



United Nations
Educational, Scientific and
Cultural Organization

Man and the Biosphere Programme

附属資料 1

Celebrating the 50th Anniversary



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1. Context



UNESCO Biosphere Reserves, Natural Heritage sites and Geoparks provide unique platforms to address these concerns.

We should build on that experience to invest in the world's most vital natural zones from the Amazon to the forests of Indonesia.

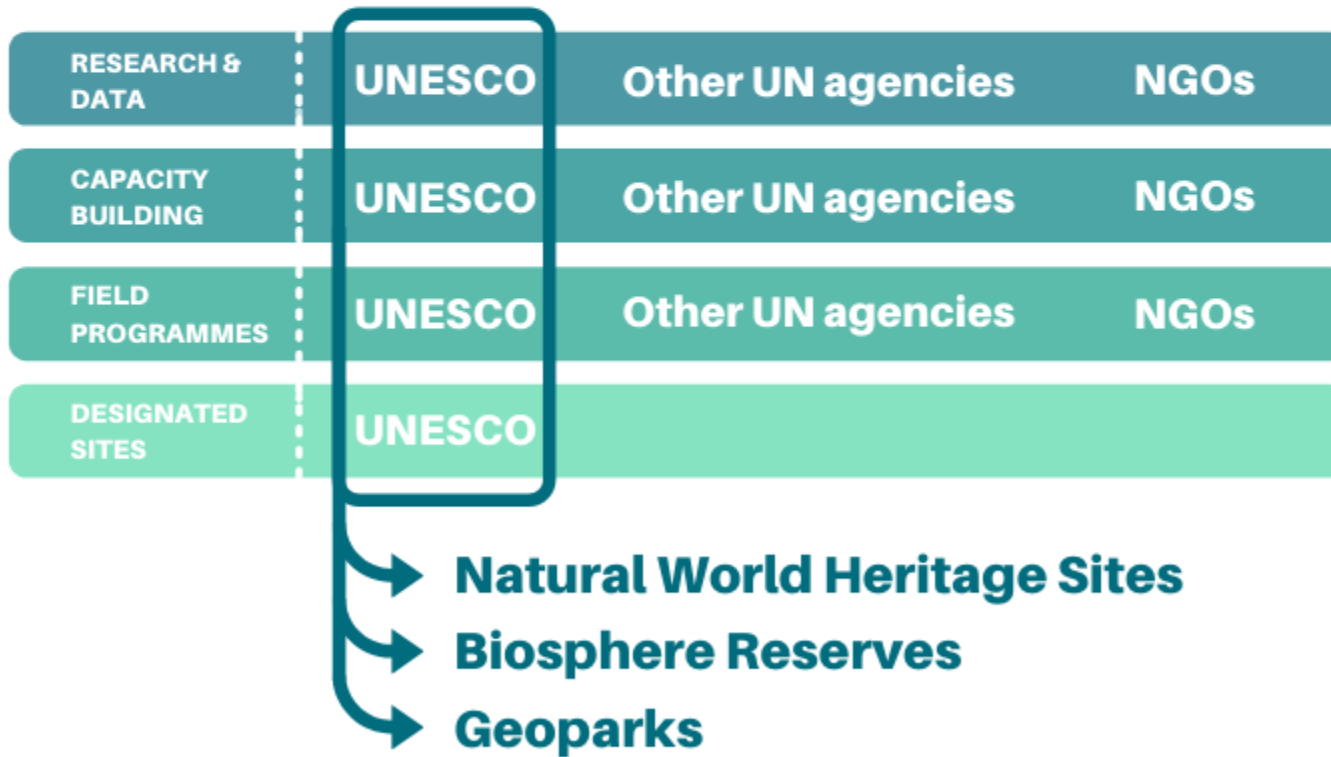
Antonio Guterres
United Nations Secretary-General

We need to bring the 'S' of Science back to UNESCO.

Shamila Nair-Bedouelle
Assistant Director-General for Natural Sciences, UNESCO

1. Context

What is unique about UNESCO's mandate in the global sustainable development agenda in science?



1. Context

Why MAB is uniquely positioned to be UNESCO's flagship in this agenda?

PIONEERING APPROACH TO SUSTAINABILITY

3 functions embody the spirit of SDGs

Zonation provides a comprehensive sustainable development framework

Solid scientific background

WNBR, a global community of knowledge-sharing



2. Vision



The MAB Programme will harness lessons learned through sustainability science and education and use modern, open and transparent ways to communicate and share information.

