Indigenous Communities, Tourism and Biodiversity
Workshop on New Information and Web-based Technologies
Arctic Region

19-21 November 2007 *Quebec, Canada*

Introduction to the CBD website www.cbd.int

20 November 2007 - Quebec, Canada
by Olivier de Munck – SCBD-





Secretariat of the Convention on Biological Diversity
United Nations Environment Programme

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Objectives

1. Give an overview of the CBD website

2. Present CBD web-based information services for Indigenous & Local Communities

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3. Indigenous & Local Communities (ILCs) and Traditional Knowledge (TK)

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CBD Context

- The CBD is international governmental agreement
  → The Parties are the primary audience

- The CBD Secretariat has a specific mandate (Art. 24):
  - To service CBD meetings
  - To report to the Conference of the Parties (COP)
  - To coordinate with relevant international bodies
  - To perform functions requested by the COP

- The CBD Secretariat is NOT:
  - A commercial organization
  - An implementing agency
  - A scientific institution

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Website Purpose

- **Serving the Parties**
  - **Meetings, Documents, Notifications**
  - **National Reports, National Strategies & Action Plans**
  - **Other relevant reports, guidelines, case-studies, ...**
- **Outreach Role**
  - **Communication, education and public awareness (CEPA)**
  - **Information services targeted at special groups, including Indigenous and Local Communities**
- **Information Exchange Role**
  - **Platform for the Clearing-House Mechanism**
  - **Support to the various programme areas**

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Website Organization

Logical Structure

- Permanent top menu showing major categories
- Home page targeting various audiences
- Contextual left menu in each section
- Quick links (top and bottom)

Top Menu

- The Convention
- The Protocol
- Programmes
- Mechanisms
- Information
- Secretariat

Home Page Audiences

- Parties & NFP
- Indigenous & Local Communities
- Civil Society
- Local Authorities
- Business
- Media

Quick Links

- Home
- Decisions
- Meetings
- Countries
- CHM
- BCH
- ...

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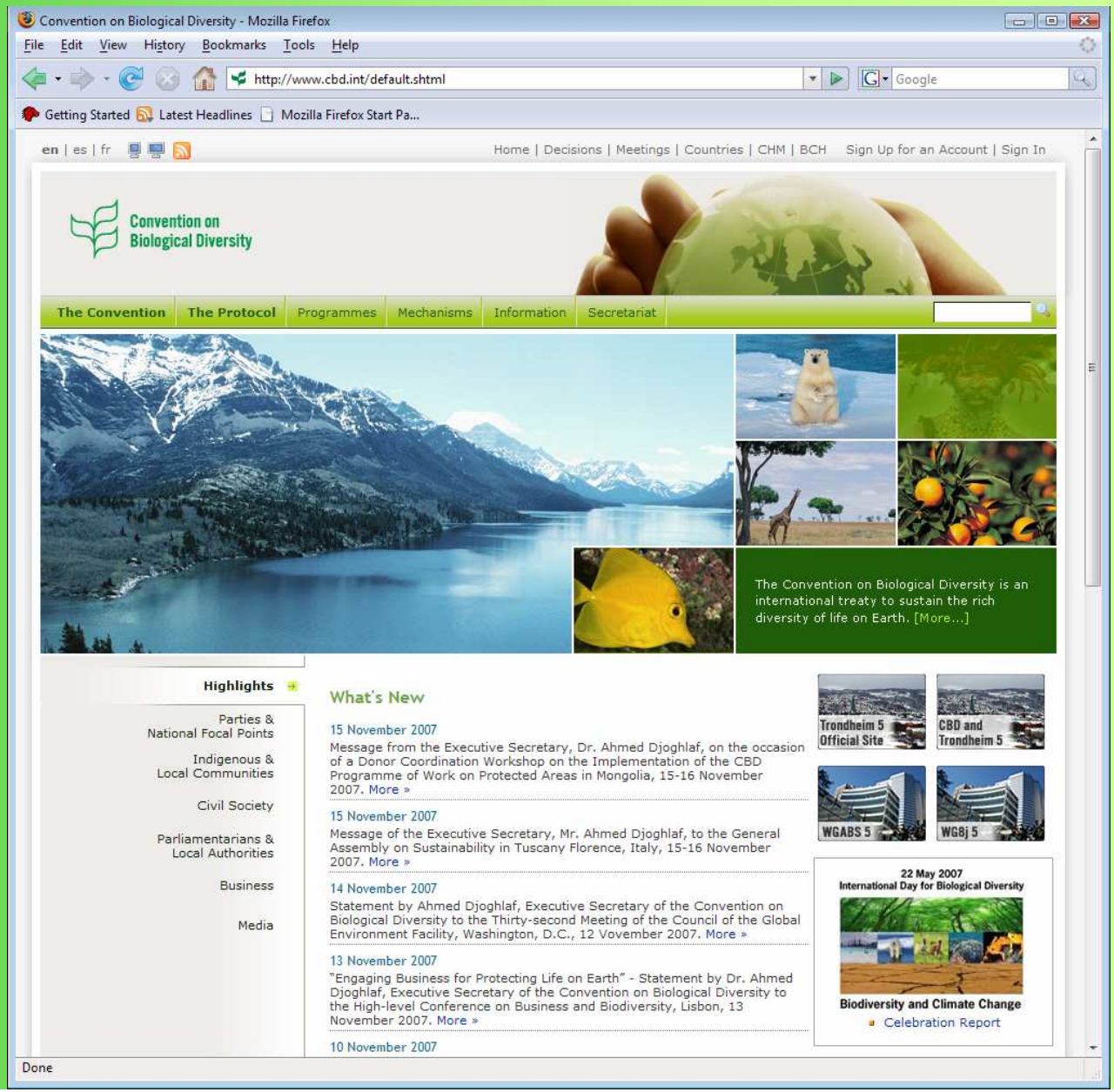
Website Home Page



