



Convention on Biological Diversity

Distr.
GENERAL

UNEP/CBD/WG8J/8/INF/4
25 September 2013

ENGLISH ONLY

AD HOC OPEN-ENDED INTER-SESSIONAL
WORKING GROUP ON ARTICLE 8(j) AND
RELATED PROVISIONS OF THE
CONVENTION ON BIOLOGICAL
DIVERSITY

Eighth meeting

Montreal, 7-11 October 2013

Item 3 of the provisional agenda*

REPORT OF THE GLOBAL WORKSHOP FOR INDIGENOUS AND LOCAL COMMUNITIES: BIODIVERSITY, TOURISM AND THE SOCIAL WEB

INTRODUCTION

A. Background

1. In paragraph 6 of decision X/40, the Conference of the Parties requests the Executive Secretary to continue to convene, subject to the availability of financial resources, regional and subregional workshops aimed at capacity-building for indigenous and local communities in support of the enhanced implementation of the Guidelines on Biodiversity and Tourism Development under the Convention on Biological Diversity through enhanced marketing strategies and web-based technologies.

2. On the margins of the eleventh meeting of the Conference of the Parties to the Convention on Biological Diversity (COP 11), the Secretariat facilitated, in collaboration with Planeta.com and Indigenous Portal, a capacity-building workshop called “The Global Workshop for Indigenous and Local Communities: Biodiversity, Tourism and the Social Web” for indigenous and local communities (ILCs) and Parties, with the generous financial support of the Government of Spain. It was held on 14 October 2012, in Hyderabad, India. The present document reports on this meeting for the consideration of the Working Group on Article 8(j) and Related Provisions at its eighth meeting.

* UNEP/CBD/WG8J/8/1.

/...

3. The workshop aimed at providing participants, especially indigenous and local community representatives, with information about new technologies, including Internet and web-based tools, in order to allow indigenous tourism operators to make better use of technology and promote tourism activities that are taking place on indigenous and local communities' territories worldwide. The training supported the development and management of tourism activities designed to preserve biodiversity and sustainable tourism as well as to promote communities' cultural richness, through digital marketing, by focusing on cultural and biological aspects of indigenous and local community tourism products and on the unique experience offered to potential visitors. In addition, the creation of a network to interconnect and exchange information will help the participants to meet challenges, as well as to develop and implement best practices.

B. Attendance

4. The workshop, facilitated by Mr. Ron Mader, editor and director of the sustainable tourism web portal Planeta.com, was attended by 40 participants (indigenous tourism operators, executives of trade associations, local non-governmental organizations (NGOs), government officers in charge of indigenous issues and/or tourism, specialists, academics and consultants), including 17 participants who participated online from different countries. The workshop was announced on the website of the Convention, before and during the meeting of the Conference of the Parties, and also through other social media such as via Planeta.com. During the workshop presentations were webcast in real-time via a Ustream channel. The keynote presentation is available online in Slideshare and has garnered more than 25,000 views.¹ The complete list of participants is available as annex I. Screenshots from the web are available as annex IV.

ITEM 1. OPENING OF THE WORKSHOP

5. The meeting was opened at 9 a.m. on Sunday, 14 October 2012, by representatives of the Secretariat of the Convention on Biological Diversity, Mr. Oliver Hillel and Ms. Viviana Figueroa, Programme Officers for tourism and for traditional knowledge, respectively, who welcomed the participants to the meeting on behalf of the Executive Secretary of the Convention on Biological Diversity, Mr. Braulio Ferreira de Souza Dias, and also thanked the Government of Spain for its generous financial support. The representative of the Indigenous Portal, Mr. Teanau Tuiono, also welcomed the participants.

ITEM 2. ORGANIZATIONAL MATTERS

2.1. Agenda

6. Participants adopted the provisional agenda prepared and circulated in advance of the meeting. It is available as annex II.

2.2. Objectives of the workshop

7. Mr. Oliver Hillel took the participants through the objectives of the present capacity-building workshop in the context of decisions of the Conference of the Parties. The main objective was to enhance the capacity of the participants in networking and information exchange for the benefit of indigenous and local communities. By bringing together representatives of indigenous and local communities and people in charge of tourism products, the workshop assisted participants in developing a deeper understanding of their role and contribution to conservation and sustainable use of biodiversity.

¹ See <http://www.slideshare.net/planeta/socialwebcop>.

8. The workshop provided an opportunity to exchange relevant national and regional experiences. By seeing how others had addressed similar challenges, indigenous and local community participants learned new approaches, which could be applied locally.

