



**Eberswalde University
for Sustainable
Development**

Biosphere Reserves Institute

Examination





Stakeholder engagement in Eberswalde or Berlin

Who are the stakeholders in
BIOM?



Stakeholder engagement in an area of your choice

- Conduct a communication needs assessment (whether a survey or a literature review) of your area
- Create a stakeholder communication strategy based on the UNESCO MAB communications strategy (which we will discuss in the next sessions)
- **BONUS** points for those who will be able to implement part of the communication strategy (e.g., promoting BIOM to HNEE students, etc.)



Exam paper deadline **August 02, 2024**

1. Write a paper with a maximum of 3000 words identifying your stakeholder communication strategy in Eberswalde or Berlin:

- a) Stakeholder map
- b) Levels of engagement
- c) Stakeholder communication strategy (see UNESCO MAB Plan)
- d) Incorporate concepts from previous modules (Land Use Systems; Communication and Teamwork for Sustainable Development; Project Management)
- e) Cite and reference all your sources



Exam paper deadline **August 02, 2024**

3. BONUS (for those who implemented part of the strategy)

- a) Write a section of 500 words narrating your experience of implementing part of the strategy, including the challenges and highs of implementing the stakeholder communication strategy
- b) Please provide consent for your papers to go through plagiarism screening.



Grouping

- Form your own group of **2-3 students** <https://bit.ly/ScheduleBIOM>
- Please give your name a group (e.g., “TBG – The Best Group”)
- Issues with group members who are not participating should be reported to the Professor as soon as possible



Guidelines for writing papers

- Papers to be uploaded on Moodle (in both .docx and .pdf)
- Paper format as follows:
 - Only put your matriculation number (no names) as header
 - Times New Roman, Size 11, Spacing 1.5, Normal margin (2,54cm)
 - APA referencing
 - Insert page numbers
 - File name should be name of your group (example: TBG.pdf or TBG.docx)



Make a plan (UNESCO MAB Communications Strategy)

<p>To achieve our engagement goal of:</p>		
<p>We'll engage: (Target audience)</p>		
<p>By saying: (Core messaging)</p>		
<p>Through these activities: (Choose activities)</p>	<p>What would you measure to see how people were feeling about the Biosphere Reserves?</p>	<p>What would you measure to ensure that you were meeting your engagement goal?</p>