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WWFolio Bolivia

Living

Editorial

Pando and its forests of hope

If we use our imagination a little bit, Pando is a triangle. A tilted triangle, resting on its longest side, to the south, and with its sharpest cusp to the northeast. It is almost an isosceles triangle, but one which has lost a portion of its southwestern side, a part which makes up the border between La Paz and Peru.

Its rivers run from west to east and from south to north, and converge in the Madeira River, and later in the Amazon River. Its landscape, covering an area a little over 70,000 sq km, is hilly and covered with unaltered and truly Amazon forests.

The base of this triangle is where the vast majority of Pando's scarce population inhabits, and where its development has concentrated, although still relatively low. The rest of the territory is practically unpopulated, yet full of wildlife living in a balanced and harmonious life cycle.

Pando, as a triangle, has the three pillars of sustainability: social, economic and ecological, and is building the fourth, the institutional operation of governmental, non-governmental and private offices. Because of this, Pando is a prized area, and where WWF has been working in favor of sustainability with farmers, indigenous groups, Brazil nut associations (referred to as 'barraqueiros'), businessmen, municipalities, the Depart-



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mental Government and the National Service of Protected Areas.

It is an area inhabited by numerous indigenous communities, whose culture, identity and development are dependent upon the natural resources that surround them. A land populated by forests which represent the hope for building a sustainable economy and mitigating climate change.

If Pando is our most prized Amazon area, then we need to continue approaching it as a valuable and delicate object, with composure, care, planning and calmness.

Pando is definitely a land of convergence, where our main rivers unite, our most prized Amazon flora and fauna inhabits, and our hopes meet. It is also where those of us come together who, in a transparent manner, want to work for Pando and in favor of Pando, which is the same as working in favor of Bolivia. Let's unite in Pando and delve deeper into what joins us, given that Pando shelters the future of Bolivians.

Adolfo Moreno
 Director a.i.

Living Pantanal



Chichi the Cricket in the Pantanal

This has been the most highly watched TV series in the municipality of Puerto Quijarro, and is now also being broadcasted nationally through the PAT TV Network on Saturdays and Sundays.

This TV series, consisting of 14 episodes running 20 minutes each, was made possible thanks to an alliance between WWF, the Center for Studies on Urban and Regional Development Cedure, La Fábrica Film School and Channel 4 Carolina TV (Puerto Quijarro).

The series, filmed in different locations in the Bolivian Pantanal, uses humor to contribute in creating awareness regarding the need to appreciate and value the environment and, in particular, the Bolivian Pantanal's economic and natural richness.

What is the series about?

The life of Chichi the Cricket in the drainage canals of Santa Cruz de la Sierra is interrupted when he receives a letter from his best friend Rosa the Butterfly, a native of the Bolivian Pantanal. Unfortunately, the letter is written in "butterfly" language. Unable to understand what the letter says, but fearing his friend is in danger, Chichi the Cricket leaves for the Pantanal. After a series of adventures in different locations in the Pantanal, he is finally able to reunite with his friend Rosa the Butterfly.

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Municipal environmental management