Lima Action Plan 2015-2025

2. Vision

Priority audiences



Partners & Stakeholders

- Member-State delegations
- Within UNESCO
- Within UN system
- Donors



Population at-large

- Population on Biosphere Reserves
- Population on countries with Biosphere Reserves
- Youth



Scientific Community

- Universities
- Research networks
- Scientist operating in Biosphere Reserves

Mutually reinforcing

2. Vision

Celebration as an opportunity to boost the Programme



Visibility & Outreach

Make the concept of 'Biosphere Reserves' well-known internationally



Original scientific mission

Highlight its initiatives based on science



Local grassroots solutions

Promote actions in Biosphere Reserves of global interest



Honor the MAB Community

Remember the contribution of pioneers and strengthen the network

2. Vision

Visibility & Outreach

CONSOLIDATE BRANDING

- Consolidate programme's visual identity according to UNESCO's general communication guidelines

MAINSTREAM COMMUNICATION

- Strong Public Relations
- Consistent social media strategy
- Exhibition on public spaces
- Actions in schools and universities
- Regions/countries encouraged to organize MAB celebrations

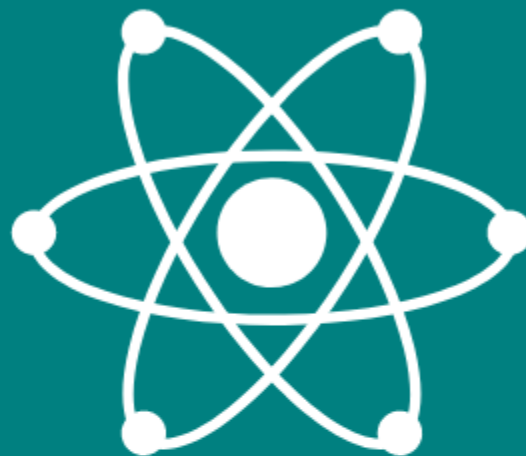


2. Vision

Original scientific mission

SCIENCE IN THE SPOTLIGHT

- Creation of contents with internationally-known scientists
- Launching of new MAB Data Management System
- Join scientific networks to disseminate contents on newsletters, publications, etc.
- Re-connect with scientific community (such as Future Earth Knowledge-Action Networks)
- Increase visibility on conferences
- Create area for programme's webinars and publications on website



2. Vision

Local grassroots solutions

MATERIALIZATION OF CONCEPTS

- Promotion of 'Proud to Share' campaign videos
- Promotion of original initiatives in the field
- Promotion of inspiring young leaders in Biosphere Reserves



IMPROVE COMMUNICATION AMONG THE WNBR

- Creation of a newsletter

2. Vision

Honor the MAB Community

REMEMBER PIONEERS

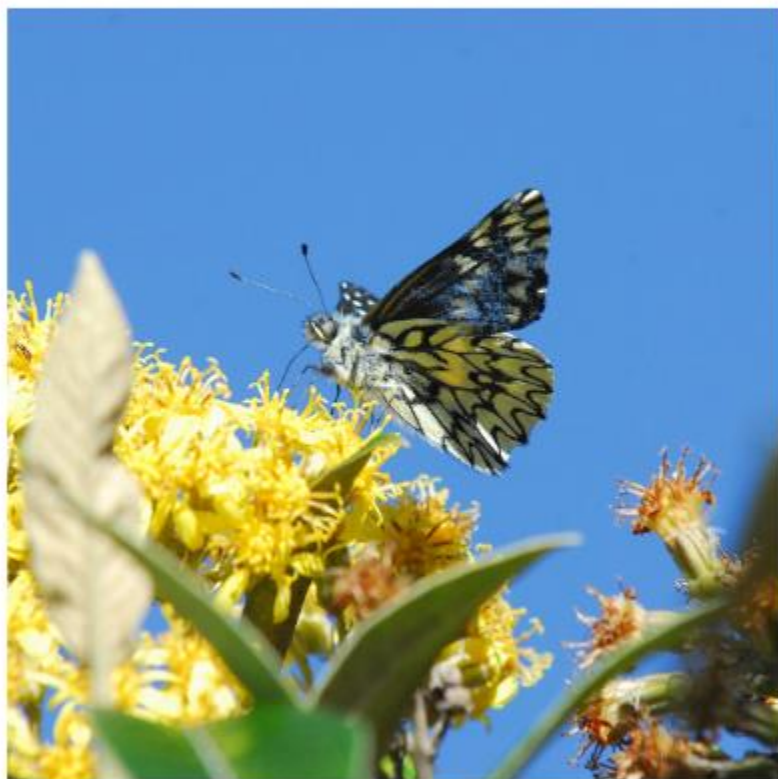
- Re-visit groundbreaking researchers and managers in Biosphere Reserves
- Re-visit laureates of Young Scientists Awards

