

Biodiversity and Tourism Development

CBD COP 12 BUSINESS AND BIODIVERSITY FORUM

Sunday, 12 October 2014 - Pyeongchang, Republic of Korea
At Alpensia Covention Center, Pyeongchang Hall 1



09:00AM – 10:15AM	Business and Biodiversity Forum - Opening Plenary Panel
10:15AM – 06:00PM	Moderator: Mr. Richard Denman, Director, The Tourism Company
10:15AM – 10:20AM (5 min)	Session Opening – Mr. Oliver Hillel, Programme Officer, Secretariat of the CBD – Ten-year review of implementation of the CBD Guidelines on Biodiversity and Tourism Development
10:20AM – 10:55AM (Three 8 min interventions + 10 min moderation)	<p>Panel 1 – Tourism Financing Protected Areas Systems</p> <ul style="list-style-type: none"> • Progress and trends in capturing revenues from tourism for parks – Mr. Paul Dale, Senior Biodiversity Advisor, State Government of São Paulo, Brazil • Leveraging the tourism industry for ecosystem management in destinations – Mr. Jose Koechlin, Founder and President, Inkaterra Group, Peru • Investment opportunities in tourism as a model of co-management of Peru’s protected areas – Mr. Pedro Gamboa, Director, Natural Protected Area Services, Government of Peru <p>Moderator comments – 10 minutes</p>
10:55PM – 11:15PM (20 min)	Q&A with audience
11:15PM – 11:25PM (10 min)	10 min Coffee-break
11:25AM – 12:00PM (Four 8 min interventions + 10 min moderation)	<p>Panel 2 – Integrating biodiversity into the development of critical tourism and conservation hotspots - a panel on identifying criteria for priority-setting</p> <ul style="list-style-type: none"> • Mr. Dirk Glaesser, Head, Sustainable Development, UN World Tourism Organization • Ms. Giulia Carbone, Deputy Head, Global Business and Biodiversity Programme, IUCN. Switzerland • Mr. Han Qunli, Director, Division of Ecological and Earth Sciences Secretary, Man and the Biosphere (MAB), UNESCO, Paris <p>Moderator comments – 10 minutes</p>
12:00PM – 12:20 PM (20 min)	Q&A with audience
12:20PM – 01:00PM (40 min)	Review the User’s Manual on the CBD Guidelines on Biodiversity and Tourism Development and Web – validation exercise for content (moderated by Mr. Richard Denman, Director, Tourism Company)
01:00PM – 02:45PM	Business and Biodiversity Forum – Networking Lunch

<p>02:45PM – 03:30PM (Five 8 min interventions + 5 min moderation)</p>	<p>Panel 3 – Biodiversity and the challenge of blue/green tourism development</p> <ul style="list-style-type: none"> • Sustainable models for destination and resort development – Mr. Manuel Bollmann, Programme Development Manager, Fair Trade Tourism • Mainstreaming biodiversity considerations into sustainable tourism development and land-use planning in the Caribbean – Ms. Deirdre Shurland, Coordinator, Global Partnership for Sustainable Tourism, UNEP Division of Technology, Industry and Economics • Challenges for the sustainable development of tourism in SIDS – Mr. Suluimalo Amataga Penaia, CEO, Ministry of Natural Resources and Environment, Samoa • The uneasy alliance of tourism and development needs – Mr. Jerome Smith, Director for Natural Resources, Ministry of Housing, Environment and Water, Jamaica • Corporate leadership in tour operations and cruise lines – Mr. Jamie Sweeting, Vice President for Sustainability at G Adventures & President Planeterra Foundation, USA <p>Moderator comments – 5 minutes</p>
<p>03:30PM – 03:50PM (20 min)</p>	<p>Q&A with audience</p>
<p>03:50PM – 04:00PM</p>	<p>10 min Coffee-break</p>
<p>04:00PM – 04:50PM (Four 8 min interventions + 10 min moderation)</p>	<p>Panel 4 – Tourism as an alternative livelihood for indigenous and local communities: threats and opportunities</p> <ul style="list-style-type: none"> • Indigenous Tourism Networks in Latin America and in Peru – Mr. Alejandro Argumedo, Program Director, Asociacion ANDES/Call of the Earth, Peru • Tourism benefitting local livelihoods in Africa – Ms. Jennifer Seif, Executive Director, Fair Trade Tourism South Africa • Lessons learned from the Rainforest Alliance: Leveraging tourism as a tool for conservation and community wellbeing (Certification systems and other voluntary instruments empowering communities) - Ms. Elizabeth Kennedy, Director Evaluation and Research, Rainforest Alliance • How large and medium-scale operators can cooperate with indigenous and local communities to develop nature-based tour products – Mr. Randy Durband, Chief Executive Officer, the Global Sustainable Tourism Council (GSTC) <p>Moderator comments – 10 minutes</p>
<p>04:50PM – 05:10PM (20 min)</p>	<p>Q&A with audience</p>
<p>05:10PM – 05:40PM (30 min)</p>	<p>Review the User’s Manual on the CBD Guidelines on Biodiversity and Tourism Development – validation of features and media (moderated by Oliver Hillel, Programme Officer, Secretariat of the CBD)</p>
<p>05:45 – 06:00 PM (15 min)</p>	<p>Concluding remarks/next steps – Ms. Amy Fraenkel, Principal Officer, Mainstreaming, Partnerships and Outreach Division, Secretariat of the CBD</p>
<p>06:00PM</p>	<p>Business and Biodiversity Forum Networking Cocktail</p>

Speakers



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Mr. Jamie Sweeting
President,
Planeterra Foundation



Mr. Jose Koechlin
Founder and President,
Inkaterra Group



Mr. Paul Dale
Biodiversity Advisor,
Government of São Paulo



Mr. Pedro Gamboa
Director,
Natural Protected
Area Services
Government of Peru



Ms. Giulia Carbone
Deputy Head,
Global Business and
Biodiversity Programme
IUCN



Mr. Dirk Glaesser
Head,
Sustainable Development
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Ms. Deirdre Shurland
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Global Partnership
for Sustainable Tourism
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Mr. Manuel Bollmann
Programme Development
Manager,
Fair Trade Tourism



Ms. Jennifer Seif,
Executive Director,
Fair Trade Tourism



Mr. Alejandro Argumedo
Program Director,
Asociacion ANDES



Ms. Elizabeth Kennedy,
Director,
Rainforest Alliance



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