

# 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



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

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

# Speakers



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**Mr. Oliver Hillel**  
Programme Officer,  
Secretariat of the CBD



**Mr. Richard Denman**  
Director,  
The Tourism Company



**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  
UNWTO



**Mr. Han Qunli**  
Director,  
Division of Ecological  
and Earth Sciences  
UNESCO  
[www.unesco.org](http://www.unesco.org)



**Ms. Deirdre Shurland**  
Coordinator,  
Global Partnership  
for Sustainable Tourism  
UNEP



**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



**Mr. Randy Durband,**  
Chief Executive Officer,  
GSTC