

# PROJECT

## UNESCO Sites across the Channel

### Isle of Wight UNESCO Biosphere Reserve Ambassador Charter

# UNESCO Biosphere Reserves Ambassador Charter

## People | Wildlife | Place

### UNESCO Biosphere Reserve

UNESCO Biosphere Reserves are very special places with world class high quality natural environments. Working with your local UNESCO designation reflects a promise to provide high quality, sustainable and authentic experiences, products and services.

In working with your local UNESCO designation, you will be granted the opportunity to use the resources to help promote your business, events or organisation, but it requires a commitment from you to agree to the terms below.

### Benefits of becoming an Ambassador?

#### For You:

- Deepen your local knowledge of the area
- Provide an even better customer experience
- Chance to celebrate and have pride and passion in our beautiful region
- Share ideas and best practice with like-minded people
- Be part of a shared interest group
- Boost your confidence to share knowledge and information about Eryri with others
- Gain new skills to add to your CV

#### For Your Business:

- Offers a free ready-made staff induction programme
- PR opportunities
- Help with staff motivation and retention
- Help to increase loyalty and repeat visits
- Help to boost the Island's economy
- Provide a unique and authentic experience to visitors
- Help to increase footfall, length of stay and visitor spend
- Free and simple way to add value to your business
- Help to sustain and develop our destination

We confirm, agree and undertake that:

#### People

- We will promote and celebrate our UNESCO Biosphere reserve.
- We will take pride in our UNESCO World Biosphere Reserve.
- We strive to buy goods and services from local and sustainable sources. We recognise that using local products can increase the distinctiveness of our business and will have a positive impact on our UNESCO World Biosphere Reserve
- We will work to provide our customers with an authentic, distinctive and quality experience.
- We will strive to enhance the reputation of the UNESCO World Biosphere Reserve as a great place to live, work, visit and do business.

#### Wildlife

- We will respect the special landscape and wildlife of the UNESCO Biosphere Reserve and carry out our activities in ways that protect and improve the environment of the area.

#### Place

- We are committed to providing quality products, services and experiences and we continually strive to improve our business and customer offer.
- We meet, and will continue to meet, all current legislative and regulatory requirements, guidance and best practice relating to our business, activities and sector.
- We will not do anything to weaken, damage or devalue the UNESCO World Biosphere Reserve or Global Geopark or which is likely to bring the UNESCO World Biosphere Reserve or Global Geopark into disrepute, examples of which include using them in a context which may be obscene, offensive, blasphemous, illegal, defamatory, fraudulent or affiliated to a political or religious viewpoint.