



Experience Nariva –

Creating a community-driven, sustainable cluster and brand to transform ecotourism in Nariva Swamp, Trinidad and Tobago

The Caribbean Natural Resources Institute (CANARI) is working with the Inter-American Development Bank Innovation Laboratory ([IDB Lab](#)) on an eco-tourism initiative in the Nariva Swamp, in Trinidad and Tobago- a designated wetland of international importance under the [Ramsar Convention](#).

This CANARI led initiative is one of eight successful concepts from the [Beyond Tourism Challenge](#) organised by the IDB Lab and United Nations World Tourism Organization, geared towards innovative sustainable approaches to tourism as part of pandemic recovery efforts.

Funding: US \$450K

Duration: 2021-2024

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BUSINESS MODEL

The 'Experience Nariva' model will establish and support a cluster of Small and Micro Enterprises (SMEs) to transform the current ad-hoc ecotourism offering to a coordinated, locally inclusive and sustainable ecotourism experience that supports long term conservation of the Nariva Swamp.

At least 15 local SMEs will be strengthened through small business support e.g. mentoring, capacity building and financing via a small grant facility. A minimum of 60 rural community members and SME members will be trained on Participatory Geographic Information Systems (PGIS) technology and citizen science tools and empowered to lead on decision-making on ecotourism and sustainable use of Nariva Swamp. The Experience Nariva brand, web platform and marketing strategy will be developed, launched and populated collaboratively with the local SMEs and rural communities. A management and conservation fund will be established to support financial sustainability by developing strategic partnerships with private sector, public sector and donors for continued SME strengthening and conservation activities in Nariva Swamp.

PARTNERSHIPS

The initiative will build on recent work in the Nariva Swamp under the project on [Improving Forest and Protected Area Management in Trinidad and Tobago implemented by United Nations Food and Agriculture Organization \(FAO\) for the Government of Trinidad and Tobago](#). CANARI will be working closely with the Environmental Management Authority, the Forestry Division, civil society organisations and others who are collaborating on conservation and sustainable livelihoods in this unique and valuable wetland.