



## WORKSHOP: 3- BR and economic sector

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DATE: April 6<sup>th</sup> 2017

NUMBER OF PARTICIPANTS: 50

FORMAT OF THE WORKSHOP:

Presentation of 4 approaches for socio-economic actors involvement yet existing in BR, followed by a participatory approach to build partnerships (market place).

### Introduction

The BR's have developed different partnership ventures with the economic stakeholders and the processes are actually diversified. This diversity is a part of the richness of the World network. This workshop aims at better understanding each approach, and creating synergies around the global topic of involving the economic sector.

The workshop should allow to:

1. Identify the advantages, convergences, differences and complementarities between these approaches, to see how each of them generates or reinforces useful partnerships more or less effectively for a transition towards a more sustainable world. The best means of activating these partnerships will be explored.
2. Identify the exchange and networking possibilities to help new Biosphere reserves to support their businesses with these approaches: needs for training, support or tutorship.
3. Organize the shared or joint promotion of businesses committed to these approaches.

### Presentations

#### 1. Branding products and services

The Swiss Branding System for Parks – Example of the UNESCO Biosphere Entlebuch: Annette Schmid and Carlo Ossola (Switzerland)

#### 2. Social entrepreneurship

The Oasiis platform: Colin Campbell (UK) and Johanna MacTaggart (Sweden) presented.

#### 3. Eco-players

How a Charter allows committing enterprises to move towards more sustainability, while becoming « Eco players »: Laure Bou and Catherine Cibien (France)

## 4. Territorial Ecology

The research project “Capbioter”: what is territorial ecology and how it could be useful for BR: Juliette Cerceau (Researcher, France)

### Outcomes

The Market place allowed exchanges and synergies between all the participants, to discuss which approach was the closest from the background of participants and to create partnerships between more and less experienced people.

It did not show complementarities among these approaches and how they could interfere. The possibilities of promotion were not either explored.

#### 1. Branding products and services

An informal network for learning, better understanding (method) and sharing was created:

- Annette Schmid: a.schmid@biosphaere.ch, (Switzerland):
- Katja Bonnevier: katja.bonnevier@pargas.fi (Finland)
- Tina Tormanen : ttormane@abo.fi, (Finland)
- Naomi Apel: naomi@ramathanadiv.org.il, (Israel)
- Darja Kranjc: darja.kranjc@psj.gov.si (Slovenia)
- Marie McNulty: marie@gsabiosphere.org.uk(UK, Scotland)

#### 2. Social entrepreneurship

A cooperation was proposed to stimulate social entrepreneurship in BR. It aims to promote and endorse social entrepreneurship and Oasiis platform, includes the creation of a Euromab working group, a training workshop, Oasiis sign-up, and to build a project memorandum.

It involves:

- Colin Campbell: colin@social-capital.net, (UK)
- Johanna MacTaggart: johanna.mactaggart@biosfarprogrammet.se, (Sweden)
- Sophie Hirschelmann: sophie.hirschelmann@succowstiftung.de, (Germany)
- Marike Bontenbal: mbontenbal@unesco.nl, (Netherlands)
- Kari Natland: kari@nordhordland.net, (Norway)
- Thabita Ewing: tabi@social-capital.net, (UK)
- Alice Roth: alice.roth@mab-france.org, (France).

#### 3. Eco-players

It was proposed to create an informal network for sharing knowledge on methodology and best practices, and apply for funding:

- Lee Anne Bledsoe: lee.bledsoe@wku.edu, (USA)
- Katja Bonnevier: katja.bonnevier@pargas.fi, (Finland)
- Charlotta Heimerson: lotta@nedredalalven.se, (Sweden)
- Catherine Cibien: catherine.cibien@mab-france.org, (France)
- Julien Innocenzi: innocenzi.julien@gmail.com, (France)
- H el ene Berthier: h.berthier@pnr-queyras.fr, (France)

## 4. Territorial Ecology

There were 3 proposals as follow up of this more scientific part of the workshop:

- Transmission of documents and presentation of territorial ecology:
  - o Juliette Cerceau: [juliette.cerceau@gmail.com](mailto:juliette.cerceau@gmail.com), (France)
  - o Simone Beck: [simone.beck@education.lu](mailto:simone.beck@education.lu), (Luxembourg)
  
- Presentation of territorial ecology to the Marais Audomarois BR's scientific council: opportunity for a specific meeting, an internship student
  - o Juliette Cerceau: [juliette.cerceau@gmail.com](mailto:juliette.cerceau@gmail.com), (France)
  - o Thibault George: [t.georges@ca-pso.fr](mailto:t.georges@ca-pso.fr), (France)
  - o Luc Barbier: [l.barbier@parc-opale.fr](mailto:l.barbier@parc-opale.fr), (France)
  - o Claude Kergomard et Christelle Hinwinckel
  
- Use territorial ecology to identify new development opportunities, in a transboundary context, Mont Viso TBR.