

# Training workshop in communication for biosphere reserves within the NordMAB network

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



- Objectives: Train BR professionals within the NordMAB network to learn how to use the MAB Brand & story toolkit. Second objective was to follow up from last NordMAB Network meeting and plan for the next meeting in October 2017.
- 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
- Workshop format: A capacity building workshop with participatory session

- Main issues discussed

- Channels for communication about NordMAB and the Biosphere Reserves within, and beyond the network
- Planning for NordMAB, October 16-18<sup>th</sup> 2017 at Møn, Denmark
- How to secure NordMAB's financial support for the next years



- Outputs

- Confidence and commitment to use the communication tool kit
- Draft stories for each region
- Deeper understanding of the values of MAB
- Commitment to use NordMAB communication channels
- Programme for next network meeting

- Relevance to LAP:

- Strategic Action Area B, in particular B1.1, B1.2, B2 and B5
- Strategic Action Area E, in particular E4

- Relevance to SDG

- \* 17: Partnerships for the goals