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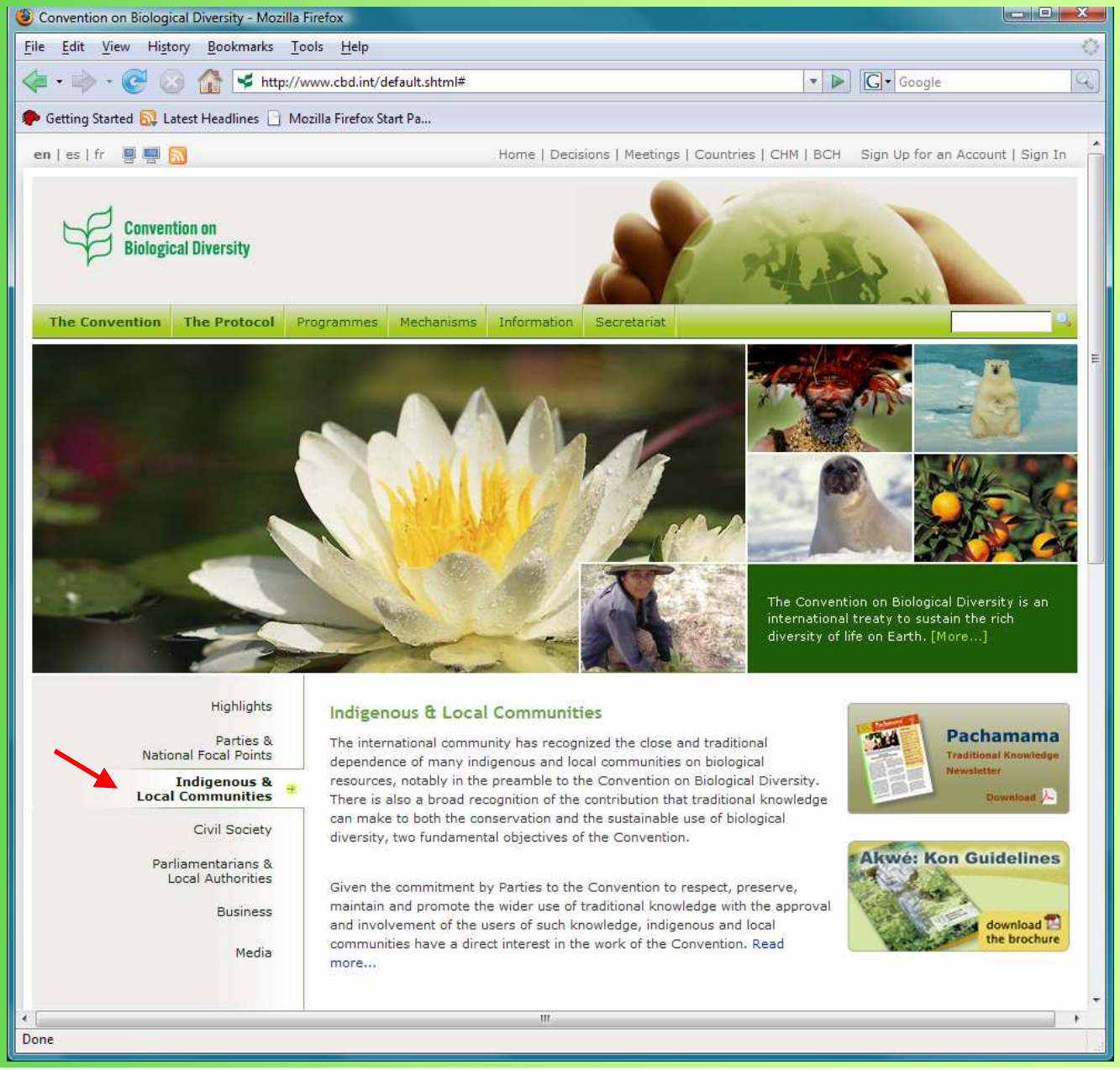
Website Audiences



