

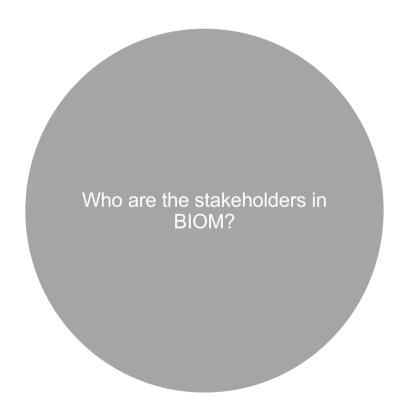
Biosphere Reserves Institute

Examination



Biosphere Reserves Institute

Stakeholder engagement in Eberswalde or Berlin





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)
 - 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)





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Make a plan (UNESCO MAB Communications Strategy)

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