

## BR and economic sector: which partnerships should be established to achieve LAP and SDG?

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### Objectives

Over the past 15 years, the Biosphere reserves have developed different partnership ventures with the socio-economic sector. These partnerships aim either to encourage businesses to adopt more sustainable practices or organization, or to promote “green” companies with the “Unesco/Biosphere reserve” brand or by creating local networks of exchange, collaboration and promotion between these companies with common values.

Three main approaches were presented during previous Euromab sessions:

1. Labelling green products (mainly food) and services (tourism), marketing with the Unesco BR brand.
2. Encouraging social entrepreneurship (training, accompaniment, promotion)
3. Encouraging and organizing networks of eco-players, enterprises committed to sustainable development under the aegis of BR by signing a charter and defining periodic commitments

The network has diversified experience, and in some cases, long-standing experience, approaches or doctrines developed from research work and networking (social entrepreneurship, eco-players).

### Expected outcomes

The workshop will aim to:

1. Identify the advantages, convergences, differences and complementarities between these approaches, to see how each of them generates or reinforces useful partnerships more or less effectively for a transition towards a more sustainable world. The best means of activating these partnerships will be explored.
2. Identify the exchange and networking possibilities to help new Biosphere reserves to support their businesses with these approaches: need for training, support or tutorship.
3. Organize the shared or joint promotion of businesses committed to these approaches.

It will set up cooperation projects (between Biosphere reserves, MAB committees) in order to lay the foundations for a sustainable network of businesses representing the Biosphere reserve values.

**Sustainable Development Goals:** 8, 12, 17

**Lima Action Plan:** A4.4, A 4.5, C6, C8