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UNESCO
BIOSPHERE
candidate
ISLE OF MAN

UNESCO BIOSPHERE ISLE OF MAN - PROJECT OVERVIEW



UNESCO
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ISLE OF MAN

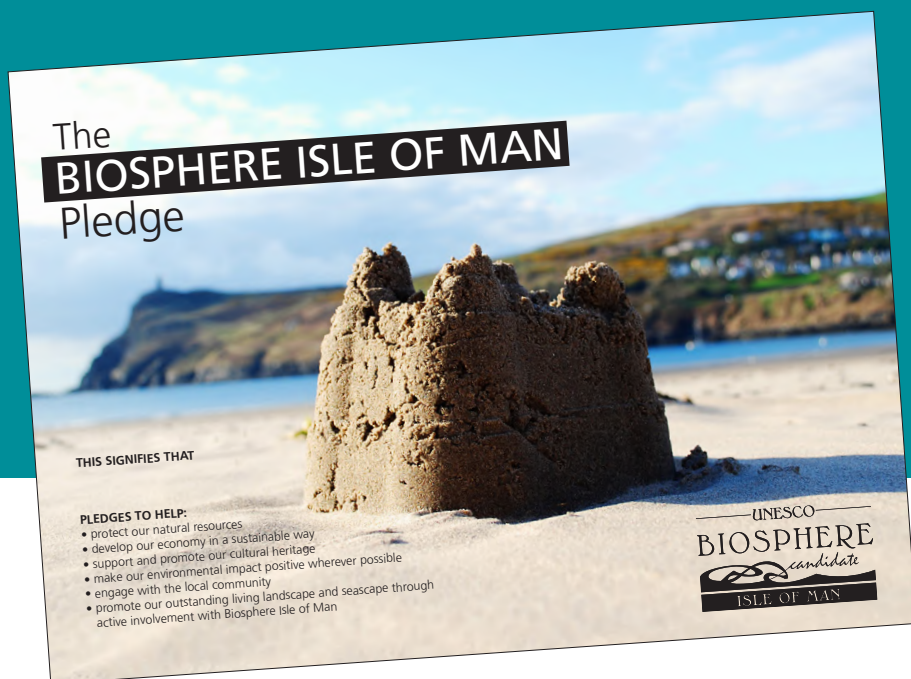
Vision and Aim	Objectives
<p>“UNESCO Biosphere Isle of Man” would recognise the Isle of Man as a special place for people and for nature. It will provide the IOM with a unique opportunity to show how our high quality environment, economy and community pride complement each other. The Island would be recognised internationally by UNESCO and would be the first entire small country to be nominated as a UNESCO Biosphere Region.</p> <p>The overall aim is to see the Isle of Man become an even better place for people and nature and the more our community gets involved, the more we can help the island to stay special.</p>	<ul style="list-style-type: none"> • To visibly demonstrate sustainable economic development through showing how a thriving, diverse modern economy and healthy ecosystems and community can co-exist and complement each other. • To actively engage people in the use, appreciation, conservation and management of their local area. • To communicate how our community cares about its rich cultural heritage and sustains it into the future. • To raise awareness of the qualities and features of the island which we value and communicate their importance. • To demonstrate that the Isle of Man qualifies for an international accolade for its balance between environment, society and economy.
Benefits	Deliverables
<ul style="list-style-type: none"> • Recognition that the IOM will be the first entire jurisdiction to be a UNESCO Biosphere Region. • Increased value and willingness of community groups and businesses to get actively involved to positively manage the Manx landscape and wildlife sites, our culture and heritage. • Businesses actively want to promote the Isle of Man in their communications, and become involved in managing the local environment, community and culture in ways appropriate to their organisation. • Scope for synergy with Education and Tourism objectives. 	<ul style="list-style-type: none"> • Effective promotion of the value of the initiative across government and society. • Establishment of a strong, multifaceted Partnership to steer the process. • Community and business consultation and broad support from many sectors and sections of society. • Nomination paper prepared and submitted to UNESCO in 2015. • Increased understanding of biodiversity and its value to Quality of Life. • Complements parallel work with the Convention on Biological Diversity (CBD) and Biodiversity Strategy and works with the community to help deliver this.
Out of Scope	Measures of success
<ul style="list-style-type: none"> • It would not change the ways businesses operate without their willing agreement and engagement. • There would be no external requirement for new protected areas or levels of protection. These issues remain solely the responsibility of the people of the Isle of Man. • It is not a statutory or mandatory requirement, it is a tool to engage a broad audience. 	<ul style="list-style-type: none"> • Increased awareness of the value of the community spirit of the Isle of Man. • Greater volunteer contribution (man hours per year) in all aspects of environment, culture, and community engagement. • Quality of Life measurements maintained and improved. • More positive media articles (by businesses, NGO's, external media) about the Island, advertising value equivalent.

