

## Media Coverage of the Biosphere Reserves : Experiences from Morocco & Lebanon



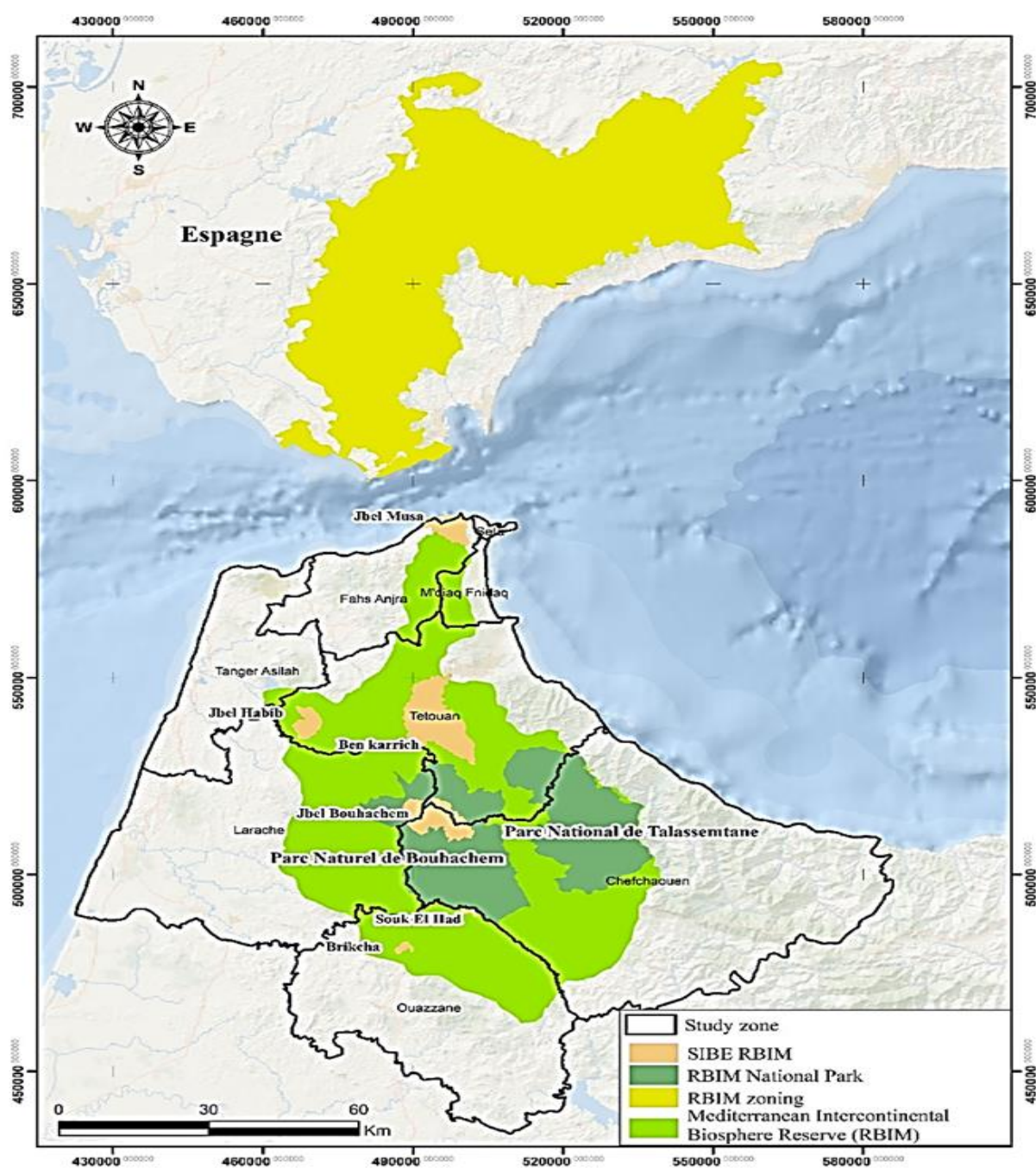
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**The Mediterranean  
Intercontinental  
Biosphere Reserve  
(RBIM) is the result  
of cross-border  
cooperation**

**RBIM is unique in  
the world, as it  
connects two  
continents**

**Developed in the  
context of Cross-  
border  
Cooperation**





### **RBIM is Water**

**The reserve is home to the rainiest area in Spain and Morocco. Small streams, mountain streams and rivers provide the water needed to supply some of the thousands of people in the region**



