

THE CASE STUDIES

The aim of this section is to provide context by using case studies of businesses on the Island that have already embedded sustainability at the core of their operations.

In addition to these case studies, each of our UNESCO Biosphere Partners has an entry on our website highlighting the work the business does to address sustainability issues. Explore our Partner entries [HERE](#).

The businesses included in these case studies have either won a UNESCO Biosphere Isle of Man Award or have helped with the development of this toolkit. The case studies include businesses that operate within different business sectors to demonstrate how sustainability can be embedded into different types of businesses.

The UNESCO Biosphere Isle of Man Awards are held annually to recognise the work businesses are doing to address sustainability issues related to their business and how they connect with the community. The accolades are awarded in 5 categories which connect with our strategy. The categories are listed below.

To find out more about our Annual Awards click [HERE](#).

HOW COULD THE WAY THESE CASE STUDY BUSINESSES OPERATE TRANSLATE INTO YOUR BUSINESS'S OPERATIONS?



Our 2021 award winners with their awards presented by the Chief Minister and Minister of DEFA at the time, Howard Quayle and Geoffrey Boot respectively.



CASE STUDY – CAPITAL INTERNATIONAL GROUP



Capital International Group won our Economy award in 2021 having developed its 'Conscious Capital' manifesto which encompasses the Group's environmental, social and governance initiatives.



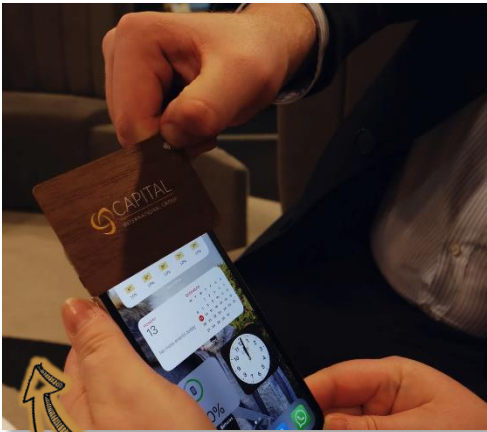
“Our mission is to provide the best possible future for our clients and this cannot be achieved with a blinkered focus on preserving their wealth alone. It is therefore imperative that we play our part in the urgent fight against climate change in order to protect our planet and ensure a future for all life on earth.”

Capital International Group's goal is to reduce the impact of its business activities on both the environment and society as much as possible whilst leveraging its position to make a positive and lasting impact. Everything it does in this regards falls under the banner of "Conscious Capital". Click to find out more

Conscious Capital
Our ESG Manifesto



In 2020, the Group undertook a carbon audit which revealed its two biggest contributors were energy use within the office buildings and the daily commute of staff. Following the audit, it set an ambitious aim to become carbon neutral by the end of 2025.



Reusable digital bamboo business cards



Reduction in emissions produced by staff travel is being achieved by incentivising both active travel and greener commuting methods. An electric vehicle leasing scheme was set up as well as a cycle to work initiative and there are plans to offer subsidised bus travel in the future. Electric vehicle charging points have also been installed at its Isle of Man office.



What the Group is unable to eliminate in terms of energy usage, it strives to offset as part of its initiative to reach net zero by the end of 2025. In 2021 it planted over 4,000 saplings across the two jurisdictions in which they operate: the Isle of Man and South Africa. The Group are also identifying local community projects it can provide financial support to.

Regulated activities are carried out on behalf of the Capital International Group by its licensed member companies. Capital International Limited, Capital International Bank Limited, Capital Treasury Services Limited and Capital Financial Markets Limited are all licensed by the Isle of Man Financial Services Authority. Capital International Limited is a member of the London Stock Exchange. For further information visit capital-iom.com.

CASE STUDY – THE CHILDREN'S CENTRE



Registered IOM Charity no. 921

The Children's Centre won our 2021 Award in the Energy category. With expert guidance they have converted their whole site to solar power.



It has always been The Children's Centre's ambition to achieve as green an approach as possible before the Island became a Biosphere in 2016. Its journey started 14 years ago with a review of its suppliers and the creation of an Environmental Policy to benchmark its intentions. This then became even more important an agenda item when it took on the Farm. Through this it became a Biosphere Partner and its currently a member of the Stakeholder Partnership Group which ensures accountability and direction to UNESCO Biosphere Isle of Man.