THE ISLE OF MAN IS A SPECIAL PLACE. LET'S KEEP IT THAT WAY.

GET INVOLVED

There are lots of different ways to get involved in Biosphere Isle of Man. Through the website at www.biosphere.im you can become a Biosphere Buddy, find out about volunteering opportunities across a huge range of projects and activities, add your photos to our gallery of Island images, and stay up to date with the latest news.

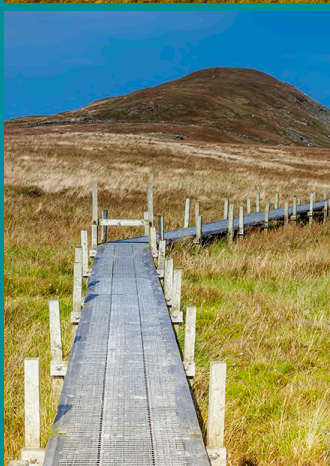
If your school, business, community group or charity would like to sign up to the Biosphere Isle of Man Pledge in support of the project, please get in touch with Peter Longworth on 01624 685149 or Peter.Longworth@gov.im



BIOSPHERE ISLE OF MAN IN A NUTSHELL

Biosphere Isle of Man is all about balancing a vibrant community, a thriving economy and a healthy environment. We're working towards gaining UNESCO status for our amazing Island as a World Biosphere Region – in fact, we aim to be the first entire country to be awarded this great honour.

International recognition for our beautiful landscapes, rich heritage and unique way of life would benefit everyone on the Island, creating many different opportunities and helping us work together to keep our Island special.



UNESCO WORLD BIOSPHERE REGIONS

'Biosphere' is the scientific name for the living surface of our planet – the land, the sea and the air. UNESCO stands for United Nations Education, Scientific and Cultural Organisation. World Biosphere Regions are places that have been endorsed by UNESCO as outstanding areas for nature and for people – where there is a healthy balance between the two. There are currently 631 Biosphere Sites in 119 countries worldwide.

A BIT MORE ABOUT BIOSPHERE ISLE OF MAN

This exciting project has three main aims...

CONSERVATION

Taking care of our amazing landscapes, wildlife, culture, heritage and communities, through everything from marine conservation to community clubs.

DEVELOPMENT

Improving our infrastructure and economy in ways that respect and support our unique environment. Buying local and minimising waste are just two examples.

KNOWLEDGE

Helping more people to understand what makes the Island so special and encouraging active involvement in keeping it that way.



WHAT IT'S NOT ABOUT

Biosphere Isle of Man is not about stopping anyone doing anything – and it won't involve the creation of any new legislation. It's simply about celebrating our Island to the full and helping to make it an even better place to be.

PROJECT

PARTNER

GUIDELINES

FOR BUSINESSES

YOUR GUIDE TO
SUPPORTING
BIOSPHERE ISLE OF MAN

— UNESCO —
BIOSPHERE
candidate
ISLE OF MAN

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ABOUT BIOSPHERE ISLE OF MAN

Biosphere Isle of Man is a high profile project that sees us working towards UNESCO status for the Isle of Man as a World Biosphere Region. We hope to be the first entire country to be awarded this prestigious accolade; to be named UNESCO Biosphere Isle of Man.

World Biosphere Regions are areas across the globe that have been endorsed by UNESCO as outstanding places for nature and for people – places where there is a healthy balance between the two. There are currently 631 Biosphere Regions in 119 countries worldwide.

International recognition for our stunning landscapes, rich heritage and unique way of life would bring many benefits, not least in raising our profile around the globe.

