



MAGAZINE

COLOMBIA

JAN - FEB

2013

# inthefield13

ISSN: 2145-7654

## THE TREASURE OF BIODIVERSITY UNDER THE ILLUSION OF GOLD

Rapid on the Apaporis' river.

# THE TREASURE OF BIODIVERSITY UNDER THE ILLUSION OF GOLD

This past February 2, we not only celebrated World Wetlands Day but received with enormous excitement the designation of a new Ramsar site for the region and the world: the wetland Llanos de Moxos, an area over 6.9 million hectares, an area equivalent to the Netherlands and Belgium combined.



**By: Mary Lou Higgins**

Director Subregional  
Program Northern Amazon  
& Choco-Darien, WWF-  
Colombia

Los Llanos de Moxos is located in the border region of Bolivia, Peru and Brazil and consists of tropical savannas governed by seasonal cycles of drought and flooding and is valued and known for its natural diversity, home to 131 species of mammals, 568 of birds, 102 reptiles, 62 amphibians, 652 fish and at least 1000 different plant species. Some species, such as the giant otter and the pink river dolphin, have been classified as vulnerable, endangered or critically endangered. We can breathe a bit easier that these species will now be better protected with the declaration of this new Ramsar site.

With this declaration, the Government of Bolivia has demonstrated a clear commitment to conserve this strategic ecosystem. In contrast, we are left wondering, once again, what is happening in Colombia, and why the delay on the decisions to provide conservation status to the country's most important ecosystems. While the mining moves full steam ahead, conservation and sustainability have less echo in the political agenda, precisely when we need them most.

For more than two years, we have been awaiting the declaration of a new Ramsar site in Colombia in the fluvial confluence of Inirida where four river systems come together (Orinoco, Inirida, Guaviare and Atabapo) in the transition zone of the Amazon and Orinoco basins. The Ministry of Energy and Mines has still not provided its opinion on the proposed declaration; the only remaining requirement needed. We cannot be less attentive to the future of Yaigojé Apaporis National Natural Park. Yaigoje was declared a national park in 2009 thanks to the support of Macuna, Tanimuca, Letuama, Cabiari, Barazano, Yujup Macu and Yauna indigenous groups. If the protected areas status is revoked, the area could turn into a mining zone given the interests and presence of Cosigo S.A (a Canadian mining company) in the region.

Yaigojé-Apaporis, is the 55th national park of the country and is located between the departments of Amazonas and Vaupés. It covers an area of 1'060 .603 hectares that makes it the third largest area within the Colombian National Park System. It is a zone of extraordinary biodiversity and a sacred territory for its communities and its future is in the hands of the Constitutional Court of Colombia which must determine whether the declaration process complied with the legal consultation process.

While Bolivia continues to celebrate its new Ramsar site, we will keep our eyes peeled for the Ministry of Mines and Energy favorable opinion on the creation of the new Ramsar

**Read on:**

<http://www.elespectador.com/opinion/columna-407854-el-tesoro-de-biodiversidad-bajo-ilusion-del-oro>





© WWF - Colombia / Ana María Roldán

Mavicure tepui's over the Inírida river.

site in Inirida and the Constitutional Court decision to maintain intact the Yaigojé Apaporis National Park declaration. These two favorable decisions with the support of traditional cultures can contribute to build a different future and a development option appropriate to the social and environmental conditions of these unique ecosystems.

### NUMBER OF SPECIES LIVING IN THE WETLAND LLANOS DE MOXOS



**131**  
MAMMALS



**568**  
BIRDS



**102**  
REPTILES



**62**  
AMPHIBIANS



**625**  
FISH



**1000**  
PLANTS



### UBICACIÓN

Los Llanos de Moxos is located in the border region of Bolivia, Peru and Brazil and consists of tropical savannas governed by seasonal cycles of drought and flooding and is valued and known for its natural diversity



### YAIGOJÉ-APAPORIS

Yaigojé-Apaporis, is the 55th national park of the country and is located between the departments of Amazonas and Vaupés

# CREATION OF REDD+

## ROUNDTABLE IN THE COLOMBIAN AMAZON

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2012 was an important year for the Colombian Amazon. Not only was the Amazon Indigenous, Environmental, and Climate Change Roundtable (MIAACC for

its Spanish acronym) created as an interagency setting that recognizes the importance of an indigenous vision for the Amazon territory, but the government and indigenous peoples joined forces to promote actions to cope with the effects of climate change.