"With our small and dedicated team we are achieving amazing things in the world of awareness and contributing in our own way to a more sustainable future. Young and old alike are given the opportunity to engage and help us, themselves and our Biosphere."



"We have been there from the beginning and view sustainability as key to our and everyone's continued existence, not just success."

The Children's Centre have exposure to the UK charity, Young Minds, through its work with young people and families. Due consideration is given to everything it does. As part of its service delivery it offers practical experience, such as growing plans and looking after animals. Its activities all have to have reasoning, with each having at least five outcomes to foster learning, development and healing. For instance personal, environmental, educational and skills development

Its aim this year (2022) is to establish a small Apiary which will hopefully grow in coming years to provide much needed support to and from bees. Its working hard to create an environment that both we and the bees benefit from. Wild flowers, clover and managed 'Wild Spaces' provide a fantastic foothold for bees.



The plant pots it uses are biodegradable. Compost is also created and blended on site. Over 3,000 trees were planted on site in the last year (2021) alone. The waste the farm animals create is used as a fertiliser to enhance its produce. Young people are involved at all levels and in all areas. In doing so they are creating a tactile level of awareness that cannot be experienced through the digital world we now rely on.



CASE STUDY – KNOCKALOE BEG FARM



Knockaloe Beg Farm has been farmed by the same family since the 1950s. When Fiona and John took over managing the farm in 2005 they re-built and turned part of the house into a B&B, with the rest of the accommodation being built and developed in subsequent years. Knockaloe Beg still operates as a working farm today, running alongside and complementing the on-site accommodation.

Visits from local schools form a key part of the education provided to the local community. School visits up to the farm are a regular occurrence and the annual Lambing Live event is popular with the local community, helping to engage locals with the natural environment and the farming industry.

"Because we believe we are stewards of this land and God has asked us to look after it as best we can. This comes from a verse in the Bible; "The earth is the Lords and everything in it, the world, and all who live in it"."

To increase biodiversity on the farm, Knockaloe Beg uses hedge laying practices which creates thicker hedges. Bird and bat boxes are located around the farm, with the hope of putting up more.

In an effort to become more self-sufficient, Knockaloe Beg has started to grow its own organic produce for use within the B&B and for its own personal use. Any food waste produced is composted and used as fertiliser. There are also three beehives used to make honey. Only meat reared on the farm is used and a number of fruit trees have recently been planted as well as hundreds of mixed woodland trees.

There are recycling points for people to use around the farm and within the accommodation, to encourage visitors to recycle. Electric car charging points are also available for guests who drive electric cars. Carbon emissions are offset by the farm through the Climate Stewards initiative, which plants trees in Ghana.

The self-catering accommodation benefits from an air source heating system, with the main house containing the B&B having an integrated ground source heating system.



CASE STUDY – MANX HEDGEHOG CONSERVATION SOCIETY

The Manx Hedgehog Conservation Society (MHCS) won our award for Education in 2019 for the work and the commitment it has for raising awareness and educating the local community on Hedgehog conservation and the environment.



The Manx Hedgehog Conservation Society is a Charity dedicated to providing advice to the Manx public concerning the rehabilitation and preservation of sick, injured and orphaned hedgehogs. The charities objectives are to fund research into the behavioural habits of Manx hedgehogs and ascertain the best methods of assisting their survival so that they do not become an endangered species.

The MHCS is not the only charity or organisation dedicated to protecting our wildlife and environment. Pictured below is a collaboration between a number of local charities run by the Department of Education, Sport and Culture to help educate and connect young people with nature, conservation and sustainable development.



Although the MHCS is a charity, third sector organisations operate much like a normal business model, having very similar functions and operations. Third sector organisations require an income to survive and require a finance and marketing function as well as investment in time and resources.

The MHCS support a number of Duke of Edinburgh students choosing to undertake their volunteering through MHCS each year. The students help nurture young hog through their 'Fostering a Winter Rescue' initiative until they are strong enough to be released in March / April.



In 2018 MHCS, launched a 'Crisp Packet Recycling Scheme', working tirelessly with schools and other organisations and collected over 20,000 non biodegradable pieces of plastic.



MHCS continues to work closely with the education system to bring as much awareness and education to children across the Island. They also spread their message on their [Facebook Page](#).

