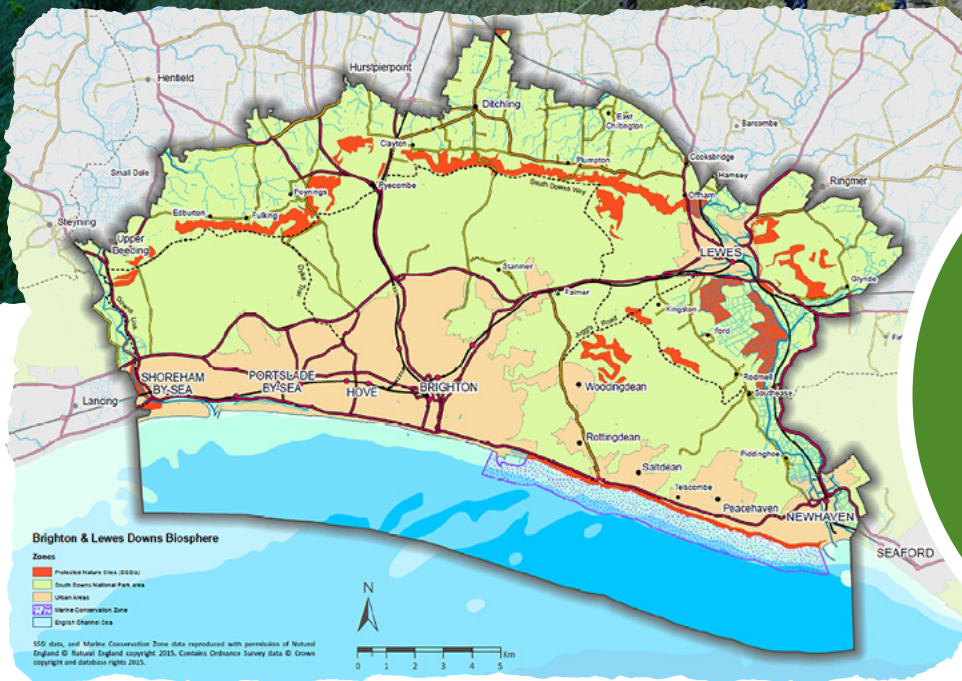


# What is a Biosphere?

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.

## Showcase your sustainability values by joining The Living Coast Business Network

If you are a local business who shares our mission to pioneer a positive future by inspiring better ways of living, we want to hear from you. Join The Living Coast Business Network to share your sustainability actions and meet other organisations making a difference. Turn the page for more information.

# How to get involved

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:

## CONSERVATION

- Do you have bat/bird boxes and plant pollinator friendly plants?
- Are you taking steps to reduce energy and water consumption/reduce waste and increase recycling?

## SUSTAINABLE DEVELOPMENT

- 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 offer or promote experiences that engage visitors with our natural and cultural heritage?

## LEARNING & AWARENESS

- Do you communicate how you operate sustainably – either to visitors or sharing best practice with other businesses?
- Do you promote relevant information to visitors on how they can make a difference?
- Do you tell visitors that you are within a UNESCO Biosphere Reserve?



# Be part of The Living Coast Network

Are you a local business in the Biosphere? We want you to share 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 [thelivingcoast.org.uk/directory](http://thelivingcoast.org.uk/directory) where you will see other businesses sharing their actions and we encourage you to share your own.

To add your profile to the Business Network, please complete the online form here:

[thelivingcoast.org.uk/business-form](http://thelivingcoast.org.uk/business-form)

## Contact Info:

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