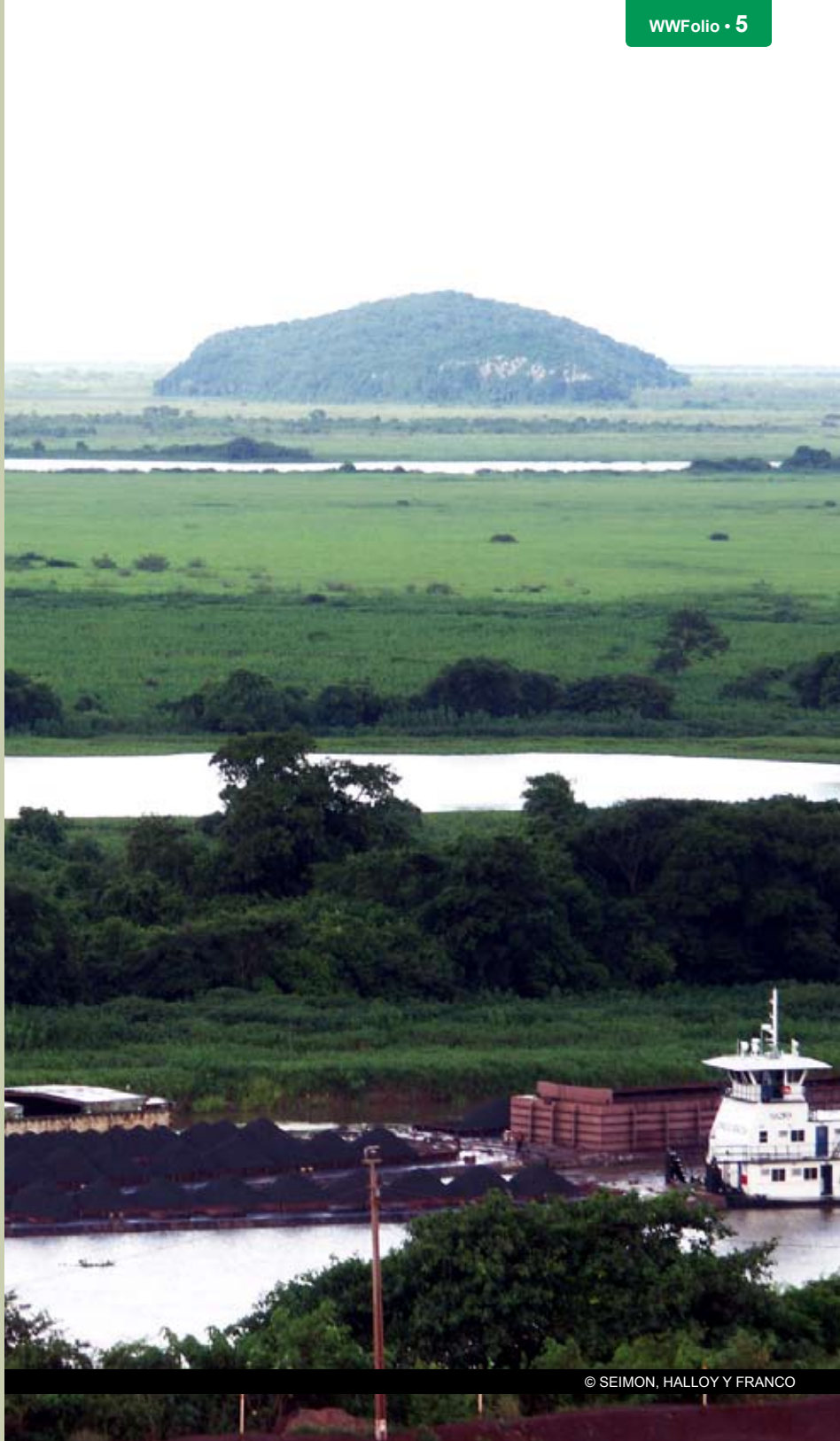
Towards land use planning in Puerto Quijarro

The Pantanal is one of the most important national scenarios for Bolivia's growing development. Given its natural characteristics and environmental services, as well as the region's economic production, WWF has, over the past 10 years, engaged in a conservation programme to contribute maintaining the continuity of these services.

The “2nd Forum on the Environment: Land Use Planning in the Development Pole in Southeastern Bolivia” was carried out in alliance with the Bolivian Society for Environmental Law (SBDA) and the Autonomous Municipal Government of Puerto Quijarro as part of the process for municipal environmental management promoted by WWF in the Bolivian Pantanal. The objective was to encourage municipal governments in the region –which do not yet have a Municipal Plan on Land Use Regulation (referred to as PMOT)– to adopt immediate actions for its development and implementation. The forum allowed inserting theory and experience in this key instrument, so that, in the mid term, the Pantanal region in Bolivia can project itself as a pivotal area of social and economic growth under sustainability criteria.

“In coordination with the SBDA and WWF, our intention was to promote a participatory process for land use regulation in our municipality, that allows us to grow in harmony with the environment, and that is compatible with the PMOTs from neighboring municipalities in the Bolivian Pantanal”, highlighted Aldo Clavijo, Mayor of Puerto Quijarro.

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Living Amazon

**With everybody's participation
A place in the Amazon is being
preserved**

WWF Bolivia has been working in the Amazon as of 1999, a priority biome for our organization. The main objective has been to conserve large blocks of forests representative of the Amazon biodiversity, as well as contribute to improve the standard of living of the local population.

The Department of Pando, located in northern Bolivia, is part of the Amazon and has vast forests covering almost 100% of its territory, sheltering, in addition, a considerable biological diversity. In 1996 the Land Use Plan (Plus) was approved for the Department of Pando, representing a first departmental effort to guide and assign appropriate land use by considering its potentials and limitations, and defining, in general terms, the appropriate occupation of land in Pando.

Thanks to funding from WWF US / Gordon and Betty Moore Foundation, and as a result of joint efforts carried out by WWF and the Manuripi Amazon National Wildlife Reserve, important achievements and progress in activities related to control and surveillance have been possible, as well as sustainable and participatory Brazil nut management within the Reserve.

WWF's support focuses on strengthening the park guards' operational capacities, based on a strategic protection plan for the Reserve. The successful coordination with the administration for this protected area has allowed improving the work conditions for the park guards, who have been receiving support for their patrol activities, including operational expenses for fuel and equipment maintenance. This has led to improved operational capacity at the interior of the Reserve and established permanent assistance and contact with local stakeholders, while promoting shared protection activities.

One of the most important resources and activities within the Manuripi Reserve is the Brazil nut (*Bertholletia excelsa*). Its sustainable management is key for the conservation of the forest and to access more favorable markets, reason for which WWF has been supporting local stakeholders in developing their management plans towards sustainable Brazil nut use. During this term, we are supporting the monitoring of Brazil nuts in 30 permanent parcels located in three communities within the Manuripi Reserve.

Our close association allows us to confirm that we are making progress, generating trust and promoting a collaborating networking with authorities and protected area stakeholders.

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ABC News visits Bella Vista, Beni In search of the Bolivian river dolphin

Last May, Jeffrey Kofman, a correspondent for ABC News, and his film crew visited the community of Bella Vista, Beni, located within Iténez Protected Area.

The crew was after the Bolivian Amazon river dolphin, *Inia boliviensis*, recently declared by the Departmental Government of Beni as Natural Heritage.

In April 2008, scientists from Latin America met in Santa Cruz de la Sierra, Bolivia, and confirmed, based on molecular science results, that *Inia boliviensis* is a different specie from *Inia geoffrensis* and endemic to Bolivia, thanks to a selection process and geographic isolation in Bolivia due to a series of natural barriers such as rapids up stream from the city of Porto Velho, which millions of years ago physically separated the populations of *Inia geoffrensis*, impeding its contact and making its evolution as a different specie possible, recently confirmed as *Inia boliviensis*.

Inia boliviensis is a unique specie, and, aside from being a new and endemic specie, it is also charismatic and eye-catching, as well as an indicator of the conservation state of the ecosystems it inhabits. It has an exceptional image and worthy of representing conservation strategies through which diverse environmental problems can be approached. ABC's visit is an opportunity to give international visibility to the specie, the Amazon and its threats and opportunities.

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© Mónica ECHEVERRÍA / WWF EE.UU.



> San Martín River - © Gustavo YBARRA / WWF



> Rapids on Madera River - © Jorge MOLINA

Hydroelectric dams in the Amazon

- **Evaluation of environmental, social and economic impacts**
- **Search for alternative energy**

As of 2008, WWF Bolivia has been working on sustainable energy infrastructure in the Amazon by promoting discussion and dissemination of results from studies carried out by experts in terms of the impacts that may result from the construction of the first hydroelectric dams (Jirau and Santo Antonio) on the Madeira River.

On May 19th and 20th, in collaboration with the Institute for Hydrology and Water from the Main San Andrés University (IHH-UMSA) and IRD France (Institute for Research Development), and with support from WWF US / Blue Moon Fund, the International Symposium “Evaluation of the Environmental Impacts of Large Hydroelectric Dams in Tropical Regions: The Case of the Madeira River” was carried out in La Paz, Bolivia.

Scientists from Bolivia, Brazil, Ecuador, Peru and France participated, allowing to exchange results from research related to the economic, social and environmental impacts that could result from the construction of dams in the Amazon, and in particular, in the Madeira River watershed.

In continuity of this effort, WWF supported, in coordination with the Reciprocity Foundation and the Municipal Government of Guayaramerín, a Municipal Border Meeting on May 25th and 26th, generating an informed and participatory debate. Participants included local stakeholders, experts, public, private and scientific institutions, as well as the border municipal governments (Bolivia-Brazil) from the Amazon region. The objective was to disseminate the results and conclusions from the Symposium, as well as begin discussions regarding alternative sustainable energy for the region.

Jorge Molina, representative from IHH/UMSA, showed that the Jirau y Santo Antonio dams in Brazil will cause hydraulic and hydrological impacts in Bolivia, including increased risk and duration of floods.