ITEM 3. INDIGENOUS TOURISM, TRADITIONAL KNOWLEDGE AND THE SOCIAL WEB

9. Under this item, Mr. Ron Mader made a presentation: “Indigenous Tourism, Traditional Knowledge and the Social Web. Lessons from Indigenous Peoples Week and the Indigenous Tourism and Biodiversity Website Award”.

10. Mr. Mader presented examples of social web channels and of their uses for incorporating biodiversity and traditional knowledge into tourism activities, provided below as annex III.

11. The presentation concluded with an open invitation to use the social web and for participants to reflect on how to engage their counterparts around the world

ITEM 4. HOW SOCIAL WEB TOOLS ARE USED TO MARKET INDIGENOUS TOURS, DEEPEN RESPECT FOR TRADITIONAL KNOWLEDGE AND CONSERVE BIODIVERSITY. REVIEW OF KEY SOCIAL WEB CHANNELS INCLUDING BLOGS, DELICIOUS, DOODLE, FACEBOOK, FLICKR, FOURSQUARE, GOOGLE, LINKEDIN, PROTECTED PLANET, SLIDESHARE, STORIFY, TRIPADVISOR, TWITTER, YOUTUBE AND WIKIPEDIA

12. Under this item, Mr. Mader reviewed available social web channels and provided specific examples that showcased how indigenous tourism operators were using these communication tools to highlight their operations, to stay in contact with previous clients and to drum up new business opportunities.

13. Indigenous Tourism and Biodiversity Website (ITBW) Award participants Mr. Pedro Martínez (Mexico) and Mr. Alex Villca (Bolivia) testified to how they used the social web channels. Mr. Martínez had much success with using Facebook, Flickr and YouTube. Mr. Villca had used Facebook and TripAdvisor. They each provided examples of how they were engaging visitors to connect before, during and after the trip.

ITEM 5. EXCHANGE OF PARTICIPANTS’ EXPERIENCES ON TOURISM AND SUSTAINABLE USE OF BIODIVERSITY IN SENSITIVE ECOSYSTEMS MANAGED BY INDIGENOUS AND LOCAL COMMUNITIES. FOCUS ON NEEDS ASSESSMENT, PLANNING TOOLS AND CHALLENGES

14. Under this item, Mr. Mader facilitated a dynamic discussion about challenges of tourism for indigenous peoples and local communities. Some of the participants were critical of tourism’s intrusion into local culture and the group discussed ways to use the same social web channels to amplify messages of concern.

15. In particular, participants identified distinct functions for indigenous tourism: profit-making venture as a means to develop an economic livelihood for locals, a tool to protect land and local biodiversity, and a tool to protect local culture.

**ITEM 6. FOLLOW-UP ACTIVITIES: WHERE DO WE GO FROM HERE?
CONSIDER WAYS TO CROSS-PROMOTE ONE ANOTHER'S BUSINESS;
PROPOSE ALTERNATIVES AND SHORT-TERM ACTION LISTS;
DEFINE PERSONAL AND COLLECTIVE STRATEGIES**

16. At the end of the workshop, the participants outlined several agreed follow-up activities, including the continued use of the Facebook event page to post updates and Mr. Mader extended an open invitation to participate in the online Responsible Tourism Week from 11 to 17 February 2013.

ITEM 7. CLOSURE OF THE WORKSHOP

17. The meeting closed at 3.30 p.m. on Sunday, 14 October 2012.

Annex I

LIST OF PARTICIPANTS

Country	Name	Organization
1. Australia	Stephan Schnierer	Gnibi College of Indigenous Australian Peoples
2. Bangladesh	Mohamed Abdue Baten	Unnayan Onneshan - The Innovators / Forest Peoples Programme
3. Bangladesh	Morjid Sardaz	Unnayan Onneshan - The Innovators
4. Bangladesh	Manunor Radnd	Unnayan Onneshan - The Innovators
5. Benin	Patrice Sagbo	Communautés Locales, riveraines de la Forêt Marécageuse, Hlanzoun de Koussoukpa
6. Bolivia	Qapaj Conde Choque	Centro de Estudios Multidisciplinarios Aymara (CEM-Aymara)
7. Bolivia	Alex Villca	Chalalán Ecolodge
8. Brazil	Lucia Fernanda Belfor	Instituto Indígena Brasileiro para Propriedad Intelectual (INBRAPI)
9. Brazil	Edna Maria Da Costa e Silva	Cooperativa Ecológica das Mulheres Extrativistas do Marajó
10. Brazil	Zozeleia Daniza	Instituto Indígena Brasileiro para Propriedad Intelectual (INBRAPI)
11. Colombia	Diego Ivan Escobar Guzman	Coordinadora de Organizaciones Indígenas de la Cuenca Amazónica (COICA)
12. Colombia	Evelyn Acosta	Fuerza de Mujeres Wayuu
13. Ecuador	Maria Dolores Vera	Red Internacional del Manglar
14. Ecuador	Juan Carlos Jintiach	Coordinadora de Organizaciones Indígenas de la Cuenca Amazónica (COICA)
15. Ecuador	Yolanda Teran	Andes Chinchasuyo
16. India	Leitanthem Umakanta Meitei	Land is Life
17. India	Dr. Amit Dutta	Young Naturalist Network
18. India	B. Pulla Reddy	WWF International
19. India	Muneer Alavi	United Nations Development Programme - Equator Initiative
20. India	Shri. Debal Ray	West Bengal Biodiversity Board, National Biodiversity Authority, Ministry of Environment and Forests
21. Japan	Volker Mauerhofer	United Nations University Institute of Advanced Studies (UNU-IAS)
22. Kenya	Daniel Mpoiko Kobei	Ogiek Peoples Development Program, Indigenous Information Network
23. Kenya	Nerissa Chao	Maasai Conservation Trust
24. Kenya	Mercy Mbogho	Kweth Training Centre
25. Kenya	Paul Kanyinke Sena	Global Forest Coalition
26. Mexico	Pedro Martínez	Bicicletas Pedro Martínez
27. Nepal	Ngwang Sonam Sherpa	Nepal Indigenous Nationalities Preservation Association (NINPA)
28. Nepal	Shreejana Pradhan	National Indigenous Women's Federation (NIWF)

