UNESCO MAB - Global Communication Strategy

EuroMAB - Audiences & Messaging

Lima Action Plan:

Strategic Action Area D
Comprehensive, modern, open, and transparent communication, information and data sharing

D2. Increased awareness of all aspects of the MAB Programme

D2.1. Create a communication strategy and an action plan

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MAB Global Communication Strategy
Development timeline

The Lima Action Plan has established a clear and pressing mandate for MAB to develop a global communication strategy.

MAB has the opportunity to create a communication strategy that inspires how the entire network engages - with each other and with stakeholders. This strategy should be developed by the network, for the network.

Kick off: Setting Objectives
January

Framework:

Outline strategy framework
February

Engage key stakeholders on objectives
March

Content:

Use digital collaboration tools to build content
March to August

Facilitated collaborative sessions

Latin America Costa Rica	EuroMAB Conference	Asia S. Korea/China	Africa Madagascar
March	*April*	*May*	*August*

Consolidation:

Consolidate outcomes
August

Develop process for inviting comment
September

Review Draft strategy
September

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Today:
Content for the Global Communication strategy

- Co-creating the global communication strategy
- Draft objectives
- Audiences
- Messaging

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What makes a good strategy?
“Modern, open & transparent communication”

COMMUNICATION **VS.** **ENGAGEMENT**

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What makes a good strategy?
“Modern, open & transparent communication”

The big shift

The way we tell our story can change to more effectively engage people on what a biosphere reserve is, why it is important to them and how they can get involved.

Consider each of these shifts when you are creating your engagement plans.

Changing how we engage:

Broadcast → **Conversation**

Less talking to, more talking with

Explain → **Inspire**

Less words and justification, more inspiration and images

Place → **People**

Less geography, more human

Facts → **Stories**

Less data sharing, more storytelling

Regulation → **Opportunity**

Less about things people can’t do, more about what they can

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What makes a good strategy?
Using the toolkit

Set objectives

Aligning all engagement activity to engagement outcomes

Target audiences

Getting specific on who you are engaging and what they care most about in order to connect with them

Create messaging

Considering inspirational key messages, and who your target audience will listen to

Choose activities

Selecting the best method to deliver your message to the target audience to have the greatest measurable impact

Measurement

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What does success look like?

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How do we reach them?

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How do we track performance?

Measurement

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Where are we so far?
And what is in store today ...

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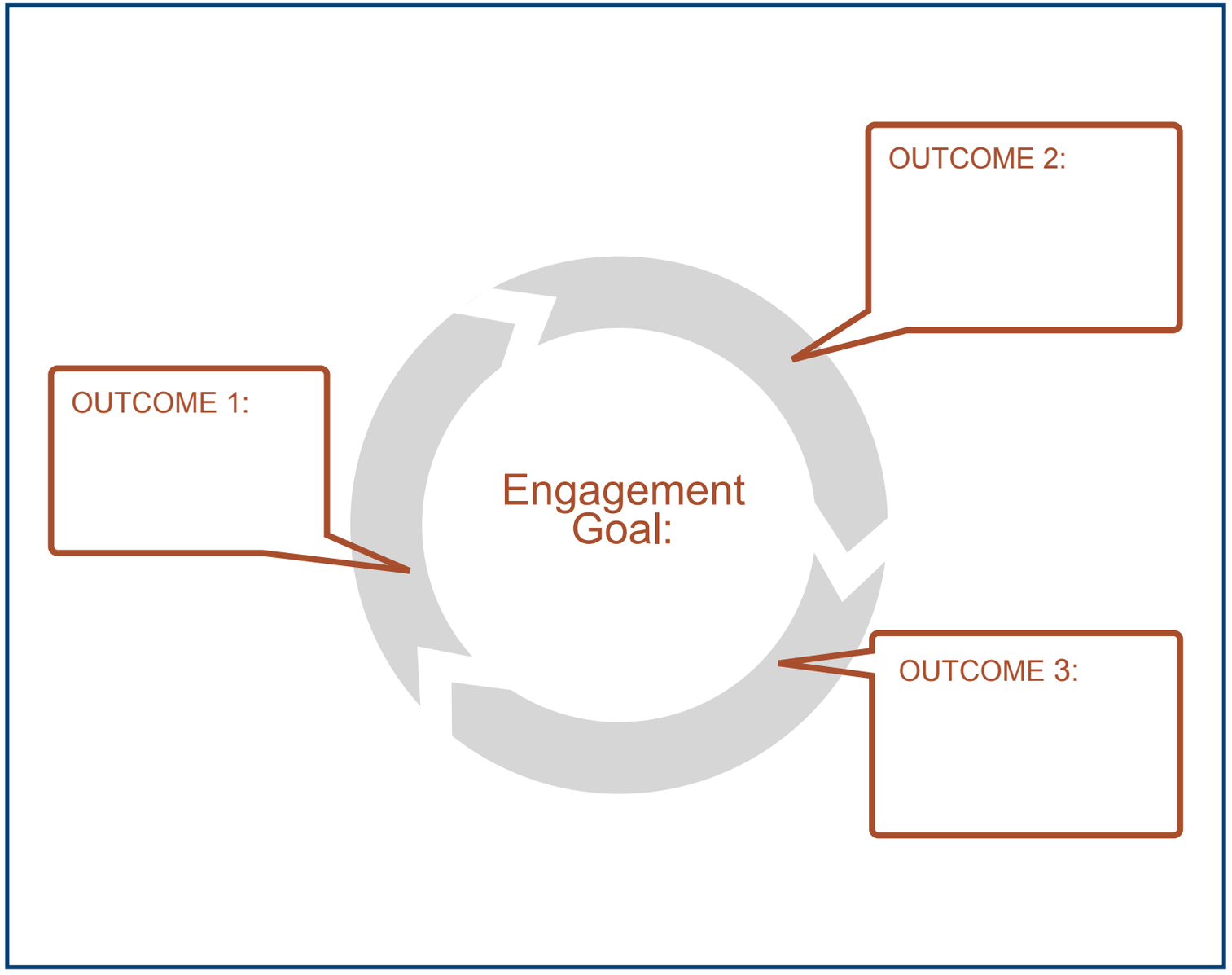
Objective Setting Session:
Working together to set outcomes

