of creating impact and is valuable to people's lives will help people believe in the MAB and make a commitment.

- sharing stories of impact
- helping people understand our value
- education programmes



We create a sense of belonging and connection to something bigger

Increasing people's pride in their biosphere, being part of a global network and world-wide solution will help people to commit to the goals of the MAB.

- campaigns to celebrate local people and increase pride
- connecting local products to the goals and values of the MAB



We share knowledge and build capacity for people to follow the principles and values of the MAB

Getting people engaged in the actions of sustainable development and building advocacy will sustain their commitment to the MAB.

- creating ambassadors
- involving people in decision making

From an inspiring story comes commitment

Case Study: Nordhordland

Foundation story

Candidate biosphere reserves - like Nordhordland in Norway - start by telling their unique story to support the engagement of local stakeholders. Nordhordland created their foundation story by using the MAB Brand & Story Toolkit to balance the technical elements of the biosphere with the emotional messaging required to draw audiences in.

Objective: Inspire

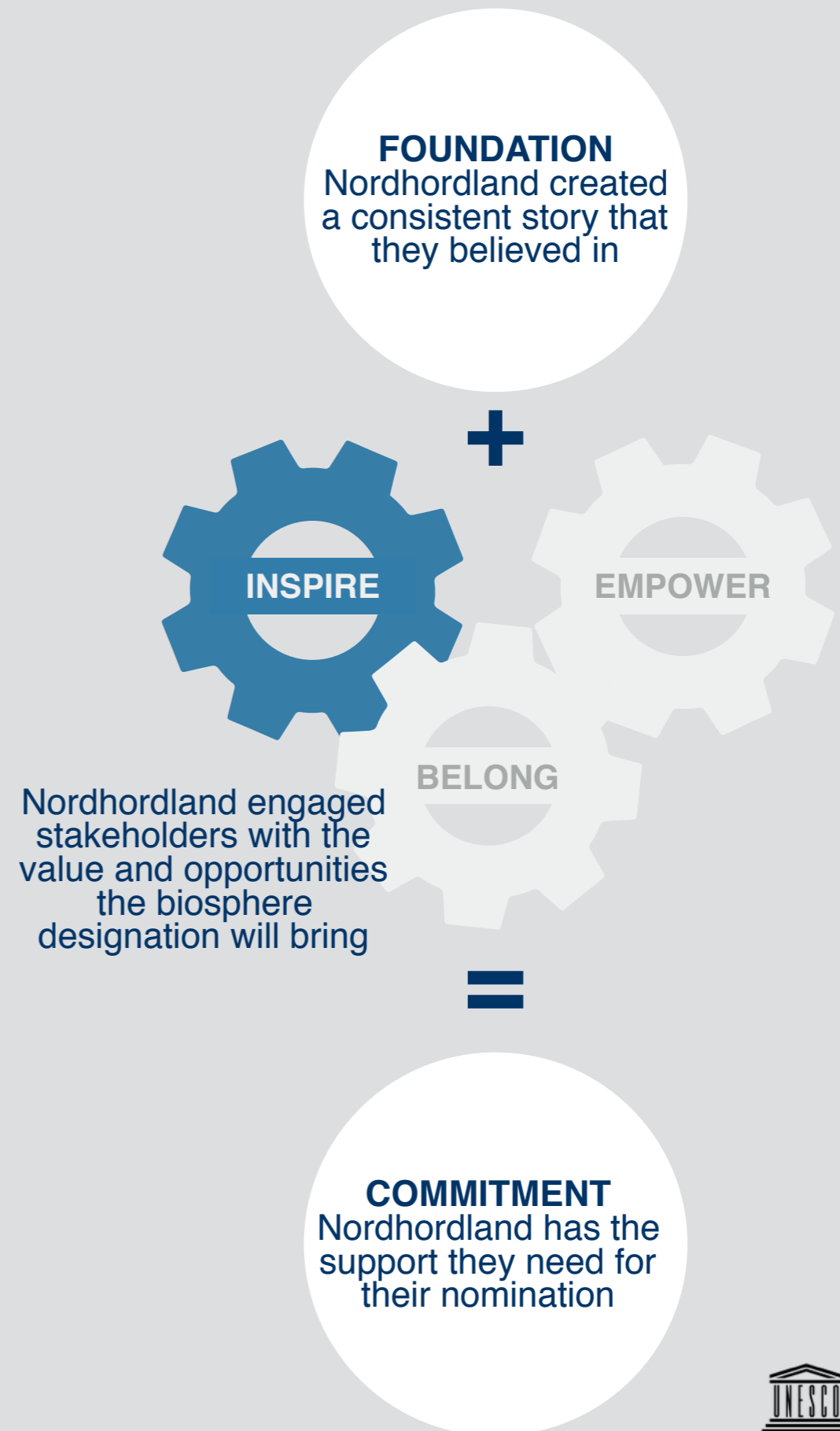
Inspiring local stakeholders with the value of the biosphere reserve and the opportunity it brings to the local area is essential.

Nordhordland conducted extensive stakeholder dialogue with the communities connected to the potential biosphere reserve. Through the support earned, local teams were able to finalise their nomination for designation.

Commitment

Using a simple and inspiring story about our new biosphere reserve was critical to getting buy-in from all stakeholders - from local leaders to our own project team. It helped us to build belief in the value of what we were creating. The impact was that we have been able to get everyone excited about our designation and their essential commitment to becoming a UNESCO biosphere reserve.

