

## Consultancy on Indigenous Tourism and Biodiversity Website Award Second Version – 2010

### I. Background

The Secretariat of the Convention on Biological Diversity (CBD) is holding a series of regional and sub-regional workshops entitled “Indigenous Communities, Tourism and Biodiversity: New Information and Web-based Technologies.” This workshop series is aimed at capacity building for indigenous and local communities (ILCs) in support of the enhanced implementation of the CBD Guidelines on Biodiversity and Tourism Development. The first two workshops were held in Canada for the Arctic region and in Samoa for the Pacific Islands region in 2007 and 2008, respectively. The third workshop of the series is currently being planned for December 2009 in Ecuador and will focus on forest basins for the Latin America and Caribbean (LAC) region.

The workshops aim to:

- To support the development, management and Internet marketing of the indigenous and local communities’ biodiversity-friendly and culturally sustainable tourism products;
- To support the capacity-building of indigenous and local community tourism operators in new information and web-based technologies and to build on the tools developed in previous workshops; and
- To encourage network and exchange information and approaches to specific challenges in order to develop best practices.

The workshop series will be complemented by the *Indigenous Tourism and Biodiversity Website* award, which will serve to highlight ILCs’ benchmark websites of biodiversity-friendly tourism products.

### II. Indigenous Tourism and Biodiversity Website Award (ITBW)

The second Indigenous Tourism and Biodiversity Website Award will be for 2010 and it will contribute to highlight 2010 as the International Year for Biological Diversity (IYB). The main objectives of this award are:

- To motivate candidates to improve their online communication on biological and cultural diversity;
- To highlight their best practices in managing tourism in a biodiversity-friendly way; and
- To raise tourism operators and public’s awareness on biodiversity.

The website award will function as part of the larger initiative by the Secretariat, aimed at building capacity for ILCs, by supporting and strengthening sustainable tourism initiatives through the use of new information and web-based technologies.

The award will also function as part of the larger Communication, Education and Public Awareness (CEPA) and Clearing-House Mechanism (CHM) initiatives of the CBD. In line with Goal 2 of the CHM Strategic Plan, which calls for the SCBD to promote exchanges of information, the award will provide an online venue for sharing and showcasing the strategies used in improving indigenous tourism websites. In line with the mandate of CEPA, the award facilitates the implementation of Priority Activities 3 and 7 of Decision VIII/6 under CEPA, which call for supporting the development of key messages on biodiversity as well as the building of a global network for communication and public awareness including integration of knowledge from indigenous and local communities. The International Year of Biodiversity is an important contribution to the implementation of the programme of work on CEPA and the mandate under its Article 13. IYB supports Decisions VI/19, VIII/6 and IX/32. Consistent with Decision IX/13, which requests that ILCs be an integral part of the IYB celebrations, the ITBW award will serve to highlight ILCs as one of the target groups for IYB.

There will be two winners of the ITBW award, one selected by expert jury members and another selected by popular vote. The jury's feedback and comments on the winning and runner-up websites will be displayed on the ITBW website. The ITBW will be presented online and at a major trade fair on sustainable tourism in Germany, and funds have been secured from the Heidehof Foundation for this project. The Secretariat of the CBD is recruiting a consultant, to assist in the planning, organization and implementation of various activities related to the award.

### **III. Work to be Undertaken by the Consultant**

The consultant's job will be to design, prepare and implement the ITBW. In light of the above, the main tasks of the consultant, in close collaboration with the Secretariat, are to:

- Create a webpage, within a well-known sustainable travel portal, that will serve as the locus of advertising and organizing the ITBW and promoting the International Year for Biological Diversity;
- Identify potential candidates at the global level and distribute a call for nominations to all relevant networks;
- Collect nominations (target: 30 websites)
- Collaborate in developing the criteria for online voting, and for selection and requirements of jury members and in the assembly and operations of the jury
- Conduct the online and jury voting
- Announce and disseminate winners in all appropriate networks
- Collaborate in developing the award brochure to be distributed after the announcement of winners
- Travel to Berlin, Germany to attend the Reisepavillon trade fair in April 2010, and assist in the award ceremony;
- Design, prepare instructional materials for, and present an 1.5 hour training workshop on Web 2.0 technologies tailored for special interest tourism marketing at the trade fair in Germany;
- Provide online professional assistance and dialogue to the 2 award winners and 4 runners-up in order for them to enhance their Web-based capacities and to strengthen the biodiversity content of their websites.

The consultant will keep the Executive Secretary duly informed of the progress of the work and, therefore will communicate on a regular basis with the principal coordinator, the Programme Officer responsible for Tourism and Biodiversity. Work will be undertaken between September 2009 and April 2010.

### **IV. Selection Criteria**

The consultant will have a thorough knowledge of the needs of the participants (indigenous tourism operators), a large experience in travel-related web design and marketing (preferably by hosting or editing a major web portal on sustainable tourism), as well as an extensive experience in web management and in on-line award development. The candidate will have a good understanding of indigenous ecotourism issues, particularly in the LAC region, excellent editing skills, and possess a good network of relevant organizations and partners in the field.

## **V. Payment**

US\$ 7,000 will be paid to the consultant:

50% at posting of the call for nominations for the Award on the website

50% upon conclusion of the workshop in Berlin, Germany, April 2010.

## **VI. How to apply**

The application deadline for this contract is 14 August 2010 and all applications should be sent to [secretariat@cbd.int](mailto:secretariat@cbd.int):