Country	Name	Organization
29. Nepal	Juddha Bahadur Gurung	National Trust for Nature Conservation, Ministry of Forests and Soil Conservation
30. Nepal	Kamal Rai	Ikana Peoples Network Nepal
31. New Zealand	Teanan Tuiono	Indigenous Portal / International Indigenous Forum on Biodiversity
32. Panama	Gilberto Solano	Consejo Indígena de Mesoamérica (CIMA)
33. Panama	Marcial Arias	Alianza Internacional de los Pueblos Indígenas y Tribales de los Bosques Tropicales
34. Panama	Estebancio Castro Dias	Alianza Internacional de los Pueblos Indígenas y Tribales de los Bosques Tropicales
35. Panama	Deidamia Lopez	Red de Mujeres Indígenas sobre Biodiversidad
36. Panama	Jorge Andreve Díaz	Fundación para la Promoción del Conocimiento Indígena
37. Sri Lanka	Nimalasiri Hewanila	Nirmanee Development Foundation
38. Suriname	Louis Biswane	Forest Peoples Programme / Association of Kaliña and Lokono Peoples in Marowijne
39. Uganda	Penninah Zaninka	United Organisation for Batwa Development in Uganda
40. Zimbabwe	Gladman Chibememe	GLTP Rural Communities Programme Chibememe Earth Healing Association (CHIEHA)

ONLINE PARTICIPATION (VIA FACEBOOK AND TWITTER)

- | | | |
|-------------------------------|-----------------------------|-----------------------------|
| 1. Anders Kärrstedt | 7. David Enriquez | 14. Kottapalli Seshagirirao |
| 2. Neill Sperath | 8. Kirsten Lovett | 15. Pulla Reddy Botta |
| 3. Sambamurthi K. Balachander | 9. Elsa Terminel | 16. Muneer Alavi |
| 4. Peyyeti Sowmya | 10. Nischal Barot | 17. Polina Shulbaeva |
| 5. Govinda Raj Emmadi | 11. Raj Jani | |
| 6. Arokia Dass | 12. Kottapalli Seshagirirao | |
| | 13. C. Muralidhar Rao | |

Annex II

ORGANIZATION OF WORK

9 a.m.-9.15 a.m.	Welcoming remarks by Mr. Oliver Hillel from SCBD and Mr. Teanau Tuiono from Indigenous Portal.
9.15 a.m.-10 a.m.	Keynote address by Mr. Ron Mader: Indigenous Tourism, Traditional Knowledge and the Social Web.
10 a.m.-1 p.m.	How social web tools are used to market indigenous tours, deepen respect for traditional knowledge and conserve biodiversity. Review of key social web channels including blogs, Delicious, Doodle, Facebook, Flickr, Foursquare, Google, LinkedIn, Protected Planet, Slideshare, Storify, TripAdvisor, Twitter, YouTube and Wikipedia.
1 p.m.-1.30 p.m.	Lunch.
1.30 p.m.-2.30 p.m.	Exchange of participants' experiences on tourism and sustainable use of biodiversity in sensitive ecosystems managed by indigenous and local communities. Focus on needs assessment, planning tools and challenges.
3 p.m.-3.30 p.m.	Follow-up activities: Where do we go from here? Consider ways to cross-promote one another's business; Propose alternatives and short-term action lists; Define personal and collective strategies.
3.30 p.m.	Closure of the workshop.