- Kari Natland, candidate Nordhordland Biosphere Reserve



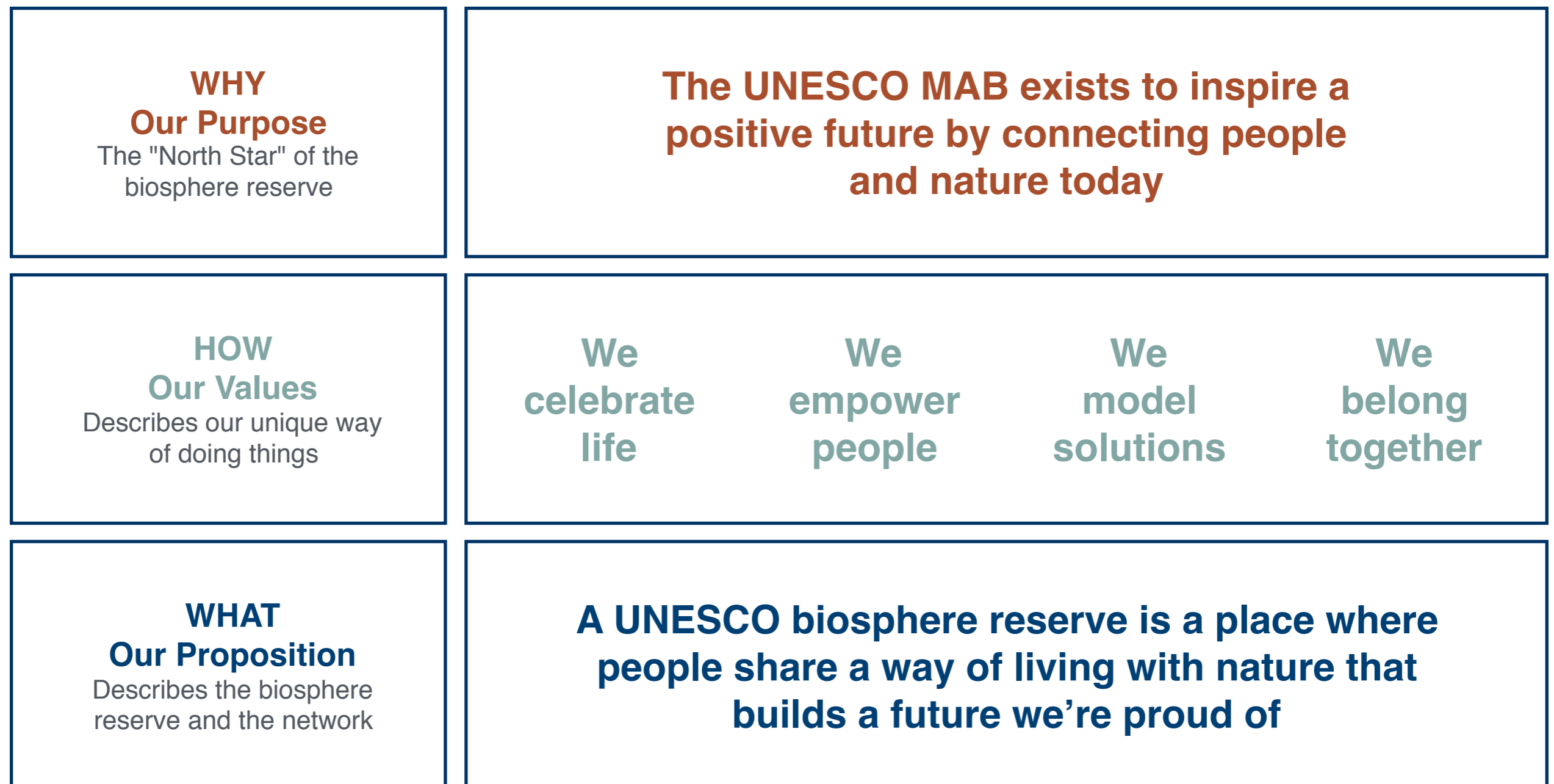


Foundation Story

MAB Brand Framework

Explaining what the UNESCO MAB is and why we exist

The MAB Brand & Story Toolkit provides the ingredients for what the MAB stands for, our common values, and a standard description of what a UNESCO biosphere reserve is that can be used across the World Network.



Download the [UNESCO MAB Brand & Story Toolkit](#) for more details.

Telling your biosphere reserve story

A formula for powerful storytelling

Each biosphere reserve can tell a simple, engaging story based on the following formula. The story should be tailored to the local language and context. By using this consistent format, your story provides a foundation for all communication activity.

Introduce me

Hook me into the story of the biosphere. Why is it important to me?

- *The purpose of the UNESCO MAB*
- *Why the local area is a biosphere reserve and the opportunity that brings to people*

Tell me more

Share more detail about what the biosphere reserve is in relationship to me

- *What a biosphere is and how the MAB values are lived*
- *The specific local challenges that the biosphere solves*
- *How the biosphere adds value to the lives of people in the local area*

Show me impact

Give me the proof that the biosphere reserve makes a difference

- *How the biosphere reserve addresses the Sustainable Development Goals*
- *Examples of measurable impact of projects and how the biosphere reserve has created a positive future for the region*

Telling a consistent story

Case Study: the Vhembe Biosphere Reserve

The Vhembe Biosphere Reserve in South Africa hosted a working session with local stakeholders, including the South African MAB National Commission and MAB Committee. Using the story framework they developed a narrative that will help them be clearer on what the biosphere reserve is, how it adds value to the local area, and inspire people to get involved.

