What is our reason for engaging audiences on the biosphere reserve?

Think:

Feel:

Do:
Setting clear objectives

From your answers on Worksheet 1, agree **one core engagement goal**. Then establish **three outcomes** that will guide you in getting to the goal. You can base these outcomes on what you want people to think/feel/do as a result of their engagement.

**Engagement Goal:**

**OUTCOME 1:**

**OUTCOME 2:**

**OUTCOME 3:**
<table>
<thead>
<tr>
<th>Engagement goal:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who is the main audience to engage?</td>
</tr>
<tr>
<td>What do they care about most?</td>
</tr>
<tr>
<td>What is stopping them from engaging with the biosphere reserve</td>
</tr>
<tr>
<td>What stories would inspire them?</td>
</tr>
</tbody>
</table>
Create messaging

Think about who your audience respects most - who would they listen to?
And what would be the most powerful messaging to inspire the audience?

Who is the best messenger to reach your audience?

What are your three most powerful messages?

1:

2:

3:
# Choose activities

Use the biosphere reserve values to help brainstorm engagement activities. Write down as many ideas as you can in the boxes. Then pick the best three.

<table>
<thead>
<tr>
<th>Champion life</th>
<th>Empower people</th>
</tr>
</thead>
<tbody>
<tr>
<td>What activity could we use that would celebrate people and biosphere reserve?</td>
<td>What activity could we use that would get people participating in creating solutions in the biosphere reserve?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Model solutions</th>
<th>Belong together</th>
</tr>
</thead>
<tbody>
<tr>
<td>What activity could we use that would show how the biosphere reserve works?</td>
<td>What activity could we use that would show people that they were part of something bigger or connect them to others?</td>
</tr>
</tbody>
</table>

Choose the three best activities:

1: 

2: 

3: 

GROUP: UNESCO MAB Brand & Story Toolkit Worksheet 5
Make a plan

Review what you have on the previous worksheets, and copy over the content into one plan. Then make some decisions on how you will measure success!

To achieve our engagement goal of:

We’ll engage: (Target audience)

By saying: (Core messaging)

Through these activities: (Choose activities)

To a measured outcome of:

What would you measure to see how people were feeling about the biosphere reserve?

What would you measure to ensure that you were meeting your engagement goal?