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Website Quick Tour

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ILC & TK - Information Needs

- How to best respond to ILC needs?
  → Needs-driven approach
  From needs to services

- Needs and gaps discussed
  - COP Meetings / Workshops
  - Feedback / Discussions
  - No formal report, but some identified needs

- Identified information needs for ILCs:
  - Be informed
  - Be known
  - Share information
  - Express opinions

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ILC & TK - Services Strategy

- **Scope**
  - **Services relevant to ILCs**
  - **Web-based services**
  - **TK Information Portal**

- **Focus**
  - **Simple and useful services**
    Technology is just a means, not an end
  - **Services under our control**
    (e.g. portal designed by SCBD)
  - **Fill gaps instead of duplicating existing services**

→ **Which services to consider?**
  - **SCBD** → **Proposed services**
  - **Group discussions** → **Comments & suggestions**

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ILC & TK - Potential Services

1. Network member information
   - User profiles & subscriptions
   - Contact directory, mailing lists
2. Dissemination of relevant information
   - From SCBD
   - From selected specialized sources
   - Automated exchange through news feeds
3. Sharing ILC information
   - Blogs (1 blog per community)
   - Photos
4. Discussion forums
   - On-line debates on certain topics
   - Limited in time
5. Further Resources
   - Related websites

→ Prototype Portal

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ILC & TK - Prototype Portal

