

UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

Meeting of the International Co-ordinating Council (ICC) of the Man and the Biosphere (MAB) Programme

UNESCO Headquarters, Paris, Room IV (FONTENOY Building)
12-15 June 2017

ITEM 10 OF THE PROVISIONAL AGENDA: UPDATE ON THE MAB COMMUNICATION STRATEGY AND ACTION PLAN

1. The Lima Action Plan endorsed by the 4th World Congress of Biosphere Reserves and adopted by the 28th session of the MAB Council on 19 March 2016 gives responsibility to the MAB Secretariat (D2.1; D2.2; D2.3; D2.4) to create a global communication strategy and action plan alongside with national and subnational authorities, MAB national committees (D2.1; D2.2) and regional networks (D2.2).
2. Since the adoption of the Lima Action Plan, and as recommended by the MAB Council Bureau at its 2016 September meeting, the Secretariat organized a kick-off meeting with members of the Advisory Committee and of the MAB Secretariat on 27 January 2017. This meeting was to address the first building block of the global strategy (which contains 4 blocks see slide in the annex). Block 1 sets the communication objectives in order to align all engagement activities to engagement outcomes. The engagement goal was tested during the Costa Rica communication national workshop (14-16 March 2017) with the support of the Montevideo and San Jose UNESCO offices as well as at the EuroMAB regional meeting (4-7 April 2017) with support from France.
3. These outcomes were presented at the MAB Bureau at its meeting on 27-29 March 2017, which expressed its overall support and appreciation. In addition, the EuroMAB network at its last meeting in April 2017 also worked on identifying target audiences at national and regional levels (who to engage with and understand what they value so we can connect with them, block 2) and to create inspirational key messages (block 3). A presentation of the work achieved so far, including during the EuroMAB 2017 meeting was to be shared and presented at the ArabMAB network meeting in May in Algeria.
4. The results of these workshops are summarized in the annex of this document, with the engagement goal, the target audiences, key messages and several examples of activities already implemented by France, Spain and Sweden in connection with the SDG's.
5. The next steps include continuing working on the three other building blocks of the global communication strategy in all regions, including in Africa and Asia at their next regional meetings. An online survey will be developed to uncover the common barriers to communication and stakeholders engagement across the WNBRL. A webinar will be hosted in October 2017 to answer questions on the draft strategy and encourage the WNBRL to test the implementation and to evaluate the effectiveness of the strategy. This will include to select activities and best methods to deliver out MAB message to the target audience in order to have the greatest measurable impact.

Mab Communication Cultural Identity And Crobcultural Relations International Symposium

**Paulus Wilhelmus Maria Rutten, Daniël
Biltereyst**



Mab Communication Cultural Identity And Crobcultural Relations International Symposium:

Transforming Communication About Culture Mary Jane Collier, 2002 The 24th volume addresses how people's lives and experiences across the world are being transformed by technological changes media institutions political ideologies and social forces Nine articles consider such topics as implications of the privatization of television in India diasporic cinema and media definitions of Indian femininity the construction of Latinos and Latino issue and peril and play in an Arab American community The contributors are from a range of countries but all now working in the US c Book News Inc

Internationalization in Mass Communication and Cultural Identity Paulus Wilhelmus Maria Rutten, Daniël Biltereyst, 1995

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Table of Contents Mab Communication Cultural Identity And Crobcultural Relations International Symposium

1. Understanding the eBook Mab Communication Cultural Identity And Crobcultural Relations International Symposium
 - The Rise of Digital Reading Mab Communication Cultural Identity And Crobcultural Relations International Symposium
 - Advantages of eBooks Over Traditional Books
2. Identifying Mab Communication Cultural Identity And Crobcultural Relations International Symposium
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Mab Communication Cultural Identity And Crobcultural Relations International Symposium
 - User-Friendly Interface
4. Exploring eBook Recommendations from Mab Communication Cultural Identity And Crobcultural Relations International Symposium

- Personalized Recommendations
 - Mab Communication Cultural Identity And Crobcultural Relations International Symposium User Reviews and Ratings
 - Mab Communication Cultural Identity And Crobcultural Relations International Symposium and Bestseller Lists
5. Accessing Mab Communication Cultural Identity And Crobcultural Relations International Symposium Free and Paid eBooks
- Mab Communication Cultural Identity And Crobcultural Relations International Symposium Public Domain eBooks
 - Mab Communication Cultural Identity And Crobcultural Relations International Symposium eBook Subscription Services
 - Mab Communication Cultural Identity And Crobcultural Relations International Symposium Budget-Friendly Options
6. Navigating Mab Communication Cultural Identity And Crobcultural Relations International Symposium eBook Formats
- ePub, PDF, MOBI, and More
 - Mab Communication Cultural Identity And Crobcultural Relations International Symposium Compatibility with Devices
 - Mab Communication Cultural Identity And Crobcultural Relations International Symposium Enhanced eBook Features
7. Enhancing Your Reading Experience
- Adjustable Fonts and Text Sizes of Mab Communication Cultural Identity And Crobcultural Relations International Symposium
 - Highlighting and Note-Taking Mab Communication Cultural Identity And Crobcultural Relations International Symposium
 - Interactive Elements Mab Communication Cultural Identity And Crobcultural Relations International Symposium
8. Staying Engaged with Mab Communication Cultural Identity And Crobcultural Relations International Symposium
- Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Mab Communication Cultural Identity And Crobcultural Relations International Symposium
9. Balancing eBooks and Physical Books Mab Communication Cultural Identity And Crobcultural Relations International

Symposium

- Benefits of a Digital Library
- Creating a Diverse Reading Collection Mab Communication Cultural Identity And Crobcultural Relations International Symposium

10. Overcoming Reading Challenges

- Dealing with Digital Eye Strain
- Minimizing Distractions
- Managing Screen Time

11. Cultivating a Reading Routine Mab Communication Cultural Identity And Crobcultural Relations International Symposium

- Setting Reading Goals Mab Communication Cultural Identity And Crobcultural Relations International Symposium
- Carving Out Dedicated Reading Time

12. Sourcing Reliable Information of Mab Communication Cultural Identity And Crobcultural Relations International Symposium

- Fact-Checking eBook Content of Mab Communication Cultural Identity And Crobcultural Relations International Symposium
- Distinguishing Credible Sources

13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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7A WORKBOOK ANSWERS 1 Three from: measuring heart beats, temperature, urine tests, blood tests. Accept other sensible responses. 2 The patient has spots. Workbook Answer Key 1 Students' own answers. Page 4. Workbook. Workbook 1 Answer Key 4. Answer Key. 1. Unit 6. 1 sky, land, water. 2. 1 night 2 day. 3. Students' own answers. Lesson ...

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8A WORKBOOK ANSWERS 1 Students' own answers, making reference to the need for food for energy and/or growth, repairing the body, health. Some students may list specific ... Answers 3 See Student Book answer to Question 5. (above) although there are no ... 1 Any suitable answer that refers to making space for more plants and animals as ... Answer Key Workbook 2 Workbook 2 Answer Key 5. Answer Key. 2. Lesson 1. 1. What is matter? Matter is everything around us. Matter is anything that has mass and takes up space. What ...

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