For full details on the project, visit biosphere.im



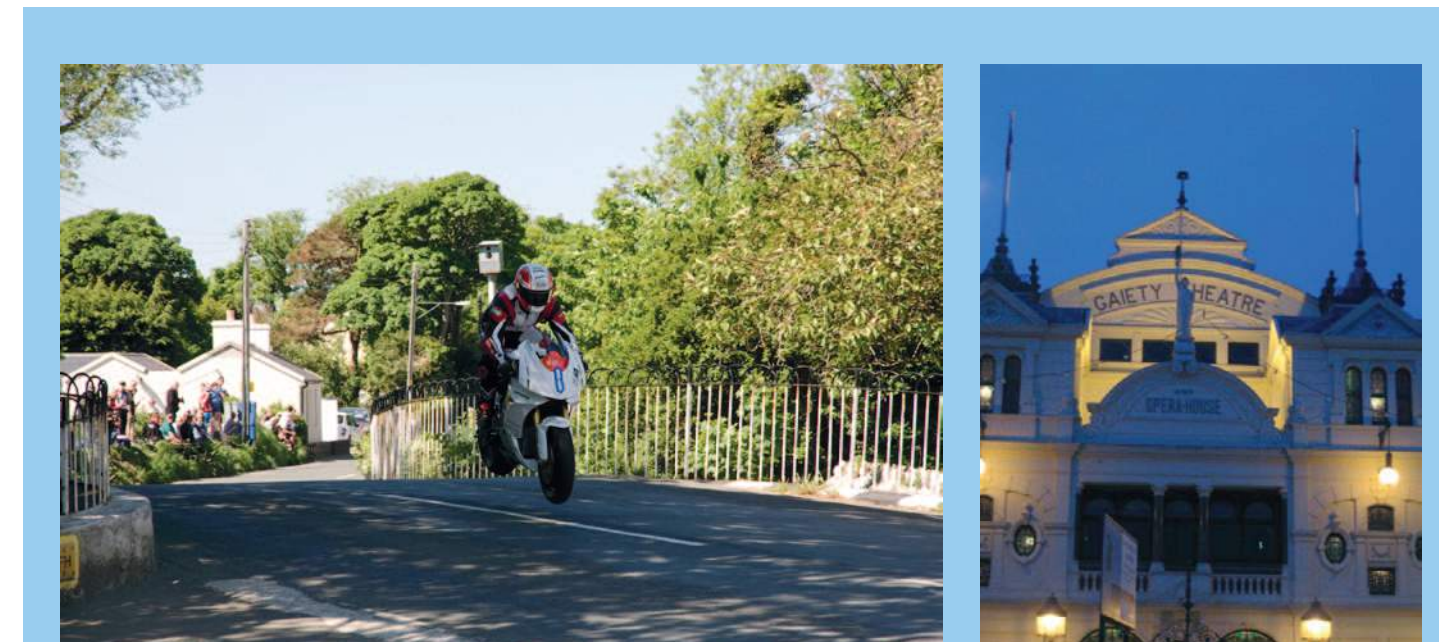
THE BIOSPHERE ISLE OF MAN PLEDGE

We have created the Biosphere Isle of Man Pledge for our project partners to use and for our mutual benefit.



For you as a project partner, the benefits are clear. On a local level, involvement with Biosphere Isle of Man signifies that you are supporting a project which in turn supports the Island, resulting in 'brand warmth' among

stakeholders and the public. On a corporate and international level, UNESCO has extremely high reputational value for the organisations that are associated with it.



The BIOSPHERE ISLE OF MAN Pledge

THIS SIGNIFIES THAT

PLEDGES TO HELP:

- protect our natural resources
- develop our economy in a sustainable way
- support and promote our cultural heritage
- make our environmental impact positive wherever possible
- engage with the local community
- promote our outstanding living landscape and seascape through active involvement with Biosphere Isle of Man

UNESCO
BIOSPHERE
candidate
ISLE OF MAN

Our immediate aim is to raise the profile of Biosphere Isle of Man as we work towards our nomination bid with UNESCO - currently our status is 'candidate'. Collaborating with the Island's businesses and key organisations

will help us to do this. Our long-term aim with the project is balancing a vibrant community, thriving economy and healthy environment - and we believe everyone in the Island can play a part in this.



MEETING THE PLEDGE PRINCIPLES



The scope of The Biosphere Isle of Man Pledge is deliberately broad and inclusive. We don't want to be prescriptive with our project partners, which is why we leave the application of the Pledge to you.

This is not about meeting pre-set standards but about direction of travel. You don't need to be active in all of the areas highlighted in the Pledge; choose those that are the best fit for your business and most important to your staff and stakeholders.

Your focus may be internal – for example, accreditation for an environmental management system. It might be external, for example, engaging with local community projects. Or it might be both. All activities that relate to any of the principles are equally valid.