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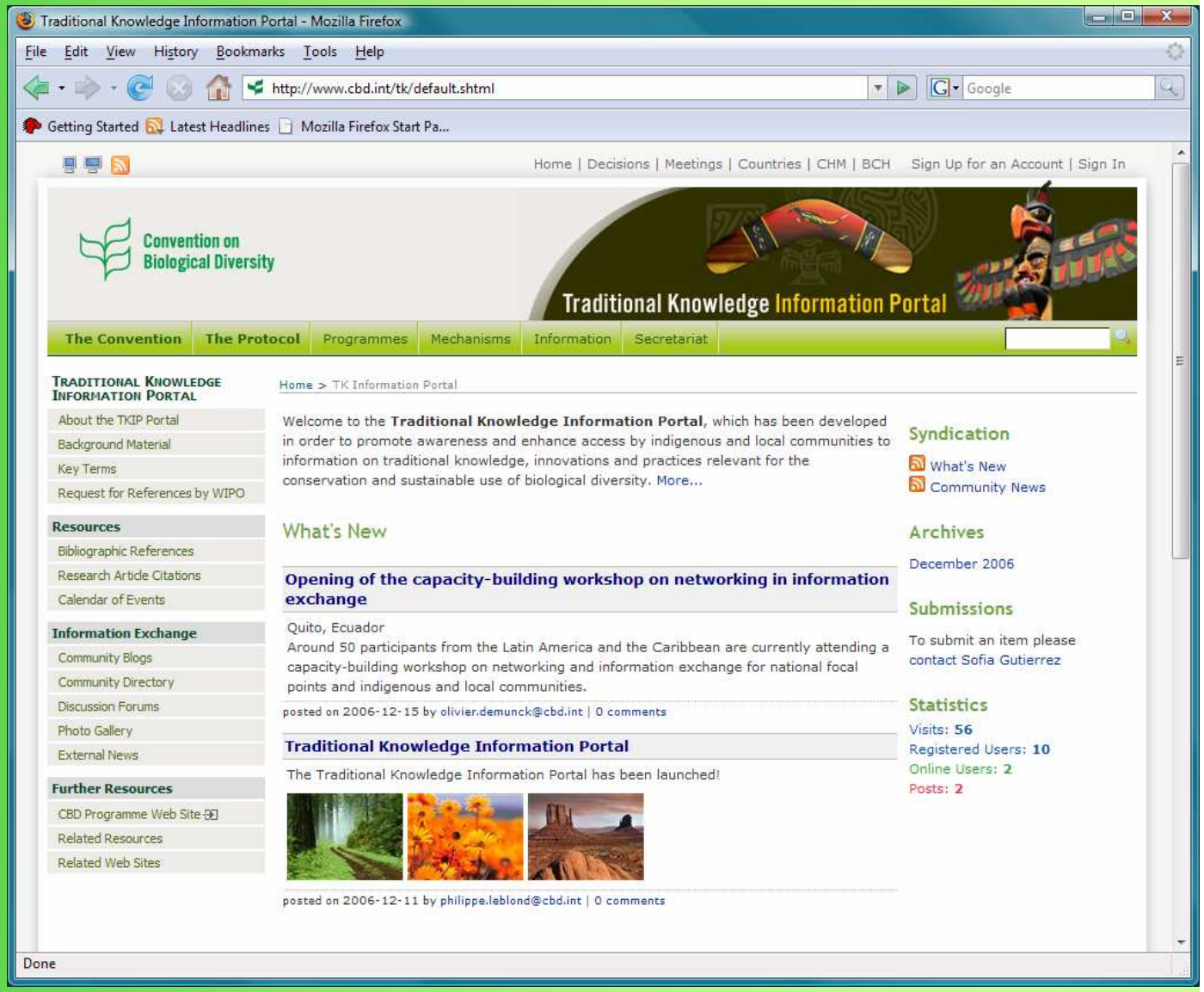

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ILC & TK - Portal Home Page

- **Body Content**
  - **Introduction: Mission / Purpose**
  - **What's New from SCBD**
  - **Community News from ILCs**
  - **Other News from other sources**
- **Menu & links to various services**
  - **Introduction**
  - **Resources**
  - **Information Exchange**
  - **Further Resources**
- **User Sign In (Top) for contributors**

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ILC & TK - Portal Users

Reader	Writer
• Read-only mode	• Update mode
• Passive viewer	• Active contributor
• Safe	• Potential risk → requires security
• Anonymous user	• Authenticated users with account

→ User account for each ILC member and other contributors

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ILC & TK - Portal User Accounts

- **User Account Creation**
  - **Request to SCBD**
  - **Approval**
  - **Password sent to e-mail address**
- **User Sign-In**
  - **E-mail + Password**
  - **Forgot my password**
- **User profile**
  - **Contact information**
  - **User subscriptions**

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ILC & TK - Portal Menu

Current Left Menu (To be improved)

Section	Menu Item
Introduction	About
	Background
	Key Terms
	Request for Reg. by WIPO
Resources	Bibliographic References
	Research Articles
	Calendar of Events
Information Exchange	Community Blogs
	Community Directory
	Discussion Forums
	Photo Gallery
	External News
Further Resources	CBD Programme
	Related Resources
	Related Websites