CASE STUDY – ZURICH ISLE OF MAN



“At Zurich, being a responsible and sustainable company is at the foundation of our business. We’re swiftly reducing our own carbon footprint, helping our customers adopt more sustainable behaviours, supporting employee wellbeing, and helping communities become more resilient to natural hazards and extreme weather.” Linda Freiner – Group Head of Sustainability

Zurich’s governance structure supports a stakeholder-inclusive approach to ensure sustainability is embedded through their existing business to optimise the impact they have. A part of this involves enabling its employees to develop the skills required for their job role whilst ensuring they feel valued and supported in their career journey.

Locally on the Isle of Man, Zurich are installing a 200Kw solar array which will provide approximately 70% of the building’s power requirements. A light harvesting and light fitting removal strategy has further helped to reduce energy consumption.

At Zurich’s Isle of Man head office, they have managed to reduce the water in toilet cisterns to 4.5 litres and relocate toilet flush sensors. Doing this has saved them approximately 150,000 litres of water over the course of a year.



(Artists impression; Ardern and Druggan Limited)

“As we embed sustainability into everything we do, we are optimistic that we will achieve our own sustainability ambitions and that of our customers, employees, partners and communities will join us on this journey.” Mario Greco – Group Chief Executive Officer

They recycle paper, card, aluminium, mixed plastics, plastic bottles, milk cartons and waste from electrical and electronic equipment. They have also just started composting their food waste on site which will be used in the gardens within the office grounds.

Zurich Isle of Man are just about to open its sustainability garden, transforming an overgrown hedgerow into a usable space for both people and wildlife. Ten bird boxes and five hedgehog hotels have been installed along with over 100 shrubs, six additional trees, berry bushes, bulbs, wildflower seeds and herbs. Once completed, learning boards will be installed so that primary school children can come up and use the garden to learn about the small but diverse habitat.



The Zurich Isle of Man building lit up green for mental health awareness week. The lights used were low energy, rechargeable, battery operated LED lights.

CASE STUDY – Versa

After running as a successful pop-up, which allowed Pippa Lovell to gain an understanding of the local community and how to run a sustainable business, Versa in its current format opening its doors in 2020. Since then, Versa has won a variety of awards, showcasing what the Island has to offer.



Versa uses only local 100% Manx produce in the food prepared. The menu changes on a daily basis, taking into consideration what produce is available and what can be foraged on the day. Care is taken when out foraging to ensure that areas aren't over picked so that the ecosystem can continue to function. Going out to eat is a luxury, feeding into consumption. As a result, Versa believes that as a business, it is responsible for providing an offering that is sustainable for consumers because it's the right thing to do.

To help address staffing shortages within the hospitality sector, Versa takes in younger people who may not have experience in the industry and provide them with training. They are also given opportunities outside of Versa in other local businesses, building up their knowledge, which not only helps Versa but supports local businesses who may also be struggling for resource. This creates a stronger workforce for the Island's hospitality sector as a whole and promotes sustainability and community message.



“Sustainability is at the core of our operations and our business model. It is the first thing we consider when making decisions. We are here to try and set an example for other businesses to demonstrate that it is possible to use local produce and not create waste or take too much from the land in the process.”

“It is also important to show that there's a symbiotic relationship between us and the land, demonstrating how we can connect with the natural environment”

As part of the circular economy model, which Versa implements throughout its business model, it operates a zero waste loop. What little food waste it does produce is composted at a site in Cregneash and acts as a fertiliser to grow new produce. This keeps their impact, and their footprint, as low as possible. Versa is not run as a profit making business which means that corners aren't cut when making decisions.

CASE STUDY – DISCOVER DIVING



Discover Diving has been established on the Isle of Man for 18 years, running expert diving sessions for locals and visitors who come over to dive within the Islands 10 Marine Nature Reserves.

