Convention on Biological Diversity

INDIGENOUS COMMUNITIES, TOURISM AND BIODIVERSITY
　　WORKSHOP SERIES: NEW INFORMATION AND WEB-BASED
　　TECHNOLOGIES
PACIFIC ISLANDS WORKSHOP
Apia, Samoa, 3-5 November 2008

ANNOTATIONS TO THE PROVISIONAL AGENDA

INTRODUCTION

1.　　In paragraph 7 of decision IX/13 E, on Article 8(j) and related provisions, the Conference of the Parties requested the Executive Secretary to convene, subject to the availability of financial resources, further regional and subregional workshops on community-friendly communication tools on traditional knowledge related to the conservation and sustainable use of biodiversity.

2.　　In decision VII/14 on biological diversity and tourism, the Conference of the Parties invited, *inter alia*, relevant organizations to provide indigenous and local communities with capacity-building and financial resources to support their active participation in tourism policy-making, development planning, product development and management indicated by the Guidelines.

3.　　Against this background, the Secretariat of the Convention proposes to organize, in collaboration with the Secretariat for the Pacific Region Environment Programme (SPREP) a workshop in Apia, Samoa on 3-5 November 2008, as part of a series of regional and subregional workshops aimed at capacity-building for indigenous and local communities.

4.　　A first workshop on the Arctic region took place in November 2007, in Quebec City, Canada, with the financial support of Spain and Canada (see report at http://www.cbd.int/tourism/ArcticWorkshop.shtml) and the third and fourth workshops are scheduled to take place in Latin America and Africa, with a focus on forest basins and dry and sub-humid areas.

5.　　The Apia workshop will also focus on new information and web-based technologies and use participative planning tools. The Island Region workshop's specific objectives are:

　　(a)　　To support the development and management of biodiversity-friendly tourism activities;

　　(b)　　To support new information and web-based technology capacity of indigenous tourism operators;

　　(c)　　To support the marketing and development of the culturally and biologically sustainable aspects of indigenous tourism products and experiences via the Internet;

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(d)   Develop network and exchange information; share and compile approaches to specific challenges in order to develop best practices;

(e)   Use successful tools from the first workshop and refine and add to them for application by current participants and in future workshops, to create a set of on-line resources that can be of value to island based tourism operators and planners.

6.   The participants are expected to:

(a)   Improve their web-based technological capacities, thereby increasing their ability to market and develop their sustainable tourism products;

(b)   More effectively portray to their target market through their website their understandings of and unique connections to conservation and sustainable use of biodiversity;

(c)   Use their websites as internal communication and management tools within their local communities and to connect them with broader stakeholder networks;

7.   The Secretariat of the Convention on Biological Diversity and SPREP have invited the New Zealand Tourism Research Institute (NZTRI) of Auckland University of Technology (AUT), to develop and facilitate the workshop content and to seek ways to sustain the online resources and networks that emerge from the workshop.

8.   The documents for the meeting are available on the Secretariat's website at www.cbd.int/doc/meeting.aspx?mtg=WSTOURIDG-02. A proposed workshop programme is attached in the annex.

ITEM 1.   OPENING OF THE MEETING

9.   The meeting will be opened by a representative of the Secretariat of the Convention on Biological Diversity. Representatives of SPREP and the New Zealand Tourism Research Institute will also address welcoming words to participants.

ITEM 2.   ORGANIZATIONAL MATTERS

2.1.   Election of Officers

10.   Participants will be invited to designate a Chair and a Rapporteur.

2.2.   Adoption of the agenda

11.   The Participants may wish to adopt the agenda of the meeting on the basis of the provisional agenda (UNEP/CBD/WSTOURIDG/2/1).

2.3.   Organization of work

12.   The deliberations of the meeting will be in English.

13.   The workshop methodology has been designed by the facilitators identified in paragraph 5, on the basis of previous experiences and the outcomes of the Arctic workshop. Brief presentations by resource persons will set the background for participants to visit chosen websites online, in order to evaluate their strengths and weaknesses, and interactive planning sessions will allow participants to exchange experiences and evaluate the effectiveness of their own websites.

