



## WORKSHOP: 2- NordMAB

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NUMBER OF PARTICIPANTS: 42

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

### Introduction

The main objective is to train for the toolkit for the communication and branding, so we can use it back home. After that, we will go through the channels for the communication that we have in NordMAB and see how we can use those channels more. Then, we are planning for NordMAB which will be in Denmark in October. We need to secure the financial situation for NordMAB.

First, a short thing about the Nordhordland experience when we went through the communication and branding process. That was in 2015. In Norway, we don't have any Biosphere Reserves, so we really needed to find that broad understanding of what this was all about and nobody had any preconception of what this is all about. We first tried to tell a story about the Biosphere Reserves. When the UNESCO branding and communication process chose the pilots, that was really on the right spot of time for us. As you will see in the toolkit, it is a two levels process.

We have the story telling, the bigger picture, where we go through the values and tell our story. And then there is another level, it's more an engagement plan, where we choose the target groups and the activities and so on. For the story telling, we did it in internal group, just the project group worked on that one. We did the 'Why, How and What' and we really struggled with the values.

The first value in a BR, in the branding, is champion life. And we don't do that in Norway. What does that mean? What we did, with all the values, we just found out 'what does that mean in Norway, in Nordhordland? What does that mean for us?' And then it started to get interesting. That was a really brilliant process to go through and that's why I thought this was so good for all of us to do. Because then we are really connected with the bigger picture and we find out what does this value mean for our Biosphere Reserve. We invited some stakeholders we chose from administration. We told the story that we had made. We were really proud of our story when we presented it and they said "This is not good". We got a lot of feedback and it worked well, they helped us to make it better and to make it more alive. That was really also a positive process to get feedback from them. We get through the engagement plan that we also are going to see how to do today. And we got a lot of good ideas.

What we gained was to have a broader understanding of what this is all about, and it helped us to find the core of our identity. We also got a lot of support and enthusiasm for the project. We got respect for how we are developing the Biosphere Reserve in Nordhordland. They understood the process we were doing. And of course, when they understood the Biosphere idea, they took it to themselves and now we got a lot of ambassadors in Nordhordland, telling the story of our Biosphere Reserve. So we are getting more and more people involved. We ended up with many, many small plans. One thing we did is we had a photo competition last year. That was really a success for us.

## **Exercises: how to use the toolkit**

First exercise: what the values mean to us? Do that exercise for yourself. Then write your own story and for that we will work in our country groups: the Estonians, the Swedes, the Canadians, the Norwegians, the Finns and the Danes.

Question:

- What do you hope that learning these tools today is going to give you?

Exercises:

- The values: one by one, fill them with meaning. (Values = ). Reflect on the exercise as we go through and how you might run that exercise in your teams.
- Complete some work sheets on how to create an engagement strategy, 4 key sections:
  - o Objectives (Why are we engaging people?)
  - o Audience (Who are we trying to engage?)
  - o Creating messages
  - o Activities that will reach that audience
- + How to measure your progress

## **Expected results**

- To know the toolkit better and use it
- Get feedback on the process

## **Communications channels**

- Meetings
- Facebook closed group (NordMAB)
- Facebook #ProudToShare group
- Nordmab.com
- Leaflets (in English)

## **Next NordMAB meeting**

October 16-18<sup>th</sup> 2017 at Møn, Denmark

## **Secure NordMAB's financial support for the next years**

- Funding from the Nordic Council Ministers