Annex III

EXAMPLES OF INDIGENOUS TOURISM AND THE SOCIAL WEB

The following are examples of social web tools that can be used to develop and market indigenous tourism that promote local biodiversity and culture. This index is by no means a final product, but rather a snapshot, and it also has short explanations on how to use some social web channels.

Blogs

[Ron Mader: Cop11 Preview](#) and [Workshop Summary](#)
[Guurubi Tours](#)
[Indigenous Portal](#)

Facebook

[CoP 11 Social Web Workshop Event](#)
[Indigenous Peoples Week](#)
[UNBiodiversity](#)
[TAPAS](#)
[Planeta.com Page](#)
[Instituto Semeia](#)
[Fluker Post](#)
[Irresponsible Tourism](#)
[Responsible Tourism Networking](#)

Flickr

[Chalalan Ecolodge](#)
[Nutti Sami Siida](#)
[Pedro Martinez - Si más Bicicletas](#)
[Ron Mader](#)
[TIME Unlimited](#)
[COP11 and MOP6](#)

LinkedIn

[Workshop Announcement](#)
[Indigenous Tourism](#)

Slideshare

[Biodiversity, Tourism and the Social Web](#)
[itbw 2010](#)
[world parks](#)
[alex villca](#)

Storify

[CoP11](#)
[Indigenous peoples week](#)

Twitter

[@ChalalanEco](#)
[@AndyRalphKakadu](#)
[@nuttisamisiida](#)
[@Timeunlimited](#)
[@guurrbi](#)

Ustream

[Indigenous Peoples and the Convention on Biological Diversity](#)
[Social Web Workshop](#)

YouTube

[itbw playlist](#)
[workshop21 playlist](#)
[TIMEUnlimited](#)
[Pedro Martínez Bikes](#)

Flickr: How to put your photos online

Do you have photos of your services or products? Would you like to have a web presence at an affordable cost? Would you like to show potential visitors what you offer before they arrive? In a few steps you can add your photos to [Flickr](#), an online photo service recommended because of its ease and flexibility:

- 1 – Take your own photos.
- 2 – Create a Flickr account.
- 3 – Put your photos on your computer or on a CD or memory stick.
- 4 – Add your photos to your Flickr account.
- 5 – Add a relevant title, description, tags.
- 6 – Add your photos to relevant group(s).
- 7 – Repeat this process on a regular basis -- once is not enough!
- 8 – Teach someone else and learn by teaching.

Requirements: Digital photos, account on Flickr
Mobile app: Yes

Optional: Computer, memory stick

Advantages: Easy, fun, low cost, intro to [social web](#)

<http://planeta.wikispaces.com/flickr>

<http://www.slideshare.net/planeta/flicklessons>

Twitter:

What to tweet on Twitter

- 1) Messages that are of interest to you and your readers
- 2) What you recommend reading
- 3) URLs of favorite Flickr photos, Pinterest albums and videos on YouTube, [TED](#) and other channels
- 4) What you recommend listening from radio stations and [podcasts](#)
- 5) Anniversaries and special dates
- 6) Local food
- 7) Local weather
- 8) Testimonials and comments you have heard from others

What to retweet on Twitter

- 1) Friends' messages
- 2) Breaking news
- 3) News about events you are attending

What NOT to tweet on Twitter

- 1) Things that do not interest you
- 2) The same message with different hashtags. You are boring your followers more than attracting new ones.

<http://planeta.wikispaces.com/twitter>

<http://www.slideshare.net/planeta/twitter-4650836>

Blog Responsibly

- 1 – Be passionate. Think of a great name and appealing subtitle for your blog. The topic should focus on something you are passionate about.
- 2 – Be mindful. Create a list of topics your blog could address. Flesh out at least 3-5 ideas as a “rough draft”.
- 3 – Be resourceful. Register on WordPress (writing down your login id and password).
- 4 – Be smart. Post your first blog. Print this page and display it in a public place.
- 5 – Post your second blog entry the next day (maximum two days).
- 6 – Be clever. When you are ready to promote your blog, add the link from your website, Flickr profile, Facebook page ... and ask others to add a link or RSS feed from their websites.
- 7 – Be transparent. If you have a business, it helps to print the blog and display the home page so that clients can see this specific web presence.
- 8 – Be consistent - Write something on a regular basis. You decide whether it's every week, a few times a month or something else. Consistency is important in terms of satisfying readers and it helps you remember the passwords and any other technical gadgetry needed to upload your words and photos.

Cost: Free

Requirements: Account on WordPress

Advantages: Easy way to share news in a linear fashion

<http://planeta.wikispaces.com/blogs>

Annex IV

SCREENSHOTS