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14.   Participants in the workshop will be shown tools for web-design and operation aiming to improve the communication of biodiversity concepts and biodiversity-friendly tourism products to the tourist market. The methodology will incorporate participative planning technologies. The workshop will also be based upon a technical needs assessment performed by NZTRI in 2005 and will use a combination of tools refined from the Arctic workshop and a range of existing and new resources. The workshop will:

(a)   Provide case-based context on the links between tourism, information and communication technologies (ICT) and biodiversity;

(b)   Present the web-based tools available through the Convention on Biological Diversity and other sources;

(c)   Conduct a critical examination of example websites using a series of assessment tools;

(d)   Conduct a critical examination of participant's websites and comparison with example sites, using assessment tools;

(e)   Provide hands-on work to improve participants' websites;

(f)   Provide instruction for follow-up activities in participants' home communities;

(g)   Provide a series of online resources that can enable the networks and knowledge sharing in the workshop to be sustained after the meeting.

ITEM 3.   TOOLS AND WEB-BASED TECHNOLOGIES AVAILABLE TO INDIGENOUS AND LOCAL COMMUNITIES IN THE CBD: TRADITIONAL KNOWLEDGE PORTAL, BIODIVERSITY AND TOURISM NETWORK AND OTHERS

15.   Under this item, participants will use available computers connected to the Internet to examine existing websites, and will be briefed on web-based tools and technologies used by the Secretariat and other institutions, related to traditional knowledge, biodiversity, communities, and tourism. Participants will also exchange lessons learned on their own websites and reference portals. Participants will be invited to provide recommendations to the Secretariat on how to make available sites more useful.

ITEM 4.   TOURISM AND SUSTAINABLE USE OF BIODIVERSITY IN SENSITIVE ECOSYSTEMS MANAGED BY INDIGENOUS PEOPLES: NEEDS ASSESSMENT, PLANNING TOOLS, CHALLENGES AND PROPOSED STRATEGIES

16.   Under this item, participants will analyse how their web-based tools (sites, portals, reference sites and information exchange mechanisms) display the efforts put into conservation and sustainable use of biodiversity in their tourism operations and products. Individual strategies to achieve higher efficiency and better synergies will be developed.

ITEM 5.   FOLLOW-UP ACTIVITIES

17.   Participants will propose follow-up activities and mutual expectations and negotiate concrete modalities of cooperation.

ITEM 6.   ADOPTION OF THE REPORT

18.   Under this item, participants will consider and adopt the report.

ITEM 7.   CLOSURE OF THE MEETING

19.   The meeting is expected to close at 5 p.m. on Wednesday, November 5, 2008.

Annex

PROPOSED ORGANIZATION OF WORK

Day One – 3 November 2008	
9h00-12h30	Opening of the meeting/ Organizational matters
	Tourism, biodiversity and SIDS – key challenges and issues
	Tourism, biodiversity and ICT -a way forward (community, business and government) -cases and examples - the good, the bad and the ugly
12h30-14h00	Lunch break
14h00-17h00	Review of website resources (Pacific and other SIDS) – development of benchmarks, etc
Day 2 -4 November 2008	
9h00-12h30	Tools and web-based technologies available to Indigenous and Local Communities in the CBD and through other sources (the CBD clearing-house mechanism, Traditional Knowledge Portal, Biodiversity and Tourism Network, SPTO tourism toolkit, NZTRI open-source community building software etc)
12h30-14h00	Lunch break
14h00-17h00	Focus on own website or chosen sites
Day 3 -5 November 2008	
9h00-12h30	Tourism and sustainable use of biodiversity in sensitive ecosystems: needs assessment, planning tools, challenges and proposed strategies. Special challenges of SIDS – techniques and tools to build a role for ICT in areas that lack infrastructure
12h30-14h00	Lunch break
14h00-16h30	Afternoon – follow-up activities – sustaining momentum
16h30-17h00	Adoption of the report
17h00	Closure of the meeting