Some of these included the conservation of water resources and biodiversity, actions that will help to preserve the Colombian Amazon and reinforce the entire country's commitment to the Amazon.

A broad range of actors and organizations including the Organization of Indigenous Peoples of the Colombian Amazon (OPIAC for its Spanish acronym), indigenous representatives from the six departments of the Amazon, various Colombian Government agencies such as the regional environmental authorities (CDA and Corpoamazonia), and WWF, all worked together to create the MIAACC and prepare the REDD + strategy as a new mechanism to enhance forest conservation.

As a result of this work, an agreement on conservation and sustainable development and management has been formalized. A work plan was developed to prioritize actions related to the strengthening of the MIAACC and other topics such as policy formulation, development initiatives and sustainable development in the Colombian Amazon.



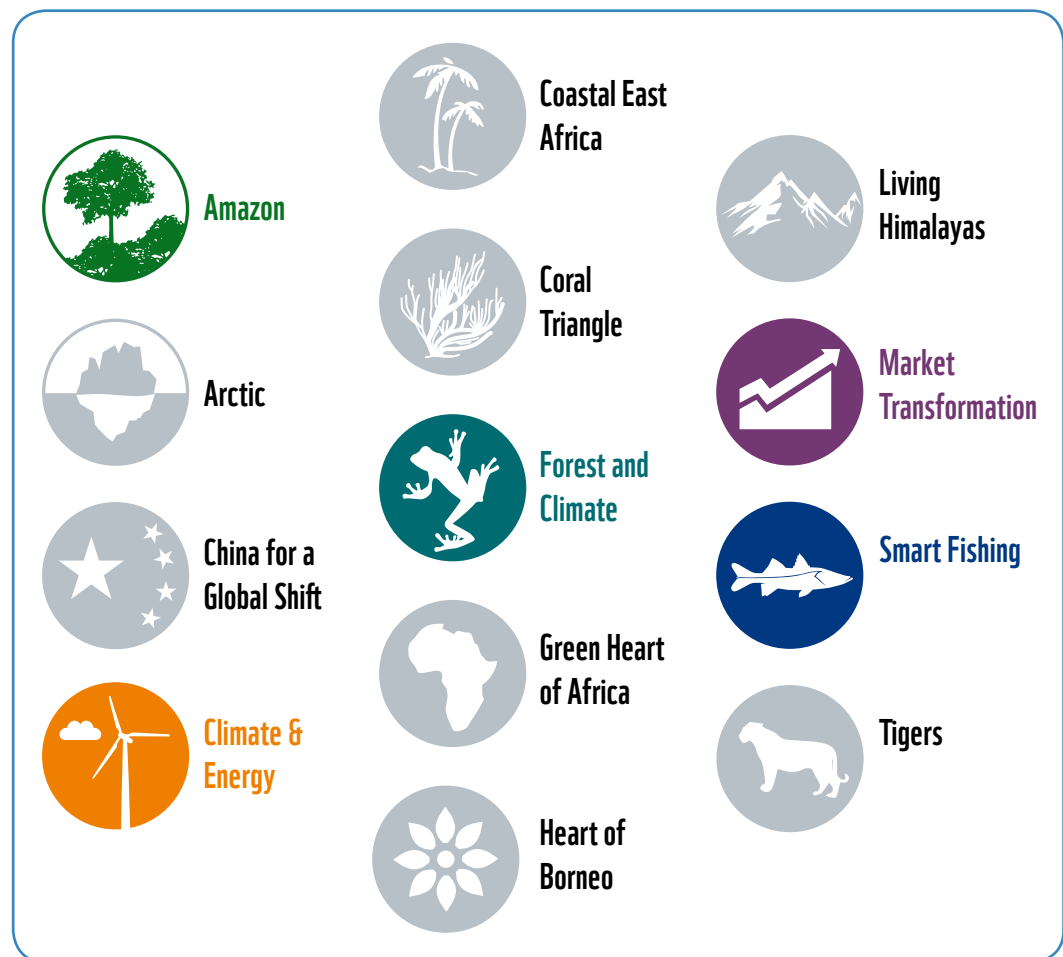
For more information please  
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Colombia.

