



inspire a positive future  
by connecting people  
and nature today

**UNESCO MAB Brand & Story**

Engaging people and telling our powerful story

# In today's session:

- Our approach to developing a consistent brand and story for the MAB network
- Introduction to our brand and story framework
- How to create engagement plans in your biosphere reserve
- A conversation with the pilots

# Key takeaways:

- There are great examples of communication across the MAB network
- A common approach to engaging stakeholders can help us support each other within the network
- Our brand must explain why, how and what we do - on a simple, emotional level

**Question:**

**What one thing do you want  
to know to help you  
communicate a powerful story  
in your biosphere reserve?**

# Objectives

- To inspire a new and consistent way of communication for UNESCO biosphere reserves
- To build confidence across the network in connecting with audiences in a more strategic way by creating engagement plans
- To encourage the network to share best practice and learning

# Our approach

## DISCOVER

Co-create the elements of the core biosphere reserve brand

## DEVELOP THE STORY

Develop core messaging that brings power and clarity to communicating the biosphere reserve

## MAKE IT TAILORED & SCALABLE

Translate the brand into locally relevant messaging - and develop a pilot toolkit

## TEST & REVIEW

Implement the toolkit and test the approach with four biosphere reserves

**October  
2014**

The Brand & Story Advisory Group met in Paris to shape the foundations of the brand

**November  
2014**

Members of the MAB council were interviewed to get their insight to the brand story

**Nov to  
Feb 2015**

Four pilot biosphere reserves stepped forward to support the toolkit and help to build the approach