Welcome to the Vhembe Biosphere Reserve Celebrating life in the “Land of Legends”

The Vhembe Biosphere Reserve is an important meeting place of rich natural and cultural heritage in a magical, diverse landscape surrounding the Soutpansberg Mountain in South Africa.

From Mapungubwe’s Golden Rhino and the ancient San rock art paintings, to the diversity of our mountain and sacred Lake Fundudzi, our UNESCO biosphere reserve celebrates life by recognising the connections between people and nature.

As part of the global MAB network, Vhembe provides an open forum for bringing people together with their natural surroundings - to empower them to unlock their potential, and using their indigenous and scientific knowledge to model solutions for sustainable living. We seek to inspire people to restore lost traditional connections to their land, and share a way of living with nature that builds a positive future we can be proud of.

People living in this landscape can demonstrate their way of living with nature through a number of different projects, all contributing to the Sustainable Development Goals.

We empower woman in rural communities through the sustainable collection and use of the ancient baobab tree fruit, both aiding the conservation of this precious and protected species, as well as addressing poverty and improving livelihoods of rural households.

Vhembe is also a vibrant landscape for scientific research, and is host to a number of private research centres as well as the University of Venda. One current research project is seeking scientific evidence to demonstrate the value of bats as a viable pest control agent on macadamia orchards, a vital and growing agricultural industry in our region.



“Introduce me”

Inspires with the MAB purpose and why the local area and biosphere reserve is important to people.



“Tell me more”

Includes key messaging from the Brand & Story Toolkit, making reference to the definition of a biosphere and UNESCO MAB values. Core messaging on how the biosphere solves local challenges.



“Show me impact”

Referencing just a few of the signature projects to demonstrate that the biosphere reserve is contributing to the Sustainable Development Goals.

Telling a consistent story

Case Study: #ProudToShare Films

Objective: Foundation

The MAB Secretariat, with the support of the Canadian Commission for UNESCO, wanted to help the network develop consistent, inspiring and creative storytelling. The objective was also to support biosphere reserves in linking their work to the Sustainable Development Goals of Agenda 2030.

The #ProudToShare film collection was launched - with a call out to the World Network to submit their film in line with a consistent format.

Communication activities

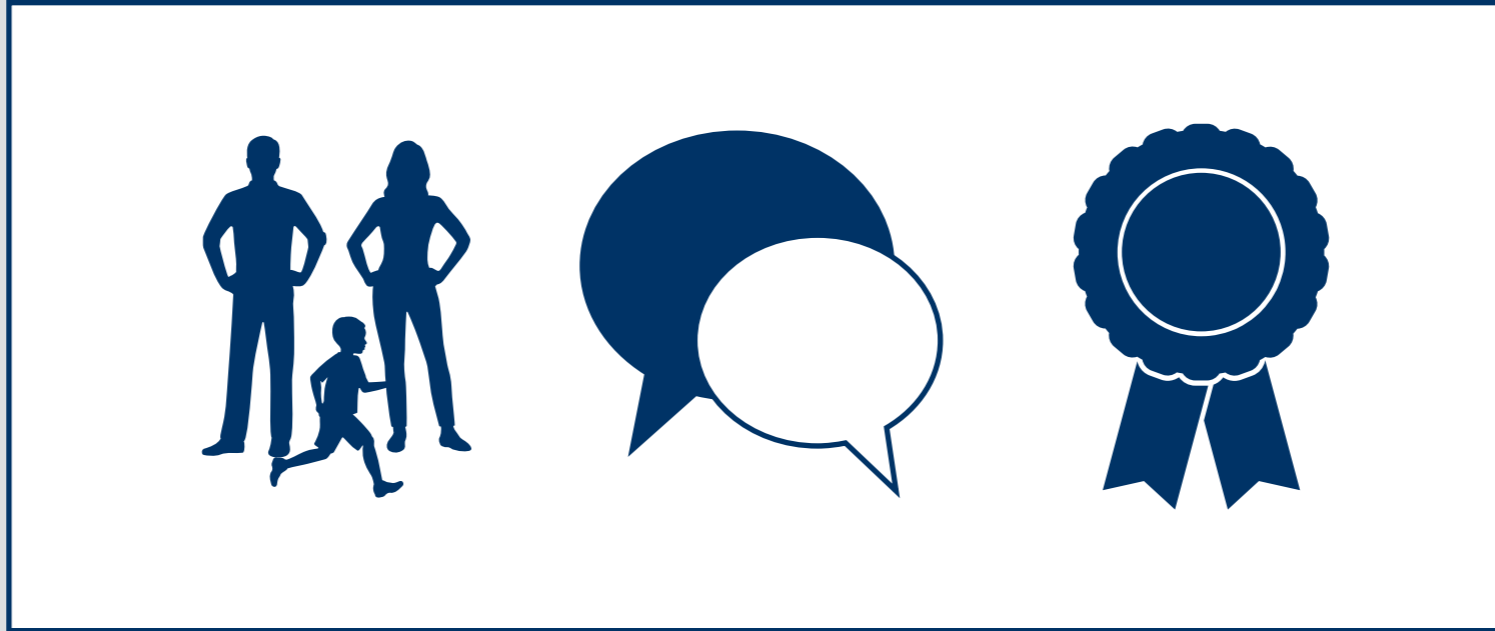
The #ProudToShare films must be one minute long and follow strict guidelines in order to showcase the diversity of the network.