# WWF GLOBAL INITIATIVES

WWF is focusing its efforts on 13 Global Initiatives. These are visionary, large-scale efforts that can have the potential to broaden the positive impacts across the widest spectrum of priority

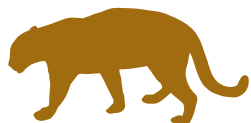
species and ecoregions in which we work.

They are the centre-piece of delivering our strategic conservation plan and give us the possibility to connect the local and the global to achieve our mission: stop the degradation of our planet's natural environment, and build a future in which humans live in harmony with nature.





© Michel Gunther / WWF-Canon



**JAGUARS ARE THE  
LARGEST CATS IN  
THE AMERICAS.**



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([jsusma@wwf.org.co](mailto:jsusma@wwf.org.co)).

## Our Projects and Goals

# WWF OFFICES JOIN EFFORTS FOR JAGUAR CONSERVATION IN THE ANDEAN AMAZON

In early December, WWF staff from Peru, Colombia and Ecuador met in Lima to build a roadmap towards the development of participatory regional conservation strategy for the region's top predator, Jaguars (*Panthera onca*).

Jaguars, the largest feline in the Americas, require large areas to maintain viable populations, and have become increasingly threatened due to the deforestation and fragmentation of their natural habitat. As a result, the species now appears on the IUCN Red List. Hunting and conflict with human activities such as ranching and the illegal pelt trade also take a regular toll on the species' numbers. With the continued fragmentation of the Amazon, as well as these other pressures, jaguars are likely to become increasingly confined to protected areas. Local extinction of the species has already occurred in a number areas of the Amazon.

Meeting participants identified priority areas where there is a greater chance of maintaining healthy jaguar populations over the long term. The conservation strategy will focus on these sites and will seek to join efforts with different stakeholders involved in the research and conservation of the jaguar, as well as relevant sectors of government. WWF's presence and network of partnerships in the three countries will facilitate collaboration at the regional scale. Among other activities, the group identified the need to ensure the habitat connectivity for the jaguar, especially in areas that match WWF's priority landscapes and conservation blocks in the region. The group plans to conduct an international workshop with the aim of developing a regional conservation plan for the jaguar, working with governments and other key stakeholders to come up with one agenda and one voice.





© WWF - Colombia / Ornella Blanco

Road between Sibundoy and Mocoa in the Andean-Amazon piedmont.

## SETTING THE FOUNDATION FOR A LOW CARBON DEVELOPMENT STRATEGY WITH CATTLE RANCHERS IN THE ANDEAN AMAZON PIEDMONT

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Highly deforested regions in all biomes, including the Amazon need restoration of sensitive areas, especially riparian zones to ensure maintaining the provision of key environmental services. The amount of carbon fixed may vary from 50 to 300 tons

C/ha depending on the vegetation structure.

Formerly protected by its isolation, the Colombian Amazon Piedmont is now a gateway to the Amazon lowlands in Southern Colombia, facing profound transformation and is considered one of the major foci of deforestation of the Amazon, with forest loss estimated to be between 30-40% of the department. This transformation will reduce the current ecological integrity of the region and, its resiliency to the expected manifestations of climate change– while potentially exacerbating regional climate changes.

Areas such as the Amazon piedmont are losing connectivity along this altitudinal gradient as a result of conversion largely for cattle ranching. For instance, in the Putumayo Department, the deforestation rate is higher than the average in the Colombian Amazon, about 342,500 ha were lost between 1990 and 2010 which represents a loss of 13.17% of forest cover there.





© WWF - Colombia / Luz Eliana Bossa

Cattle raising on the Sibundoy Valley, Andean-Amazon piedmont.