**March to  
April 2015**

The Brand & Story Advisory Group gave feedback to the pilot work

**May  
2015**

We launched the guide at the EuroMAB conference in Estonia



**inspire a positive future  
by connecting people  
and nature today**

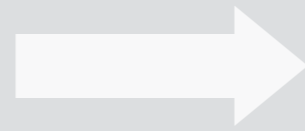
**Our brand and story framework**

Telling one consistent story across our network



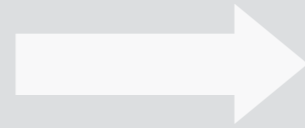
# The big shift

Broadcast



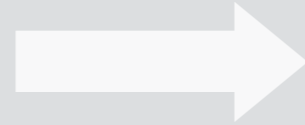
Conversation

Explain



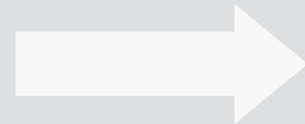
Inspire

Place



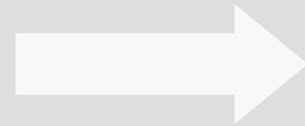
People

Facts



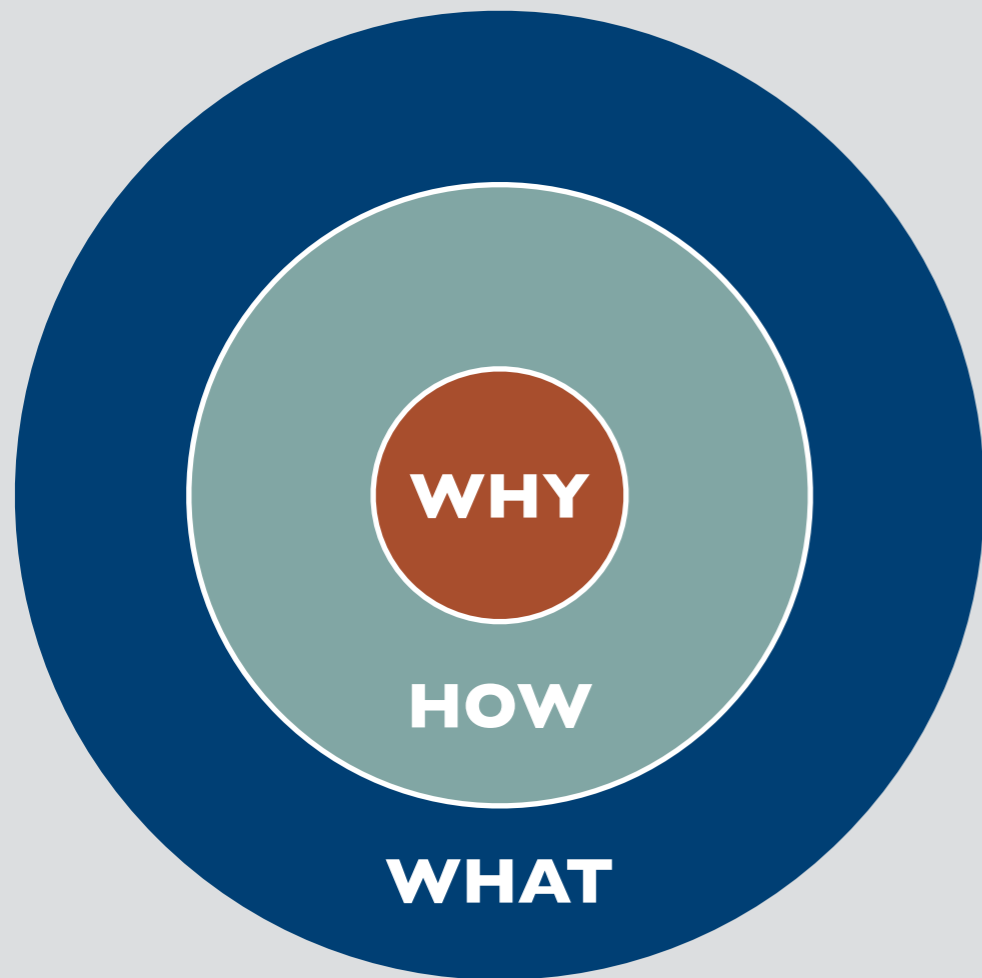
Stories

Regulation



Opportunity

*“People don’t buy what you do - they buy why you do it”*  
*- Simon Sinek*



Biosphere reserve brand:

What it gives us:

**WHY**  
**Our Purpose**  
 The "North Star" of  
 the biosphere reserve

The core of communication - the  
 consistent understanding of why  
 biosphere reserves exist and are  
 important to people

**HOW**  
**Our Values**  
 Describes our unique way  
 of doing things

The behaviours common  
 to every biosphere reserve

**WHAT**  
**Our Proposition**  
 Describes the biosphere  
 reserve and the network

The easy to remember, relevant  
 and engaging way to describe  
 what a biosphere reserve is and  
 what the network does

# WHAT:

Biosphere reserves are:

About people, by **people**, for people  
A vehicle for people to **organise** around  
**Connect** people across the world

## Features

In listening to people across the network, we outlined the common features of biosphere reserves:

Connecting **culture, nature and economy**  
Understand heritage, create **future**  
Explore better **solutions in practice**

Ways of **living**, not only ways of conserving  
Shared values and **language**  
Fuelled by **passion**

# WHAT:

## Place and network

Because we are a place with a way of living, and a network around the world, we need to be clear about how we describe ourselves

A **UNESCO biosphere reserve** is a place where people share a way of living with nature that builds a future we're proud of.

The **UNESCO biosphere reserve network** connects communities around the world who are pioneering a positive future for people and nature.

# HOW:

## Our values

We have four core values that describe the behaviours of the network and how a biosphere reserve works.

### **Champion life**

The "celebration" value

We celebrate people and nature

### **Empower people**

The "participation" value

We enable participation

### **Model solutions**

The "innovation" value

We explore new ways everyday

### **Belong together**

The "collective" value

We are part of something bigger

# Biosphere reserves are about connection

Life is an amazing series of connections.

Between people, between people and nature,  
between knowledge and action, across time and place.

If these connections break, we put our collective  
quality of life at risk. If we keep them strong, we build  
a future that inspires us.

UNESCO biosphere reserves connect people and  
nature to inspire a positive future today.

