



WORKSHOP: 1- Communication and branding

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NUMBER OF PARTICIPANTS: 76

FORMAT OF THE WORKSHOP:

- 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.

Introduction

This workshop is very important because it's coming at a moment where we are supposed to work on a global communication strategy for the whole MAB program and the whole World Network of Biosphere Reserves. It's a specific activity of the Lima action plan. We want this drafting to be co-designed by the MAB committee (you and your BRs) and we want to make sure that it's going to be participative, that we have some feedback from all the regions. We are very happy to see representatives from Egypt and from Lebanon here today. Jeff will show you what we have done so far and what we expect from you. We started this journey 4 years ago and this year is the final countdown for us. We had a kick-off meeting in January in Paris the MAB advisory committee. The first thing we had to discuss was 'What is a global communication strategy?', 'What are the building blocks, the different steps?'. We're going to go through those questions and see where we are and what you could add to this process. We will share the results of this workshop at the next MAB council in June.

Today it's about getting some consolidated information from you, that will go into the communication strategy. We are going to ask you some questions and you're going to fill in some worksheets.

- What is the communication strategy? What are we looking for?
- Use the objectives that the group came up with in Paris to define the target audiences and the messages.

All of this using the toolkit created over the past 4 years.

Questions to build the global communication strategy

- What does success look like? What are we trying to achieve?
- **Who are we trying to involve?**
- **What do we need to say and who says it?**
- How do we reach people? What are the right kind of tactics or activities that will best engage the people?
- How do we measure our performances?

Questions we will work on today.

Questions discussed during the workshop

- What is the biggest obstacle right now in the network to better engaging people within the BRs?
- One big problem that you have, turn that into a question.
 - o How do you convey complexity of the Biosphere Reserve and how do you get people to know that they are in a BR?
 - o How do you convince the decision makers to behave as a Biosphere Reserve?
 - o How can we explain the word "Reserve", what does it mean for us and for the audience? (How do we move from explanation to inspiration?)
 - o What's in it for me (as any person of the BR)?
 - o How do you grab attention when you explain the MAB concept?
 - o How do you keep people interested along the process?
 - o Why can't we change the word "Reserve"? (To make it easier for people to understand our values)
 - o How do you keep high standards and keep meeting expectations?
 - o How do I understand the sense of place even when I'm not used to thinking of that place as my identity? Belonging to something bigger, a regional identity, not only the place you live.

Target audiences

- Who are the audiences that are the most important to engage at the local and regional levels? (be very specific)
- Who do we feel it's most important to inspire?
- Who needs to create a sense of belonging?
- Who do we need to get stuff done with?
- Favourite audience to engage, and why?
 - o Children, aged 7-12, because they are open, critical age of development in terms of their values, able to bring those values, ask lots of questions
 - o Business owners, because they're typically also residents of the BR, they can share and inspire with their local community and visitors, can follow sustainable practices
 - o Politicians/decision makers because we want to inspire them, because they have a broad impact on society
 - o Landowners, because they have a widespread influence
 - o Politician (at regional level), because they take practical decisions

- Youths (aged 16-25) because it's a large audience in BRs, they are the future of the BR, a generation that can transmit messages, we know how to touch them, with a lot of communication means, most of them are open-minded
- Leaders (local, regional, societal...) because without them we can't do anything. People who have a voice, to have a bottom-up process.

Messages

- What can we say to them? What are our core messages? (local level and regional level)
 - It's fun to celebrate nature
 - BRs can provide opportunities for businesses operated sustainably to grow economically
 - How would you take the lead?
 - Try to find your balance on the sustainability compass: N for nature, E for economy, S for society, W for wedding (?)
 - Tu vis dans un territoire d'exception qui t'offre des opportunités de réseautage et d'ouverture sur le monde (You live in an exceptional region that gives you networking opportunities and openness to the world.
 - Drive change and become a model.