Since the upper Andean Piedmont is considered highly vulnerable since it is a transitional area (Andes towards Amazon), WWF is promoting a low carbon development strategy, including work on climate smart methodologies to restore the areas with the active participation of the cattle rancher associations and reduce vulnerability. In the upper Caquetá, specifically in San José de Fragua, a buffer zone of the National Park Alto Fragua Indi Wasi, WWF Colombia has been working to promote agricultural improvements, recover waterways as part of the management program of the San Pedro River basin. In this region, about 1,346 hectares corresponding to 42 farms have been recovered.

Similarly, in the municipalities of Sibundoy and Puerto Asis, in the upper Putumayo and middle Putumayo respectively, converting pasture to silvopastoral systems and isolation and recovery water streams has also been implemented. Today, and as a result of these two activities, 1,921 hectares, and 66 farms have been intervened. These specific tasks are part of the project “Building resilience in forest ecosystems: Ecological Integrity, climate change adaptation and reduction of the human ecological footprint”, supported by WWFUK, DFID, USAID, National Parks of Colombia and Corpoamazonia (Regional Environmental Authority), among others partners.

This project aims to develop models for financial sustainability of protected areas, community territories and means of promoting sustainable, climate smart land use models and practices and mitigate/ compensate the impacts of pressures on biodiversity, building the framework for large scale restoration with cattle ranchers, using an integrated approach to land use planning, involving multiple stakeholders, and boosting the value of natural forest lands in the selected areas of the Amazon headwaters of Colombia.



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Information Manager Office,  
WWF Colombia.

## 'OUR ALLIANCE WITH WWF HAS BEEN GOOD FOR BUSINESS'



Jorge Enrique Giraldo Nieto, President of Publik - Emociones e Interactividad. © WWF - Colombia.

Jorge Enrique Giraldo, President of Publik, speaks about the reality of environmental issues that companies face. "It's necessary to articulate responsibility, reputation and innovation".

### Why is helping the environment good for business?

When Publik started working with WWF 20 years ago, to speak in support of the environment and conservation meant in reality to speak about something exotic. At that time, although some could identify the panda logo, this was all that was known of WWF. Today, one of the most value-added elements for companies has to do precisely with the balance in social responsibility strategies, that is, how they do it, and how they show that they are doing it (socially responsible activities). These are part of the indicators that the Dow Jones Sustainability Index applies which does not only show the performance of financial results, but also the social and environmental balance. This can

even determine the stock value of companies in the stock market.

### How has Publik's alliance with WWF functioned, which today celebrates 20 years of effective activity?



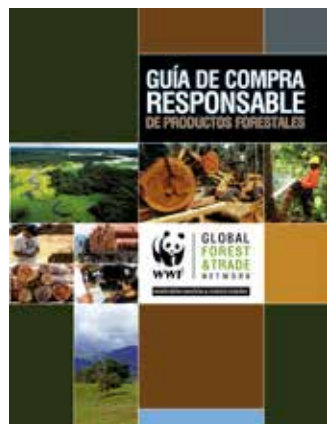
Publik is an experiential marketing company and leader in innovation and interactivity. Through intelligent solutions and interactive media, promotes the culture of information and knowledge. Among its values innovation, respect for human talent and respect for nature are highlighted.

Publik has communication channels, at the national level, which are made up of 25 giant color-screens that function 20 hours a day and that are a form of public broadcasting. We have always had an online grid operation, that behaves like a content grid where there are some special sections for the environment and ecosystems, campaigns against the human caused deterioration of flora and fauna, and for the improvement of human living conditions. As well, we are broadcasting each day through 150 electronic devices that are located throughout the country. At least every three minutes and for a space of 15 seconds, we are speaking about the importance of the environment. This is a high frequency (of broadcasts about the environment) that we do, without any financial reward or gain. This is one of our major commitments. We have TV-like content as any other channel –we have financial content, weather forecasts, and environmental broadcasts, we even have a person of the week, sports news, and indicators, among others.

### Have you measured the benefits that Publik obtains for its help concerning the environment?

A way of assessing that information is contained in the research carried out by Napoleón Franco, of Ipsos, on how street observers look and read Publik's channels: 75 percent of the people polled are interested in the content on the screens, and stay for at least 45 seconds each time they have contact with a piece of information. About the impact: the United Nations, within the Global Compact Network, carried out an assessment of the implementation of the Millennium Development Goals, and of the 700 companies within the Network for Latin America, Publik ranked among the top ten outstanding cases for 2009 in the region.





