



BIOSPHERE

IN YOUR BACKYARD

Campaign Toolkit 2024



United Nations
Educational, Scientific and
Cultural Organization



Man and
the Biosphere
Programme



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PURPOSE OF THIS TOOLKIT

In 2024, the Champlain-Adirondack Biosphere Network (CABN) invites you to join us in celebrating the *Biosphere in Your Backyard*. This toolkit was developed to provide useful media tools and communication strategies for organizations located in the Champlain-Adirondack Biosphere Region. It will help you understand and communicate what a biosphere region is, the significance of the Champlain-Adirondack Biosphere Network, and how it relates to your organization. The toolkit also provides key CABN messages and resources related to the 2024 *Biosphere in Your Backyard* campaign.

WHAT IS A UNESCO BIOSPHERE RESERVE?

- A Biosphere Reserve is a prestigious designation awarded by the United Nations Educational, Scientific and Cultural Organization (UNESCO) to a region that is recognized for its unique mix of biodiversity, culture and heritage, valued environment and sustainable way of life of the people who live and work there.
- The World Network of Biosphere Reserves currently has 748 sites in 134 countries, including 28 in the United States.
- Participation is voluntary and cooperative.



WHAT'S THE DIFFERENCE BETWEEN A BIOSPHERE RESERVE, REGION, AND NETWORK?

- Biosphere Reserve
 - Area recognized by the UNESCO Man and the Biosphere Program.
- Biosphere Region
 - In 2020, the US Biosphere Network adopted the term "region" instead of reserve. Outside of the US and Canada, the term "reserve" is still used.
- Biosphere Network
 - Collaborative of partners working to achieve the mission of the biosphere region.

WHY ARE BIOSPHERE REGIONS IMPORTANT?



Flora



Fauna



Economic
development



Human
development



Research



Monitoring

- Biosphere regions are learning places for sustainable development.
- Connect people across disciplines, cultures, and borders to advance culture, nature, and the economy.
- Promote local and regional actions to achieve global sustainable development goals.

UNESCO Man and the Biosphere Program Strategic Objectives

1. Conserve biodiversity, restore and enhance ecosystem services and foster sustainable use of natural resources.
2. Contribute to building sustainable healthy and equitable societies, economies and thriving human settlements.
3. Facilitate biodiversity and sustainability science, sharing of traditional ecological knowledge, education, and capacity building.
4. Support mitigation and adaptation to climate change and other aspects of global environmental change.





SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY

2 ZERO HUNGER

3 GOOD HEALTH AND WELL-BEING

4 QUALITY EDUCATION

5 GENDER EQUALITY

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

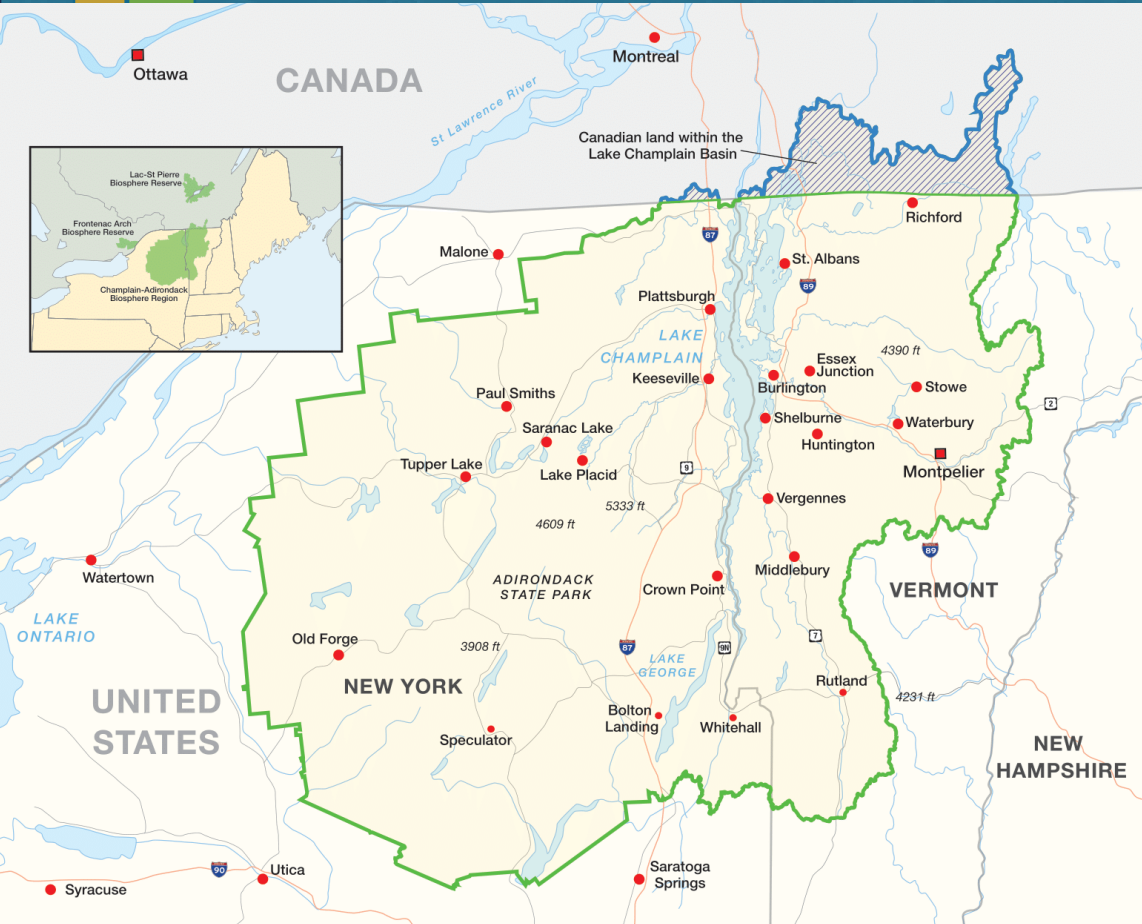

SUSTAINABLE DEVELOPMENT GOALS

What is the Champlain-Adirondack Biosphere Network (CABN)?

- The Champlain-Adirondack Biosphere Network (CABN) is an internationally recognized network that connects people and organizations working to build harmonious relationships between people and the environment.
- **CABN Mission:** To serve as a collaborative network in the Champlain-Adirondack region that empowers citizens to build a thriving, equitable and resilient society that conserves biological diversity and promotes sustainable uses of natural resources in the face of a warming climate and other environmental changes.
- **CABN Vision:** Inspire a positive future for the Champlain-Adirondack Biosphere Region by celebrating and connecting people and nature.

CHAMPLAIN-ADIRONDACK BIOSPHERE REGION FAST FACTS

- Awarded biosphere reserve designation in 1989
- Geographic features include the entirety of the Adirondack Park, the NY and VT portions of the Lake Champlain Basin, and a portion of the Green Mountain National Forest
- Total surface area (terrestrial and marine): 9,859,504 acres (3,990,000 ha; 15,405 sq mi)



WHAT ARE CABN'S KEY MESSAGES?

- The six key messages outlined here help to ensure we are communicating consistent messages to our audiences. These key messages are meant to serve as a guide to communication efforts – not as a script. You are encouraged to provide additional relevant, contextual detail to ensure that messages are engaging and credible to each audience.

KEY MESSAGE 1: WE ARE A PARTNERSHIP OF COMMUNITIES AND ORGANIZATIONS WORKING TO BUILD HARMONIOUS RELATIONSHIPS BETWEEN PEOPLE AND NATURE.

Supporting points:

- The Champlain Adirondack Biosphere Network (CABN) is a voluntary, internationally recognized partnership of local, state, and federal agencies, tribal governments, conservation nonprofits, universities, working lands, community groups, and the private sector working to build harmonious relationships between people and nature.
- We collaborate to conserve nature and maintain the benefits of healthy lands and waters for our biosphere region's quality of life.
- We facilitate the sharing of knowledge and best practices at the regional, national, and international scales through membership in the U.S. Biosphere Network and World Network of Biosphere Reserves.
- The Champlain Adirondack Biosphere Network (CABN) provides a critical network for communication and coordination between communities and organizations within our own biosphere region and beyond.

KEY MESSAGE 2: BIOSPHERE REGIONS ARE VOLUNTARY, COLLABORATIVE, AND NONREGULATORY.

Supporting points:

- Biosphere regions remain under the jurisdiction of their local, state, and federal governments.
- Through its designation, the Champlain-Adirondack Biosphere Region is internationally recognized for its unique beauty, culture, and economic value.
- Communities and organizations within the CABN can build on this recognition to support economic development and conservation goals.

KEY MESSAGE 3: WE COLLABORATE TO ADVANCE A NUMBER OF GOALS TO ENSURE THAT PEOPLE AND NATURE WITHIN OUR BIOSPHERE REGION PROSPER.

Supporting points:

- We connect communities and organizations who are working to build harmonious relationships between people and nature.
- We work in a cross-boundary capacity to better steward the lands, waters, and rich biodiversity of our biosphere region.
- We use scientific, indigenous, and local knowledge to model climate change resilience and sustainable development both locally and globally.
- We strengthen the connections between our communities and the biosphere region in which they live, work, and play.

