



United Nations Educational, Scientific and Cultural Organization  
Organisation des Nations Unies pour l'éducation, la science et la culture  
Organización de las Naciones Unidas para la Educación, la Ciencia y la cultura

**REF.: MAB Circular Letter No. 5/2001**

3 JULY 2001

To: MAB National Committees and MAB Focal Points  
UNESCO Field Offices

**Subject: Establishment of a MAB Task Force on the Development of Quality Economies in Biosphere Reserves**

The "Seville + 5" International meeting of experts on the implementation of the Seville Strategy for Biosphere Reserves was held in Pamplona, Spain, from 23 to 27 October 2000. The main objective of the meeting was to take stock of the implementation of the Seville Strategy for the first five years with a view to make recommendations to the MAB International Co-ordinating Council (MAB-ICC). A number of recommendations were made by the meeting and presented to the MAB-ICC at its 16th session, 6-10 November 2000, in document SC- 00/CONF.208.4 'SEVILLE + 5 Recommendations of the meeting on the implementation of the Seville Strategy'.

The MAB-ICC noted that many recommendations of the working groups were addressed to the Secretariat and that, given the meagre resources available, there was a need for assigning a priority for their implementation. After assessing all recommendations, the MAB-ICC considered that 6 of them were 'high priority tasks'. One of these high priority tasks concerned the recommendation that "the MAB Secretariat should facilitate the establishment of a task force, including biosphere reserve managers and local specialists, on developing quality economies at site level." Issues which such a task force should consider include:

- defining 'quality'
- development of criteria (social, environmental and economic)
- branding and the criteria behind the image or the meaning of the brand
- critical analysis of branding, labelling, marketing, and associated mechanisms/ structures (including successes and failures)
- formulating communication and marketing strategies for biosphere reserves addressing all sectors, with specific follow-up actions
- use of the media.

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At its meeting at UNESCO on 21-23 March 2001, the Bureau of the International Co-ordinating Council (MAB Bureau), examined, in collaboration with the MAB Secretariat, the best means to meet this recommendation. The MAB Bureau considered that a task force should be established as soon as possible and invited its members to provide the Secretariat with suitable names for this purpose.

Subsequently, the MAB Secretariat is now inviting names for the inclusion on a Roster of Experts on the Development of Quality Economies in Biosphere Reserves from interested MAB National Committees and MAB Focal Points, based on which the Task Force will be constituted. A nomination form is attached to this letter for this purpose. The MAB Secretariat would appreciate it, if nominations of experts for the Roster could be forwarded to the MAB Secretariat not later than 10 August 2001, together with a short curriculum vitae of each nominee (preferably by e-mail to: [mab@unesco.org](mailto:mab@unesco.org)).

Thank you in advance for your co-operation.

Peter Bridgewater  
Director, Division of Ecological Sciences  
Secretary, Man and the Biosphere Programme (MAB)

Encl.: Nomination form for the UNESCO-MAB Roster of Experts on the  
Development of Quality Economies in Biosphere Reserves

**UNESCO-MAB Roster of Experts on the Development of Quality Economies in  
Biosphere Reserves**

**NOMINATION FORM**

Title (Mr/Ms/Dr/Prof):

First name:

Family name:

Function:

Institution:

Address:

Postal code:

Country:

Tel:

Fax:

E-mail:

Http:

Short description of experiences/special interests in issues related to the development of quality economies in biosphere reserves: