



# Development of Sustainable Tourism on Private Natural Heritage Reserves Program



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# **Development of Sustainable Tourism on Private Natural Heritage Reserves Program**

## **ProEcotur-RPPNs - 2015/2018**

**Prepared on July of 2015 by**

**National Confederation of RPPNs (CNRPPN) and  
Ruschel & Associates Business and Sustainability**

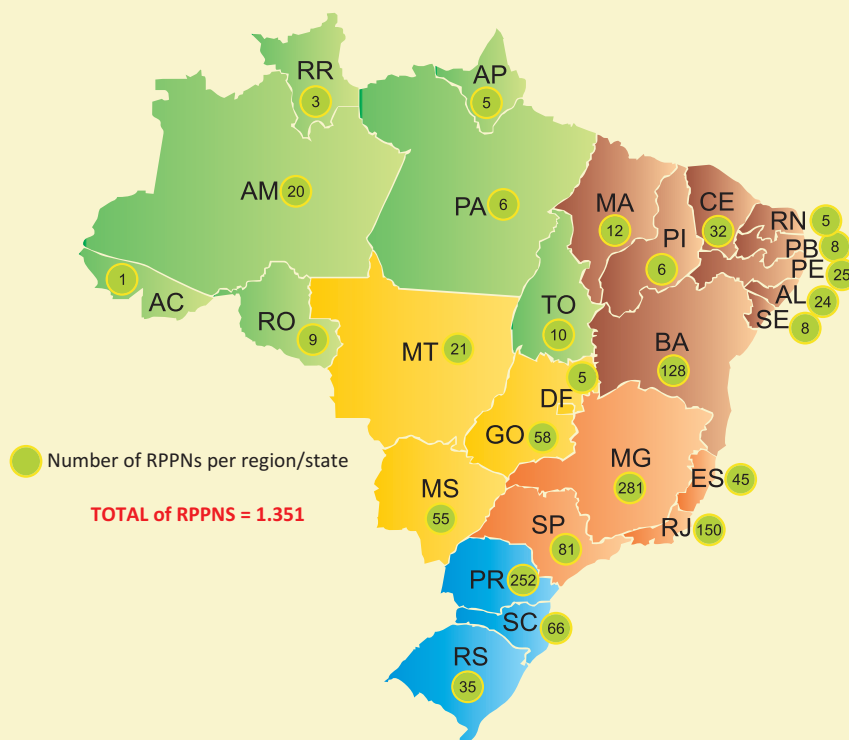
This program has the support of many organizations, including the partners below:





## Distribution of Brazilian Private Natural Heritage Reserves (RPPN) Map

REGIONS/STATES	NUMBER OF RPPNs
<b>Midwest Region</b>	<b>139</b>
DF - Distrito Federal	5
GO - Goiás	58
MS - Mato Grosso do Sul	55
MT - Mato Grosso	21
<b>Northeast Region</b>	<b>248</b>
AL - Alagoas	24
BA - Bahia	128
CE - Ceará	32
MA - Maranhão	12
PB - Paraíba	8
PE - Pernambuco	25
PI - Piauí	6
RN - Rio Grande do Norte	5
SE - Sergipe	8
<b>North Region</b>	<b>54</b>
AC - Acre	1
AM - Amazonia	20
AP - Amapá	5
PA - Pará	6
RO - Rondônia	9
RR - Roraima	3
TO - Tocantins	10
<b>Southeast Region</b>	<b>557</b>
ES - Espírito Santo	45
MG - Minas Gerais	281
RJ - Rio de Janeiro	150
SP - São Paulo	81
<b>South Region</b>	<b>353</b>
PR - Paraná	252
RS - Rio Grande do Sul	35
SC - Santa Catarina	66
<b>TOTAL</b>	<b>1351</b>



Source: The National Registry of Protected Areas (Data from July, 2015)

This is a proposal to develop and implement sustainable tourism activities in 1351 Private Natural Heritage Reserves (RPPN) that protect about 780 thousand hectares of private lands in all Brazilian biomes.

This initiative aims to generate resources through sustainable tourism activities for the effective management of these private protected areas, promoting the conservation of biodiversity and natural resources and sustainable economic development, according to the Brazilian National Biodiversity Targets (National Goal 11 Strategic Objective C).



## **Project Concept**

### **About Private Natural Heritage Reserve**

What is RPPN?

The National Confederation of RPPNs

### **Tourism, conservation and development**

Ecotourism as supporter for conservation

Ecotourism as Payment for Environmental Services (PSA)

Sustainable tourism in Private Reserves of Natural Heritage (RPPN)

Sustainable Tourism concept - the Ministry of Tourism definitions

Research methodology - Main results

### **Sustainable Tourism Development Program in Private Protected Areas**

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Action plan

### **Raising Awareness**

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Institutional presentations

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Technical References

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## Project Overview

### Project Summary

This document presents a proposal of the National Confederation of RPPNs (CNRPPN) for the promotion and implementation of sustainable tourism activities in 1351 Private Natural Heritage Reserve (RPPN) that protect about 780,000 hectares of private lands in all Brazilian biomes through the volunteer efforts of their owners. Private Reserves greatly contribute to and complement government efforts to implement Brazilian environmental policies through the National System of Conservation Units (SNUC).

The adoption and promotion of ecotourism activities on Private Natural Heritage Reserves in Brazil, are recommended by many notable conservation organisations, for example: the Convention on Biological Diversity (CBD) reiterates that tourism has a strong economic contribution as well for conservation areas and biodiversity. The World Tourism Organization (UNWTO) reports that ecotourism is the tourist trade segment that has shown most worldwide growth in the last 10 years.

The **National Confederation of RPPNs (CNRPPN)** understands that the development of sustainable tourism activities among its members can generate resources for the effective management of these areas, promoting genuine conservation of biodiversity and natural resources and sustainable economic development through nature tourism, in line with National Biodiversity Targets (National Target 11, Strategic Objective C), thus contributing to the education of visitors as well as being a great public awareness tool for people to know, understand and support the private reserves.

In order to support the development of ecotourism activities on RPPNs, we have developed a Sustainable Tourism Program called Proecotur-RPPNs. This proposed three-year program has been designed with input from 81 owners of Private Nature Reserves and foresees investments and actions in three stages: Raising Awareness, Capacity building and Commercialization.

This program aims to generate jobs and incomes, and improve the quality of life of communities surrounded by the 1351 Brazilian RPPNs. The program will contribute to the maintenance of a total of 780 thousands hectares spread across all biomes, offering the following benefits:

- **(i)** tourism development
- **(ii)** environmental education of visitors
- **(iii)** maintenance of ecosystem services
- **(iv)** the conservation of species in protected areas
- **(v)** management of natural resources and
- **(vi)** the generation of investments for management of these protected areas.

As part of the program, we have planned actions such as thematic workshops and web seminars; distribution of guides, brochures and handbooks; training of managers, capacity building courses for technicians and professionals of tourism services, including distance learning education; benchmarking programs on best practices; seeking funding and donors for implementation of the programs and as third and last step, the development of a web portal to promote the commercialization of sustainable tourism activities in Brazilian

RPPNs in partnership with portals source markets of Europe and North America.

The resources needed for the first stage of the program (Raising Awareness) are US \$ 322,429.90. We will seek to raise these funds in Brazil and abroad in the form of sponsorships, partnerships, donations and financial mechanisms associated with carbon credits, production of water resources, conservation of biodiversity and others payments for ecosystem services schemes.



## Background

### Private Natural Heritage Reserve (RPPN)

#### What is RPPN?

**Private Natural Heritage Reserve (RPPN)** is a category of Protected Area, also known as **Conservation Unit (UC) in Brazil**. RPPNs are created by landowner voluntarily, who commit in perpetuity to protect the area. The concept emerged in 1977 in Rio Grande do Sul state, and was improved over the 80's until 1990 when a federal decree was released establishing this category of Protected Area. Brazil has 1.351 RPPNs currently, protecting more than 780,000 hectares.

In **Private Natural Heritage Reserves (RPPN)**, the owner, besides the conservation of the area, is only allowed to promote ecotourism, environmental education and scientific research.

A diagnostic made in 2013 by WWF-Brazil and **RPPN's Federation of São Paulo (FREPESP)** showed that, before being created, only 4% of São Paulo's RPPN kept tourism activities, but once established, 74% of owners have received visitors or were planning to receive them.

#### National Confederation of RPPNs

**The National Confederation of Private Natural Heritage Reserve (CNRPPN)** is a non-governmental and nonprofit institution, founded in 2001 and composed of 16 state and regional associations of RPPNs owners, with the mission to contribute to the conservation of Brazilian biodiversity by strengthening these associations.

Present in all Brazilian biomes, the CNRPPN promotes sustainable development on Private Natural Heritage Reserve, promoting the role and importance of private conservancy and supporting the creation, and management of these protected areas.

Based on research demonstrating the contribution of ecotourism to environmental protection by the **Convention on Biological Diversity (CBD)** and the **World Tourism Organization (UNWTO)**, the CNRPPN created a "Working Group for Sustainable Tourism in RPPNs" responsible for developing this program.

## Tourism, conservation and development

### Ecotourism as a supporter for conservation

Research by the **Convention on Biological Diversity (CBD)** of the UN show that tourism is an important contributor for economic development and conservation of lands and biodiversity in all biomes on the planet. **The World Tourism Organization (UNWTO)** reports that ecotourism is the tourism trade segment that has shown most worldwide growth in the last 10 years, with rates that reach 22% per year. A research conducted by the National Academy of Sciences at Costa Rica demonstrated scientifically that ecotourism in areas of environmental preservation and protection reduces by two-thirds poverty in the surrounding communities of these protected areas

### Ecotourism as Payment for Environmental Services (PSA)

The main idea of PSA is of paying, directly or indirectly, those who protect the environment. This means rewarding with money or other means, those who help to conserve or produce environmental services through the adoption of practices, techniques and/or systems that helps and favors the maintenance of the forest standing.

According to Denise Hamú, general-secretary of WWF-Brazil, because of its characteristics, ecotourism has gained prominence among all the possibilities for development of attractions that result in financial investments for protected areas in Brazil. "When practiced in an environmentally sound way and subsidized by appropriate pre-study, ecotourism becomes a low-impact activity that contributes to the maintenance of species and natural habitats. It also promotes the appreciation of culture, involving the local community and ensures that it is also contemplated by the benefits generated by the exercise."

Thus, the development of Proecotur in Brazilian RPPNs emerges as a way of rewarding the ones that protect, the main idea of the concept of PSA, fully coalescing with this worldwide theme.

Because of these studies, the **National Confederation of RPPNs (CNRPPN)** understands that the development of sustainable tourism activities among its members can generate resources for the effective management of these areas, promoting genuine conservation of biodiversity and natural resources and sustainable economic development through nature tourism, in line to National Biodiversity Targets (National Target 11, Strategic Objective C), thus contributing to the education of visitors as well as being a great public awareness tool for people to know, understand and support the private reserves.

## Sustainable tourism in RPPNs

### Sustainable Tourism Concept

The concept of Sustainable Tourism in RPPNs encompass ecological tourism activities, which includes also, rural, educational, scientific, community and social tourism, as well as the observation of the natural environment.

### The Ministry of Tourism definitions

- Ecotourism is the segment of tourism that uses in a sustainable manner, the natural and cultural heritage, encourages its conservation and seeks the formation of environmental awareness through the interpretation of the environment, promoting the well-being of population.
- Rural Tourism is the set of tourist activities in rural areas, engaged in agricultural production, adding value to products and services, rescuing and promoting the cultural and natural heritage of the community.
- Scientific Tourism is a segment of cultural tourism that focuses on activities and programs for learning, experience, qualification, research, knowledge, personal and professional development purposes.

### Program Development: Survey with managers of RPPNs about Sustainable Tourism

In order to understand the needs to design this ecotourism program, a survey was carried out with RPPN owners.

An online survey using Google.docs technology has been done between March and April of 2015 with the “Landowners Group” through mobilization from Laercio Machado de Souza (President of CNRPPN) and Flávio Ojidos (Vice President and Director of Tourism CNRPPN).

Universe: 1.351 private reserves in Brazil, considering that the survey has been reached by an estimated universe of 750 RPPNs

Total responses: 88 responses, 81 consolidated ones.

Final results available at: <https://goo.gl/HA4fxi>

### Main results

- 23.5% of respondents work already with inbound tourism offering meals (23.5%), overnight (18.5%), monitoring (33.3%) and souvenirs (13.6%)
- 81.5% of respondents believe their RPPN has potential for tourism and are interested in the activity
- The owners recognize a wide potential for tourism programs and attraction in their areas, especially contemplative (such as observation of flora and fauna), recreational (as trail trekking) and scientific programs.
- Only 1 of the 81 respondents does not intend to have public use in their RPPN.



There is a great interest from the landowners to know more about tourism in private protected areas, especially for events as workshops, where they can discuss business models (63%), hear real testimonials (54%), learning about marketing, promotion and sales (53.1 %) and contribute to the conservation of the area (50.6%)

- Only 2.5% of respondents have no interest in finding out more about tourism in their areas
- There is great interest in participating in events that address practical aspects (60%) and theoretical (45.7%) related to sustainable tourism
- Nearly half of respondents (45.7%) would participate into a web portal that offers tourism activities in their RPPNs

# Sustainable Tourism Development Program in RPPNs

## About Proecotur-RPPNs

From these results the CNRPPN decided to hold a Sustainable Tourism Development Program in RPPNs, the Proecotur-RPPNs. It is a sustainable development project which aims to generate jobs and incomes, and improving the quality of life in communities surrounded by the 13 thousands Brazilian RPPNs.

The program will contribute to the maintenance of a total of 780 thousands hectares spread across all biomes, offering the following benefits:

- (i) tourism development
- (ii) environmental education of visitors
- (iii) maintenance of ecosystem services
- (iv) the conservation of species in protected areas
- (v) management of natural resources and
- (vi) the generation of investments for management of these protected areas.

This three-year program foresees investments and actions in three stages: Raising Awareness, Capacity building and commercialization. The funds to enable the program will be raised in Brazil and abroad on the coming months in partnership with Ruschel & Associates Business and Sustainability (R & A), a consulting firm specialized on sustainability projects and sustainable tourism.

The team qualification is attached (Appendix I).

## Feasibility

- To plan and prepare a **Working Program** for developing professionalized sustainable tourism activities in Brazilian private protected areas, including an Action Plan and a model of institutional and operational partnerships for the program.
- To develop the **Action Plan** by raising the technical, institutional, human and financial resources needed. The Action Plan should have three main stages:
  - Raising Awareness
  - Capacity Building
  - Commercialization

## Raising Awareness

### Objectives:

- Breaking the isolation of members who are geographically and technically distant to each other and seek related interest
- To promote knowledge and interest in sustainable tourism and harmonizing concepts, definitions and perceptions about the concept
- Disseminate policies, principles and good practices of sustainable tourism in several countries and biomes
- Identify champions and regional leaders to cooperate with the Working Group of CNRPPN.

### Activities:

1. Establish an organizational structure within CNRPPN for project management, including:
  - Management structure
  - Technological support structure
2. Conduct a Workshop Program and Seminars - Regional Seminars to approach and congregate members, tourism trade and interested community, through speeches, debates, interviews, case studies and exchange of ideas, approaching topics of interest already identified in the members' survey
3. Production and distribution of support materials and good practice manuals, information brochures and training guides during seminars
4. Conduct web-seminars series, online open meetings for members of CNRPPN, tourism trade, public managers and other interested parties with free participation, focusing on topics of Proecotur-RPPNs interest.
5. Performing a communication program to mobilize tourism and environmental productive chains.

### Organizational structure

To ensure efficient delivery of Proecotur-RPPNs objectives, CNRPPN will provide the necessary supporting structures:

- Arrangement of an administrative and financial management structure
- Arrangement of a technological support structure

### Technical support and management team

To support the delivery of Proecotur-RPPN the CNRPPN will need a management and technical support structure for achieving the following services:



- Secretarial services and operational support via a Secretary and a Process Analyst to help the Ecotourism Coordination at CNRPPN
- Project management services - services offered by the co-director of the organization Proecotur-RPPNs the Ruschel & Associates Business and Sustainability

### **Technological support structure**

The technological support and consultancy structure for online marketing activities for Proecotur-PRNP include, among others, the following services:

- Identifying the main and secondary social channels used by the target-audience.
- New website for Proecotur-PRNP or adequate the CNRPPN website.
- Creation of a member area to support awareness raising, mobilization and capacity building.
- Attract accesses by digital reward (offer e-book on sustainable tourism)
- Creation of an e-mail marketing platform
- Creating an action platform on Facebook
- Dynamic channel for YouTube for disclosure of courses, speeches and videos

### **Workshops and Seminars Program**

#### **Institutional presentations**

- **Presentation at Curitiba - Paraná**

Technical Symposium participation on "Protection of private land: strategies for the establishment of incentive mechanisms," the VII Brazilian Congress of Protected Areas (CBUC)

Location: ExpoUnimed - Curitiba, Paraná, Brazil.

Date: September 26th , 2015

Partnership: O Boticário Group Foundation

- **Presentation at Brotas - São Paulo**

Participation on ABETA Summit, Brazilian Meeting of Ecotourism and Adventure Tourism

Location: Brotas, São Paulo, Brazil

Date: September 22nd , 2015

Partnership: Brazilian Association of Adventure Tourism Companies (ABETA) and the Brazilian Association of Travel Agencies (ABAV)

- **Presentation at San Jose – Costa Rica**

Participation on XI Latin American Congress of Private Natural Reserves

Local: San Jose, Costa Rica

Date: November, 9th to 13th, 2015

Partnership: Costa Rican Natural Reserves Network

## Technical seminars

Technical seminars for target-audiences of Proecotur-RPPNs (associates, RPPNs managers, tourism industry, policy makers and stakeholders) will be held by regional centers and entities associated with CNRPPN. Initially five technical seminars are planned:

- Bahia (Ituberá, Southern of Bahia)
- Minas Gerais (Lavras, Southern of Minas Gerais)
- Mato Grosso do Sul (Campo Grande, capital)
- São Paulo (São Paulo or Paraíba's Valley- to be defined)
- Rio de Janeiro (Casemiro de Abreu e Silva Jardim)
- Goiás and Federal District (Brasilia and Alto Paraíso - to be defined)

## Priority topics

- Examples of business models and actual case studies of Brazil
- Public policy aspects and government actions support
- RPPNs managers' speeches with experience on theme
- Marketing aspects, promotion and sales
- Environmental control aspects, preservation and conservation
- Concepts, definitions and theory related to sustainable tourism
- Aspects related to finance tools and financial management
- Legal aspects and environmental policies
- Management aspects, administration and human resources activity
- Examples of business models and studies of international real cases

## Contents

This content should be the focus of guides, manuals and other documents to be disseminated during the seminars.

- Educational routes based on biodiversity
- Birdwatching programs
- Recreation and contemplation programs with trekking tours
- Scientific or technical research program
- Integrated program between RPPNs at the same region
- Rural Tourism program
- Programs based on tree climbing
- Programs based on cycling
- Programs with extreme sports like rappelling, climbing and adventure related

## Speakers

Proecotur-RPPNs will include contributions of a professional technical team composed of managers of private reserves, managers of sustainable tourism projects in conservation areas, teachers, and researchers, experts in planning, management, tourism services, marketing and sale of tourism products, financial management and others who will make presentations at workshops and web-seminars.

A resume database is available at Appendix I.

## **Web Seminars**

Conduct a web-seminars series, online open meetings for members of CNRPPN, tourism trade, public managers and other interested parties with free participation, focusing on topics of Proecotur-RPPNs interest.

These web-seminars series also aims to disclose the private protected areas of its region and attract stakeholders from tourism and environment to participate in the Proecotur-RPPNs as institutional or operational partners

## **Technical References**

The Proecotur-RPPNs aims to disseminate and harmonize institutional, technical and operational information related with practices of tourism activities in protected areas.

Even in the seminars as well as in the communication channels to be established with target-audiences, the program intended to obtain the license and reproduce information of documents such as:

- Manuals of good practice
- Brochures and case studies on specific experiences
- Guides of information and training

Technical references are available in the Appendix II.

## Capacity Building

### Objectives:

- Support the training of managers for the planning, implementation and management of activities and incoming tourism services in their RPPNs
- Provide technical resources for training the employees from RPPN and the community (building tourist trade) for the operation of the various needs and functions for the provision of tourist services

### Activities

- 1. Program of Professional capacity building on management** with long-term vision and high level of performance. The CNRPPN will identify Brazilian organizations and/or international high prestige on management programs as partners in MBA levels/academic specialization for tourist services management in protected areas on classroom attendance or Distance Learning Education (DLA).
- 2. Technical training courses** alongside specialized organizations on training of human resources in tourism (universities and technical courses) must be identified for holding capacity building courses on classroom attendance and distance learning education, as necessary.
- 3. Benchmarking Program** conducting technical trips for reference projects in sustainable tourism (domestic and international) as an Exchange Program in which RPPNs owners and managers must experience and participate in activities in these reference projects. For international benchmarking programs might contact:
  - Costa Rica Network of Private Nature Reserves (RCRNP)
  - Así Conserva Chile Network of private reserves
  - Peru and Ecuador Protected Areas Service

## Professional Training Program - Management

### Objectives:

- Qualify RPPNs owners and target-employees on sustainable tourism management in protected areas
- To qualify management professionals in conservation areas for sustainable tourism programs

### Program Profile

#### Key Contents

Attendance courses in main regions and distance learning education covering the following key contents:

- Principles of tourism - Concept, history, types and characteristics
- Principles of sustainable tourism
- Tourism and sustainability management
- Socio and cultural requirements for sustainable tourism

- Economic requirements for sustainable tourism
- Environmental requirements for sustainable tourism
- Certification standards for sustainable tourism
- Ecotourism in the world
- Ecotourism policies in Brazil
- Ecotourism, impacts, potential and possibilities
- Tourism Carrying Capacity
- Management tools for minimizing visitors' impacts
- Tourism Management
- Tourism planning, business plan, income and expenses
- Ecotourism and sustainable tourism products
- Eco tourist market profile- Tourism Demand - Market Research
- Marketing: planning and strategies
- Impact measurement, evaluation and results
- From attractiveness to tourist product
- Global Code of Ethics for Tourism from UNWTO
- Financial analyses of ecotourism projects
- Human Resources for ecotourism projects: education and training
- Sustainable tourism trade
- Environmental education of surrounding communities
- Support Organizations - Brazil and abroad

## Potential partnerships

The Proecotur-RPPNs has been searching for potential suppliers that might offer training programs to target audiences, as free open classes or cost reduction. Among the institutions with potential partnership are Brazil's Getulio Vargas Foundation (FGV), Dom Cabral Foundation, Ipê Institute and Senac/Ceatel.

Many of recognized organizations are being considered as potential partners to share specific experiences that can support capacity-building activities in Proecotur-RPPNs context such as the Semeia Institute, Ecofuturo Institute, O Boticário Group Foundation, Conservation International, SOS Mata Atlântica Foundation, WWF-Brazil, Ministry of Tourism and its agencies, the Ministry of Environment and its agencies and SEBRAE and SENAC. In the international context can be considered some training providers, including:

- Colorado State University (EUA)

It offers two annual on-site courses: Management on Protected Areas (in Spanish) and Planning and Managing Tourism in Protected Areas (In English).

- Latin American School of Protected Areas (ELAP, Costa Rica)

It offers on-site academic courses, virtual and technical courses related to the theme of protected areas. Agronomy Center of Investigation and Enseñanza (CATIE, Costa Rica)

It offers on-site courses, virtual and technicians related to the theme of Protected Areas Management, Sustainable Development and Sustainable Tourism.

- Mamirauá Sustainable Development Institute (Brazilian Amazon)

It offers an annual course of Planning and Management Ecotourism using a case study from the Uacari Floating Inn initiative.

- Campus Fondo Verde (Peru)

It offers online courses related to management of sustainable tourism and ecotourism. Scholarships are available through the Organization of American States (OAS).

### **Professional capacity building program at Tourist services on distance learning education format.**

#### **Objectives:**

- Qualify employees of private reserves in tourism services
- Qualify professionals of tourist services for contents related to the preservation and sustainable tourism

#### **Program profile**

##### **Key Contents**

Distance Learning courses covering the following key contents:

- Principles and practices of hotel management
- Organizational structure of a hotel or hosting services
- Basic concepts of a hotel planning
- Main operations of a hotel
- Human Resources: how to attract, manage and maintain
- Accommodations: reception and guest services - Food and drinks
- Event organization and recreation programs
- Principles for financial management
- Facilities and operation of warehouse services (purchase and stocktaking)
- Specific training on hosting roles such as reception, kitchen, hotel maid, housekeeping, guides, driver, waiter, etc.

## Commercialization

### Objectives:

- Seeking cooperative and collective manners to reduce operating costs across the marketing development cycle of sustainable tourism products in RPPNs
- Support the offer of tourism products and programs to be developed by the private reserves for consumer market

### Activities:

- **Grants for projects implementation** – Search for agreements and partnerships to facilitate a technical and financial support program to members for the development and implementation of sustainable tourism programs (ecological, rural, educational, scientific, community-based and social);

Funding sources to contact:

- Life Web Initiative, funding by GIZ:  
<http://lifeweb.cbd.int/aboutus#about>
- **Sales Portal** - Implementation of an online sales channel with commercial focus, as a web portal, promoting the encounter between supply and demand for sustainable tourism products; a portal that maintains institutional partnerships with environmental organizations and operating agreements with similar sites in other countries and markets aimed on offering various products, from the simplest, focused on scenic beauty, as well as more sophisticated programs, such as scientific tourism on biodiversity hotspots.



## Budget Summary

### Estimated costs (R\$)

#### 1) Raising Awareness

• Organizational Structuring .....	12 months .....	360,000.00
• Technological Structuring .....		60,000.00
• Institutional presentation .....		30,000.00
• Technical Seminars .....	6 X 50,000.00 .....	300,000.00
• Technical References (information support) .....		60,000, 00
• Preparation of the Manual of Good Practices .....		120,000 00
• Web-seminars Seminars .....		35,000.00
• Communication Program .....		70,000.00
	<b>Sub-total (R\$) .....</b>	<b>1.035.000,00</b>
	<b>Quotation on 09/07/15: 1 US\$ = R\$ 3,21</b>	
	<b>Sub-total (US\$) .....</b>	<b>322.429,90</b>
	<b>Quotation on 09/07/15: 1 € = R\$ 3,54</b>	
	<b>Sub-total (€) .....</b>	<b>292.372,88</b>

#### 2) Capacity Building

• Professional Training Program – Management .....	
• Professional Training Program -Tourism - EAD .....	
• International Benchmarking Program .....	
• Exchange Program for RPPNs-Brazil .....	
	<b>Subtotal .....</b>

#### 3) Commercialization

• Grants for project implementation .....	
• Sales Portal .....	
	<b>Sub-total.....</b>

**Note:** Given the significance and complexity of the program, the stages 2 and 3 were not budgeted purposely because is expected that during the stage 1, the program must have more clarity on how to develop the following stages and seek other partners for technical, human and material that may provide, even in part, the needs for financial resources for stages 2 and 3.

## Attached document:

**Appendix I – Speakers Resume database**

**Appendix II – Technical References**

## Proecotur-RPPNs Working Group

### Coordination:

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- Examples of business models and actual case studies of Brazil
- Public policy aspects and government actions support
- RPPNs managers' speeches with experience on theme
- Marketing aspects, promotion and sales
- Environmental control aspects, preservation and conservation
- Concepts, definitions and theory related to sustainable tourism

- Aspects related to finance tools and financial management
- Legal aspects and environmental policies
- Management aspects, administration and human resources activity
- Examples of business models and studies of international real cases

## Appendix I – Speaker resume database

**Initial search for potential speakers:** The following professionals come from preliminary research and have been referenced by many stakeholders, however, have not been invited or contacted and there is no certainty of which of them may be invited. The list includes only as references.

**Theme: Examples of business models and actual case studies of Brazil**

**Theme: RPPNs managers' speeches with experience on theme**

- **Vitória of Riva Carvalho - RPPN Cristalino - Cristalino Jungle Lodge**

Literature major and a post-graduate degree on business administration from FGV (Getulio Vargas Foundation), owner of Cristalino Jungle Lodge and RPPN Cristalino, business executive on ecotourism trade for over 25 years. The Crystal Lodge is among one of the bests companies of this segment in Brazil and has great international recognition.

- **Luiz Nelson - RPPN Fazenda Bom Retiro**

Environmental Manager Degree and responsible for creating the first RPPN the State of Rio de Janeiro, the RPPN Fazenda Bom Retiro, in July of 1993. Partner of Association of RPPN from the State of Rio de Janeiro and the National Confederation of RPPN. Coordinator of the Reference Center of the Citizenship Movement for Water from Vila Velha community. Creator of a permanent project on Environmental Education aimed to all students of public schools at Casimiro de Abreu. In 1998, he received the Environment Award from CREA - RJ.

- **Cristina Cuiabália – RPPN Sesc Pantanal**

Studies and Research Manager of Private Natural Heritage Reserve - RPPN SESC Pantanal. PhD on Sciences from the Post-Graduate Program on Environmental Science from São Paulo University- USP. Master degree on Geography and Bachelor on Biological Sciences from Federal University of Mato Grosso (UFMT). It has worked for 10 years in the management of protected natural areas and environmental research at Pantanal, seeking to integrate Permaculture into conventional management systems to turn them into sustainable systems, with positive impacts on the environment.

- **Laercio Machado de Souza**

Business Management Degree from Universidade Paulista, is a business executive and environmentalist. Has a long-term experience with RPPNs: beside managing private reserves, is president of the National Confederation of RPPNs (CNRPPN) and the Association of private reserves from the estate of Mato Grosso do Sul (REPAMS), and member of the Advisory RPPNs Committee from Chico Mendes Institute of Biodiversity and Conservation (ICMBio), Counselor of the Pantanal Biosphere Reserve, the SOS Pantanal Institute, the Pantaneiro Institute and Arara Azul Institute. Had been also a member of Advisory Committee from the National Environment Fund (FNMA).