## RESPONSIBLE PURCHASED GUIDE

AUTHORS	ISBN	PAGES AND SIZE
WWF-Colombia Rafael Venegas (consultant)	Printed: 978-958-8353-35-7 Digital: 978-958-8353-36-4	70 pages. 16.5 x 21.5 cm

### REVIEW

The combination of forest management based on internationally recognized standards and responsible purchasing of forest products that contribute to a fair trade should strengthen the elimination of problems associated with trade in forest products. The development and implementation of effective and responsible fair trade, promotion and socialization required with the various actors involved in the forest chain. WWF and GFTN expect the guidelines described here can be very useful.

Printed on FSC Mixed and by an entity certified by the FSC in Colombia.



## IMPROVING THE SPINY LOBSTER FISHERY IN THE GALAPAGOS MARINE RESERVE

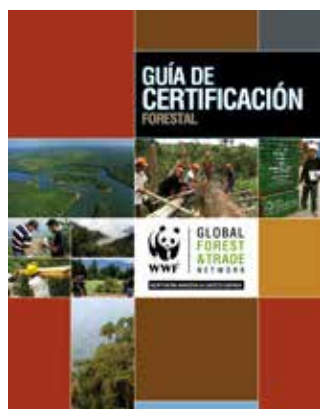
AUTHORS	ISBN	PAGES AND SIZE
WWF-Ecuador Jorge Ramírez, Mauricio Castrejón, María Verónica Toral-Granda		

### REVIEW

The spiny lobster trade sixties and from 1990 became one of the main resources for Galapagos fishermen. In 1998, was initiated the participatory management of the Galapagos Marine Reserve with all sectors involved, starting the path to sustainability of artisanal fisheries.

Since 2009 WWF, with funding from the Leona M. and Harry B. Helmsley Foundation, fishing begins to look for alternatives that benefit both local fishermen and the resource exploited. Since then, WWF has facilitated the exchange of experiences among fishermen of Mexico and Galapagos evaluating new ways to catch spiny lobsters; pushing the economic benefit of the artisanal fisheries sector promoting a new marketing scheme of live lobster, has developed a new protocol for resource monitoring, providing technical inputs for decision making, and also securing the road to management based on fishing rights.





## FOREST CERTIFICATION GUIDE

AUTHORS	ISBN	PAGES AND SIZE
WWF-Colombia Rafael Venegas (consultant)	Printed: 978-958-8353-37-1 Digital: 978-958-8353-38-8	70 pages. 16.5 x 21.5 cm

### REVIEW

This publication contains detailed information on the most important aspects of forest certification, and also serves as a guide for producers and marketers interested in certifying their operations with forest products.  
Printed on FSC Mixed and by an entity certified by the FSC



## GUIDE OF MIGRATORY SPECIES OF COLOMBIA'S BIODIVERSITY - BIRDS

AUTHORS	ISBN	PAGES AND SIZE
WWF-Colombia and Ministry of Environment and Sustainable Development	Three volumen set: 978-958-8353-42-5 Birds, Volumen 1: 978-958-8353-43-2	708 pages. 17 x 24 cm

### REVIEW

The essence of this work was a participatory process where each lead organization worked closely with numerous authors and contributors who were given the task of compiling the information captured in this series of guides, of which this volume on Birds is the first of three to be published. This approach demonstrates the commitment of an engaged civil society, research institutes, NGOs and many people dedicated to the study and conservation of our biodiversity, and some government agencies and regional environmental authorities equally active in this important task.

It is hoped that this series of guides help us to advance in the implementation of the National Plan for the conservation and sustainable management of migratory species, launching a cooperative framework for research institutes, regional environmental authorities, academia, NGOs and other ministries. We are aware of the great gaps in information on the biology of migratory species in our country, but we hope that this document will guide the work and decision making, and facilitate the appropriation of this heritage by individuals and organizations in the country and civil society. So we want to highlight and acknowledge the wide participation and the support given to the development of sheets and synthesis of information presented here, the whole community interested in the subject. Without the help of so many valuable contributors would not be possible to conceive a project with truly national coverage



## Earth Hour 2013

# JOIN THE CHALLENGE

# EVERY SUPPORT IS NEEDED!

# 6

STEPS TO  
JOIN THE  
CAMPAIGN



Under a web and social networks communication strategy, WWF Colombia is willing to mobilize over a million people through their social networks. Their public support to the campaign will help to mitigate the climate change impacts in Colombia.

