Communication and Ecotourism in Kafa Biosphere Reserve

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19.11.2013
Overview

1. Local Communication Program
   - Topics
   - Activities/tools
   - Results
2. Ecotourism
   - Kafa‘s potential
   - Limitting factors
   - Ecotourism plan for Kafa
   - Overview of activities
   - Implementation through our Birdlife Partner in Ethiopia EWNHS
LOCAL COMMUNICATION

Training manual, training of youth, coffee ceremonies, training/seminars, forest and climate protection groups…
Topics

• Forests
• Water and wetlands
• Biodiversity (i.e. wildlife and coffee)
• Concept of biosphere reserves
• Climate change
• NABU‘s project activities
Awareness creation through

**Training Manual**
for youth, rangers, community representatives to learn and inform others

**Coffee Ceremonies**
with community members throughout Kafa Biosphere Reserve

**Training/Seminars**
for government officials, community representatives, religious leaders, spiritual leaders....

**Forest and Climate Protection Groups**
i.e. in buffer zones to protect core zones on community basis, wetland preservation....
# Results

<table>
<thead>
<tr>
<th>Activity</th>
<th>Number of events</th>
<th>Number of people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training of Youth</td>
<td>146</td>
<td></td>
</tr>
<tr>
<td>Coffee Ceremonies</td>
<td>11,920 households</td>
<td>Over 100,000</td>
</tr>
<tr>
<td>Community Seminars</td>
<td>6</td>
<td>645</td>
</tr>
<tr>
<td>Forest &amp; Climate Protection Groups</td>
<td>17</td>
<td>170</td>
</tr>
<tr>
<td>Ranger Communication</td>
<td>75,400 households</td>
<td>over 300,000</td>
</tr>
</tbody>
</table>
ECOTOURISM

Attractions, Limitting factors, training of service providers, set up of infrastructure, model lodge and business support
Landscape...
People, culture, coffee…
Birds...
Mammals...
Limitting factors

• Distance from Addis
• Lack of infrastructure (roads, accommodation)
• Lack of expertise and services (guides, tours)
• Limited travel period (rainy season)
• Little knowledge about Kafa
Ecotourism plan

to:

• Identify potential sites of interest
• Check suitability and feasibility
• Identify needs (training, infrastructure)
• Develop financial implications and business scenarios
• Develop tours
• Develop action plans and recommendations for implementation

Development of management and business plan for ecotourism in Kafa Biosphere Reserve, Bonga, Ethiopia

In the frame of the NABU project:
“Climate Protection and Preservation of Primary Forests – A Management Model using the Wild Coffee Forests in Ethiopia as an Example”

Funded by the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety within the frame of the International Climate Initiative

Final report by Sigrun Lange & Michael Jungmeier
21 October 2011
Ecotourism Training

Participants:
- Government and community representatives
- Tour and horse guides
- Restaurants, cafeterias, hotels, arts and crafts

Subjects:
- General awareness
- Customer care
- Guiding techniques
- Hygiene principles
- First aid and English
- ...
Model Lodge

• Renovation of existing community-owned guesthouse
  • New roof, more rooms with individual bathrooms, new water and electric system, new furniture and equipment
• Management support
  • Bookkeeping system, staff training, reservation system
• Marketing concept
• Linking with tour operators, travel agencies and tour guides
Infrastructure

- Hiking trails
- Coffee experience trails
- Picnic sites
- Camp sites
- Watch towers
- Signage
- Information boards
- Open air museum
Business Support

To:
• NTFP: Beekeeper/Honey producer
• Restaurant owners
• Coffee and tea places
• Accredited tour guides
• Horse guides

Through:
• Technical and financial support and assistance to improve their businesses
NABU for People and Nature

Thank you