



The Mechanics of Storytelling  
Introducing the UNESCO MAB Network  
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Identity

Meaning

Change

# Telling a powerful story

- stories have structure
- we emotionally connect with the hero of the story
- when I see myself in the story, I see the value

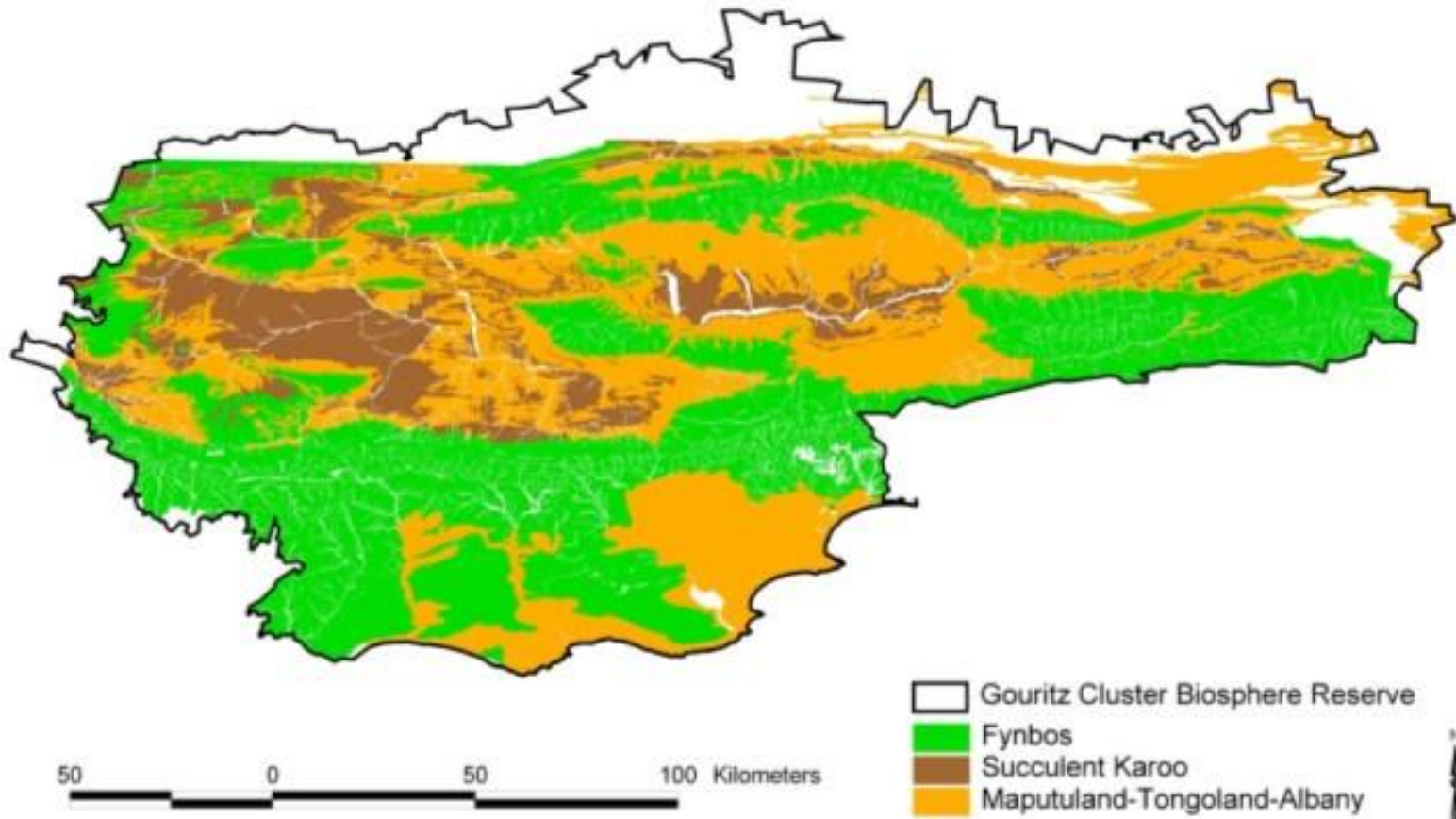




# Creativity requires structure



## Hotspots occurring within the Gouritz Cluster Biosphere Reserve







**WITHIN**









## Introduce me

Hook me into the story of the biosphere. Why is it important to me?

- *The purpose of UNESCO MAB*
- *Why the local area is a biosphere reserve and the opportunity that brings to people*



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Give me more detail about what the biosphere reserve is in relationship to me?

- *What a biosphere is and how the MAB values are lived*
- *The specific local challenges that the biosphere solves*
- *How the biosphere adds value to the lives of people in the local area*

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## Show me impact

Give me the proof that the biosphere reserve makes a difference

- *How the biosphere reserve addresses the Sustainable Development Goals*
- *Examples of measurable impact and how that has created a positive future for the region*



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The logo for Within People, featuring the word "WITHIN" in a stylized, multi-colored font. Each letter is composed of overlapping, rounded rectangular shapes in various colors including blue, green, yellow, orange, pink, and purple.