

2) Biodiversity and Cultural Identity Working Group

Does the web site effectively promote Cultural Identity and Life on Earth?

This draft assessment tool has been designed to be used by Indigenous people, communities, businesses and organizations to evaluate and strengthen their website. By striving for a balance of the four areas the web site can contribute more effectively to enhancing biodiversity and cultural identity within all living things.

TOP LEFT

speaking for self
intellectual property

TOP RIGHT

own language reflected
history
cultural values & knowledge
effective high quality programming and education,
spirituality
cultural values communicated

BOTTOM LEFT

traditional economy
ecotourism venture - financial sustainability: profits, sales, quality, customer satisfaction

BOTTOM RIGHT

Taking care of the earth – all living things, mother earth, alewe: kon, madu, pacha mama
Conservation
Preservation
Leave no trace
Education
Plants, food, water, land animals

Indigenous EcoTourism Circle

centre of circle = Local Assessment
all with Balance and Sustainability