- **Richard Avolio - Vale das Araras Inn and RPPN, Cavalcante- GO**

E-mail: richardavolio@valedasararas.com.br

Chemical engineer, environmentalist, eco-tourism business executive for 13 years, owner of Vale das Araras RPPN and Lodge (reference in good management and quality services in the Chapada dos Veadeiros). He served or serves on various forums related to the environment and tourism, such as: Council of PARNA at Chapada dos Veadeiros (Coordinator of Tourism Technical Chamber) Association of RPPN from Goiás and the Federal District, Environment Council, Tourism Council of Cavalcante (which has been president for four years), Sustainable Chapada Association (President).

- **Roberto Klabin – Caiman Ecological Refuge (RPPN)**

Business executive, farmer and owner of Caiman Ranch in south Pantanal. For 25 years had been the president of the SOS Mata Atlântica Foundation and the SOS Pantanal Foundation. Also, counselor of Conservation International from Brazil, National Network for Combating Trafficking of Wild Animals (Renctas), Econsenso Institute and the Funbio (Brazilian Biodiversity Fund).

- **Henry Villas Concone – São Francisco Ranch**

Biologist of São Francisco Ranch, also PhD student of Trent University, in Canada. Associated researcher of Pro-carnivore Institute.

- **Helena Rey - UNEP**

E-mail: helena.rey@unep.fr

It is responsible within the UNEP for developing and implementing activities related to sustainable tourism. Has over 13 years of experience in project management in South America, Africa, Europe and Central America.

- **Andreia Roque - IDESTUR**

President of Development Institute of Rural Tourism (IDESTUR) for Brazil and Latin America. Coordinates the National Program for Regional Rural Development and Rural Tourism. President of the council of Brazilian Rural Tourism Association has also written books and lectures about rural tourism. Considered a visionary leader at Rural Tourism in Brazil and worldwide. Agronomy Engineer with specialization by IEA Agronomic Institute of Oeiras, starting her studies of Rural Tourism in the Douro Vinheiteiro International Park, Portugal / Spain.

- **Ana Baez – Turismo y Conservación Consultants.**

E-mail: [turbaez@racsa.co.cr](mailto:turbaez@racsa.co.cr)

Biologist, Costa Rican, international consultant with over 25 years of experience in ecotourism and conservation areas. She had been the founder and director of one of the first master's degree program on ecotourism (ULACIT - Costa Rica). A founder member and president of Turismo y Conservación Consultants.

- **Robin Le Breton / RPPN Iracambi Ranch(MG)**

Email: [robin@iracambi.com](mailto:robin@iracambi.com)

Master degree on Environmental Management from Wye College, University of London, masters on Rural Economics, Iowa State University, USA and a Masters of Laws from the University of Oxford in England. **Languages** : English, Portuguese, Spanish and French. Born in Kenya, Robin worked as a rural economist at the World Bank in four continents and moved to Brazil as an invitation of the Brazilian government to work in SUDENE. He worked as a consultant in Central America and South America, East Africa, Central and the countries of the South along with the UNDP, GEF, FAO and IFAD. Since 1999 is the Director of OSCIP Iracambi

in Rosario da Limeira (MG) which promotes an International Volunteer Program (paid) strengthening good practices of community-based ecotourism at the surrounding of the Serra do Brigadeiro National Park. Besides, is expected the participation of representatives RPPNs owners as, Buraco das Araras Ecotourism and Rio da Prata Ecological Refuge, among others with relevant work in sustainable tourism.

### **Naturalist guides**

- **Ciro Albano:** Biologist, ornithologist, an expert on birds of the savanna. It also nature photographer.
- **Alyson Melo:** Biologist, ornithologist, specialized fauna guide. Expert on birds of the Pantanal, but with great knowledge of birds and animals from Brazilian savanna and Central and South Amazon forest
- **Ricardo Casarin:** Birdwatching guide, with great experience in Pantanal, Savanna and Amazon.
- **Bradley Davis:** Ornithologist, birdwatching guide, expert on Amazon and Pantanal.
- **Eduardo Patrial:** Biologist, a graduate degree in evaluation of the flora and fauna in environmental study. Ornithologist and bird watching guide with experience in the main Brazilian biomes.

### **Theme: Public policy aspects and government actions support**

- **Ana Cristina Barros - Secretary of Biodiversity and Forests of Ministry of the Environment**

Biologist, PhD in Public Policy, has 25 years of work experience in environment and sustainable development. She had been representative of The Nature Conservancy in Brazil for almost 10 years and in the past two years has been the director of Intelligent Infrastructure of the organization for Latin America. At Brasilia since 2003, she worked with the Brazilian government in analyzing and proposing public policies that reconcile development and conservation.

- **Claudio Maretti - President of ICMBio**

Environmental manager, has been working with protected areas and management of the environment and conservation for over 30 years. Major as a geologist in 1981, a master's degree in Geotechnical Engineering in 1990 (zoning Estuarine-Lagoon Region of Iguape and Cananéia) and a PhD in Human Geography in 2002 (Community land management in the archipelago of Bijagos, West Africa). Claudio has worked with projects to support local communities, including World Heritage, Biosphere Reserves and other international performances.

- **Lucila Egydio**

E-mail: [lucila@sospantanal.org.br](mailto:lucila@sospantanal.org.br)

Biologist, post-graduate degree in Ecotourism. Consultant in sustainable development, worked as executive director of SOS Pantanal and as ecotourism coordinator at the Ministry of the Environment.