### **RBIM is culture**

**The biosphere reserve is known for its cultural diversity**



### **RBIM is the Spanish Fir**

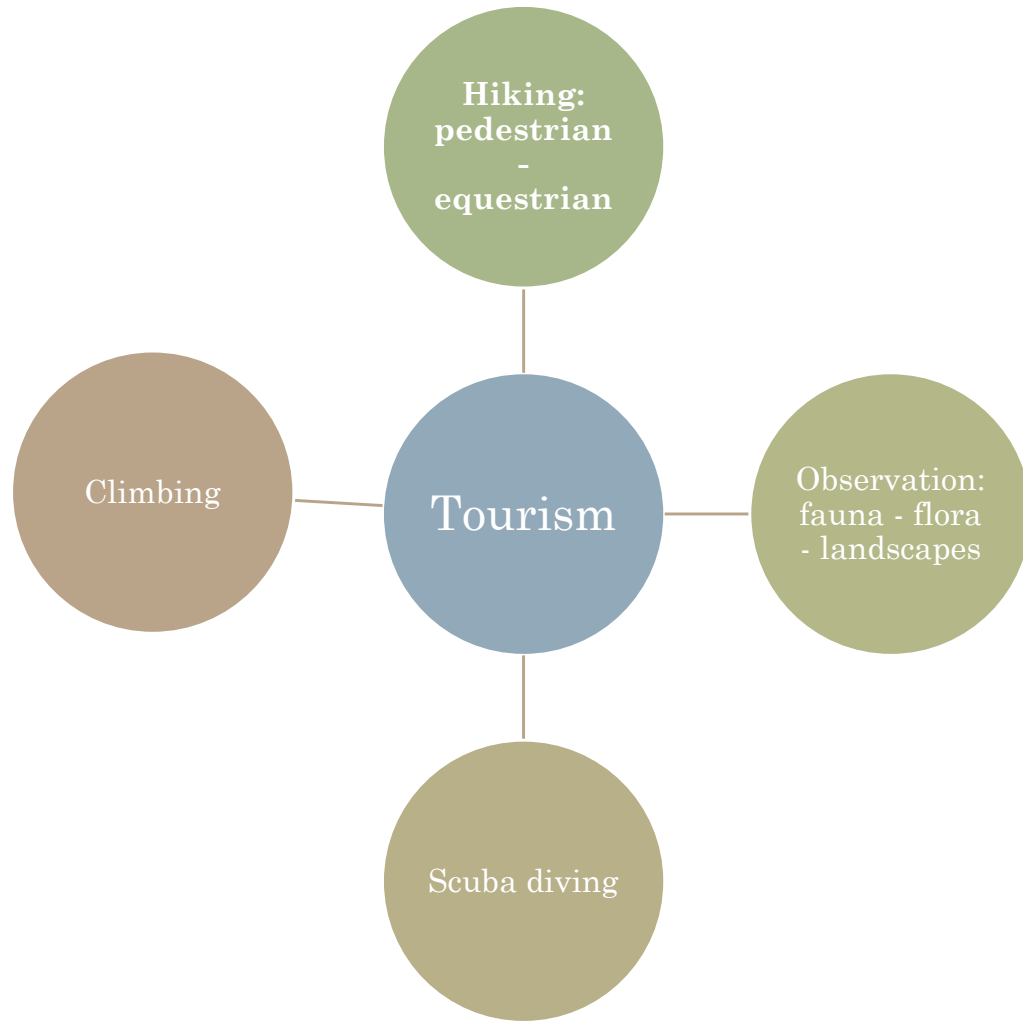
**The trees of this protected area are undoubtedly two species of Mediterranean fir trees: one Andalusian and the other Moroccan. these trees are endemic to the reserve, as they do not exist anywhere else in the Iberian Peninsula.**

The cultural potential of RBIM is unique





# Tourism products from RBIM

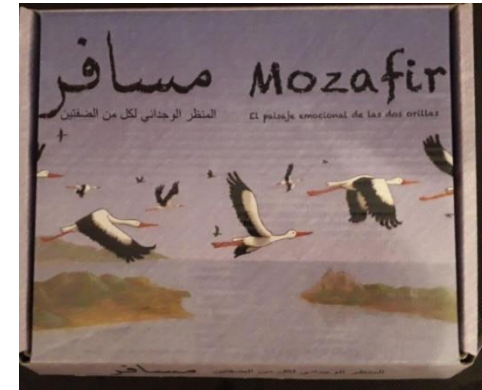


The design of signs in public spaces can have an impact on visual quality in both urban and rural areas and also on residents and tourist psychology in RBIM.



Bad signage

The associations adopt different tools and techniques to promote the RBIM, they also implement many strategies and participate in programs to develop the promotion of the RBIM.



Lack of a strong communication strategy

Associations in chefchaoun have developed a Territorial Brand under the name of blue city. This brand will be the sign of recognition of an activity consistent with the values of the tourism model. However, this project was halted and never continued to grow into its full potential.



# Income Generating Activities



- Involvement and empowerment of the local population (literacy, environmental education and promotion of renewable energies)
- Development of non-wood forest resources (beekeeping, cork crafts and aromatic and medicinal plants)



**Media coverage of the RBIM exists, but it is rare or created by Spaniards and is therefore not accessible to everyone due to the language barrier. This leads to the conclusion that the Moroccan efforts to raise awareness surrounding RBIM and BR's is not as strong and well organized as the efforts made by the Spanish. The latter opt for a very strong communication strategy in order to promote the RBIM.**