

INKATERRA AT UNFCCC COP 20

After being invited by United Nations to four presentations at COP 12 (October 2014, South Korea), Inkaterra chairman José Koechlin will attend three panels during the United Nations Framework Convention on Climate Change UNFCCC COP 20, held from December 1st to 12th in Lima, Peru.

Pioneer in ecotourism since 1975, Inkaterra researches and outreaches Peru's cultural and natural values through authentic travel experiences and various publications. One of the world leaders in ecological sustainability, Inkaterra has a holistic approach that produces scientific research for biodiversity conservation and sustainable development of local communities in the Amazon rainforest (Madre de Dios), the cloud forests of Machu Picchu, the city of Cusco and the tropical sea of Cabo Blanco.

During the COP 20, Inkaterra is featured as a successful case study by promoting ecotourism as an alternative to mitigate the effects of climate change. Among its sustainable development projects worked via NGO Inkaterra Asociación, stand out:

- Peru's first ecological reserve with tourism purposes, a 15000Ha área of primary forest Tambopata (Madre de Dios)
- Inkaterra Canopy Walkway, a 344m system of hanging bridges at 100ft above the ground to study flora and fauna living at the Amazonian canopy, financed by Global Environment Facility (World Bank)
- Checklist of birds within properties in Tambopata and Machu Picchu (747 species)
- World Birding Rally, the only non-stop international birding championship
- World's largest native orchid collection, with 372 species (Source: American Orchid Association, 2001)
- Andean Bear Rescue Center, for the conservation of the only bear species in the Southern Hemisphere
- Technical proposal to justify the creation of Peru's first marine reserve in Cabo Blanco
- Restoration of Miss Texas, the legendary fishing boat used by Ernest Hemingway, over which Alfred Glassell landed in 1953 the all-tackle game fishing world record: the 1560lb black marlin (*Makaira indica*)

- Sustainable development model in Cabo Blanco, promoting ecotourism activities such as marine life observation, and training courses for local communities in artisanal fishing, sport fishing and tourism

“Adding up to the studies on environmental impact and social responsibility as economic variables, the new reaction of governments, multilateral organisms and NGOs is to promote a third variable as an answer to climate change: the responsible use of natural resources,” explained José Koechlin in a recent interview for Canal N. “During the 70s, nature was intangible and laws created barriers that isolated it from man; nowadays an amend in laws is being developed to let biodiversity accomplish its social function, with incentives and efficiency,” declared on Inkaterra and its mission to improve the quality of life of every living being.

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Date	Panel	Theme	Speaker	Place	Time
04/12/2014	Good fishing practices	Sustainable Development Model based in the better use of marine coastal resources	José Koechlin	Jockey Club	13:20
10/12/2014	World Climate Summit	Climate Smart Future	José Koechlin	Hilton	11.30
10/12/2014	Biotrade	Biotrade, innovative response for achieving biodiversity conservation, social inclusion and sound ecosystem adaptation	José Koechlin	Pentagonito	14:10

JOSÉ KOECHLIN VON STEIN

Founder and Chairman of Inkaterra and Inkaterra Asociación, José Koechlin is pioneer of ecotourism in Peru. He is emeritus board member of Conservation International and since 2002 is chairman of the Peruvian Hotel Society. Sponsor of flora and fauna inventories in the Amazon Creek, he is co-author of the book ‘Cusco Amazónico Reserva’ (University of Kansas, 1991). Mr. Koechlin was producer of Werner Herzog’s films ‘Aguirre, the Wrath of God’ and ‘Fitzcarraldo’, and Les Blank’s documentary ‘Burden of Dreams’.