The Earth Hour, the biggest one cause worldwide campaign in the history of mankind, returns in 2013 to continue promoting changes that allow us to save the world in which we live. This year, WWF has decided to challenge some of the country's largest companies, so as all those who wants to participate, to make a compromise in which for every 100,000 people we engaged through social networks, they, under Contreebute's support -an ally corporation specialized in this work- will plant 1,000 trees to reforest a strategic area in Colombia. Our goal is to exceed the million followers reaching a minimum 10,000 trees planting.



To download materials such as posters, stickers, wallpapers, banners, and logos go to:

- [www.dropbox.com](http://www.dropbox.com)
- Username: [horadelplaenta@wwf.org.co](mailto:horadelplaenta@wwf.org.co)
- Password: [horadelplaneta2013](#)

### FROM MARCH 1 TO 31, 2013:

1. Support the campaign by changing your profile pictures (Facebook, Twitter, Skype) for Twibbons' Earth Hour. To find it go into <http://twb.ly/13hXjNn>

### ON TWITTER:

2. Use the #unahorapara to tell what you can do during the Earth Hour.
3. Take a photo or record a video telling why you are part of this campaign and how, your actions during an hour can help save the planet..
4. Follow us @WWFColombia and find out how we approach the Earth Hour, and what kind of EcoTips can be done to save the planet.

Once you have participated using the # unahorapara, you will receive an automatic replay letting you know what companies are supporting the initiative how the goal is being reached.

### ON FACEBOOK:

5. Join the Fan Page [WWFColombia](#) and share its news and updates.

### ON MARCH 23:

6. On the Earth Hour Day, from 8:30 p.m. to 9:30 p.m. share in your social networks, using the #unahorapara, photos, posts and your opinions on how you are living this hour.



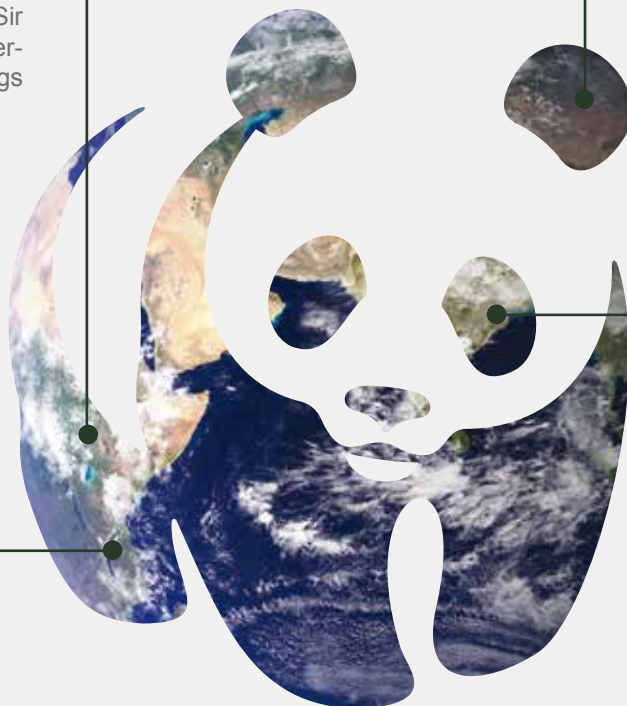
**1961**

First WWF logo made by Sir Peter Scott based on the Gerald Watterson drawings



**1978**

First redesign to the WWF logo



**WWF 2000**

The most recent adjustment was given with the start of the new century and projecting into the future.



**1986 WWF**

The initials of the name where included as part of the logo



**WWF**

**50 YEARS  
OF CONSERVATION**

**THANK YOU  
FOR YOUR SUPPORT**



**Why are we here.**

To stop the degradation of the planet's nature environment and to build a future in which humans live in harmony with nature.

[www.wwf.org.co](http://www.wwf.org.co)