KEY MESSAGE 4: OUR BIOSPHERE REGION CELEBRATES OUR INCREDIBLE COMMUNITIES AND ENVIRONMENT.

Supporting points:

- Originally recognized by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) Man and the Biosphere Program in 1989, our official biosphere region status is evidence of the ecological and cultural significance of the Champlain-Adirondack region.
- From the towering peaks of the Adirondacks and the Green Mountains to the shores of Lake Champlain and all of the working landscapes in between, our Biosphere Region celebrates the connections between our incredible natural spaces and the communities who live, work, and play within them.

KEY MESSAGE 5: HEALTHY LANDS AND WATERS SUPPORT HEALTHY COMMUNITIES.

Supporting points:

- Our livelihoods and quality of life depend on healthy lands, air, and water. The benefits of productive soils for farming, clean water for drinking and fisheries and wildlife, opportunities for outdoor recreation, natural systems for flood control and carbon sequestration, and other important resources all derive from a healthy environment. Our cultural history and spiritual well-being also depend on conserving natural and cultural landscapes.
- Being a biosphere region helps our communities grow sustainably.

KEY MESSAGE 6: WE MUST WORK TOGETHER TO MEET THE MOMENT.

Supporting points:

- The science is clear: climate change and global biodiversity loss will continue to threaten our quality of life for the foreseeable future. While that statement is daunting, we choose to see this moment as one of opportunity rather than one of despair. We understand that to meet these challenges head on, we must work together across boundaries to find bold, innovative, and equitable solutions that strengthen the resiliency of our communities and our shared environment.
- From rising temperatures to intensifying precipitation, we understand intimately what a changing climate looks and feels like. We know, too, that not all our communities feel these changes equally. With a regional identity and economy built on a cold weather climate, we are faced with the task of transitioning our economy and culture as climate conditions change. In making this transition, our biosphere region has the opportunity to explore and implement climate solutions that center equity and environmental justice.



BIOSPHERE

IN YOUR BACKYARD

Biosphere in Your Backyard Campaign

- **Why now?** 2024 marks 35 years since the Champlain-Adirondack Biosphere Region was recognized by the UNESCO Man and the Biosphere Program. To celebrate this anniversary and the work being done across our region to support sustainable development, the Champlain Valley National Heritage Partnership selected the Champlain-Adirondack Biosphere to be the focus of its *Conservation & Community* interpretive theme.
- **Campaign Goals:** To increase awareness of the biosphere region's international status; inspire people to connect responsibly with the unique natural and cultural resources of the biosphere region; and promote the projects, programs, and people working towards a sustainable future in the biosphere region in 2024.

Biosphere in Your Backyard Campaign Pillars

EXPLORE

Invite visitors and residents to get to know the biosphere region. Whether that be an exploration of our biosphere region's unique natural beauty, the innovative science being done in our region to support a sustainable future, or anything in between!

ENRICH

A collective call to action to make a positive mark on the biosphere region. CABN's vision is cooperative, only by working together can we build a future that works for people and the environment.

ENJOY

From the high peaks of the Adirondacks to the Green Mountains and all the wonderful, working landscapes in between, the Champlain-Adirondack Biosphere Region has something for everyone to enjoy.

How can you amplify the Biosphere in Your Backyard Campaign?

- Share CABN's posts and create your own!
- Where possible, frame your post(s) around the applicable campaign pillars, tag CABN, and consider using the hashtags below:

- Facebook

www.facebook.com/champlainadironackbiospherenetwork

- Instagram www.instagram.com/champlainadironack_biosphere/

- LinkedIn www.linkedin.com/company/champlain-adironack-biosphere-network/

- #BiosphereInYourBackyard #ExploreEnrichEnjoy #cabn #unesco #mab #sdgs #sustainabledevelopment #itsaboutlife #adks #greenmountains #lakechamplain #usbnc #proudtoshare

ADDITIONAL CABN RESOURCES

- Biosphere in Your Backyard Logo available [here](#)
- CABN Color Logo available [here](#)
- CABN Webpage <https://champlainvalleynhp.org/heritage/champlain-adirondack-biosphere-reserve/>
- CABN Fact Sheet https://champlainvalleynhp.org/wp-content/uploads/2023/03/CABN-Factsheet_2023.pdf
- CABN Film- *Connected, A Journey Through the Champlain-Adirondack Biosphere*
https://vimeo.com/582630910?embedded=true&source=vimeo_logo&owner=59837356
- US Biosphere Network webpage <https://largelandscapes.org/biosphere-network/>

CABN CONTACTS

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CONNECT WITH US



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Biosphere Network



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