Involvement in Biosphere Isle of Man as a project partner is not just about direct volunteering. It could be sponsorship of projects or materials. It might involve mentoring. Or it could come in the form of pro-bono advice and support for charities and community groups.



Here is a little more detail in the context of the Pledge principles...

- Protecting our natural resources – this could relate to anything you're trying to do better that will impact positively on our natural resources, from managing water use to planting trees.
- Engaging with the local community – through environmental, social or community groups, whichever fit best with your business. You'll find a wide range of groups listed at www.biosphere.im
- Developing our economy in a sustainable way – doing business responsibly, balancing the need for growth with respect for our natural, social and cultural environment. Responsible businesses tend to be more resilient, contributing to a diverse economy which is more sustainable than a 'monoculture' economy.
- Promoting our outstanding living landscapes through active involvement with Biosphere Isle of Man – being an ambassador for the project and advertising the fact that you support it, thereby encouraging others to get involved.
- Supporting and promoting our cultural heritage – for example, staff involvement in, or corporate sponsorship of, cultural events and groups.
- Making our environmental impact positive wherever possible – closely related to the first principle of protecting our natural resources, this could include anything from energy saving and waste management measures to support of local environmental projects.



FAQS

Q

What is the cost of being involved as a project partner?

A

There is no direct cost in being involved – no joining or other fees.

Q

Who regulates how the project partners are supporting and promoting Biosphere Isle of Man?

A

The aim is for the project to be self-regulating, overseen by a committee formed from members of participating businesses and organisations.

Q

Do I need to get approval on collateral that features the Biosphere Isle of Man branding?

A

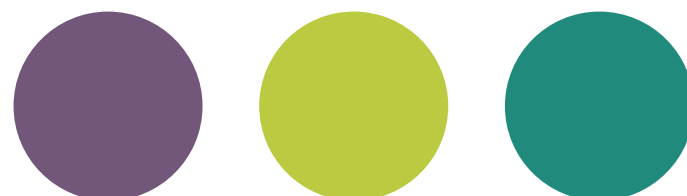
No. We leave your collateral to your discretion, but please make sure you use the logo and branding correctly, as detailed in these guidelines.

Q

How does my organisation become a project partner?

A

Get in touch with project coordinator Peter.Longworth@gov.im and demonstrate that you are doing work relating to one or more of the principles in the Pledge.



The logo has been designed to reflect the natural beauty and proud heritage of the Isle of Man: blue for the sea, green for the land and trees, purple for the heather, along with Celtic-inspired design elements.

USING THE BIOSPHERE ISLE OF MAN LOGO

Colour

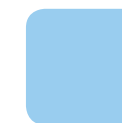
Colour values



Dark Green:
Process
C:82% M:26% Y:56% K:6%
RGB
R:30 G:123 B:107
Hexadecimal
#208a7d



Bright Green:
Process
C:31% M:7% Y:93% K:0%
RGB
R:189 G:195 B:25
Hexadecimal
#bdc940



Sky Blue:
Process
C:37% M:7% Y:0% K:0%
RGB
R:158 G:203 B:240
Hexadecimal
#99cdef



Purple:
Process
C:60% M:71% Y:30% K:10%
RGB
R:104 G:70 B:108
Hexadecimal
#72577b

Reproduction



Standard colour reproduction



Colour on black



Mono reproduction (positive)



Mono reproduction (negative)

USING THE
BIOSPHERE ISLE OF MAN
LOGO

BIOSPHERE
ISLE OF MAN
TYPEFACES

Size and spacing

Minimum size
To ensure that the logo is clearly readable



Minimum suggested reproduction size is 25mm in width

Exclusion zone
To avoid the logo becoming crowded when used



Exclusion zone is equal to the height of the 'Isle of Man' bar

Inappropriate use



Either use full-colour version or mono positive or mono negative



Logo should only be used on a black or white background, or on a photo when the area of the photo has been sufficiently darkened

Typefaces

VENTURA EDDING
Use for headings and subheadings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sintony
Use for body text

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abcdefghijklmnopqrstuvwxyz
1234567890

Web section headings



USING BIOSPHERE ISLE OF MAN PHOTOGRAPHY

We have a library of inspirational images of the Isle of Man that you as a project partner are welcome to use in marketing materials. These are the winning and shortlisted images from the photography competition that we ran in 2013.

