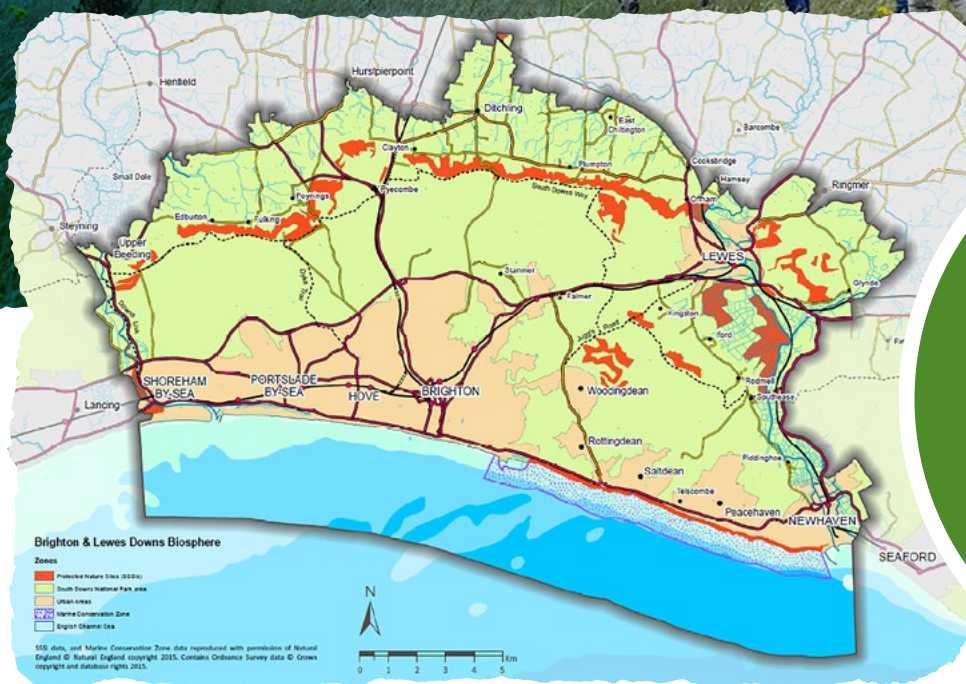


What is a Biosphere?

Biosphere is a special designation awarded by the United Nations Educational, Scientific and Cultural Organisation (UNESCO) to places that serve as an international demonstration area for sustainability



The Living Coast
is the name for
Brighton & Lewes
Downs Biosphere
Reserve

The 3 main Objectives of any Biosphere are:



CONSERVATION

Taking care of not only our nature and wildlife, but also our culture, heritage and communities.



SUSTAINABLE SOCIO-ECONOMIC DEVELOPMENT

Maintaining and improving our infrastructure and economy in ways that respect and support our environment.



LEARNING & AWARENESS

Helping local people and visitors understand what makes our area unique and encourage active involvement in keeping it that way.

Need more help?

As part of the EU-funded BioCultural Heritage Tourism Project, we will be holding some networking events where you can meet like-minded businesses, find out more about the Biosphere and we can help you on your journey to being more sustainable.

For more information on this, please contact lynn.trapano@visitbrighton.com

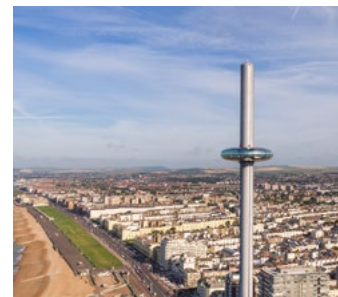
For more information on the project itself, please visit <https://www.bcht.eu>

Creating a story

There are many actions you could be taking as a business which are aligned with the Biosphere values. You may not be active in all areas, but it's about finding the best fit and what's important for you.

Below are some questions you could ask yourself:

- Do you balance the need for economic growth whilst taking into account your social, cultural and environmental impact?
- Do you support local people and nature in some way?
- Do you promote cultural heritage and local products?
- Do you contribute to the health and wellness of the community?
- Are you taking steps to reduce energy and water consumption/reduce waste and increase recycling?
- Do you engage and trade with as many local businesses as possible that are operating responsibly?
- Do you promote/provide sustainable transport opportunities?
- Do you inform visitors of their potential impact on the local environment and how they can minimise it?



A story should be a snapshot of one or two tangible actions you are taking, not an exhaustive list. You can create more than one story so don't feel you have to include everything you're doing in one go.



Tell us your story - #wearethelivingcoast

Our mission is to pioneer a positive future by building relationships and inspiring better ways of living. Collaborating and working with businesses in the Biosphere is key to delivering this mission.

Are you a local business in the Biosphere? We want you to share your stories in how you are being more sustainable and protecting/promoting our local environment, culture and heritage.

This is not an accreditation scheme and is not about meeting a pre-set list of criteria. It is about identifying what is important and relevant to you as a business which also supports the values of the Biosphere.

#wearethelivingcoast

Please go to weare.thelivingcoast.org.uk where you will see other businesses sharing their stories and we encourage you to share your own. You can easily submit a story by clicking on the 'Tell us your story' button.

Contact Info:

www.thelivingcoast.org.uk

info@thelivingcoast.org.uk

 [thelivingcoastuk](https://www.facebook.com/thelivingcoastuk)

 [@livingcoastuk](https://twitter.com/livingcoastuk)

 [@livingcoastuk](https://www.instagram.com/livingcoastuk)