

Communication and branding: developing the MAB Global Communication Strategy

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At our EuroMAB working session at the Lima World Congress in 2016, we explored the commitments under the Lima Action Plan. Our region prioritized the creation of a global communication strategy, and made the commitment to work together on this important strategic action.

Objectives

- Explore the objectives of the communication strategy, as established by the MAB communication advisory committee (who will meet in January 2017);
- Understand how the communication objectives drive and support other commitments of the Lima Action Plan and the Sustainable Development Goals
- Look at how our MAB values support messaging and communication tactics
- Map the key target audiences that are critical to EuroMAB
- Agree regional needs for EuroMAB to feed into the global strategy

Outcomes

The outcomes of the session will be used together with working groups in other MAB regions to develop the global communication strategy in a collaborative way. Your participation helps us to move this action forward - and gives you the opportunity to learn more about how to effectively communicate biosphere reserves and engage stakeholders.

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 adopted 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 ».