You can browse the photographs at biosphere.im

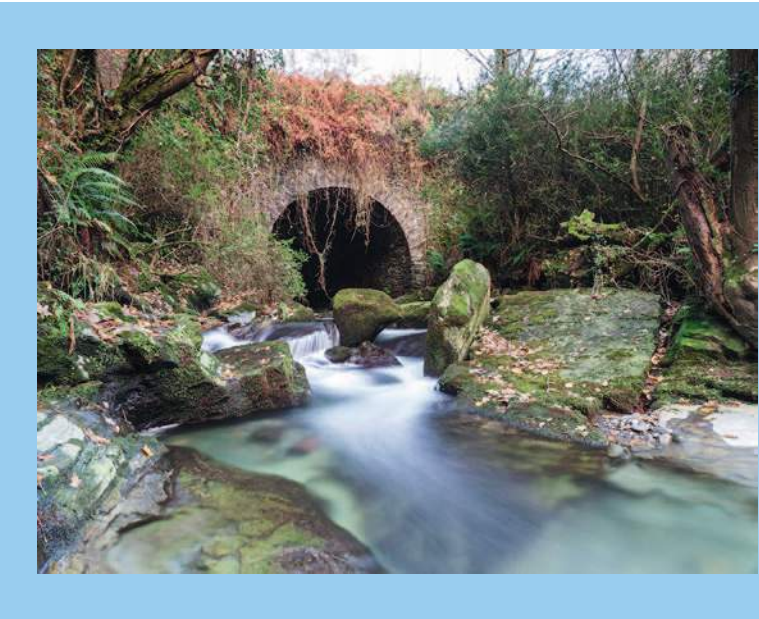
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When placing logo over a photograph, make sure the area it is to appear on is light enough to use the black version of the logo...



... or dark enough to use the white version of the logo. Remember the exclusion area around the logo.



OVERALL LOOK, FEEL AND TONE OF VOICE



When it comes to creating your own Biosphere Isle of Man marketing materials, we don't want to be prescriptive. We recognise and respect the fact that every company has its own visual identity.

However, we do expect all our project partners broadly to follow the positive look, feel and tone of voice that we have created for Biosphere Isle of Man.

Look and feel

To give you an idea of how we present and talk about the project, here are some examples of our marketing materials.

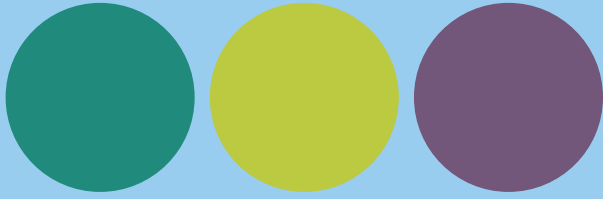


Tone of voice



The website at biosphere.im gives a good insight into the Biosphere Isle of Man tone of voice, which in summary is:

- clear, simple and jargon-free – avoiding 'science speak'.
- succinct – we never use a long word where a short word will do. And we use short, single-thought sentences and paragraphs.
- direct, warm and personal – for example, we use 'we' and 'you', rather than 'the project' and 'the user'.
- positive and can-do – we celebrate the good things that are happening in the Isle of Man and encourage people to get involved in making more good things happen.



www.biosphere.im

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ABOUT BIOSPHERE ISLE OF MAN

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World Biosphere Regions are areas across the globe that have been endorsed by UNESCO as outstanding places for nature and for people – places where there is a healthy balance between the two. There are currently 631 Biosphere Regions in 119 countries worldwide.

International recognition for our stunning landscapes, rich heritage and unique way of life would bring many benefits. For charities and community groups, these benefits include raising awareness of the work you do and potentially getting more people involved.

For full details on the project, visit biosphere.im



THE BIOSPHERE ISLE OF MAN PLEDGE

We have created the Biosphere Isle of Man Pledge for our project partners – as a guide for the different ways in which you can support the project.

The BIOSPHERE ISLE OF MAN Pledge

THIS SIGNIFIES THAT

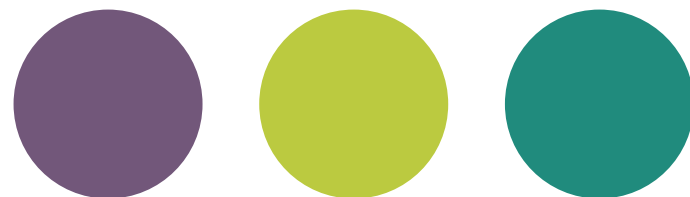
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UNESCO
BIOSPHERE
candidate
ISLE OF MAN

Our immediate priority is to raise the profile of Biosphere Isle of Man as we work towards our nomination bid with UNESCO – currently our

status is ‘candidate’. Collaborating with a wide range of organisations from both the private and the third sectors will help us to do this.



