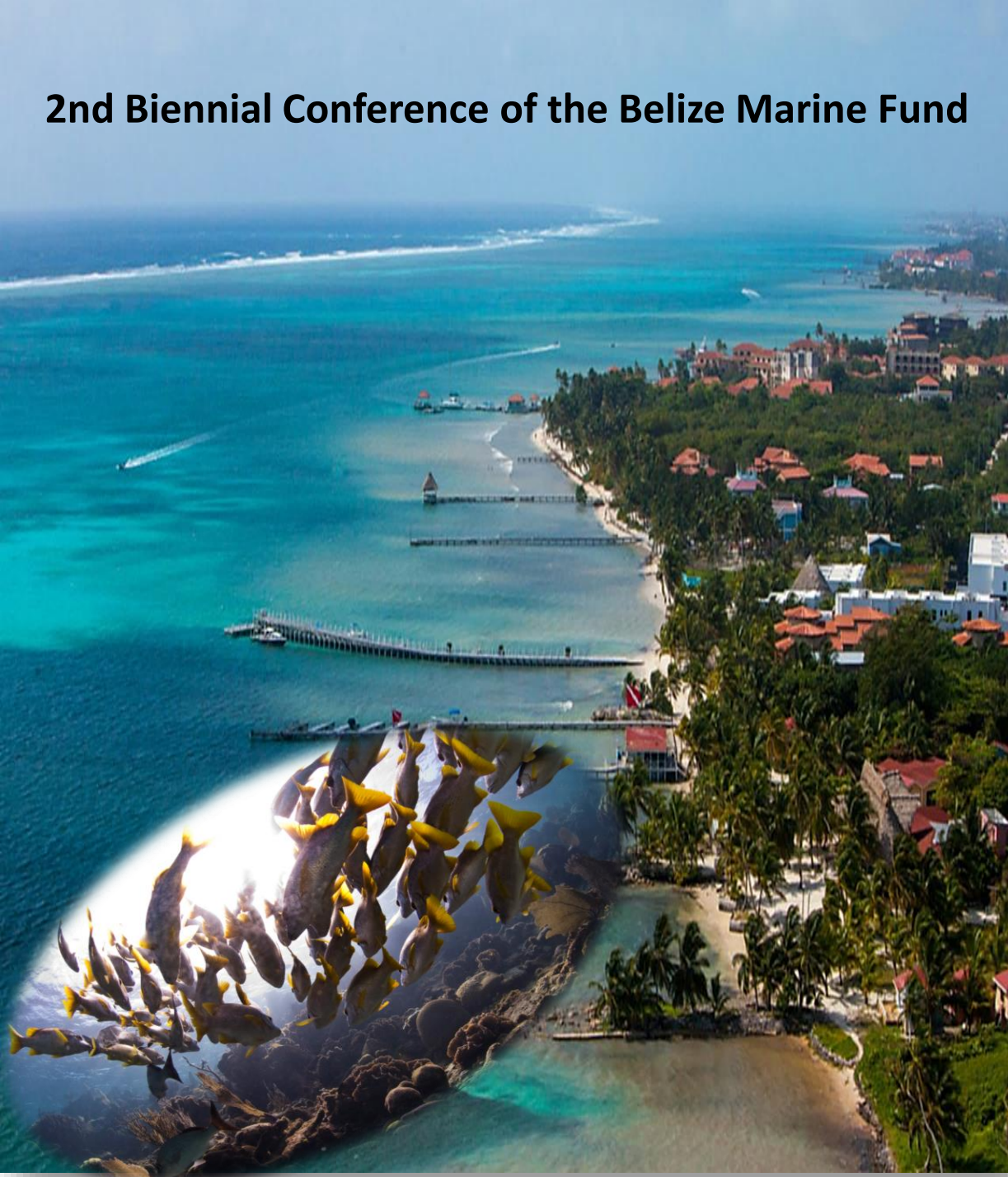


2nd Biennial Conference of the Belize Marine Fund



The Belize National
Commission for UNESCO



Belize World Heritage
Advisory Committee



Branding for Change: Enhancing National and International Awareness of the Belize Barrier Reef Reserve System WHS

Nadia Bood
World Wildlife Fund



Ministry of Blue Economy
& Civil Aviation



BELIZE TOURISM
INDUSTRY
ASSOCIATION



CENTER FOR
RESPONSIBLE TRAVEL

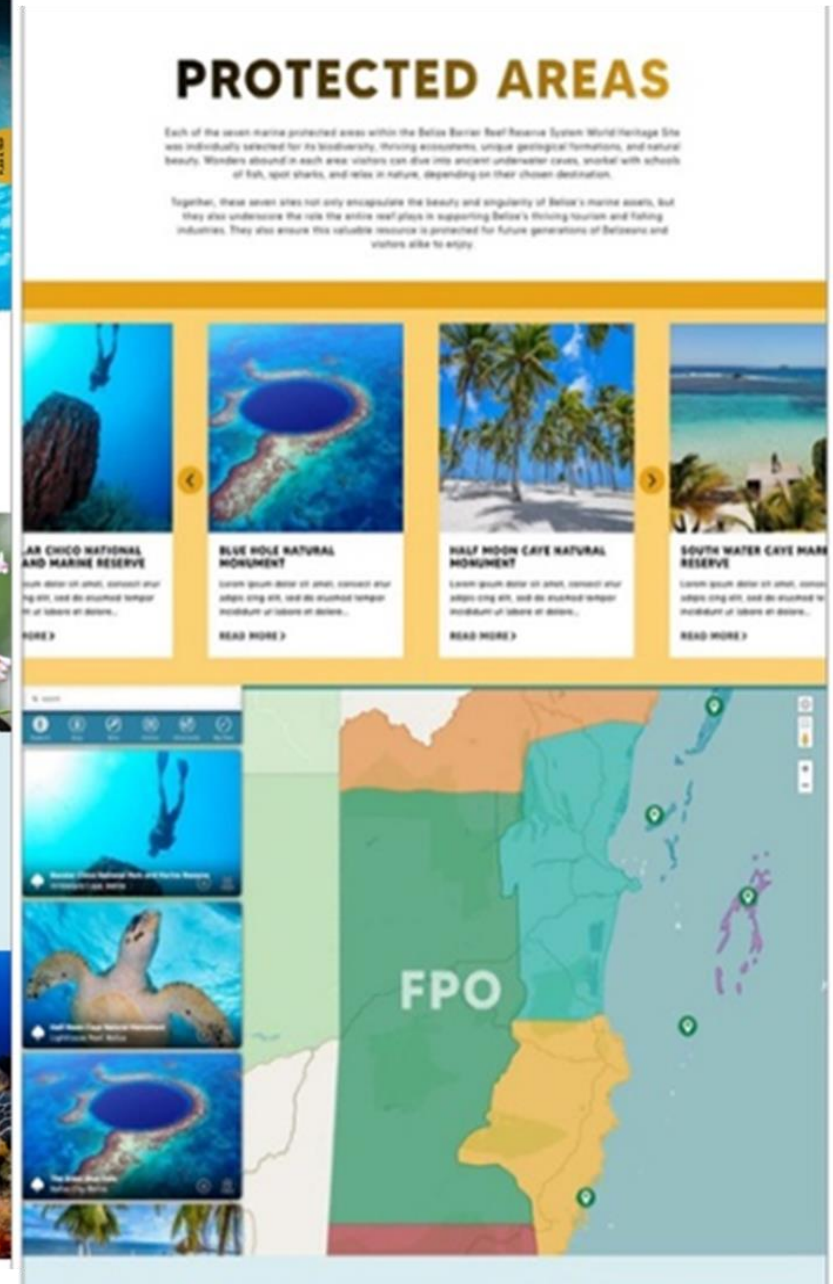
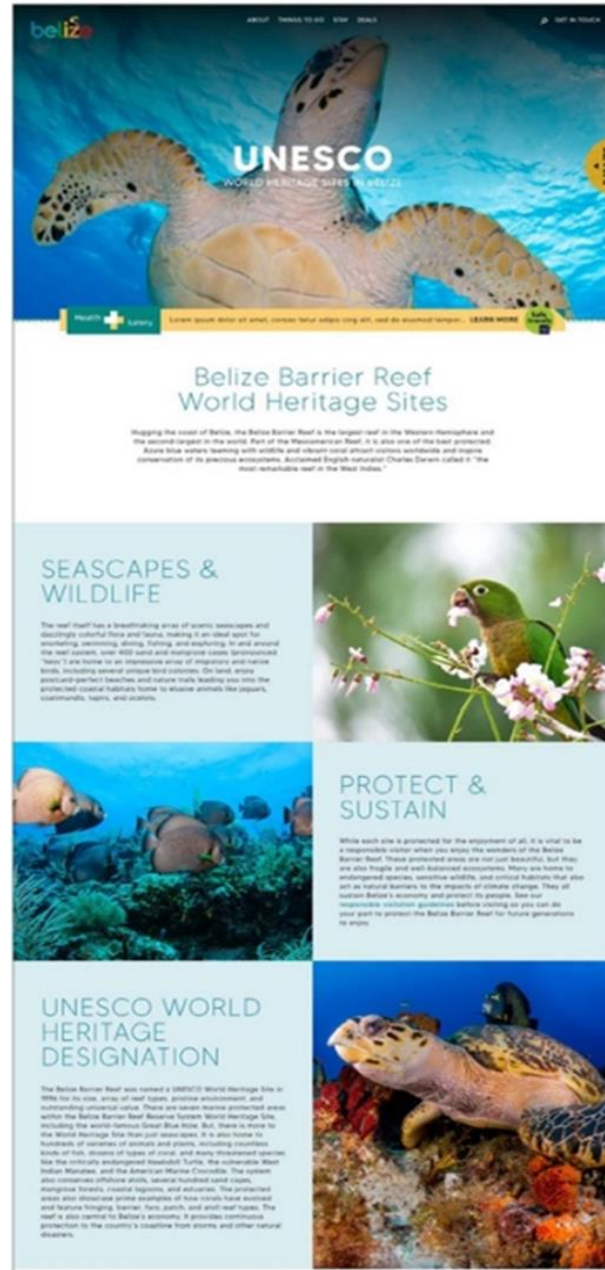


Branding for Change

Objective 1: Enabling environment for branding and marketing of BRRS WHS

Objective 2: Implement the WHS Branding and Marketing Strategy

Objective 4: Fundraise for strategy implementation



Target Audiences and Approach



Target Audiences

- Existing and future international tourists to Belize
- Belizean public
- Domestic fishing industry

Focused on a scalable, largely organic marketing strategy leveraging partnerships with NGOs, MPA managers, government agencies, Belize Tourism Board and other tourism industry stakeholders

Process



- Dozens of interviews
- Domestic and international stakeholder workshops
- Desk and competitor research
- Branding committee made up of professionals from the BTB, WWF, Ministry of the Blue Economy, PACT, Fisheries Department, and the BTIA

Brand Values

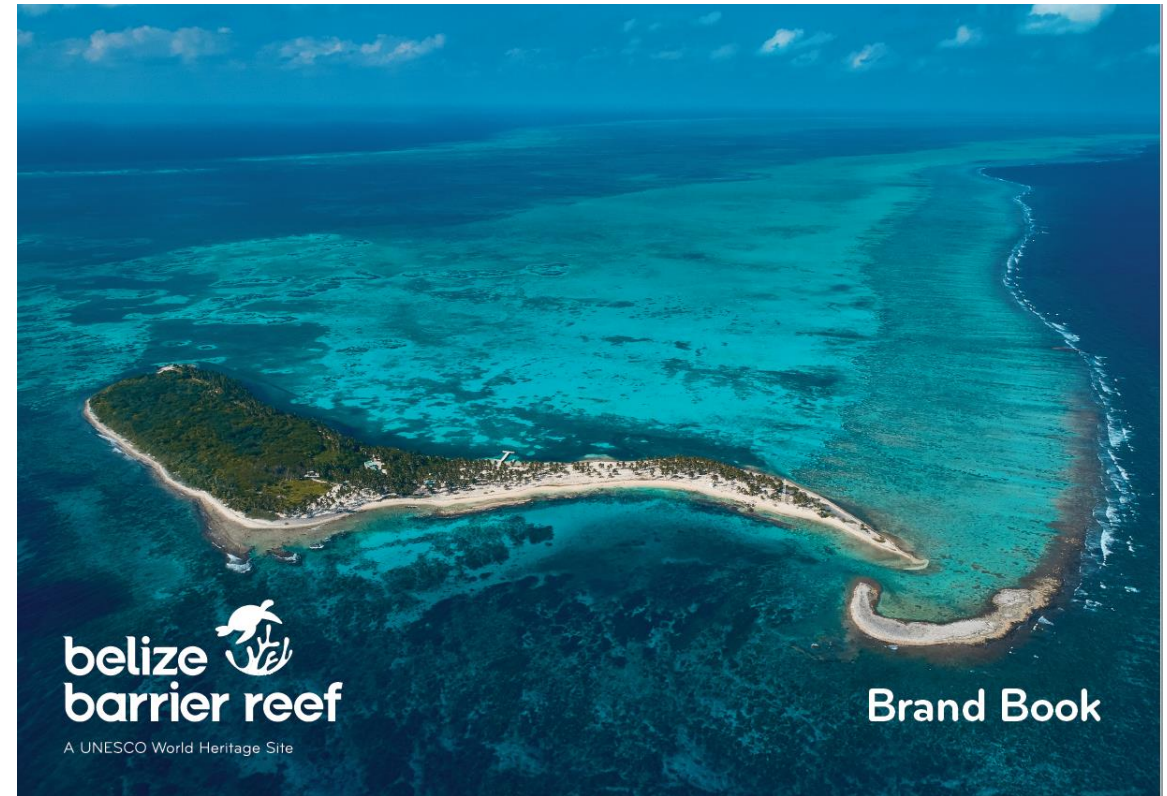
- We live in the Blue Economy
- We foster sustainable tourism
- We support responsible consumption of legal fish
- We support local education
- We are aligned with the mission of UNESCO's WH Marine Programme



Brand Logo and Brand Strategy

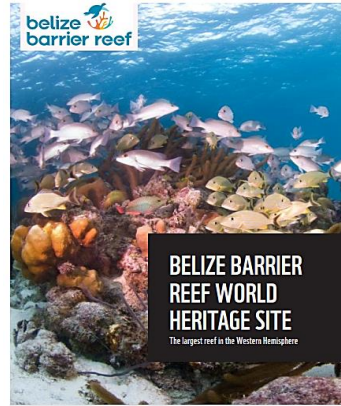


A UNESCO World Heritage Site



Marketing and Communication Strategy + Action Plan

- Marketing and Communication Strategy
- 1 Yr Action Plan
- Microsite on Travelbelize.org (<https://www.travelbelize.org/unesco/>)
- 9 articles on BTB website



UNESCO WORLD HERITAGE SITE BELIZE

Belize Barrier Reef World Heritage Sites

SEASCAPES & WILDLIFE

PROTECT & SUSTAIN

UNESCO WORLD HERITAGE DESIGNATION

PROTECTED AREAS

Each of the seven marine protected areas within the Belize Barrier Reef Reserve System World Heritage Site was individually selected for its biodiversity, thriving ecosystems, unique geological formations, and natural beauty. Wanderers abound in each area; visitors can dive into ancient underwater caves, snorkel with schools of fish, spot sharks, and relax in nature, depending on their chosen destination.

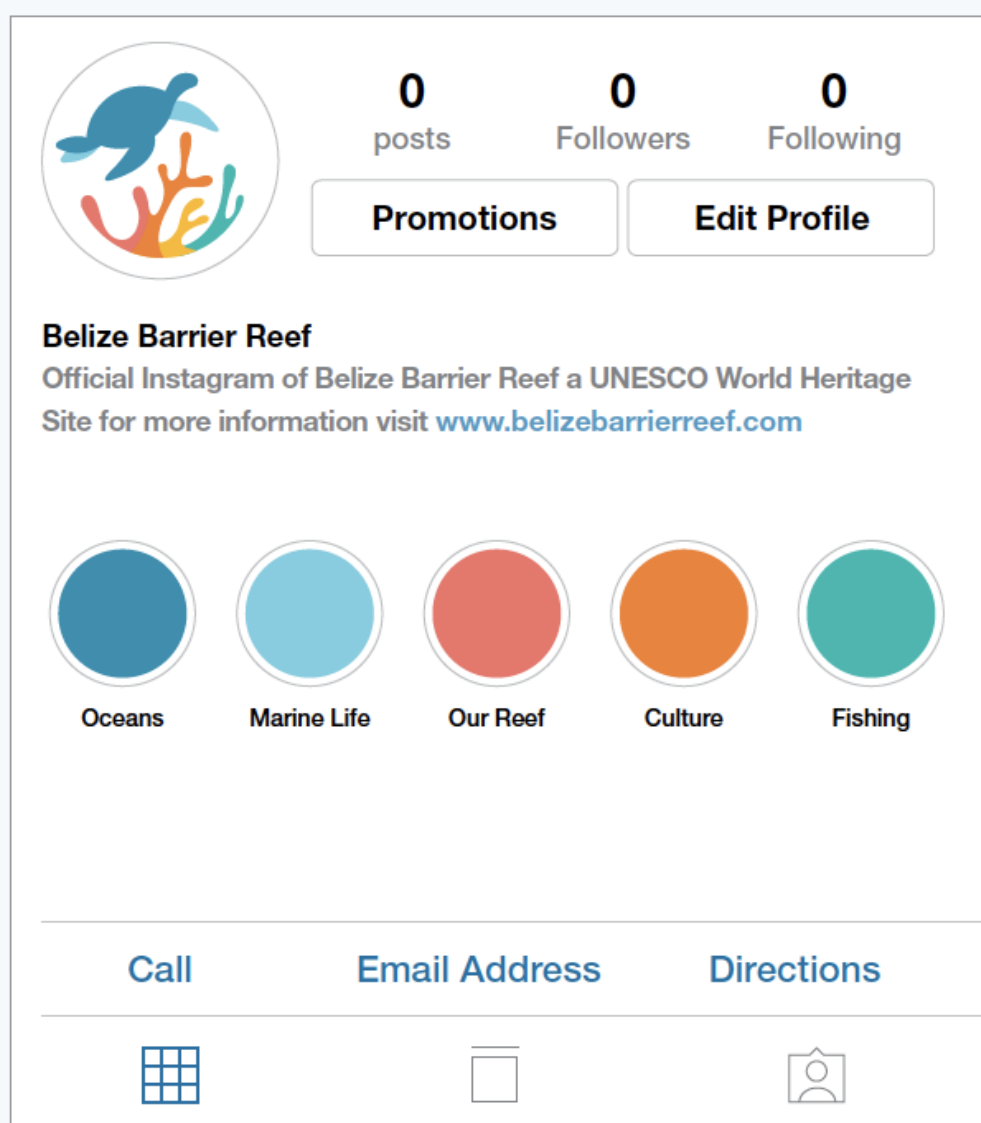
Together, these seven sites not only encapsulate the beauty and singularity of Belize's marine assets, but they also underscore the role the active reef plays in supporting Belize's thriving tourism and fishing industries. They also ensure this valuable resource is protected for future generations of Belizeans and visitors alike to enjoy.

- CARIBBEAN NATIONAL AND MARINE RESERVE
- BLUE HOLE NATURAL MONUMENT
- HALF MOON CAYE NATURAL MONUMENT
- SOUTH WATER CAYE MARINE RESERVE

FPO



Marketing Channels



- New website for the BBRRS
- Rebrand existing Facebook page ✓
- A new Instagram account ✓
- A new Twitter account
- Marketing partnership with Belize Tourism Board ✓
- Signage at each of the seven sites with new branding
- Email marketing
- Event marketing partnership with Belize's Reef Wk ✓
- Public relations ✓ongoing
- Educational outreach ✓ongoing

10,000th Birthday of Belize Barrier Reef



#10000yearsyoung

Thank you!

Questions?

nbood@wwfca.org



Ministry of Blue Economy
& Civil Aviation