IHH, IRD and WWF have been supporting research and dissemination of technical information related to the impacts that could be generated in Bolivia as a result of the construction of the dams in Brazil on the Madeira River, aiming to provide input for the involved stakeholders and who can then influence decision makers, thus minimizing negative impacts and promoting sustainable energy infrastructure in the Bolivian Amazon.

It is estimated that 80% of Amazon fish in Bolivia are migratory and that some species, which have an important commercial and subsistence value, could be seriously affected. "Within the list of possible impacts we have the gradual reduction of fishing, which could affect at least 16,000 Bolivian families that currently depend and live from this activity", indicated Paul Van Damme, from FaunAgua Association.

Marc Pouilly, from IRD, also warned that there are preliminary studies that predict that the flood period could increase by 75% in the area in Bolivia impacted by the Jirau dam, which could affect the use of natural resources and increase transmissible diseases from insects such as malaria, yellow and dengue fevers.

Studies are also showing that the level of mercury contamination for commercial fish is close to the level considered toxic by the World Health Organization (WHO). Dams tend to increase contamination problems due to mercury, both in the region of the dam itself, as well as in nearby areas and down river, a worrisome situation for public health. It was recommended that greater emphasis be given to this issue within the environmental impact studies for dam projects.

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> Photos from the International Symposium in La Paz - © Mauricio BARBA / WWF

Living Forests



Successful conclusion of GFTN 2009 Forest Product Business Mission

US\$ 12 million in business intentions and contacts established between visiting buyers and producer companies participants of the Bolivia GFTN.

WWF Bolivia and its Forest and Trade Network (GFTN) Bolivia organized, for the third consecutive year, as part of the 2009 ExpoForest (international trade fair covering forests, wood and technology), the Business Trade Mission for Forest Products aimed at member companies of the GFTN worldwide and interested in establishing business relations with participating companies of the Bolivia GFTN –certified Bolivian producers or those in process of certification.

During this GFTN Bolivia Business Mission, 17 national businessmen, representing community and private companies, displayed their certified or in process of certification supply to 22 visiting foreign businessmen, by taking them on technical visits to seven companies in La Paz and Cochabamba: Dekma, Maderera Boliviana Santa Isabel, Wood House Rinfá, Promad, Tropical Andes, Jolyka and Ecolegno. This resulted in business intentions adding up to US\$ 12 million, a 37% increase for the Bolivian Forestry Chamber's Business Roundtable, of which the GFTN mission was a part of. This is quite notorious considering the current world economic crisis, and serves to confirm the potential and importance of this industry.

The GFTN Bolivia Business Mission was made possible thanks to support from WWF United Kingdom / DfID, WWF US / European Union and WWF Sweden / SIDA.

The 22 participating companies of the GFTN Bolivia represent 6.5% of the companies that have adhered to the GFTN worldwide, and their FSC certified wood supply comes from 67% of the certified forests in Bolivia, the leading country in terms of certified natural tropical forests (with more than 2 million hectares of FSC certified forest). In addition, roughly 50% of the wood that is sold by the GFTN Bolivia comes from Amazon forests, and thus contributes to sustainable development and conservation in this globally important region: the Amazon.

As a result of the business intentions generated during the 2009 Business Mission, Ecolegno, a member company of the GFTN Bolivia, finalized a deal with a German GFTN company to sell decking made from almen-drillo (*Apuleia leiocarpa*). "We are proud to be a part of the GFTN Bolivia because it distinguishes those buyers and producers who are worried about the environment and committed to conservation", said Lydia Vrsalovic, Manager for Ecolegno.

The GFTN Bolivia's first business trade mission in 2007 brought together a dozen participants from Europe and Asia, generating US\$ 700.000 in business transactions; in 2008, it brought a delegation of 32 business men and women from Latin America, Europe and Africa, and closed business transactions valued above US\$ 6 million.



> Zapoco Community participating in the 2009 ExpoForest - © Nardín PIZARRO / WWF



Did you know that during the last 35 years a third of the world's wildlife has been lost?



© Gustavo YBARRA / WWF

Illegal wood will be excluded from EU markets, along with the US

WWF welcomed the decision taken in May by the European Parliament to support strict rules in the process known as Flegt to eliminate illegally harvested wood from the European market. This will contribute to stop trade of illegally harvested wood and related products. According to data provided by the Bolivian Forestry Chamber, Bolivia exports roughly 70% of its wood and wood by-products to markets in Europe and the United States.