Participants were asked to explore objectives for the strategy on two levels:

Engagement Goal
A strategic communication objective that outlines what success looks like for communication within the network by 2025

Communication Outcomes
Tactical objectives that should be achieved to reach the engagement goal.

The circular shape of the outcomes around the goal refers to communication as a holistic journey - with the ability of the MAB to execute action plans to meet communication outcomes depending on stakeholder needs.



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MAB Communication Strategy
Draft objectives

OUTCOME 1:

INSPIRE

We demonstrate the impact of biosphere reserves and the work of MAB

OUTCOME 2:

BELONG

We create a sense of belonging to something bigger

Goal for engagement with UNESCO MAB:

COMMITMENT

People commit to the vision of the MAB

OUTCOME 3:

EMPOWER

We share knowledge and build capacity for people to follow the principles and values of the MAB

Foundation of engagement:

CONSISTENCY

The MAB network and all biosphere reserves tell a consistent story to build trust

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For discussion:

Why is it important that we begin to tell a consistent story about biosphere reserves and the network?

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Target audiences

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Who are the audiences that are most important to engage:
- at the local biosphere reserve level and
- at the regional level

- List them out
- BE SPECIFIC!

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Global Engagement Strategy Objectives

OUTCOME 1:

INSPIRE

We demonstrate the impact of biosphere reserves and the work of MAB

OUTCOME 2:

BELONG

We create a sense of belonging to something bigger

OUTCOME 3:

EMPOWER

We share knowledge and build capacity for people to follow the principles and values of the MAB

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Audiences

	Inspire Demonstrate the impact of biosphere reserves and the work of MAB	**Belong** Create a sense of belonging to something bigger	**Empower** Share knowledge and build capacity for people to follow the principles and values of the MAB
Which audience is most important to engage at the local level?			
Which audience is most important to engage at the regional level?			

GROUP:

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Create messaging

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What we have learned:

- Target your audiences & be specific
- Don’t try to “talk” to everyone in the same way
- Choose the right messenger

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STEP 1:

Discuss which one audience that you feel is most important to engage at both the local level and regional level

Make a choice & defend why

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STEP 2:

What do we want audiences to think / feel / do under each of the engagement outcomes?

Use the three worksheets

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Do each sheet quickly!

	Inspire **Demonstrate the impact of biosphere reserves and the work of MAB**
What do we want people to **THINK**	
What do we want people to **FEEL**	
What do we want people to **DO**	

AUDIENCE:

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STEP 3:

What messaging is most important for the audience at the local level?

At the regional level?

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Create messaging

LOCAL LEVEL What are your three most powerful messages?	REGIONAL LEVEL What are your three most powerful messages?
1:	1:
2:	2:
3:	3:

GROUP:

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