RECOGNIZE THE EFFORTS

- Acknowledge Member States' effort in creating this unique global network



3. Products



KEY MESSAGES

- celebrate the achievements and reflect on lessons learned
- honour those who work for biosphere reserves
- prepare new generations and lay the path for the future

3. Products

Visual Identity kit

- Following UNESCO's guidelines, create a **Visual Identity manual** with instructions regarding color, fonts, etc.
- Mainstream this visual identity through all MAB communication materials



3. Products

50th Anniversary Webpage

- **Special webpage** featuring all the materials and informations concerning the 50th Anniversary
- Count-down to the celebration



3. Products

Book MAB 50 Years

- **A landmark publication** with gorgeous pictures, the history of the MAB Programme, accounts by scientists and major policy makers
- To be distributed during official visits and the official celebration of anniversary in the headquarters and field offices



3. Products

Institutional Messages

- **A video message from the UNESCO Director-General and the United Nations General Secretary** about the importance of the MAB Programme in the framework of the 2030 Agenda and its 50th Anniversary
- **Op-Ed by UNESCO Director-General** to major newspapers around the world



3. Products

Exhibition for public spaces

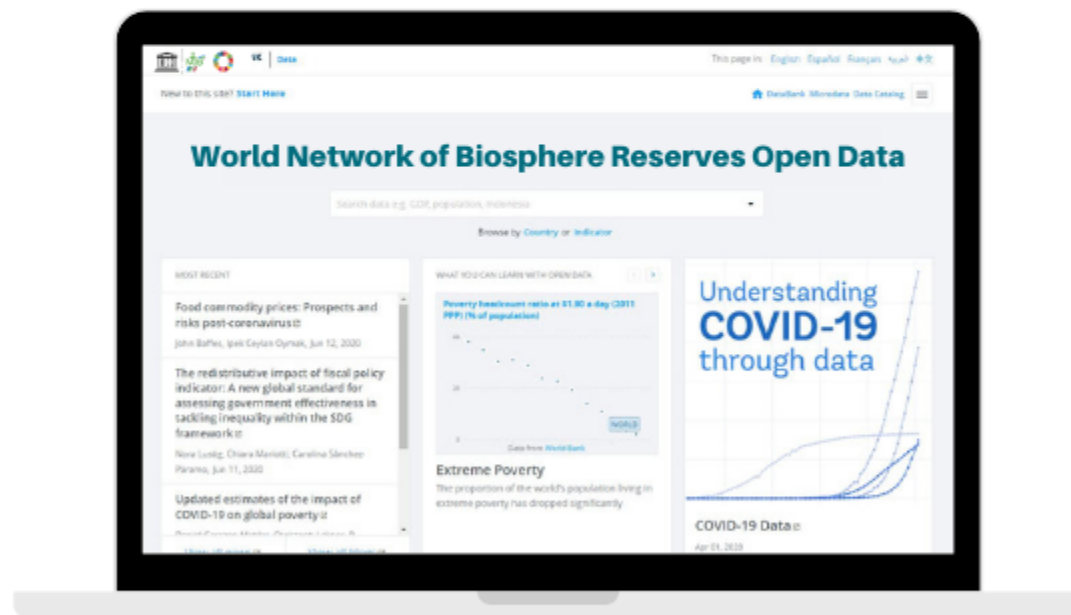
- **A complete exhibition** with the history and current status of the MAB Programme and its World Network of Biosphere Reserves, with visuals, text and possibly sound (Biosphere Soundscapes Project)
- To be featured in Paris and in different locations across the world
- **Exhibition catalogue**, a reduced version of the book for distribution on missions