Illegal logging is a major culprit for the increasing destruction of precious tropical forests, so it is only fair that companies are requested

to install systems proving that the timber they sell is legal, respects the environment and the rights of local people. In 2008, the United States already proposed the Lacey Act to fight illegal logging and trafficking of wood.

WWF, through the GFTN Bolivia, is pleased with this course of action since, in addition to promoting the supply of responsible wood from Bolivia to buyers, it is also beneficial to national producers by promoting their supply. The GFTN Network, in line with current Bolivian legislation, as well as based on European Union and US laws, aims to eliminate illegal logging and improve the management of highly valued and threatened forests by promoting market links for certified wood in more than 30 countries.

Worldwide, approximately 13 million hectares of natural forest, particularly in the tropical area, are lost every year (of which currently 300,000 ha are deforested annually in Bolivia).

FSC certified forests are those that are being managed complying with social, environmental and economic parameters that are sustainable. These forests are subject to periodic verification by independent evaluators to ensure they are fulfilling international standards. These forests promote the participation of peasant and indigenous communities, employees, forest producers and industry, so that everyone can continue living, working and obtaining benefits from these forests.

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The Municipal Government of La Paz adopts Responsible Purchase Policy for wood products

As part of WWF Bolivia's Cities for Forest Initiative, WWF Bolivia signed an agreement with the Municipal Government of La Paz for its adoption of a Responsible Purchase Policy for wood products as part of its routine acquisitions.

"The implementation of a Responsible Purchase Policy for wood products on behalf of the Municipality of La Paz is a key step in showing its commitment towards the sustainable development of Bolivia's forests", explained Gonzalo Peña, Responsible Forest Trade Officer for WWF Bolivia.

Together with the Municipal Government of Santa Cruz de la Sierra, there are now two municipalities in Bolivia that have signed on with this world effort to reduce environmental degradation posed by illegal logging and deforestation, and contribute to conservation and the continuity of forests.

Responsible forest trade refers to the buying-selling of forest products under a framework of responsible environmental and social procedures, in other words, verifying the origin of wood and ensure that it comes from a source that is legal, under management and certified, or in the process of becoming certified.



© Gonzalo PEÑA / WWF

Bolivia has a prominent role worldwide in terms of the certification of tropical native forests, with over 2 million hectares of FSC certified forest.

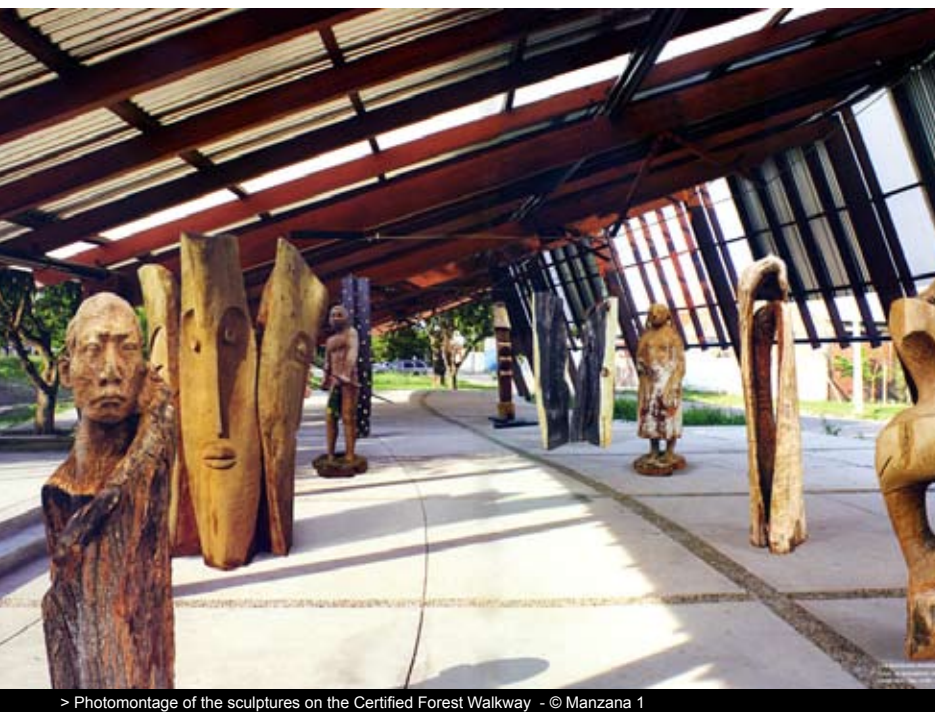
WWF Bolivia's Forestry Programme promotes the strengthening of forest management on behalf of indigenous communities and their integration into the market, as well as responsible forest trade that favors a preferential demand for legal wood coming from well managed forests.

