


DESIGN GREEN

World Bamboo Workshop

GUATEMALA 2023

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BROCHURE

Building a climate-resilient **future with bamboo**

 CONNECTING MINDS, CREATING THE FUTURE



The World Bamboo Workshop is an international event focused on building a climate-resilient future with bamboo, with global exposure to show the world your brand, company, organization, city, culture or country. The WBW is an event that also supports the tourist and cultural growth of the event venue, the coastal village of Punta Brava, paying homage to the power of bamboo to transform communities and help them adapt to climate change.



Welcome Message



President of World Bamboo Organization

Associate Director of World
Bamboo and Rattan (Chinese
Academy of Forestry)

● Michel Abadie | France

In a time where computer, smart phone and artificial intelligence (AI) are taking the lead in the minds of a lot of people, **the World Bamboo Organization (WBO) is going to emphasize on the natural intelligence, in particular the one in connection with the use of bamboo material.**

For the 5th World Bamboo Workshop 2023, we have accepted the invitation of CASSA, a leading bamboo construction company in Guatemala, to organize on Lake Izabal this new encounter between « the hand and the bamboo ».

It's a way to discover the importance of the hand gesture of the artisans who can transform raw material into exceptional pieces of art by using simple tools combined with an intimate knowledge of the bamboo fiber capacities for adaptation and creativity.

During the workshop, at different moments, you will hear the stories of architects, designers, builders, and planters involved with bamboo for many years. They know the plant and the way to carve and sculpt their desire to reach the best results. They have been working with traditional crafts men and women, and will enable you to discover how to have the right gesture to accomplish your wish.

So if you want to fill/train your hand with natural know-how, join us to discover your skill and yearning. In Punta Brava, across Lake Izabal, you will create something, a pavilion or a chair or even a boat.

Thank you and see you soon.

Welcome Message

Antonio Aguilar | Guatemala

Guatemala is a beautiful country, rich in natural resources, a wonderful climate and, along with its neighbors in Central America, forms one of the world's biodiversity hotspots. Simultaneously, Guatemala is one of the world's most vulnerable countries to the effects of climate change due to widespread poverty, food insecurity and deficient infrastructure. We are convinced we can overcome this, and bamboo and this Workshop have an important role in helping Central America adapt to a changing climate.

Punta Brava, a small coastal community of 350 people on the shores of Lake Izabal, is showing a better way forward to deal with their extreme climate vulnerability, extreme flooding happening 10x faster than a few decades ago. They are starting to adapt their village infrastructure, economics, and education to better deal with the realities of a warming world. **Bamboo is becoming a quintessential element of Punta Brava's development strategy.**

CASSA began working with Punta Brava in 2017, designing and building their first community high school, *Instituto Puente*, with purely local and natural materials, prominently featuring bamboo from a local plantation that few ever noticed. *Instituto Puente* forever changed their perspectives of what can be done with this amazing material. Last year, with the support of the Climate-Smart Forest Economy Program, we planted 4 hectares of *Dendrocalamus Asper* bamboo in Punta Brava, designed and built 2 "Do-It-Yourself" bamboo houses and taught locals how to build them. Those two houses already perfectly withstood a hurricane and severe flooding, safeguarding their residents and even neighbors who sought shelter in the elevated, climate-proof bamboo houses. This only accelerated and strengthened villagers' belief and interest in bamboo.

Attendees to the Workshop will get to participate in this live, ongoing and wonderful story of helping the people of Punta Brava rebuild their village and their livelihoods. The theme of Workshop is "**building a climate-resilient future with bamboo**", will not just be a theoretical concept – we will be **doing it**. In addition to the wonderful constructions we will undertake during the Workshop, we invite you to join us to build knowledge and capacity and leave a permanent and uplifting mark in the minds and hearts of Punta Brava's people that bamboo can change the world! Punta Brava can serve as a shining example for thousands of other Central American villages that bamboo can be our greatest ally to adapt to climate change.

¡Bienvenidos a Guatemala!



**Founder and president
of CASSA**

WBW 2023 Guatemala National
Organizing Committee



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What is WBW?

World Bamboo Workshop is an event organized by World Bamboo Organization (WBO), with an objective to reveal the traditional use and application of bamboo of a particular place or region of the world and at the same time investigate the scientific, technical, and innovative global knowledge available at that particular place.

This time Punta Brava, Izabal, Guatemala will be holding this mega event from 26-29 October 2023.

This is the fifth workshop in the series; the first was held in Mexico in 2017, second in Peru in 2018, third in India 2019 and the fourth in Vietnam. The four-day event at Punta Brava, Izabal, Guatemala will have lectures, hands-on training, exhibitions and cultural shows. **Participants from all over the world are expected to join the workshop.**

It will be an ideal showcase to exhibit the potential of Guatemala in terms of bamboo, both for the qualities of its territory, microclimates, culture, and geographical location, as for the large developmental, environmental and climate-related opportunities a bamboo industry will create in Central America.



Location of Izabal Department, Guatemala

Guatemala, and Central America at large, are undergoing an exciting transformation with respect to bamboo. While some bamboo species have been native to Guatemala for millennia, in the past five decades there has been a dissemination of commercial bamboo plantations and increased knowledge and interest of different species and their uses.

Most recently, there has been a strong resurgent interest in Guatemala from all sorts of sectors, as for example with the development of a National Bamboo Association (Anabambu), interest from the government in facilitating its commercialization, and increasing activity from the private sector spotting interesting market opportunities for bamboo products in local and international markets.