A brief was created for the films that gave direction on how to structure the story and script of the film. A webinar was hosted for each region to learn more about how to make their film.

Impact

10% of biosphere reserves in the World Network submitted films after the request was made. 30 films were chosen to represent the diversity and impact of the MAB World Network at events in 2018.





Audiences, Messaging & Activities

Creating communication plans

Using this section of the strategy



Select your target audience based on the four potential strategic stakeholders groups:

The World Network has identified audiences that are essential to engage. Being specific and choosing one audience will help you target your communication. This section is divided by audience to help guide you through how to best communicate with each group.



Consider what this audience cares about and the messaging that will help reach them:

Key messaging is provided for each audience to help you with your engagement. Use this messaging as a best practice guide, translating to your own local language.



Then decide on engagement activity that will best reach your audience:

Example activity and case studies are provided. For help in choosing activities, use the exercises included in the [MAB Brand & Story Toolkit](#), which are designed to spark your creativity in developing new ideas to reach audiences.

Targeting Audiences

Being specific about who we are communicating with

Four key audience segments at the local and regional level have been identified for the communication strategy.

Choosing an audience will help focus resources and ensure engagement is targeted to achieve the objectives of the strategy.

When engaging any of the key audiences, biosphere reserves should **focus on one objective** in order to be effective with their communication.

Audiences were established and tested at the EuroMAB network meeting and in African biosphere reserves. Mapping audiences to objectives has been tested through the EuroMAB network and global pilots of the MAB Brand & Story Toolkit.



Community Leaders



Local businesses



Children & Youth



Local residents



Community Leaders

Includes politicians, councils, local and indigenous leaders & people who shape policy

Stakeholders who influence others and can spark change.

Why this group?

Community leaders are influential policy makers, inspire people, and are often important to engage to secure funding.


What do they care about?

Serving their people, making an impact during their term in office, bringing people together, current trends, attracting economic prosperity.

What communication objectives are most suited to them?

Inspire & Empower.

Community Leaders Profile

	What Community Leaders tend to say about the biosphere reserve	How to engage them in this topic
 <p>A Community Leaders</p>	<p>Our region is unique with special issues!</p>	<p>Engage community leaders in conversations on the potential opportunities the biosphere reserve has to helping solve local issues.</p>
<p>Includes politicians, councils, local and indigenous leaders & people who shape policy</p>	<p>What support does the government need to give biosphere reserve?</p>	<p>Empower community leaders by giving them active roles in decision making.</p>
<p>Stakeholders who influence others and can spark change</p>	<p>What added value will the biosphere reserve bring to our people?</p>	<p>Inspire leaders with proof of the economic, social and environmental benefits of the biosphere reserve designation.</p>
	<p>Who is responsible and funds a biosphere reserve?</p>	<p>Inspire leaders with case study examples of how other similar biosphere reserves operate effectively our network.</p>

Community Leaders

Messaging & example activities

Key messaging

Example of effective activity



Includes politicians, councils, local and indigenous leaders & people who shape policy

Stakeholders who influence others and can spark change

Inspire:
Being a biosphere reserve helps our region grow

A publication that connects the objectives of local biosphere reserves to impact stories of the UNESCO MAB network

Empower:
We want you to be involved in helping our area thrive

Stakeholder meetings that share stories of how the biosphere is delivering impact to the local area and involve the community in decision making

Inspiring leaders

Case study: Swedish & French MAB National Committees

Objective: Inspire

The Swedish MAB National Committee, alongside the Swedish Environmental Protection Agency, wanted to make clear how biosphere reserves present a unique opportunity for tackling the 2030 Sustainable Development Goals. Their target audience was senior decision makers.

The French MAB Committee created an inspiring report for EuroMAB 2017 which linked action in the biosphere to the SDGs.

Communication activities

Printed reports were created, as well as distributed on the internet and social media. The report content was used for presentations in conferences and seminars.

Impact

The [Swedish report](#) was distributed to 900 target individuals and content spread through event presentations. Because of the engagement significant investment was made by the Swedish EPA to fund facilitation of knowledge exchange through the BR network.

The [French report](#) was widely circulated through the EuroMAB 2017 activity and as part of press activity for the conference.

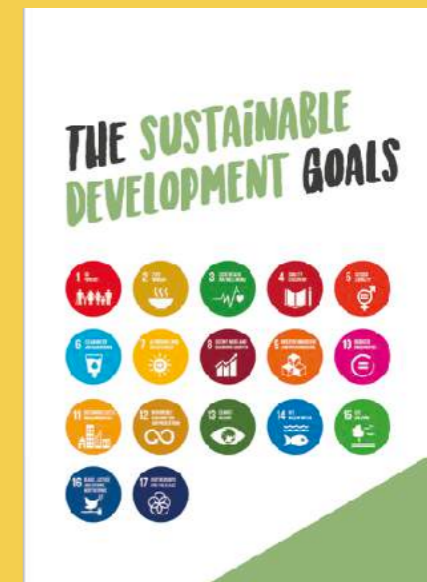


Increasing social capital to improve conditions for biodiversity

In the Parc Naturel Régional de la Vallée de la Loire, the programme was implemented as a result of a 10-year journey from conflict to cooperation. In the 1990s, a biodiversity conservation group entered the public authorities for carrying out poor and inadequate inventories of land potentially suited for protection. The land owners, in turn, feared that the identification of valuable areas on their land would increase the risk of nature reserves and land-use restrictions.