Our long-term aim with the project is balancing a vibrant community, thriving economy and healthy environment. We believe everyone can

play a part in this, particularly organisations like yours that are already doing so much to help keep our Island special.



MEETING THE PLEDGE PRINCIPLES



The scope of The Biosphere Isle of Man Pledge is deliberately broad. You don't need to be active in all of the areas highlighted in the Pledge; choose those that are the best fit for your organisation and your supporters.



Whether your focus is our environment, communities, culture or heritage, the work that you do is an important contribution to Biosphere Isle of Man, helping to demonstrate that the Isle of Man has what it takes to be designated a World Biosphere Region.



Your involvement in Biosphere Isle of Man is about amplifying the effects of what you already do to help keep our Island special. All our project partners are featured on the Biosphere Isle of Man website, with the aim of raising awareness of your work and attracting more support for it.



Here is a little more detail, in the context of the Pledge principles, of how you can be actively involved as a project partner...

- Protecting our natural resources – if your focus is environmental, this is literally a natural fit for you. Tell us what you're doing so we can help spread the word, and make sure you use the Biosphere Isle of Man branding in any relevant publicity – to show the Island and the world that you're part of this important initiative.
- Developing our economy in a sustainable way – again, if you're an environmentally focused organisation, you could consider forging links with Island-based businesses to help them meet their corporate social responsibilities. Responsible businesses tend to be more resilient, contributing to a diverse economy which is more sustainable than a 'monoculture' economy. But commercial organisations are not typically experts in sustainability, which is why they often look to relevant third sector organisations for help.
- Supporting and promoting our cultural heritage – if your organisation has a cultural focus, you are already doing great work on this principle, so really it's about how we can help you with awareness, volunteer support and networking with like-minded organisations.
- Making our environmental impact positive wherever possible – if you're dedicated to minimising waste or protecting our countryside, for example, this principle is the ideal fit for you. Again, tell us what you're doing and we will help to network your efforts.
- Engaging with the local community – as a non-commercial organisation, you're sure to be engaging with the local community in a range of ways that we can help to highlight.
- Promoting our outstanding living landscapes through active involvement with Biosphere Isle of Man – for project partners focusing on nature and wildlife, this means being an ambassador for the project and letting people know that you're part of it, for example, by featuring the Biosphere Isle of Man branding in your publicity materials.



FAQS

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How does my organisation become a project partner?

A

Get in touch with project coordinator Peter.Longworth@gov.im and demonstrate that you are doing work relating to one or more of the principles in the Pledge.

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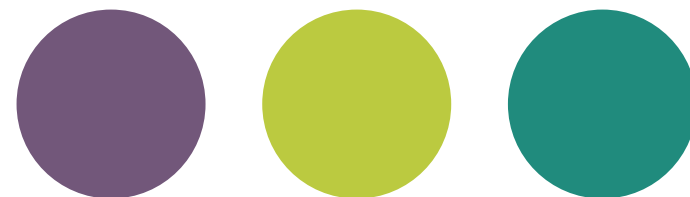
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Colour on black



Mono reproduction (positive)



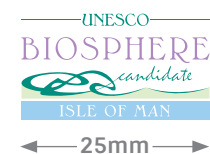
Mono reproduction (negative)

USING THE
BIOSPHERE ISLE OF MAN
LOGO

BIOSPHERE
ISLE OF MAN
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Size and spacing

