

Communication and branding:

Developing the MAB Global Communication Strategy

Wednesday 5 April

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WORLD NETWORK OF BIOSPHERE RESERVES
euromab 2017
building a sustainable future together





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Objectives

- Explore the objectives of the communications strategy - as established by the MAB communication advisory committee
- Understand how the communication objectives drive and support other commitments of the Lima Action Plan
- Map the key target audiences that are critical to EuroMAB
- Agree regional needs for EuroMAB to feed into the global strategy

Lima Action Plan

Strategic Action Area D

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

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

Outcomes

- Input to the global communication strategy as part of the collaborative process established by the MAB communication advisory committee
- Input towards audience segmentation and messaging guidance

Format

- Presentation by Meriem Bouamrane on the global communication strategy and objectives
- Creative workshop where participants worked through exercises to come to alignment on the data required to support the communication strategy development.

Main issues discussed

The group reflected on the key barriers to communication and engagement about biosphere reserves and the MAB network. Four themes emerged which can be used to guide the development of the global communication strategy:

- Convey the complexity of the biosphere reserve
- Convince decision makers to take action
- Inspire people with who we are as a network
- Enhance the sense of belonging to something better

Outcomes

- The group identified seven core audiences.
- For each audience, message guidance was created to be further tested in the development of the global communication strategy.
- A brief summary of the outputs is below - with a full report of all content to be consolidated and used to support ArabMAB and the next creative workshop in Asia in May.

Core audiences identified	One draft headline message identified for the Local Level*	One draft headline message identified for the Regional Level*
Politicians	How will you take the lead?	Biosphere reserves are model areas for developing a sustainable future
Landowners	The biosphere network offers opportunities - its not about what you can't do but what you can!	Learn from the good examples in MAB projects and copy them
Children 7-12 years old	We are proud to be a part of the biosphere.	Its fun to celebrate nature
Youth 16-25 years old	You live in a territory in which you have meaningful support to learn, create, work, etc. Your Biosphere Reserve is your opportunity generator.	You live in a special territory that can provide youth concrete and priceless opportunities to meet with the world.
Business owners (tourist services, farmers etc)	Biosphere reserves provide opportunities for businesses to operate sustainably while growing economically.	Use the MAB network to promote the values of your region.
Local development decision makers	The economy and the environment can both benefit.	Biosphere reserves can create a stable economic system.
Leaders	There is an opportunity for you to lead the change	You can become a role model

* messaging will continue to be revised as the process continues