In 1998, after years of escalating conflict, a collaborative project group with representatives from the different interests was established. Within this group, they could gradually develop a mutual understanding for each other's viewpoints. This collaborative process resulted in the BR designation. The interest organizations are represented on the BR board and continue to collaborate in landscape management issues. In all cases, the public authorities in the area have a more proactive and transparent approach to farmers and land owners and a heavier participation in nature conservation.

A recent project is Broadleaf success which since 2015, 2016 with the objective to break up the monoculture of the landscape by creating savannas of green infrastructure consisting of broadleaf trees in different stages of



This is just one of many great case studies from the network. [Click here for more examples of engaging Community Leaders.](#)

Empowerment through decision making

Case study: Bassin de la Dordogne, France & Niagara Escarpment, Canada

Objective: Empower

Having leaders and influential members of the community take part in decision making helps to get buy-in for the principles of the MAB programme.

The Dordogne Basin Biosphere Reserve has a local resident chair in their Committee, who is also an elected member of the National Assembly in France. By empowering him in the decision making process, he became convinced that the biosphere designation helped his local region, and fought for the biosphere reserve to have even more recognition at a national level.

Niagara Escarpment in Canada has convened a working group made up of influential local stakeholders to create a new governance model for the biosphere reserve. This project includes specifically engaging indigenous First Nations communities in dialogue.

Communication tactics activities

Targeted dialogue and co-creative working groups.

Impact

In 2016, a biodiversity law was adopted in France. The Dordogne Basin's representative, supported by another elected member of the Gorges du Gardon Biosphere Reserve, helped recognise that biosphere reserves are places for sustainable development in this law.



This is just one of many great case studies from the network.
[Click here for more examples of engaging Community Leaders.](#)



Local Businesses

Includes farmers, tourism and small business owners

Those who have a stake in using the biosphere to make a living.

Why this group?

Local businesses are users of the biosphere reserve and help drive economic development. They can also be great ambassadors for the biosphere reserve - spreading the word to local residents and visitors.

What do they care about?

The prosperity of their business, sustainable tourism and the local economy.

What communication objectives are most suited to them?

Belong & Empower.

Local Businesses Profile

What Local Businesses tend to say about the biosphere reserve

How to engage them in this topic



B

Local businesses

Includes farmers, tourism & small business owners

Those who have a stake in using the biosphere to make a living

How does being a biosphere reserve help tourism?

Create partnerships with local tour operators, tourists boards and sites to empower local tourism businesses to be ambassadors of the biosphere reserve.

How will operating my business in a biosphere reserve help me?

Celebrate businesses that are operating in alignment with values and principles of the MAB as examples of how business benefits from the designation.

Why should I engage with the biosphere reserve as a farmer?

Empower farmers through dialogue forums to be actively involved in decisions on land regulations.

Why can't our local products have the UNESCO logo on them?

UNESCO has restrictions on how its logo can be used for commercial products. Create pride in locally made products through messaging that connects the product to the principles of the MAB.

Local Businesses

Messaging & example activities

Key messaging

Example of effective activity



B **Local businesses**

Includes farmers, tourism & small business owners

Those who have a stake in using the biosphere to make a living

Belong:
Made in a UNESCO biosphere with love

Local fair that showcases products of local businesses

This message is also useful for verified products made in alignment with the values and principles of the MAB

Empower:
Your business benefits from being part of the biosphere

Partnerships between local businesses that show how operating a business in line with the principles of the biosphere reserve can help a business grow

Local producers belonging to something bigger

Case study: Arganeraie, Morocco

Objective: Belong

The argan tree is an endemic plant in Morocco. The production of argan oil has historically been one of the most important sectors in the Moroccan economy. The manual production of the oil is almost exclusively work for women in the area. The “Union of Women’s Cooperatives of the Arganeraie” was founded with the aim of marketing high-grade argan oil from the Arganeraie Biosphere Reserve to obtain adequate income for the cooperative members.

Communication activities

Forming cooperatives to promote sustainable production of oil and enhancing the livelihoods of local producers. 100% argan oil products are marketed with mention of being produced in the Arganeraie Biosphere Reserve.

Impact

The number of women’s cooperatives concerned with argan oil production and the number of their members is rising steadily. At household level, argan oil production secures work that is distributed evenly throughout the year and can ensure a regular income.

<http://www.inra.org.ma/Docs/actesarganier/arganier418427.pdf>

<https://www.giz.de/expertise/downloads/giz2014-en-argan.pdf>



This is just one of many great case studies from the network.
[Click here for more examples of engaging Local Businesses.](#)

Empowering farmers

Case study: El Triunfo, Mexico

Objective: Empower

Members of the Campesinos Ecológicos de la Sierra Madre de Chiapas (CESMACH) coffee farming collective live in the buffer zone of the El Triunfo Biosphere Reserve, where organic coffee farming is one of the few sanctioned activities in the delicate cloud forest habitat. The biosphere reserve has worked with coffee producers for more than 20 years, visiting farmers and encouraging the organization of cooperatives and the use of good farming practices.