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Sintony
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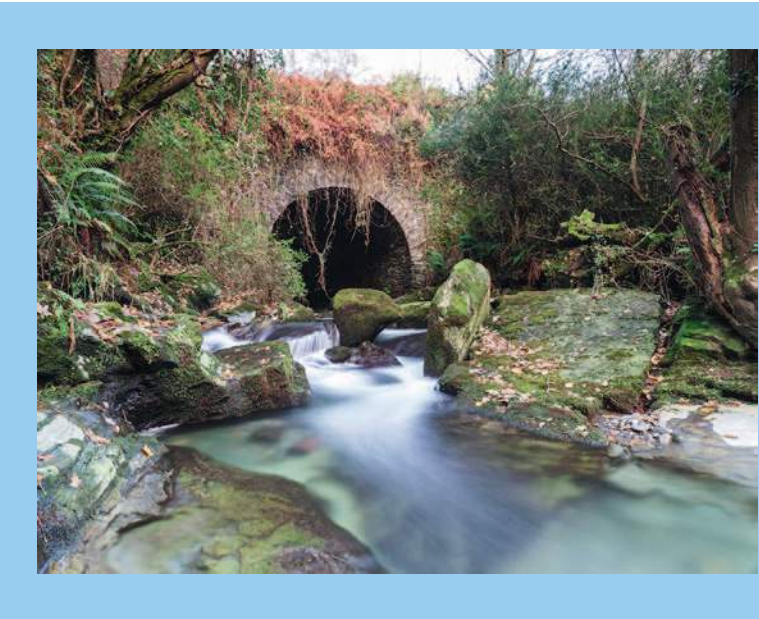
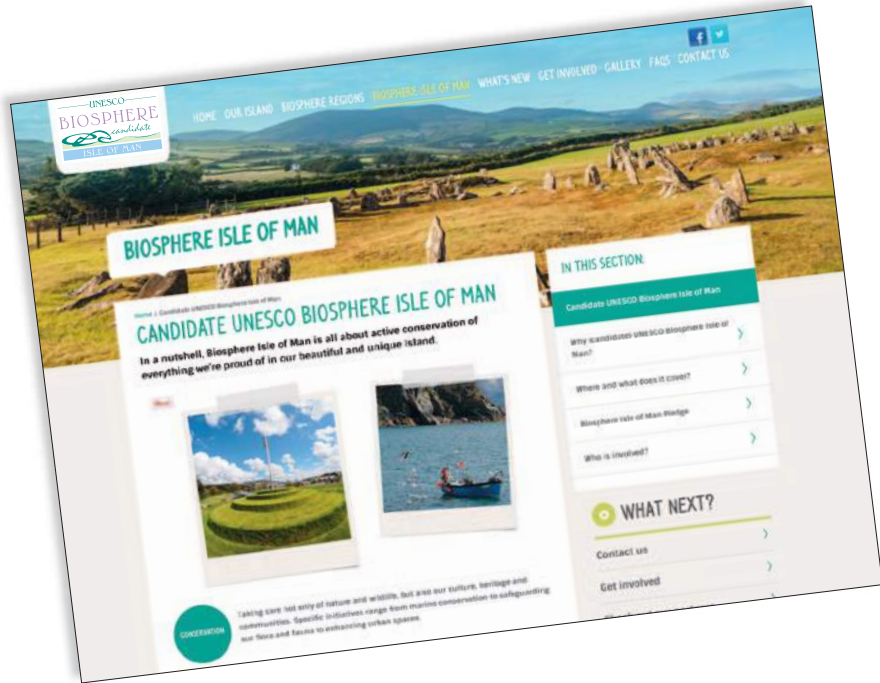
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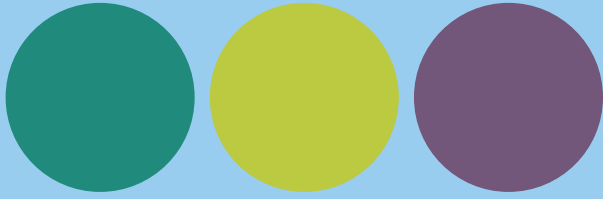


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www.biosphere.im

FAQs

What does 'Biosphere' mean?

This is the scientific word for the living surface of our planet.

What is UNESCO?

The United Nations Education, Scientific and Cultural Organisation.

What is a UNESCO Biosphere Reserve?

An international site of excellence where active conservation sits alongside responsible development; a 'living landscape' where there is a more balanced relationship between people and nature. There are currently 631 Biosphere sites in 119 countries (LINK)

<http://www.unesco.org/new/en/natural-sciences/environment/ecological-sciences/biosphere-reserves/world-network-wnbr/wnbr/>

What are Biosphere Regions all about?

A Biosphere Region has three main functions: (1) active conservation of landscapes and wildlife, (2) encouraging responsible development and (3) promoting learning and understanding. Most importantly, it's not about nature in isolation, but about people enjoying, learning from, interacting with, helping to take care of our amazing natural environments and quality of life.

Why doesn't the project use the word Reserve to describe itself?