3. Products

Data Management System

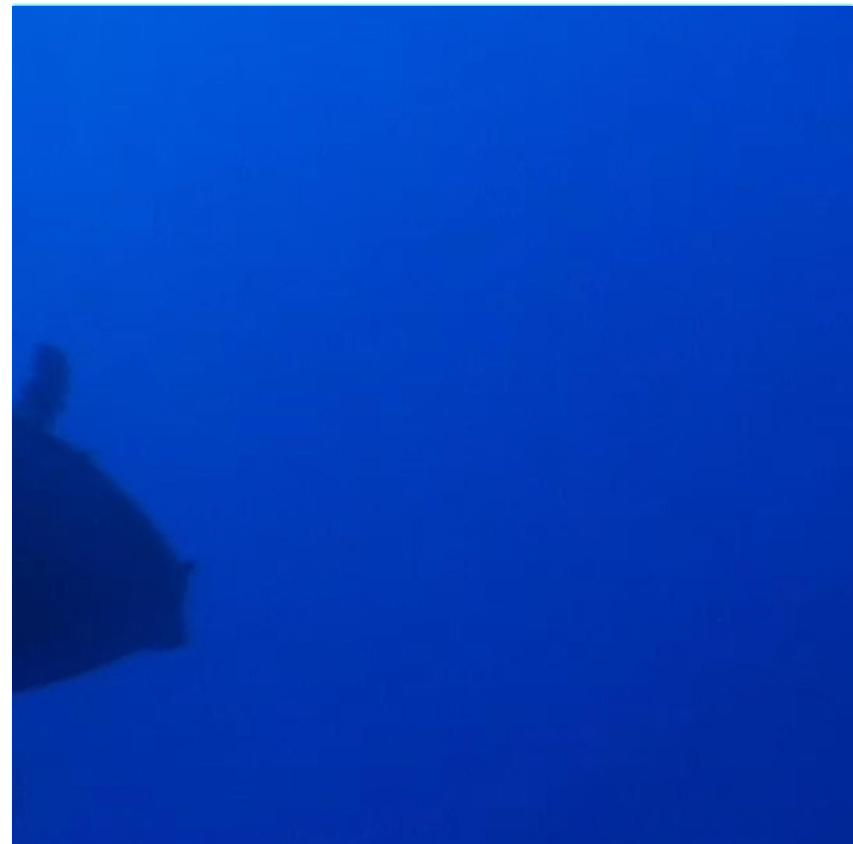
- A section on our website featuring **an open-access online platform** with a consolidated data series about the World Network of Biosphere Reserves



3. Products

Minidoc Series

- One **mini-doc** per month about groundbreaking research and activities carried out in/related to Biosphere Reserves across the world
- Reference: "The Soundscapes of Biosphere Reserves"



3. Products

#ProudToShare video collection

- A selection of seven good-quality #ProudToShare videos, enveloped with 50th Anniversary visual identity and additional explanation to be broadcasted on TV channels across the world
- Field offices liase with local broadcasts



3. Products

Webvideo series "MAB Future Stories"

- **1-minute videos** about young leaders in Biosphere Reserves and their actions and initiatives to inspire new generations



3. Products

Educational materials

- **A booklet and visual aids** about the programme, the WNBR and MAB Youth to be made available for schools located on/nearby Biosphere Reserves
- Possibilities: games to reflect on 3 functions/zonation, activity proposals, videos, etc.



3. Products

Actions on UNESCO Headquarters

- **Architectural projection on UNESCO HQ**, and possibly on another public space in Paris
- **Vynil application on UNESCO's main entrances** with images representing the natural and cultural diversity of the World Network of Biosphere Reserves



4. Challenges of the COVID-19 crisis



The COVID-19 crisis is also an opportunity to experience new ways of being together and working together.

I think it showed us that we are able to make it!

Audrey Azoulay
Director-General of UNESCO

4. Challenges of the COVID-19 crisis

Celebrating in times of "New Normal"

Restricted traveling
and public gatherings

Closer to the sites and to the citizens

- Local activities all **over the world**
- **Activities in affluent public spaces**, such as public transportation, mass media, etc.
- Materials in **different formats**



Member States, UNESCO field offices and sites invited to contribute:

- supporting the events
- providing audio-visual materials
- liaising with local media and potential partners

4. Challenges of the COVID-19 crisis

Celebrating in times of "New Normal"

Restricted traveling
and public gatherings

Closer to policy-makers and academia

- **Global, regional and national events in 2021** related to sustainable development as opportunities
- **Online events**, such as webinars, workshops, etc



Member States, UNESCO field offices and sites invited to contribute:

- sharing their calendar of events
- opening spaces for the MAB Programme to spread the word

4. Challenges of the COVID-19 crisis

Calendar of global events in 2021

- IUCN Congress
- UN Biodiversity Conference (CBD COP 15)
- UN Ocean Conference
- UN Climate Change Conference (UNFCCC COP 26)
- UNESCO General Conference
- UN General Assembly





Thank you!
Merci!
¡Gracias!