- **Luís Fernando Ferreira**

E-mail: [fernandobioma@gmail.com](mailto:fernandobioma@gmail.com)

Worked for 10 years in the Ministry of the Environment, acting as Manager of capacity building program at PROECOTUR and Coordinator of Sustainable Tourism in the São Francisco Revitalization Program. He is currently director of Biome Consulting Tourism and Environment

## Theme: marketing aspects, promotion and sales

- **Rogério Raupp Ruschel - Ruschel & Associates**

e-mail: [rogerio@ruscheleassociados.com.br](mailto:rogerio@ruscheleassociados.com.br)

Ad Man and journalist have 40 years of experience in marketing in advertising agencies and with his own company, specialized in sustainability. Had been the director of the first "National Research Profile of Professional Trade specialized in ecotourism", with the sponsorship of WWF-Brazil, in 1995; co-founder, former professor and former coordinator of the first post-graduate course in Tourism and Environment in Brazil (SENAC-SP, 1997); Marketing Planning consultant in sustainable tourism for the governments of the State of Ceará, Tocantins and also for Sebrae-SP and SENAR-SP; consultant for feasibility studies of ecotourism projects in São Paulo, Santa Catarina, Paraná and in Sicily, Italy; director of FIECOTUR - Ecotourism and Sustainable Tourism Fair and Seminar at Expo Center Norte in São Paulo-SP and " Biennial Ecotourism encounter of Canela", which implemented the institutional basis of activity in Brazil in 1995; speaker at over 30 conferences, seminars and workshops of ecotourism, sustainable tourism and sustainable local development; representative in Brazil for three years of CEFAT - European Center for Environmental and Tourism training, NGO from the European Economic Community for development of rural tourism and is a special correspondent for sustainable tourism.

- **Ariane Janer - EcoBrasil Institute and Bromelia Consult**

E-mail: [bromeliaconsult@terra.com.br](mailto:bromeliaconsult@terra.com.br) ; Cellphone: 21 991182500

Master in zoology and MBA in Business Management. Worked for over 20 years with tourism and sustainability in Brazil and abroad. Has a long-term experience with tourism development projects, marketing, business plans and analysis of supply chain. From 2002 to 2006 had been member of the executive group of Certification Program in Sustainable Tourism. Had also been counselor of TIES (The International Ecotourism Society).

- **Roberto Mourão - Institute EcoBrasil**

E-mail: [roberto@ecobrasil.org.br](mailto:roberto@ecobrasil.org.br)

Founder and president of EcoBrasil Institute, first ecotourism NGO in the country. He worked for over 20 years with the tourism theme and national sustainability and internationally. He has been director of TIES (The International Ecotourism Society).

## Theme: environmental control aspects, preservation and conservation

- **Leandro de Paula Neto**

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Tourism major at UNISUL with periods of graduation in Tourism and Environment at Federal University of Mato Grosso do Sul, UFMS, Bonito, MS. Tourism researcher with essays on V Latin American Congress of Tourism Research, USP, São Paulo, and the World of Vocational and Technological Education Forum, Florianópolis, Santa Catarina. Technical Tourism Guide graduated, with emphasis on Regional Tourism Guide at Santa Catarina, SENAC, specializing in Natural Attractions and Cultural Attractions. Studied one year undergraduate Social Service, Federal University of Santa Catarina (UFSC). Coordinator of the NGO Iratu, Raizes do Turismo Institute. Nature photographer since 1999, USP, University of São Paulo, Ribeirão Preto..

## Theme: Concepts, definitions and theory related to sustainable tourism

- **Werter Valentim de Moraes**

Forest Engineering degree, Master's and PhD in Forest Science from the Federal University of Viçosa. With extension and research projects developed in the National Parks of Caparaó and Canastra, in the State Parks of Serra do Brigadeiro, Serra do Ibitipoca, Mogol and Grand Lapa in the state of Minas Gerais and RPPN Iracambi-MG. Worked as a teacher in many educational institutions, especially as a visiting professor at UFMG. Teacher coordinator of the two online courses of Ecotourism and Rural Tourism from University of Viçosa. Counselor of the TRAF-Rural Tourism NETWORK in Family Agriculture in Minas Gerais. Member of the Latin American Network of Researchers on Social and Solidarity Economy. Coordinated the Project of tourism on community-based on the Serra do Brigadeiro funded by MINTUR. Trainer and consultant of SENAR / Minas Rural Tourism Agent Program. Sebraetec consultant.

## Theme: Aspects related to finance tools and financial management

- **Oliver Hillel**

Oliver Hillel has been a Programme Officer at the Secretariat of the Convention on Biological Diversity (SCBD, administered by the United Nations Environment Programme) in Montreal, Canada, for the last 6 years. He is responsible for the issues of South-South cooperation, sub-national implementation (involvement of States, Regions and cities), Sustainable Tourism, and Island Biodiversity. A Brazilian biologist with a master's Degree in Environmental Education and MBAs on Managerial Accounting and Hotel Management, Oliver has over 24 years' experience on international cooperation and negotiations on sustainable tourism, event organization, and training and capacity building programs across many themes and issues related to sustainable development. Previously, he was the team leader for a tourism development cooperation project in the Philippines, Tourism Programme Coordinator for UNEP's Division of Technology, Industry and Economics based in Paris, France, and Ecotourism Program director for Conservation International. He also worked for SENAC, a professional training institution in Brazil, where he created and managed training and consulting services for hotels, restaurants, and theme parks. For the past 6 years, Oliver has coordinated the SCBD's activities involving cities and subnational authorities, supporting negotiations that led to the adoption of a Plan of Action for Subnational Governments, Cities and other Local Authorities. He has also co-organized more than 15 meetings including three Cities and Biodiversity Summits parallel to meetings of the Conference of the Parties, and produced the Cities and Biodiversity Outlook, a reference publication on the links between urbanization and biodiversity.

- **Ariane Janer - EcoBrasil Institute and Bromelia Consult**

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Master in zoology and MBA in Business Management. Worked for over 20 years with tourism and sustainability in Brazil and abroad. Has a long-term experience with tourism development projects, marketing, business plans and analysis of supply chain. From 2002 to 2006 had been member of the executive group of Certification Program in Sustainable Tourism. Had also been counselor of TIES (The International Ecotourism Society).

- **Marcos Amend**

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Master in Economics and Forest Policy at the Federal University of Paraná (UFPR) and specialist in management from the Catholic University of Paraná (PUC-PR). Worked at the Tourist Community based



program of Mamirauá Sustainable Development Reserve, had been the coordinator of the Best Practices for Ecotourism Program (MPE) of the Brazilian Biodiversity Fund (FUNBIO) and had also been for 10 years the Executive Director of the Strategy Conservation in Brazil (organization dedicated to the use and teaching of economics as a tool for conservation of the environment).