"Cities for Forests" is a WWF Bolivia initiative that targets committing Bolivian local and regional governments and non forest companies with social responsibility, in assuming a Responsible Purchase Policy for forest products that promotes a differentiated consumption of products from legal sources and from FSC certified forests, or those under sustainable forest management.

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© Gustavo YBARRA / WWF



> Photomontage of the sculptures on the Certified Forest Walkway - © Manzana 1

Upcoming inauguration of the Certified Forest Walkway

In the WWFolio Nr. 14 (July, 2008) we announced the Certified Forest Walkway, a green urban area that will serve as an interpretation center, offering information on forest management, FSC certification, responsible trade, the city-forest connection, and background on the biannual International Sculptors' Workshops with FSC Certified Wood (held in Santa Cruz in 2006 and 2008 respectively).

The opening is scheduled for this September, and represents a joint effort between the Autonomous Municipal Government of Santa Cruz de la Sierra, WWF and the Bolivian forestry Chamber (CFB), with funding from WWF Sweden / SIDA, Swedish Gotlands Kommun and GFTN Sweden member company Forbo Flooring. A total of 15 certified wood sculptures were produced during the aforementioned workshops, and will now be displayed along the walkway. In preparation for the inauguration, a meeting was held with the area's neighborhood committee, WWF and the CFB to ensure their participation, as well as their depositories' role regarding these works of art, which will also serve to embellish their neighborhood and the city.

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According to calculations, as of 2030 we will need the equivalent of two planets to maintain our current lifestyle.



© Gustavo YBARRA / WWF



© Orlando MELGAREJO / WWF

Transparent accounting for Community Based Forest Enterprises

One of the advantages of working in a world wide network such as WWF is being able to draw upon lessons learned and benefit from tools used by other offices. This is exactly what happened a few weeks ago when colleagues from Central America collaborated in the implementation of an accounting software aimed at Community Based Forest Enterprises (CBFE).

Representatives from the Bolivian communities of Lomerío, Zapocó, Santa Mónica and Cururú, as well as organizations such as the Intercommunity Forest Committee for the Velasco Province (Coinfo-Velasco), Trade for Development (Copade Bolivia), Support for the Indigenous Peasant from Eastern Bolivia (Apcob), and the carpentries of Lomerío and El Ceibo (from Northern La Paz), participated in the forestry accounting course on the application of the Sconef software (Forest Enterprise Accounting System), created especially by WWF for forestry activities in CBFE.

The workshop was aimed at administrators and accountants working in CBFE and provided them with the knowhow to adopt this simple, practical and user-friendly tool designed to control income and expenditures from the communities working in forest management. This training was also important because it helped in implementing and standardizing control, producing reports and making the administration transparent, among others.

This event was possible thanks to support from WWF US / European Union.

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> WWF Bolivia Forest Program works in the Chiquitano (photo) and Amazon forest - © Gustavo YBARRA / WWF

International Day for the Conservation of Tropical Forests

This is the 11th year in which the world celebrates, on June 26th, the conservation of tropical forests, for which Bolivia is the world leader in voluntary forest certification under the FSC (Forest Stewardship Council) with 2,042,856 million hectares of sustainably managed forests.

The International Day for the Conservation of Tropical Forests was established in 1999 by the United Nations Environment Program (UNEP), WWF (the global conservation organization) and the UNESCO (United Nations Organization for Education, Science and Culture) with the objec-

tive of promoting sustainable and harmonious action with the environment and adequate forest management.

Around the world, important efforts are carried out to protect tropical forests. A clear example is the trade component of WWF Bolivia's Forest Programme, which promotes the adoption of Responsible Purchase Policies for wood products and market links as strategies to contribute in reducing illegal logging and trade of wood, which in turn promotes market mechanisms that guarantee the sustainability of forests worldwide.