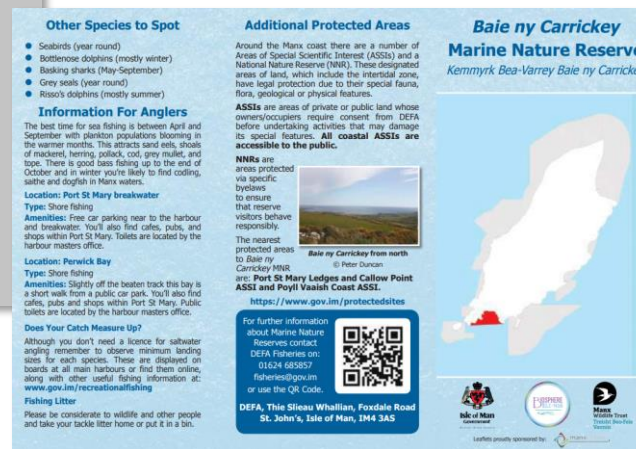


Education plays a large role in the work Discover Diving undertakes. This involves going into schools, running snorkel safaris for both adults and children, and beach ranger sessions exploring the rock pools of Chapel Beach in Port St Mary.

The building that Discover Diving occupies is fully insulated to reduce heating usage. Thermostats in rooms are also turned down or turned off depending on the position of the sun and how warm the room is to prevent unnecessary energy consumption. The viability of solar panels is also being looked into. Visitors booking a charter with Discover Diving have access to reasonably priced accommodation located on site, with the launch site a small walk away, which reduces transport use.

Discover Diving utilises the 10 Marine Nature Reserves (MNRs) that surround the Isle of Man, especially those located in the South of the Island, due to the diverse range of life that exists within MNRs. The MNRs protect the area from damaging activities, such as dredging, in order to conserve a particular species or habitat, or to enable their recovery. Details on each MNR can be found [here](#). Each guide also has an accompanying spotters guide to complete. The MNRs link in closely with the Core and Care areas within the Biosphere Zones.

“We have privileged access to the marine environment that others don’t get to see. This gives us a different view of the species and habitats that exist under the water which drives us to protect and educate people about the marine environment.”

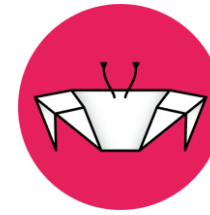


Discover Diving hopes to develop a strategy to address ghost fishing gear and other waste left on the bottom of the sea in a way that is safe.

Retrieving lost pots from the sea bed not only reduces the amount of waste but the pots can be reused by fishermen, reducing the economic cost.

CASE STUDY – BETTY LAURINCOVA

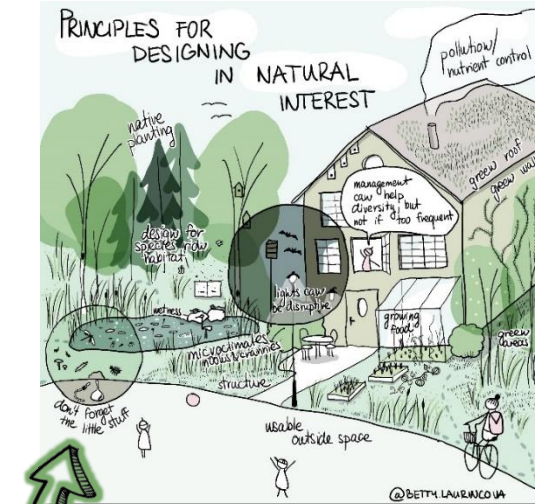
Betty Laurincova is an urban and architectural designer focused on participation and engagement. Her work can be defined as a process to connect people with their urban environment. But what does this mean?



As a society, we live in urban areas, walk the streets, commute and shop in our towns. We rarely think about how these places are designed, who is responsible, and how we can be part of the planning.



Betty operates a one-person business, a consultant minimising her impact on the environment. She moves around the island only by public transport or bike and works mainly in digital format. Her local clients include the Department of Infrastructure, Castletown Town Commissioners and different private architectural studios. She also invests time to work on some personal projects she communicates through her social media.



The above illustration was inspired by a Sustainable Mann session ran by Dr Richard Selman organised by Biosphere IOM to communicate principles of building with wildlife in mind.

Betty is introducing our urban areas as spaces that are part of our ecosystem. Wildlife and people benefit from our urban spaces if built and created consciously. This process must include the combined teamwork of inhabitants and authorities.

Welcome to Castletown is a collaborative document created with Castletown Town Commissioners. It is the starting point of a series of activities that will turn Castletown into a lively town with minimised environmental impact.

How is urban design connected with the sustainability and resilience of our environment? The places where we live and work influence many aspects of our lives that contribute to carbon emissions. The space where we live influences our choices regarding transport, purchasing choices and waste management.

Public workshop on Tynwald Day 2021 inviting people to design a street of their dreams. Betty later turns these plans into illustrations.



