

INKATERRA INVITED TO 'BIODIVERSIDAD Y EMPRESA' INTERNATIONAL FORUM

In December 2014, the United Nations Framework Convention on Climate Change (UNFCCC) will assemble in Lima the 20th session of the Conference of the Parties (COP 20), an international congress that reunites world leaders to discuss policies and practices on climate change. As a preamble to this crucial meeting, Peru's Ministry of Environment (MINAM) organized on January 22nd the 'Biodiversidad y Empresa' forum, held at the J.W. Marriott Hotel – Lima. This important event convoked representatives of the Peruvian government and frontrunners from the private sector whose activities are directly related to biodiversity and ecosystem services.

Such is the case of Inkaterra, committed with sustainable development through ecotourism since 1975. Represented by its chairman, José Koechlin von Stein, Inkaterra proves to be a sustainable business model that both uses and preserves natural resources, while benefiting local communities. Based on the successful creation of two international destinations (Tambopata and Machu Picchu), Mr. Koechlin stated that ecotourism funds scientific research, which plays a key role as a first phase for nature conservation.

The company's current ventures were also explained. Inkaterra has proposed the tracking of a bird migration route along the countries that are part of the Pacific Alliance (Mexico, Colombia, Peru and Chile). Sponsored by each government, this effort would encourage birdwatching and nature conservancy in the region.

The second project takes place in Cabo Blanco. With the active participation from artisan and sport fishermen, local authorities and academic institutions, the recovery of marine resources in the Peruvian Tropical Sea can occur by the creation of the Cabo Blanco-Bank of Mancora marine reserve, which was proposed by Inka Terra Asociación (ITA). This project is aligned with the Convention of Rio de Janeiro 1992, which stated that 10% of the world's marine environment shall be protected by the year 2020.

Within a context of alert for the preservation of life in the planet, the forum encouraged the bond between future business initiatives and an adequate management of biodiversity resources. Vice Minister of Strategic Development of Natural Resources, Gabriel Quijandría, stated that MINAM is currently working on about 40 projects related to climate change. These have two objectives: be ready for the effects of climate change and adequate the economy to decrease carbon emissions.