Communication activities

The biosphere reserve collaborates to form local organizations, create projects, obtain economic resources (public and private) and generate strategies for growing organic coffee.

The CESMACH coffee cooperative also uses the name “biosphere” on its labels, and mentions “El Triunfo” when talking about its coffee and where it comes from.

Radio broadcasting campaigns, environmental education and promotion of good practices have all been used by the biosphere reserves to engage local farmers.

Impact

The engagement ensures all coffee produced in the region is shade grown, and biological corridors are created in order to facilitate bird and animal migration.



This is just one of many great case studies from the network.
[Click here for more examples of engaging Local Businesses.](#)



Children & Youth

Elementary school (6-10) or high school level (14-17)

Can influence their parents or are at a stage of activism.

Why this group?

Younger children are fascinated by nature and their curriculum can include information about the biosphere reserve. Youth are curious about getting involved.

What do they care about?

Nature, family, after school activities (from the arts to sport), what their friends care about, pop culture.

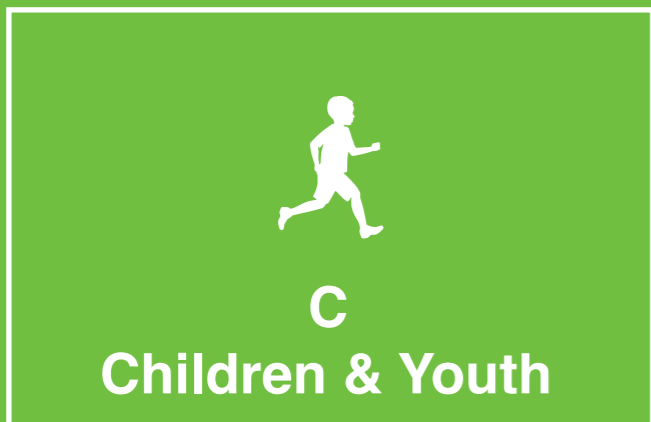
What communication objectives are most suited to them?

Inspire & Empower.

Children & Youth Profile

What do people tend to say about Children & Youth and the biosphere reserve

How to engage them in this topic



Elementary school (6-10) or high school level (14-17)

Can influence their parents or are at a stage of activism

What age children are best to engage with the biosphere reserve?

Across the network, most biosphere reserves engage young school age children, or high school level. Consider the difference of what these age groups care about before engaging with them.

How do we engage busy teachers and get biosphere reserves on the curriculum?

Teachers are looking for new ways to inspire their pupils. Biosphere reserves provide excellent tools, learning materials and opportunities to engage with environmental education.

Children are disconnected from nature and prefer to be on mobile devices.

Biosphere reserves are exciting places to explore, learn and have adventures. We have an opportunity to inspire all ages with the wonder of nature.

What about engaging “millennials”?

The “millennial generation” are people born between 1980 and 1996 - so they aren’t youth anymore! Engage this generation as part of the local resident audience group.

Children & Youth

Messaging & example activities

Key messaging

Example of effective activity



Elementary school (6-10) or high school level (14-17)

Can influence their parents or are at a stage of activism

Inspire:
A biosphere reserve is a place where people and nature share a way of living that we are proud of

Ways for teachers and schools to engage children and youth on what a biosphere reserve is and what it means to live in one

Empower:
You have the power to make change happen

Guidance for teachers on how to get youth active in biosphere reserve projects

Inspiring children

Case study: Mammoth Cave, USA

Objective: Inspire

Children in the Mammoth Cave Biosphere Reserve in Kentucky, USA, benefit from a host of programs offered to inspire them. All programs relate to school curriculum and one or more of the biosphere reserve's primary resources (the rich cultural heritage, the scenic and ecologically diverse river valleys, and the cave and karst geology) and/or themes (such as stewardship or the international significance of the park).

Communication activities

The [Environmental Education Program](#) includes:

- programs at the park
- park ranger school visits and "distance learning"
- lesson plans and curriculum guides
- teacher training workshops

Impact

In 2016:

- nearly 16,000 children attended park tours
- 22,000 children attended an in-school program



This is just one of many great case studies from the network.
[Click here for more examples of engaging Children & Youth.](#)

Empowering youth

Case study: NordMAB

Objective: Empower

A partnership between the international organization Students on Ice, and NordMAB, the Nordic network of MAB, creates connections with youth across the region through experiential learning and empowers them to become ambassadors of the MAB. The programme has been running for three years.

Students travel to the Eastern Canadian Arctic and western coast of Greenland with a team of staff and educators including scientists, historians, artists, elders, explorers, polar experts and others.

Communication tactics used

NordMAB visits local schools with former participants to explain the project and encourage students to apply. Students are selected to take part in the programme that runs annually for one week. [Films are made each year](#) to document the experience.

Impact

“Participants come back with a greater sense of what it means to be engaged and involved in a community. They usually have the desire when they return to get involved in a new committee, board or project. They feel motivated to change things and to influence their peers to take action on climate change. This project is a real "catapult" for youth to become young leaders.”

- Ève Ferguson, NordMAB & Manicouagan-Uapishka BR



This is just one of many great case studies from the network.
[Click here for more examples of engaging Children & Youth.](#)



Local Residents

People who need information or awareness about living on the biosphere reserve

Includes landowners.