Betty's work aims to bridge the gap between society and institutions making decisions about the urban space around us. At the moment, Betty's services belong to 3 groups, visual work as illustrations to communicate, design projects that focus on social sustainability and workshops to raise awareness, engagement and collect ideas from the public.

CASE STUDY – BAIE MOOAR HOUSE

Baie Mooar House was established in 2015, being transformed from an old care home into a boutique bed and breakfast. Working with a local designer, the building was refurbished with a contemporary feel, the design led by the architectural features, coastal setting and colours of the landscape.

Local produce is used wherever possible, with home-made jams, local meat and eggs being used within breakfasts. A themed supper night is run once a month, bringing guests and locals together to showcase local produce in a relaxed and friendly setting. Produce grown in the on-site garden, which provides them with herbs, seasonal vegetables, and edible flowers is used within cooking.



Favourite walking spots, places to visit around the Island, farmers' markets and other events are shared with guests to encourage them to explore the best the Island has to offer. This also includes other local businesses and UNESCO Biosphere Isle of Man Partners.

“Sustainability is a global issue that affects us all, but it’s also a local issue – we believe everyone has their part to play in ensuring the Isle of Man remains a great place to visit and live now and in the future. As a local business, we make our own good choices to support local businesses and food producers, reduce waste and become more environmentally friendly. We encourage guests to take care of the environment and be mindful of sustainable choices during their visit.”



The building is fitted with energy efficient lighting throughout. The lights in the halls are also fitted with motion sensors. Toilets have smaller cisterns to reduce water usage and toiletries are in refillable containers rather than small plastic bottles. Guests are also encouraged to reuse towels to reduce water and energy consumption. Any waste created is recycled.



CASE STUDY – MANX WILDLIFE TRUST



Manx Wildlife Trust (MWT) won the Biosphere Award for Education in 2021 for the importance of their biodiversity education programme and how it is engaging and educating the Island's public.

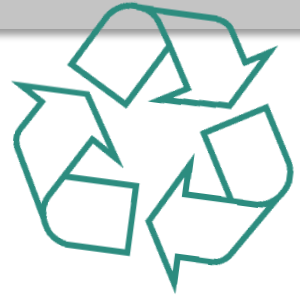


“Operating in a sustainable way is the only way to ensure a positive future for both ourselves and the wildlife we love.”

Sustainability, living within our planet's social and environmental boundaries, is a key part of MWT's strategy. Everything we buy and consume as humans requires resources from the planet, which may adversely affect habitats and wildlife and could lead to a diminished quality of life for our fellow humans.

Sustainability and the biodiversity crisis are intrinsically linked, our future depends as much on wildlife as wildlife's future depends on us. People hold the key to protecting Manx wildlife for the future and wildlife can do a great deal for us through Natural Solutions, Ecosystem Services and by providing wild places for us to enjoy whilst supporting our physical and mental health.

MWT has always understood the importance of recycling and, although Refuse, Reduce and Re-use need to come first, there is still a requirement to recycle packaging and other office waste. It has recently signed up to Recycle Collect, a local business on the Island offering doorstep recycling collection, to ensure they are recycling as much of their waste as possible and to encourage others to do the same.



In 2021, MWT made a commitment to reduce its carbon footprint and become net carbon negative by 2035. In order to create a carbon reduction plan it started by undertaking a carbon audit for the organisation as a whole.



Last year (2021), MWT purchased an electric vehicle (EV) which is used as a pool vehicle based in Peel. This allows team members to use public transport or active travel to get to work then take the EV to go to events and meetings. This ensures a reduction of its carbon footprint regardless of how the electricity is generated.



RESOURCES ON ISLAND



University College Isle of Man run a “Services to Business” scheme, offering a wide range of courses across a variety of subject areas with an aim of supporting collaboration between businesses on the Island.



To find out more click [HERE](#) or email s2b@ucm.ac.im

The One World Centre is an education centre to encourage understanding and respect for different people and cultures, challenging stereotypes and addressing global issues. The charity has a wealth of resources and run a variety of projects



Visit the One World Centre's website [HERE](#)



Visit Isle of Man operate within the Department for Enterprise to offer financial support and advice to businesses that sit within the tourism sector in a way that supports local industry and promotes sustainable tourism.