# WHY:

## Our purpose

The purpose statement sets out why a biosphere reserve and the network exists. It is core to our story and to inspiring all audiences about UNESCO's programme and your biosphere reserve

Inspire a positive  
future by  
connecting people  
and nature today



# WHY:

Our role is to use the power of science and the wonder of nature to inspire change

The impact we have is to create a secure future that we can look forward to

## Our purpose

There is meaning behind the words in our purpose statement. The words have been carefully chosen to reflect what we want our story to convey.

From our network to our sites, our role is to reconnect people and the economy with their environment

# Inspire a positive future by connecting people and nature today

We're making this future real now and everyday

# The Biosphere Reserve Brand:

## WHY

### Our Purpose

The "North Star" of the biosphere reserve

**Inspire a positive future by connecting people and nature today**

## HOW

### Our Values

Describes our unique way of doing things

**Champion life**

**Empower people**

**Model solutions**

**Belong together**

## WHAT

### Our Proposition

Describes the biosphere reserve and the network

**A UNESCO biosphere reserve is a place where people share a way of living with nature that builds a future we're proud of**

# Remember: Start with why

*“People don’t buy what you do - they buy why you do it”  
- Simon Sinek*

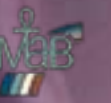
# Remember: We have one purpose

Inspire a positive future by  
connecting people and nature today

**Remember:  
Biosphere reserves are about  
people and nature together**



United Nations  
Educational, Scientific and  
Cultural Organization



Man and  
the Biosphere  
Programme

A couple is seen from behind, walking along a rocky coastline. The woman is wearing a red hoodie and light-colored pants, and the man is wearing a light blue hoodie and blue jeans. They are looking out at the ocean under a clear blue sky. The foreground is composed of large, dark grey rocks.

**inspire a positive future  
by connecting people  
and nature today**

**Using the Brand & Story toolkit**

How can you create your own engagement plan?

# Using the toolkit

## Step 1:

Read the guide.  
Look for ways you might change the story you are telling now.

## Step 2:

Download the Brand & Story presentation deck and session worksheets.

## Step 3:

Invite a group of stakeholders and host a session to build engagement plans. Or use the tools with your own team.

## Step 4:

Implement your engagement plan, and share the learning with the rest of the network on the communication platform.

# Engagement plans

## Set objectives

Aligning all engagement activity to engagement outcomes

## Target audiences

Getting specific on who you are engaging and what they care most

## Create messaging

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

## Choose activities

Selecting the best method to engage to have the greatest measurable impact



## 1. See the opportunity

Create a positive picture of the opportunity that being a biosphere creates, to overcome the feeling of restrictions.

Engagement Goal:  
**Show people that  
Urdaibai biosphere  
reserve is a better  
way of life**

## 2. Celebrate local

Celebrate local people, places and products to increase pride in Urdaibai and to develop a sense of identity that connects people in the region.

## 3. Share the story

Encourage others to share and celebrate their positive experiences of the biosphere reserve.

# Set objectives



# Target audiences

# NIAGARA ESCARPMENT

## A UNESCO World Biosphere Reserve

A place where people share a way of living with nature that builds a future we're proud of



Create messaging

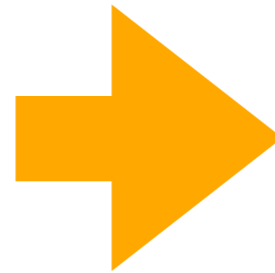
# Leslie Moore

Dublin Bay Biosphere, Ireland



## CHALLENGE

The biosphere is seen as inaccessible and the value of being there is poorly understood.



## SOLUTION

A positive experience in the biosphere is the most powerful way to connect people to it. Make it attractive and easy to experience and be involved with.