Information updated by ILCs

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ILC & TK - Community Blogs

- 1 Community Blog for each ILC
  - Space for news/announcements by ILC
  - Updated by ILC user
  - Easy way to share information with others
  - Other users can make comments
- For each Blog entry
  - Title
  - Abstract
  - Description
  - Can add attachments (documents or images)
- Easy syntax:
  - Use plain text
  - Can contain links
    (E-mail & web links are automatically detected)

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ILC & TK - Community Directory

Simple Directory Service

- **List of contacts**
  - **Name & Organization**
  - **Link to full details**
- **Privacy Control**
  - **User can decide to be included or removed**
  - **Access to full contact details can be restricted**
- **Further features could be added:**
  - **Social networking (Facebook-like features)**
  - **Grouping / ordering**
  - **Searching**
  - **Mailing**

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ILC & TK - Discussion Forums

- For discussion on specific topics
  - Every user can participate
  - Hierarchy of questions / answers / comments
    → Discussion threads
  - Usually during a specific time period (1 - 3 months)

- Currently 3 generic forums
  - English
  - Spanish
  - French

- Example: 2010 biodiversity forum in January 2006

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ILC & TK - Photo Gallery

- Easy way to share and organize pictures
- Each user can upload a picture
  - Small image (thumbnail) automatically generated
  - Title
  - Description

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Biodiversity & Tourism





Overview

- **Programme of Work**
- **Guidelines & References**
- **Biodiversity & Tourism Network**
- **Self-Assessment Survey**

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Tourism - Programme of Work

- **Decision VII/14**
  - **Promote and foster the implementation of the Guidelines**
  - **Develop a User's Manual**
  - **Collect and disseminate information on biodiversity-friendly tourism, case-studies and best practices**
- **Decision VIII/17 and VIII/6**
  - **Private-sector engagement**
  - **CEPA: Communication, Education and Public Awareness**

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Tourism - Guidelines & References

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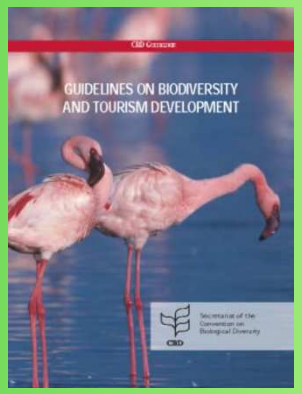
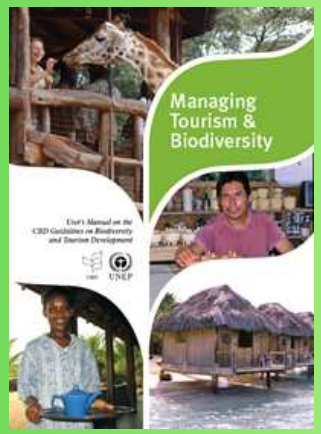
- The CBD Guidelines (2004)



- Managing Tourism & Biodiversity User's Manual (2007)



12-Step Guidelines

1. Vision and Goals
2. Objectives
3. Baseline information
4. Legislation and Control

5. Impact Assessment
6. Impact management
7. Decision making
8. Implementation

9. Monitoring and reporting
10. Adaptive Management
11. Notification
12. Education and awareness

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Biodiversity & Tourism Network

- **Challenges**
  - **Huge amount of information on biodiversity & tourism**
  - **Members should have easy access to relevant information**
- **Implementation based on communities of practice**
  - **Engaging multiple levels of practitioners/stakeholders**
  - **Providing technical and institutional support for the implementation of the CBD guidelines**
  - **Enabling members to assess and improve their implementation over time**
- **Approach**
  - **Develop a Biodiversity & Tourism Network portal**
  - **Partnership with the *World Tourism Forum for Peace and Sustainable Development***

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Biodiversity & Tourism Network

Information services

- **Latest news, events, workshops**
- **Biodiversity-friendly information and resources**
  - **Guidelines, toolbox**
  - **Case studies**
  - **...**
- **Discussion Forum**
- **Self-Assessment Survey**
  - **Confidential, fast and comprehensive**
  - **Sector specific**
  - **implementation tracking & benchmarking**
  - **Specific personalized information for further improvements**

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Biodiversity & Tourism Network