Explore Visit Isle of Man's website [HERE](#)

This is not an exhaustive list of resources on the Isle of Man. There are numerous charities and businesses that offer training, expertise and financial assistance for businesses who are interested in and looking to adopt more sustainable practices.



Net Zero Isle of Man promotes the work of the Isle of Man Government's Climate Change Transformation Team, providing guidance on legislation as well as the Government's action plan.

They have various resources on their website that encourage individuals and businesses to take action. Explore more [HERE](#)

The Energy and Sustainability Centre Isle of Man researches, educates and advises in the practicalities of cutting greenhouse gas emissions. It is a charitable company working as an independent think tank with an aim of collaboration between industry, the Government, academia and wider society.



Explore the knowledge hub [HERE](#)

RESOURCES ON ISLAND



The Department for Enterprise offer a variety of grants and support for businesses which covers a wide range of topics. Some of those linked with sustainability are:

- **Business Energy Saving Scheme** – the Department offers interest free loans for businesses looking at making their operations more energy efficient.
- **Business Improvement Scheme** – designed to help businesses engage with external consultants to undertake projects in a number of areas including addressing sustainability issues.
- **Micro-business Grant Scheme** – the scheme offers training through the University College Isle of Man, financial assistance and business mentoring for new start-ups or for businesses trading for less than 18 months – ideal for a new sustainable business start-up.
- **Investors in People** – businesses looking to gain Investors in People accreditation can get support from the Department throughout the process.
- **Internship Programme & Graduate Role Incentive** – both schemes help place students or recent graduates in roles which will help them gain vital experience and grow their career.
- **Accessibility Grant** – financial support for businesses looking make adjustments to their premises in line with the Equality Act 2017.

To find out what your business could benefit from click [HERE](#)



The Manx National Farmers Union (Manx NFU) works to create a strong agricultural economy on the Isle of Man for their members and to provide a reliable, sustainable and secure food supply for the Manx people. They represent farmers from the majority of farm businesses on the Island, and provide information and education on farming to schools, businesses and the general public.

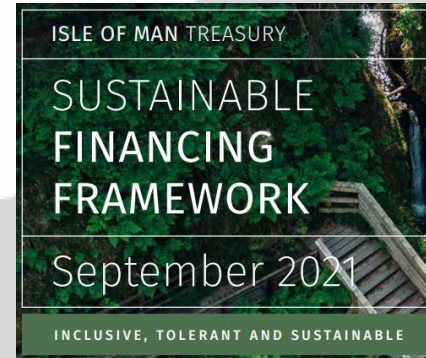
You can find their website [HERE](#)



The Chamber of Commerce is a high profile business network that advocates and campaigns for change, focussing on growth and success within our community.

Although there is no specific resource they offer, the Chamber of Commerce host events and webinars that are centred around sustainability. Details of events can be found [HERE](#).

ISLE OF MAN GOVERNMENT'S COMMITMENT



Single Use Plastic Reduction Plan for the Isle of Man Community

Agricultural Strategy
2019-29
Isle of Man



Our Big Picture
The strategy shaping our Island's Economy

Substance Misuse Strategy
2018 - 2023

Isle of Man Government Action Plan for Achieving Net Zero Emissions by 2050
Phase 1

FOOD
MATTERS
A development strategy to grow the economic contribution of Isle of Man Food and Drink from 2015 to 2025

Visit Isle of Man
Strategic Plan to 2023

Under Review

Our Island, Our Future
Isle of Man Visitor Economy Strategy 2022-2032

Managing our Natural Wealth,
The Isle of Man's First Biodiversity Strategy
2015-2025

FUTURE
FISHERIES
Department of Environment Food and Agriculture

Under Review

ACTIVE TRAVEL
ISLE OF MAN

Children's Weight Management Strategy

FOR THOUGHT...

HAVING READ THROUGH ALL OF
THE SLIDES HAS YOUR PERCEPTION
OF SUSTAINABILITY CHANGED?
WHY / WHY NOT?

HAS IT INSPIRED YOU TO
TAKE ACTION WITHIN
YOUR BUSINESS?

IF YOU WERE TO WRITE WHAT
SUSTAINABILITY MEANS TO YOUR
BUSINESS NOW WOULD IT MATCH
WHAT YOU WROTE ON PAGE 5?

WHAT ARE YOUR NEXT
STEPS GOING FORWARD?

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