

WORKSHOP: 2- NordMAB

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NUMBER OF PARTICIPANTS: 34

FORMAT OF THE WORKSHOP: A capacity building workshop with participatory session

Introduction:

This was a capacity building workshop that aimed to inspire a new and consistent way of communication for biosphere reserves in the NordMAB network. It was designed as a training course in the MAB Brand & Story Toolkit from a Nordic perspective to encourage the NordMAB network to share best practices. The main objective was to train people involved in NordMAB, to enable the participants to use the toolkit in their biosphere reserves.

Expected outcomes:

- Good knowledge about how to use MAB Brand & Story Toolkit from a Nordic perspective to encourage the NordMAB network to share best practices in a common language of communication.
- Good knowledge about, and commitment to use, the channels for communication about NordMAB and the Biosphere Reserves within, and beyond the network
- Theme for next NordMAB meeting
- Strategy for network funding

The Nordhordland experience:

Nordhordland (Norway) was a pilot for the MAB Brand & Story Toolkit in 2015. BR and MAB is totally unknown in Norway and we needed to build a broad understanding both locally, and as a basis for our own and future communications about biospheres in Norway. The process was both internal for our project group to build up our story, and external with some of our stakeholders to come up with activities.

The most important part of what we gained from this work:

- To understand, and help other understand, that we belong, and are part of something bigger. And that the MAB values is important in Nordhordland and that we can connect to them.
- Help to find and understand the core of our identity and the authenticity of our place

Workshop exercise: how to use the toolkit

The participants were divided into groups based on nationality and discussed what the MAB values mean to them. Then, they wrote their own story about their biosphere reserve or the MAB Programme in their country.

Outcomes:

- Confidence and commitment to use the communication tool kit
- Draft stories for each region
- Deeper understanding of the values of MAB

About NordMAB (introduction to new members at EuroMAB):

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 practises, and partner 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/>

Communication plan:

One of the main purpose of this network is information sharing, sharing good practises, and partner seek. We have communication channels to use between the meetings for better sharing and inspiration. These will also give us a better chance to expose some of all the great work that happens in and between BRs within the network.

The channels we have:

- An internal (closed group) Facebook group that should be used together with the Facebook group MAB is #ProudToShare.
- A website for presenting the network, the biosphere reserves and cooperation projects to anyone interested beyond the NordMAB community.
- A leaflet about NordMAB

Outcome: Commitment to use NordMAB communication channels. There will be made a list for the BRs to take turns so that we can have one new article on the website (shared also on facebook) every month. The BRs will take turns. To make it easier for the publisher there will be made a template of how this shall be done.

Next network meeting:

Annette Tennberg introduced Møn Biosphere Candidate and the programme for the next network meeting taking place **16-18 October 2017**. The proposed area of Møn Biosphere Reserve includes the island of Møn as well as the surrounding islands and water areas. It focuses on the natural and cultural values connected to the land, the waters and the dark night sky. With a size of 450 square kilometres and the chalk cliffs of Møn Klint as a leading nature icon, the biosphere reserve covers values of international importance as well as most Danish habitats, both on land and in the water. Geomorphology and geology of the area and the diversity of waters with fresh, brackish and salt water have created unique environments for a rich biological variation, which contains a wide range of red-listed species.

The NordMAB meeting theme is **Revealing commonalities and collaboration opportunities**. There will be organized field trips, including a visit of Møns Klint (the white chalk cliffs), the park of Liselund, the untouched forest of the Ulvshale peninsula and the bird sanctuary on the island of Nyord.

Funding strategy:

Jean-Phillippe Messier, Canada, presented previous NordMAB network grant from Nordic Council of Ministers and proposed that NordMAB will apply for a new network grant for the period 2018-2020. This will take some efforts to prepare and a suggestion is to assign a working group for this purpose.