### **Theme: Legal aspects and environmental policies**

- **Flávio Ojidos**

Lawyer and specialist on Environmental Law, Master student on Environmental Conservation and Sustainability of Ecological Research Institute - IPÊ, Director of FREPESP (Federation of private reserves of São Paulo State), Vice President and Director of Ecotourism of National Confederation of RPPN, has also coordinated several projects for TNC and WWF, Ministry of the Environment, and Forest Foundation of São Paulo State.

### **Appendix II – Technical References**

Bibliography and supporting documents to be distributed at events

#### **Manual of good practices**

- Tourism Supporting Biodiversity - A Manual on applying the CBD Guidelines on Biodiversity and Tourism Development – UNEP and Convention on Biological Diversity, Secretariat of the Convention on Biological Diversity. 2015 - <https://www.cbd.int/tourism/doc/tourism-manual-2015-en.pdf>
- Manual of best practices for ecotourism and sustainable tourism; Funbio, EcoBrasil - 2004 in Portuguese
- Sustainable Tourism in Protected Areas - Guidelines for Planning and Management; IUCN - The World Conservation Union, United Nations Environment Programme and World Tourism Organization, 2002 in English
- Responsible Tourism - Guide for Local Policies; WWF - Tourism and Environment Program and the Inter-American Development Bank; 2004 in Portuguese. Available in: <http://idbdocs.iadb.org/wsdocs/getdocument.aspx?docnum=42708>
- Manual for Community-Based Ecotourism - Tools for Responsible Planning (2003) - Available in: [http://www.mosaicobocaina.org.br/images/BOCAINA/documentos/didaticos/manual\\_ecotur\\_wwf\\_2003.pdf](http://www.mosaicobocaina.org.br/images/BOCAINA/documentos/didaticos/manual_ecotur_wwf_2003.pdf)
- Caiçara's Manual of Community-Based Ecotourism (2009). From Ibio with support from Diffuse Rights Defense Fund, the Ministry of Justice. Available in: [www.ecobrasil.org.br/manuais/ibio-ecobrasil\\_manual\\_caicara\\_tbc.zip](http://www.ecobrasil.org.br/manuais/ibio-ecobrasil_manual_caicara_tbc.zip)
- Baez, Ana. Acuña, Alejandrina. Guide of best practices of ecotourism on protected areas. Mexico: CDI. 2003
- Integrating Business Skills into Ecotourism Operations. IUCN. 2012

- Manuals produced by ABETA - Brazilian Association of Ecotourism and Adventure Tourism
- Available in: <http://www.abeta.tur.br/index.php/abeta/download/category/1-manuais> Topics: canopy (tree climbing), short and long trekking tours, canyoneering, minimum skills for conductors, climbing, cave tourism, off road, business management, rafting, safety management systems, accessibility.
- Indigenous Ecotourism Manual (1997). Realization: EcoBrasil Institute, with support from the Secretariat of the Amazon / Ministry of Environment MMA. Available: <http://www.ecobrasil.org.br/manuais/MMA-Funai> [EcoBrasil\\_Manual\\_Indigena\\_Ecoturismo\\_1997.zip](#)

### **Brochures and case studies of specific experiences**

- Educational routes based on biodiversity
- Birdwatching programs
- Recreation and contemplation programs with trekking tours
- Scientific or technical research program

### **Guides for information and capacity building programs**

- Presentation "Nature as the greatest heritage: challenges and prospects for Voluntary conservation on private protected areas in Brazil". From Carlos Alberto Bernardo Mesquita. Doctoral Thesis on Environmental and Forestry Sciences. Instituto de Florestas, Universidade Federal Rural do Rio de Janeiro, Seropédica, RJ. 179p. 2014.
- Development of sustainability indicators for Ecotourism in protected areas; by Ferdinando Filetto and Renato Luiz Macedo Grisi; Brazilian Journal of Ecotourism, 2015

### **Other studies of interest**

- Tourism in Protected Areas and Territorial Planning: A Focus on Vila Velha State Park - PR [http://www.ucs.br/ucs/tplVseminTur%20/eventos/seminarios\\_semintur/semin\\_tur\\_5/trabalhos/arquivos/gt12-09.pdf](http://www.ucs.br/ucs/tplVseminTur%20/eventos/seminarios_semintur/semin_tur_5/trabalhos/arquivos/gt12-09.pdf)
- Guidelines for Visitation in protected areas ([http://www.mma.gov.br/estruturas/ascom\\_boletins/\\_arquivos/livro.pdf](http://www.mma.gov.br/estruturas/ascom_boletins/_arquivos/livro.pdf))
- Forum "Tourism in the Amazon Protected Areas - Opportunities, Challenges and Successful Initiatives" held in Manaus on 22 and 23 May 2014. Available in: <http://www.icmbio.gov.br/portal/comunicacao/noticias/20-geral/4800-forum-aborda-turismo-em-unidades-de-conservacao-da-amazonia.html>
- Question & Answer about Private Natural Heritage Reserve - RPPN. Available in: <http://www.icmbio.gov.br/portal/images/stories/comunicacao/downloads/perguntasrespostasrppn.pdf>
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- Contribution of Protected Areas for the National Economy. Available:  
<http://www.icmbio.gov.br/portal/images/stories/comunicacao/estudocontribuicao.pdf>
- Methodological Script for Visitors Impact Management in Protected Areas. Materials available at:  
[http://www.icmbio.gov.br/portal/images/stories/comunicacao/Roteiro\\_Impactos\\_de\\_Visitacao\\_WEB.pdf](http://www.icmbio.gov.br/portal/images/stories/comunicacao/Roteiro_Impactos_de_Visitacao_WEB.pdf)  
[http://www.icmbio.gov.br/portal/images/stories/comunicacao/ANEXO%202\\_MODELOS\\_FICHAS\\_CAMPO.do](http://www.icmbio.gov.br/portal/images/stories/comunicacao/ANEXO%202_MODELOS_FICHAS_CAMPO.do)

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