

CONCEPT NOTE

Title: Global Workshop for Indigenous and Local Communities: Biodiversity, Tourism and the Social Web

Activity

The Global Workshop for Indigenous and Local Communities: Biodiversity, Tourism and the Social Web will engage CoP 11 participants and colleagues around the world with new networking tools that spotlight indigenous and local community tourism services that conserve traditional culture and local biodiversity. Many of the examples are drawn from the participants in the Indigenous Tourism and Biodiversity Website Award conducted by the CBD and Planeta.com in 2010.

Free wifi and livestreaming will connect participants in the room with colleagues around the world.

Background

Decision X/40, paragraph 6 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, for dry and sub-humid lands and for mountains and to report the results to the Working Group on Article 8(j) and Related Provisions for consideration at its seventh meeting.

Further to this, the Secretariat of the Convention on Biological Diversity (CBD) held a series of regional and sub-regional workshops aimed at capacity building for indigenous and local communities in support of the enhanced implementation of the CBD Guidelines on Biodiversity and Tourism Development with the view to support and strengthen indigenous and local initiatives in this area.

The Workshop aims to provide some of COP 11 participants, specially 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 a better use of technology and promote tourism activities that are taking place in indigenous and local communities worldwide. The training will support the development and management of tourism activities designed to preserve biodiversity and sustainable tourism as well as to promote communities' culture richness through digital marketing, by focusing on cultural and biological aspects of indigenous tourism products and on the unique experience offered to the potential visitors. In addition, the creation of a network to interconnect and exchange information will help the participants to surpass challenges and develop and implement best practices.

Date

14 October

Venue:

Room: Contact Group III

9:00 to 17:00 Hs.

Organizer: SCBD and Planeta.com

Sponsor: Spain Government

Technical Requirements

Wi-Fi for participants, Computer with access to internet and in-room display

Participants

Please register online -- <http://tinyurl.com/cop11web> -- and via the Facebook group -- <https://www.facebook.com/events/384791341585946>

Also register today for social web channels you want to master including Delicious, Doodle, Facebook, Flickr, Foursquare, Google, LinkedIn, Protected Planet, Slideshare, Storify, TripAdvisor, Twitter, Youtube and Wikipedia.

For those participating in India: Bring your laptop, digital camera, smartphone or other mobile device that connects to the Web.

Agenda

**WORKSHOP FOR INDIGENOUS AND LOCAL COMMUNITIES ON INFORMATION
TECHNOLOGIES BASED WEB, TOURISM AND BIODIVERSITY
DRAFT PROGRAMME
14 October 2012**

9 -9.30 a.m.	Welcome remarks by Oliver Hiller and John Scott
9.30-10 am	Keynote address by Ron Mader: Indigenous Tourism, Traditional Knowledge and the Social Web. Lessons from Indigenous Peoples Week and the Indigenous Tourism and Biodiversity Website Award.
10.00 am-13.00	How social web tools are used to market indigenous tours, deepen respect of 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.
13-14.00 pm	Lunch
14-16 pm	Exchange of participant's 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.
15-16 pm	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
17 pm	Closure of the workshop