

Training workshop in communication for biosphere reserves within the NordMAB network

Chair

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Biosphere reserves within the NordMAB network have many things in common. In the most recent NordMAB session held in Nordhordland, Norway, in October of 2016, common challenges were shared and explored. The need for a better and more consistent way of communication was identified as a network priority for 2017.

This is a capacity building workshop that aims to inspire a new and consistent way of communication for biosphere reserves in the NordMAB network. It is a training course in the MAB Brand & Story Toolkit from a Nordic perspective that will encourage the NordMAB network to share best practices.

About NordMAB:

NordMAB is a thematic network within EuroMAB, with the objective of enhancing cooperation among biosphere reserves in northern parts of the world. The main purpose of this network is information sharing, sharing good practices, and partners seek. NordMAB aims to create models of synergy, capacities and management that will be recognized within UNESCO and the World Network of Biosphere Reserves. We establish and reinforce the leadership of NordMAB's Biosphere Reserves within three common challenges:

- Fostering Northern sense of belonging,
- Building collaborative relationships with private sector with the aim of becoming more sustainable,
- Use of traditional knowledge and research in nature management and mitigation of climate change.

- NordMAB is composed of Northern BRs that share common characteristics and challenges, as well as associates and partners that are interested in those challenges. NordMAB has had annual gatherings since 2011 and currently involve biosphere reserves in 9 countries.

For more information: <http://www.nordmab.com/>

Lima Action Plan: B1.1, B1.2