# Leslie Moore

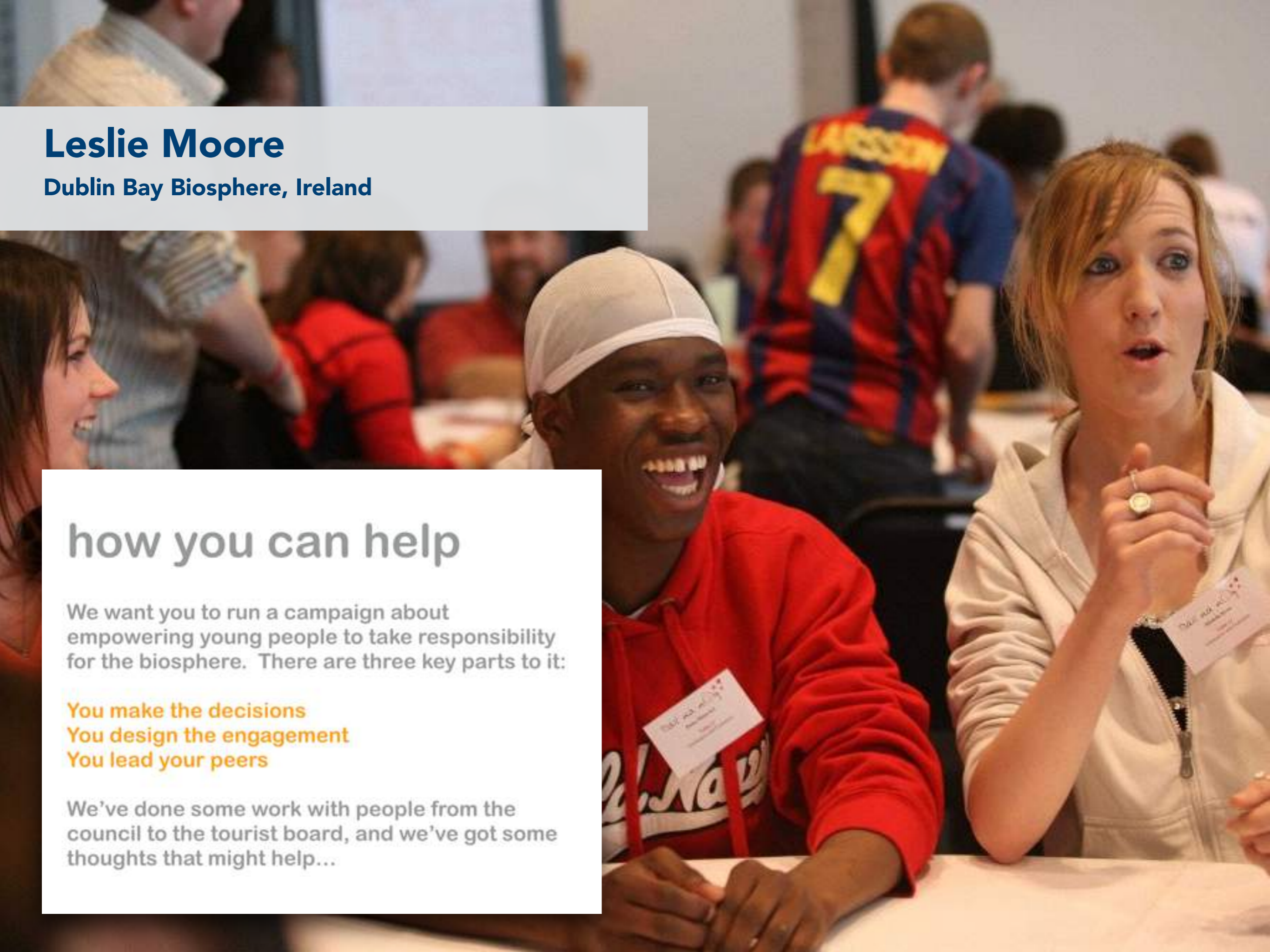
Dublin Bay Biosphere, Ireland

## how you can help

We want you to run a campaign about empowering young people to take responsibility for the biosphere. There are three key parts to it:

- You make the decisions**
- You design the engagement**
- You lead your peers**

We've done some work with people from the council to the tourist board, and we've got some thoughts that might help...



# Join us:

Test the toolkit in our workshop session this afternoon  
Learn about how social media can help you engage!

# Key takeaways:

- There are great examples of communication across the MAB network
- A common approach to engaging stakeholders can help us support each other within the network
- Our brand must explain why and what we do - on a simple, emotional level

# Thank you

Meriem Bouamrane

Jeff Melnyk & Laurie Bennett

