



United Nations
Educational, Scientific and
Cultural Organization

German Commission
for UNESCO

Education, Science, Culture and Communication

Cooperating with the Private Sector locally, nationally and internationally

Opportunities and Limitations

Cooperation options

- Promoting specific economic activities at the local scale, e.g. low-impact tourism operators or organic farmers
- Creating and supporting local economic cooperation networks and supply chains
- Promoting marketing of regional products outside the biosphere reserve, e.g. through national/international wholesale or grocery chains
- Promoting the biosphere reserve at tourism fairs
- Cooperating with local companies as “sponsors”
- Cooperating with national/international companies as “sponsors”

Overall status quo

- Most biosphere reserve administrations in the world do not or hardly promote economic approaches, mostly because of
 - Lack of mandate
 - Lack of staff
 - Lack of know-how
- Many administrations have a mandate only for nature conservation, research and education, maybe also tourism
- Also young biosphere reserves often have a “one topic” background – frequently not in economy

Overall status quo - II

- Every biosphere reserve cooperation with the private sector has started step-by-step
- Private partnerships are not easy, many fail
- However, there are already many, successful experiences of all forms of private partnerships
- If a private partnership is successful, it will completely transform your work
- A real post-Seville biosphere reserve should/must have (many) partnerships with the private sector

Examples from Germany

Promoting specific economic activities at the local scale:

- Working with individual farmers, craftsman, companies – reasonable and rewarding, but: danger of getting absorbed in small projects with very little leverage
- Several German biosphere reserve work through certification schemes or “regional brands” with many companies at the same time
- Some biosphere reserve manage these brands themselves, others have public or private partners doing it for them
- Typically, branding schemes start with a typical product



Certification

Challenges of certification:

- In Germany, most biosphere reserves are small – too few partner companies
- Selection/certification criteria is key question: organic production – often too few producers and too little amounts of products; conventional production - not sustainable
- Typically: small-scale producers, marketing only done in the region
- Do include industry and commerce, not only farmers and craftsmen
- Certification is not easy, it lives from credibility; time and resources
- Political support is crucial



Local value chains

Creating local supply chains:

- Starting from a key conservation issue, you might develop a key business idea; support your local private partners to develop high-value products
- Example Rhoen sheep
- Example Lusatian eco-carp
 - Typical regional produce (conventional)
 - Upgrade quality (organic)
 - Reinvent/Turn a “boring” product into an exciting product
 - Add local value through processing facilities



Local value chains

- Challenges of such local value chains:
- Projects need a considerable initial (public) investment
- Need to develop a bold vision with all stakeholders
- Need for a longtime-frame:
some projects have needed almost ten years to obtain success

- BUT: Such projects are the key to transform the “image” of a biosphere reserve, economically and politically; such projects are understandable – and make the biosphere reserve attractive to politicians and the public at large

International supply chain

- Creating an international value chain:
- Kafa biosphere reserve, together with GIZ, NABU, Deutsche Stiftung Weltbevölkerung, „GEO schützt den Regenwald“ and Original Food
- Partners have created an end-to-end supply chain
- Creating the conditions to grow the wild coffee in Ethiopia such that it fulfils very strict criteria of organic and fair production
- Exporting it to Germany and having a local retail partner
- sold at a high price as a specialty product



National marketing

Promoting marketing of regional products outside the biosphere reserve, e.g. with national/international wholesale or grocery shop chains

- In order to achieve this, biosphere reserves cannot only cooperate with small producers; local large- or medium-sized industry must be involved (but: do they produce sustainably?)
- Many large partners are mostly interested to use the UNESCO acronym/logo (in commercial settings, this is however not allowed)
- Such large partners have a different “culture” – many pitfalls
- Cooperate with MAB national committee, UNESCO National Commission and UNESCO Field Office

Tourism

Promoting the biosphere reserve at tourism fairs

- For most German biosphere reserves, tourism is not a key OWN task; they often cooperate closely with local tourism boards (e.g. fairs)
- Typically, there are (regionally overlapping) tourism boards
- Joint umbrella tourism brand: “National natural landscapes”