Why this group?

Residents should be engaged as they have the most to benefit from the biosphere reserve - and can take responsibility for action in the area.

What do they care about?

Local issues, taxation, the economy, education, the local environment

What communication objectives are most suited to them?

Inspire, Belong & Empower.

Local Residents Profile



D

Local residents

People who need information or awareness about living on the biosphere reserve

Includes landowners

What Local Residents tend to say about the biosphere reserve

How to engage them in this topic

What is a biosphere reserve?

Inspire residents in your area with your biosphere reserve story, which includes the opportunities that the biosphere brings for them.

Why should I as a resident be interested in biosphere reserves?

Helping people to feel proud of their local area has proven to be an effective method to engage residents in acknowledging the biosphere reserve designation.

What is the difference between a biosphere reserve, World Heritage and Geoparks?

Using the key messaging from the UNESCO MAB Brand & Story toolkit, including talking about the unique MAB values and purpose - helps to differentiate the biosphere reserve from other designations.

Are biosphere reserves just about regulation and things we can't do on our own land?

Inspire landowners with the opportunity the biosphere reserve brings, and then empower them to take action. Celebrating their role in being part of the biosphere reserve is crucial to winning their support.

Local Residents

Messaging & example activities



D

Local residents

People who need information or awareness about living on the biosphere reserve

Includes landowners

Inspire:
Biospheres celebrate people and nature thriving together

Information at local attractions that shares the story of the biosphere reserve

Belong:
We are the biosphere reserve

Street campaign that increases pride in the area by connecting local people to UNESCO and/or the Sustainable Development Goals

Empower:
(specifically Landowners)
Thank you for taking care of our land responsibly

Thank your campaign that celebrates responsible land use and helps landowners become ambassadors and advocates

Inspiring a sense of place

Case study: Shouf, Lebanon

Objective: Inspire

Social media can be a great way to connect with local residents. Instagram is a particularly useful channel for biosphere reserves, as it is an open platform based on photos to help tell inspiring stories that are easily shared with others.

The Shouf Biosphere Reserve in Lebanon has built a great social media following through visually engaging content that helps to showcase what the biosphere reserve is, and how people are involved in biosphere reserve activities at the local area.

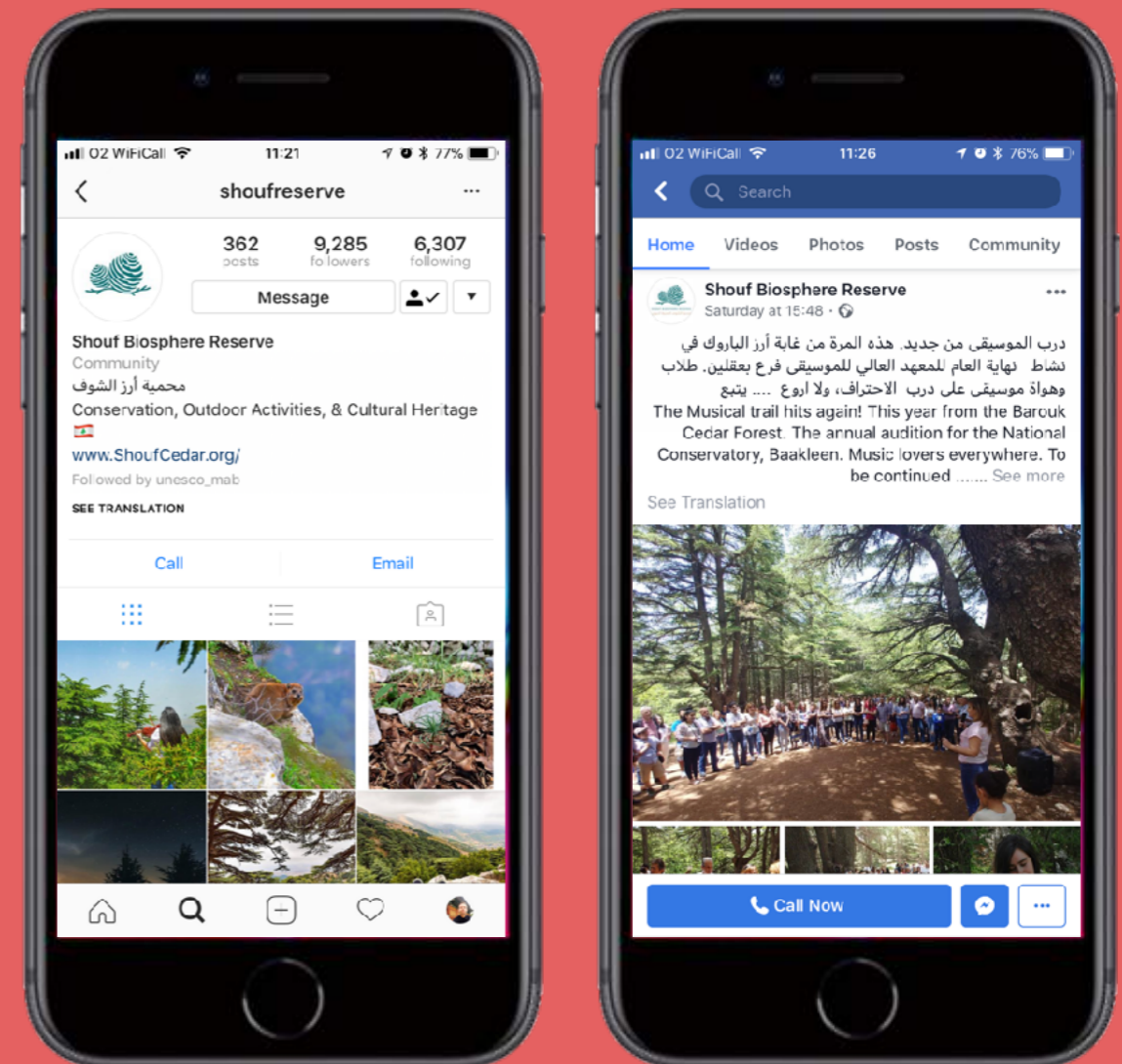
Communication tactics used

Instagram and Facebook pages that share inspiring content, use keyword tagging to attract like-minded followers, and actively engage with users.

Impact

In 2018:

- 21,500 followers on Facebook
- 9,285 followers on Instagram



This is just one of many great case studies from the network.
[Click here for more examples of engaging Local Residents.](#)

Creating local pride

Case study: Urdaibai, Spain

Objective: Belong

The Urdaibai Biosphere Reserve located in the Basque region of Spain wanted to increase pride amongst local residents and raise awareness of how the biosphere reserve works towards the Sustainable Development Goals.

Communication tactics used

Street campaign lead by students targeting local residents with various activities:

- leaflets given out at local market
- quiz on the SDGs with certificate given to participants
- tour of the biosphere that pointed out action on the SDGs

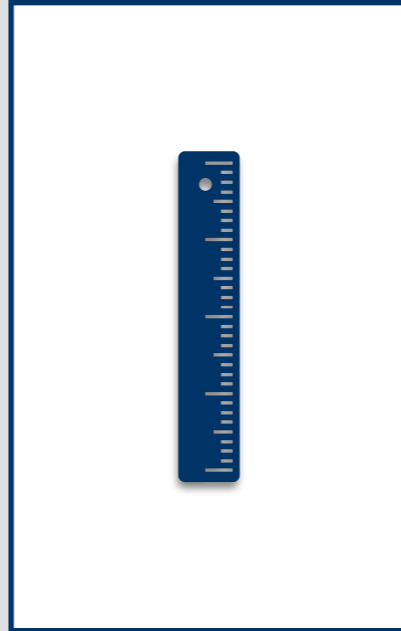
A video was made of the event and shared on social media.

Impact

175 students in three local schools were involved in creating the activity - and over 300 local residents took part.



This is just one of many great case studies from the network.
[Click here for more examples of engaging Local Residents.](#)



Measurement

Measurement

A consistent method of measuring communication effectiveness will help the World Network to monitor resource use and evaluate how the strategy is being implemented. We measure three levels of our engagement with stakeholders. How we measure “impact” is determined by the communication objective linked to the activity.

REACH

Number of people who were directly targeted by your communication

Number of people who might have also indirectly come in contact with your communication



INVESTMENT

Amount of funds you have invested in your activity



IMPACT

Inspire
What was the **increased awareness** of the biosphere reserve?

Belong
What was the **increased feeling of local pride** or connection to UNESCO?

Empower
What was the **increased willingness of people to get involved** in action on the biosphere / relating to the SDGs?

The measurement framework has been tested with the pilots of the MAB Brand & Story Toolkit and EuroMAB biosphere reserves.

How to measure impact

Researching the qualitative aspects of awareness, increased pride or willingness to act with stakeholders helps us to measure impact of our communication activities.

Qualitative measurement is very useful. It will help you to refine your communication activity over time to ensure your engagement tactics are as effective as possible.

Increased awareness

Polling stakeholders before, during and after a campaign can help you see how awareness shifts over time. For example, if launching an awareness campaign in the local area to help residents understand the value of the biosphere reserve, conducting a street poll with a sample of residents that includes questions on their level of understanding of what a biosphere reserve is would provide an indication to the change in the level of awareness.

Increase pride

Surveying stakeholders on how they feel about the biosphere reserve is a good indicator of their level of pride. Asking questions about what they value most about the local area, and how they feel about living there, points towards their feeling of belonging.

Increased willingness to get involved

Along with quantitative data that shows the change in engagement over time due to your empowerment campaigns (such as number of people taking part in activities), asking stakeholders how likely they are to want to get involved, or what more they might need in order to take part, are good ways to gauge their willingness to participate. Post-activity surveys that ask how committed they are now to the principles of the MAB based on their participation will also be helpful.

Getting Started



Goals: 2018 + 2019 + 2020

Implementing the strategy will be guided by goals for the World Network for 2018, 2019 and 2020. The goals will be supported by capacity building in regions and across the network. Impact will be measured over these years, helping to inform any updates to the strategy in 2021.

Capacity Building + Support

Storytelling training

Train-the-trainer sessions at the regional level and through network meetings

Mentorship programme between experienced biosphere reserves and those getting started



Goals for the World Network

2019

Each biosphere reserve is confidently telling their foundation story

Each biosphere reserve has made a ProudToShare film

Communications Implementation

Communications “helpdesk” available to the network

Webinars and training videos to increase capacity and depth of skill



2020

Each biosphere reserve has activated one of the three communication objectives of Inspire, Belong or Empower

Impact of activities is being measured and shared with the network