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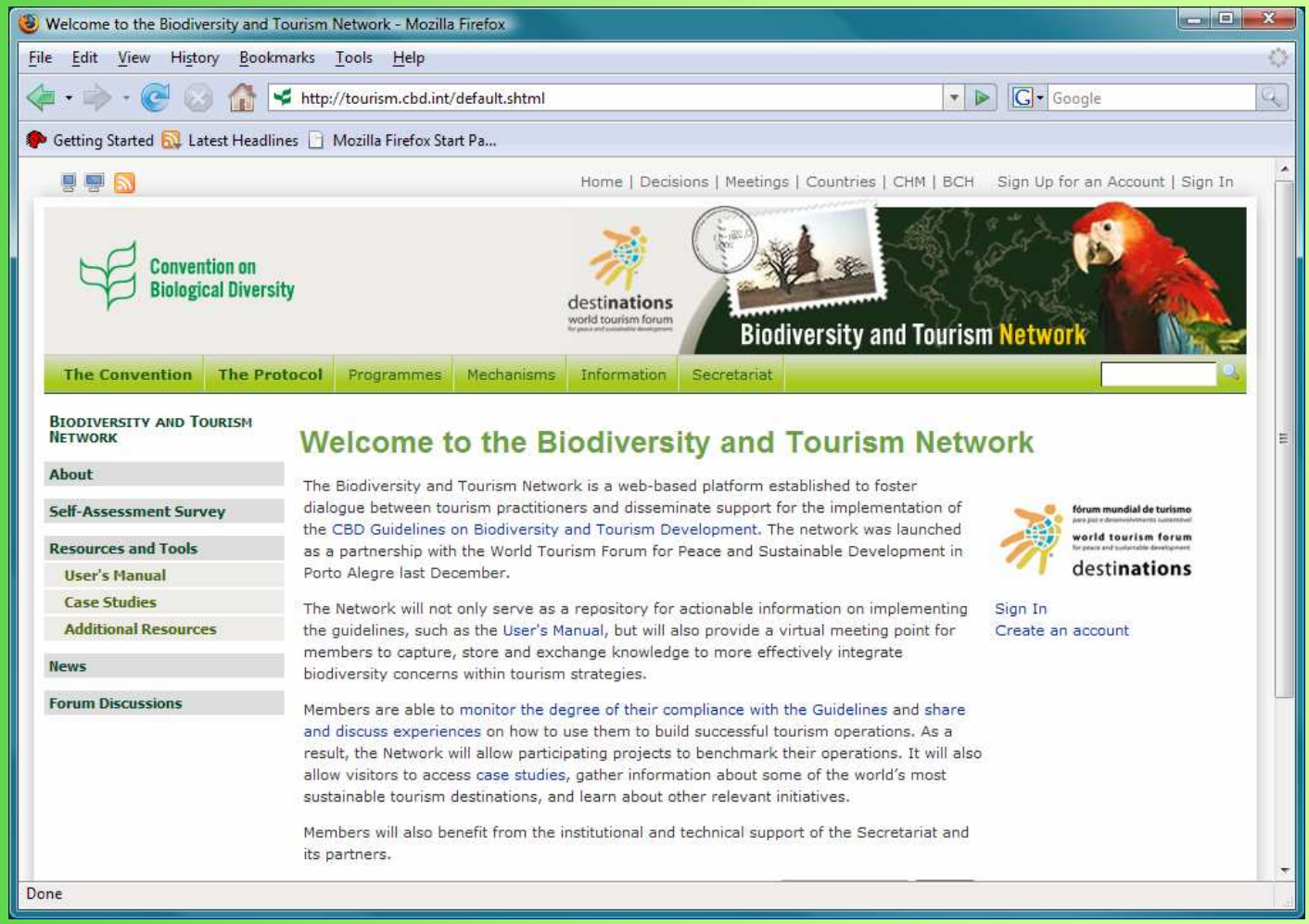

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Final Comments

- Networking & Information Exchange
  - ILCs & TK
  - Biodiversity and Tourism
  - Focus on web-based services
- TK Portal & BTN Network
  - Overview of current draft services
  - Will evolve
  - Will depend on SCBD's resources
    → Technical development
    → Content update and participation
- Feedback welcome
  - To improve current services
  - To effectively respond to needs

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