**Biosphärenreservat
Oberlausitzer Heide-
und Teichlandschaft**



**Biosphärenreservat
Vessertal-
Thüringer Wald**



**Nationalpark
Bayerischer Wald**



**Biosphärenreservat
Südost-Rügen**



**Biosphärenreservat
Bliesgau**



**Naturpark
Elbhöhen-Wendland**



Local sponsors

Cooperating with local “sponsors”

- Many German biosphere reserves cooperate with medium-sized companies in the area in the form of public-private partnerships, often of several 10.000 Euro size



Corporate sponsors

Cooperating with national/international companies as “sponsors”

- Such partnerships can be initiated locally, but should go through a national legal partner, e.g. UNESCO National Commission, MAB national committee
- If commercial activity involves the UNESCO logo or acronym, these national partners must be involved; maybe even UNESCO Paris.

HONDA
The Power of Dreams

MERCK



DANONE WATERS
DEUTSCHLAND GMBH

COMMERZBANK 
/ *ideen nach vorn* /



Why DUK does it

Since 2007, German Commission for UNESCO has intensified the relationship with the private sector.

Objectives

- Make an impact on the business sector for reaching UNESCO objectives – based on UNESCO/biosphere reserve experience and know-how
 - Improve impact and visibility of our and UNESCO work
 - Involve the business sector in our work
 - Mobilize resources for UNESCO programmes
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- Other examples of partners of the German Commission for UNESCO:



How DUK does it

Framework of cooperation with the private sector:

- Only operational (not symbolic) and temporarily limited partnerships
- Always based on written contracts
- Partners have to accept and apply the rules and guidelines for the use of name, acronym, and logo of UNESCO
- Partners have to commit to the 10 principles of the UN Global Compact
- The German Commission has the right to end the cooperation, if principles are ignored or violated.

What to do?

- In advance: Define the objectives to be achieved
- In advance: Examine business practices, mission statement and commitment to CSR (Corporate Social Responsibility) and CSR policies.
- In advance: Evaluate risks for your image and reputation.

Danone Waters Germany

Partnership with Danone Waters Germany
(joint partnership with UNESCO Paris;
Paris involvement obligatory because
UNESCO logo/acronym is on a product)

Objectives:

- Increase visibility of MAB
- Financial resources for innovative, unusual fresh-water projects

Implementation:

- Launch of a new water drink (Danone Landfrucht), whose labels inform about biosphere reserves
- 2 calls for competition (2008, 2009, 2010):
25 project proposals and 10 projects financially supported
- Additional support, trips...



Partnership with Merck KgA

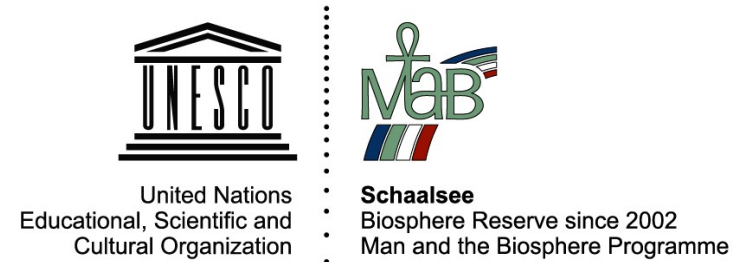
- Support for a project of the South African biosphere reserve “Krüger to Canyons”, start early 2010 (2 feasibility studies), continued 2011/2012
- Project selected based on the innovation of the idea
 - Establish a fund for carbon offset payments by tourists
 - Funds go into restoration of natural vegetation in the overused area around Bushbuckridge; a tree nursery is established
 - Group of traditional healers are closely involved and will have now again an area from which they can harvest medicinal plants



UNESCO logo guidelines

2007 decision by the General Conference

- Guidelines on the use of UNESCO's name, acronym and logo
- Objective: protect UNESCO from increasing (commercial) misuse
- It must always be clear who is responsible for a publication/event etc.
- Biosphere reserve administrations have the right to use their specific logo and the term "UNESCO biosphere reserve X" in non-commercial settings
- But, for example: biosphere reserve administrations may not sell commercial books with the logo on it
- Biosphere reserves may not allow others to use the logo/acronym.
- In all private partnerships involving the UNESCO name or logo, the UNESCO National Commission has to be involved.
- In all cases, where a partner in a cooperation wants to sell products with the UNESCO logo on it, a cooperation has to be established with UNESCO Paris.





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Thank you.

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