LIVING PUBLICATIONS

Guide for the Step Wise Approach to Certification (SAGC)

This publication was developed to guide forest managers (Community Based Forest Enterprises -CBFE, private properties, Local Associations of Forest Users -ASL, and private companies with forest concessions) in securing the efficiency of their forest operations through objective, organized and responsible management towards the gradual FSC certification of their forests. The focus of the SAGC system is based on stages, achieving certification in a progressive manner.



[Click here to see the complete publication.](#)

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2008 II International Sculptors' Workshop with FSC Certified Wood

As a result of the 2008 II International Sculptors' Workshop, supported by WWF, the Manzana 1 Art Gallery has produced a book of the event, with beautiful photos and text expressing the commitment of eight sculptors –coming from several corners of the world– with the forest.

The participating artists worked live on the premises of the Manzana 1 Art Gallery. The idea was to inform the general public, private companies and public institutions, while at the same time raise awareness regarding sustainable management and FSC forest certification, highlighting man's absolute interdependence with the forest.

The book can be purchased from the Manzana 1 offices and a portion of the proceeds will help organize the 2010 III Sculptors' Workshop. WWF is proud to have supported this initiative, and plans to continue doing so in the future.



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More Life



connect2earth.org

CONNECT2EARTH allows young adults and renowned environmental experts to debate environmental issues

The green online community **connect2earth.org** has presented a new service that directly links young adults with renowned world environmental experts to debate some of today's most important issues, such as climate change, the energy crisis and loss of species.

In 2008, the IUCN (International Union for the Conservation of Nature), WWF and Nokia presented connect2earth.org, an online community that allowed young adults to express their opinions on the environment by uploading videos, photos and comments.

In its first year of operation, the web site attracted three million visitors from 190 countries, and now a new phase has begun allowing users to debate, learn and share information directly with the world's most important experts.

In 2009, young adults will be able to connect with friends around the world and experts to discuss issues such as renewable energy, the crisis of species extinction, climate change and the future of life on Earth.

Members of the community will be able to initiate debate by uploading texts, images, audio and videos, and later follow this debate live on the



Our demand on the planet has duplicated since the 1970s as a result of a growth in human population and individual consumerism.

site or from their cell phones. Also possible will be to, together with a jury of conservation experts, choose the best contribution, allowing the winner to engage and participate more actively.

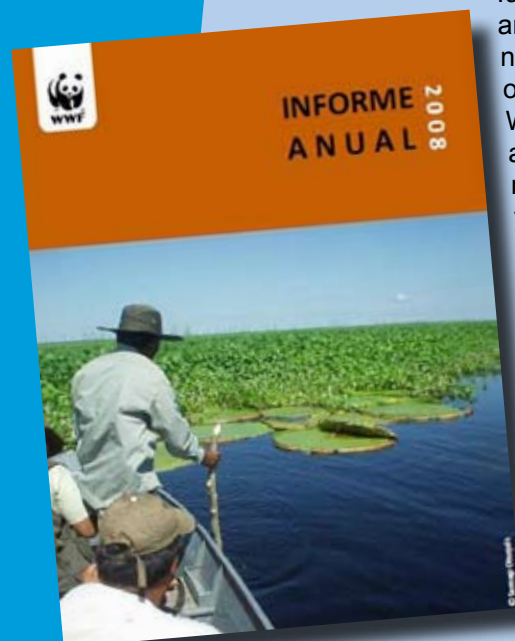
The winner will travel and form part of an official United Nations delegation for climate negotiations scheduled for December in Copenhagen, and has the chance to gain practical experience participating in a real conservation project in the field.

“The connect2earth community promotes true dialogue between young adults and renowned ecologists, allowing to express opinions and engage in real active participation regarding the most pressing environmental issues”, said James Leape, General Director for WWF International.

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LIVING PUBLICATIONS

WWF Bolivia 2008 Annual Report



Targeting national, regional and local authorities, partner organizations, as well as other similar stakeholders, WWF Bolivia has developed and distributed its annual report for the 2008 calendar year.

The report includes WWF Bolivia's main activities under its three programmes: Amazon, Forests and Pantanal. The document, presented in a simple, inexpensive and informative format, is available only in Spanish.

[Click here to access the full report.](#)



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About WWF

The objective of WWF Bolivia, the conservation organization, is to contribute to the conservation of the Amazon and the Pantanal, promote and generate sustainable economic opportunities for its inhabitants and Bolivia in general.

WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature by:

- Conserving the world's biological diversity
- Ensuring that the use of renewable natural resources is sustainable
- Promoting the reduction of pollution and wasteful consumption

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