The word "Reserve" tends to make people think of fences and barriers and keeping people out, which is not what Biosphere zone projects are about.

What are the benefits to us in the Isle of Man?

Becoming a Biosphere Region would strengthen our economy by amplifying our international reputation, creating business and employment opportunities. It would also boost our pride in our unique way of life and, of course, help to maintain and improve our exceptional landscape and environment.

We already know the Isle of Man is a special place, why bother with UNESCO?

UNESCO endorsement would showcase our exceptional quality of life and help to get the message out to the rest of the world how fantastic our island really is.

Is this an excuse to make the Isle of Man a huge national park?

No. Biosphere Reserves are about a good working balance between people and nature, not about nature in isolation.

Isn't this just more bureaucracy and more rules – what will it stop me doing?

Absolutely not – and absolutely nothing. This is not a form of regulation and in no way restricts anyone's rights. This project cannot impose any additional requirements on landowners or the public; these are always issues for the Isle of Man to determine. It's not about what we can't do, it's

about what we CAN do to help keep our landscape, nature, culture, heritage and economy thriving. Biosphere Vannin is about active conservation of all the things we're proud of.

Who 'polices' it?

We do. Jurisdiction and ownership remains in our hands. UNESCO can grant this accolade in recognition of what is special about the island and how well we are managing things, but it has no power beyond that.

I run a business on the island – what's in it for me?

UNESCO has very high reputational value for the countries, organisations, communities and businesses that are associated with it. For example, many Biosphere sites have used their UNESCO status to highlight tourism and local produce.

Are these the same as World Heritage Sites?

No. World Heritage Sites encompass everything from geological to cultural places of importance. With Biosphere Regions, the focus is firmly on the interaction between people and nature. This is very relevant to us in the Isle of Man, where the landscape looks the way it does because it has been managed by people over the centuries – for example, the grazed uplands, the glens that were planted by the Victorians, and our rolling farmlands.

Shouldn't we go for World Heritage Site status instead?

There's no reason why we couldn't in the future – maybe it's not an either/or question!

Surely we're not that special are we?

Yes. Compared to most places in the world and most Biosphere Reserves, we have an outstanding combination of landscapes, nature, wildlife, culture and heritage, together with vibrant communities and a robust, diverse modern economy.

Surely we need to be much better in lots of areas to think we could achieve this kind of recognition?

Nowhere is perfect, nor is it expected. What makes the Isle of Man a credible example is how we have tackled the issues that faced us, and our general direction of travel. Yes there is lots more we can and should do. Most importantly, it's not about nature in isolation, but about people enjoying, learning from, interacting with, helping to take care of our amazing natural environments and encouraging more sustainable development. It means striking a healthy balance between economic prosperity and the wealth of natural resources we're lucky enough to enjoy.

Do we need to create more protected areas to earn UNESCO status?

No. This is more about getting involved in managing what we have in order to keep it special.

What is a Core Zone?

Extra-special sites for nature or culture – for example, the Ballaugh Curragh.

What is a Buffer (Care) Zone?

An area that provides linkages to other zones and is managed in a way that's compatible with conservation.

What is a Transition (Sustainable Development) Zone?

This zone is where we live and work – and are encouraging sustainable economic development. These zones will cover all remaining areas outside Core and Buffer (Care) Zones such as Urban areas – and where the focus is on developing our communities and economy in a responsible way.

Do we need to keep people out of any of these areas?

Definitely not. The more people can value the special parts of the island, the more we'll be able to keep them special.

Will the government be spending a lot of money on this?

There will be a cost involved in our UNESCO nomination bid – mainly in communicating the project to island residents and businesses. However, in the most part this will not be project requiring new investment, but rather one that highlights and networks the great work already being done by community groups, charities, schools and businesses – for example, initiatives by the Manx Wildlife Trust, Manx National Heritage, The Children's Centre, Southern Communities Initiatives to name but a few.

What is the difference between Biodiversity and the UNESCO Biosphere Isle of Man project?

They sound similar and they complement each other. The Biodiversity Strategy will focus on species and habitats. The UNESCO Biosphere Isle of Man project will focus on what is called "ecosystem services" which in plain English means the benefits people get from biodiversity and ecosystems; like food, clean water, amazing landscapes, fresh air, and our overall quality of life. It is also more interested in encouraging sustainable development. Biosphere Reserves are about a good working balance between people and nature, not about nature in isolation.