Bamboo is better because it is an ecofriendly, highly renewable resource

Bamboo is a vital resource for mankind. Its wide distribution throughout the world overlaps with billions of people, animals, and invertebrates who depend on it as a daily essential. With thousands of uses, as food, clothing, paper, fiber, shelter, and inspiration, bamboo has traditionally contributed to the multiple physical requirements and spiritual needs of mankind. No other plant has such myriad of uses; bamboo can be transformed into hundreds of products, such as shoots for food, poles for agriculture and structures, panels and composite materials for houses and buildings, versatile household products (furniture, kitchen utensils, etc), vehicles for transportation (such as boats, bicycles, skateboards, and even ultra-light airplanes), pulp and paper, fiber for textiles, medicinal and biochemical products (including bio-plastics and biofuels), charcoal for cooking and heating, and so much more.

For centuries bamboo has played an indispensable role in the daily life of millions of people around the world. Recently it has gained an increasing importance worldwide as a substitution for timber and for a wide range of other innovative products and potentials. Sustainably managed bamboo plantations can stimulate social and economic development and serve important ecological and biological functions to improve Planet Earth.

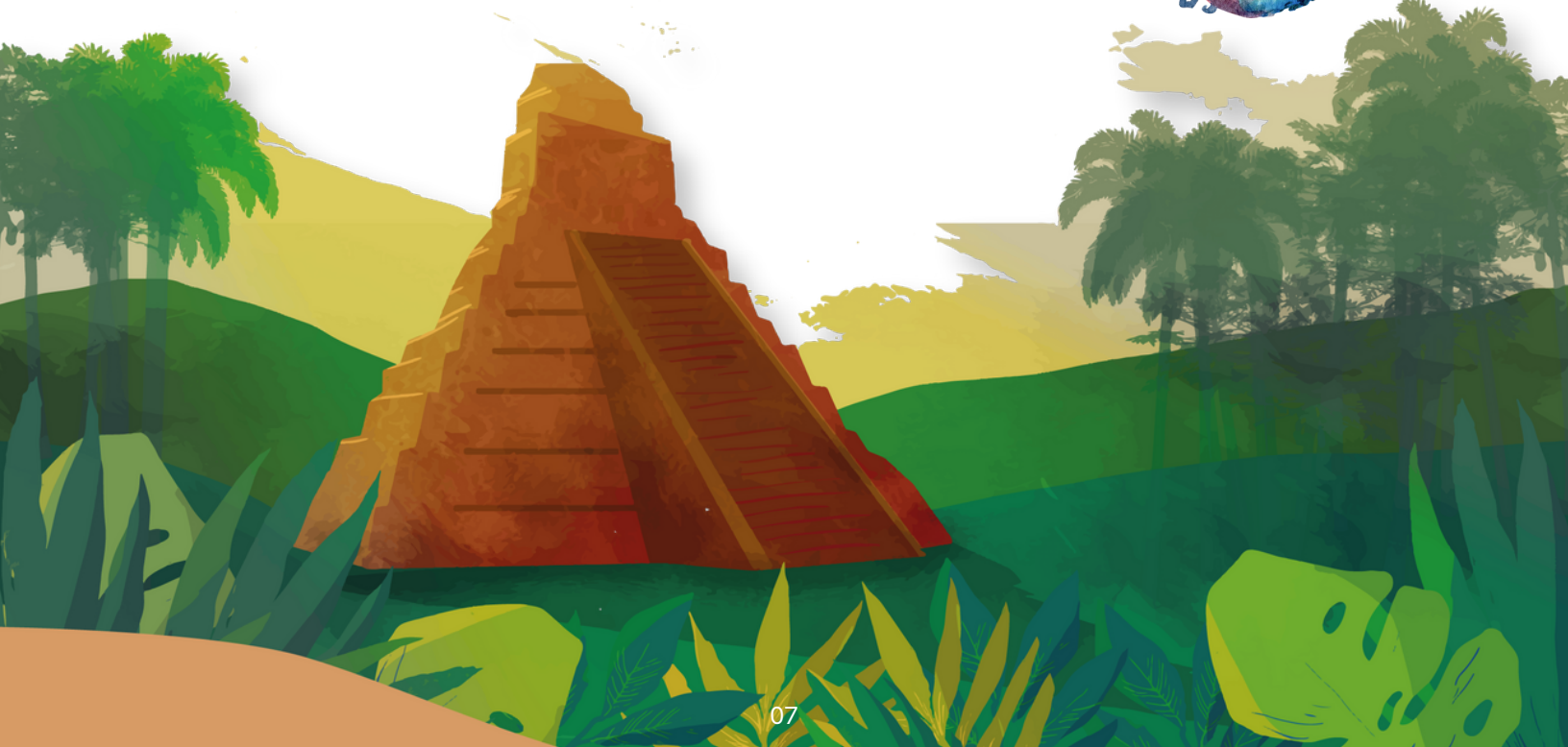
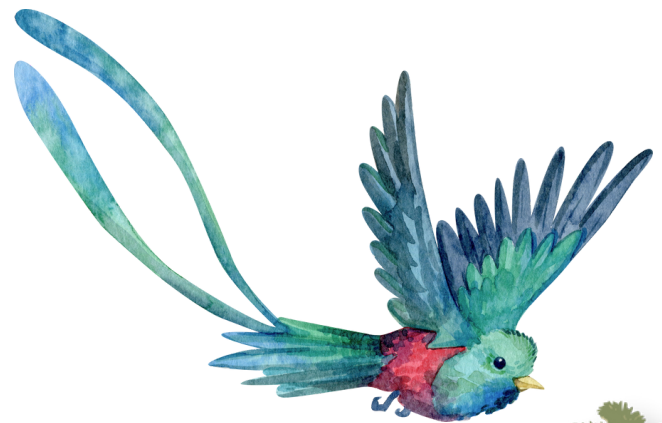
The relevance of this Workshop will allow participants to visualize the ways in which bamboo can be a global tool for a better future.

Why Guatemala?

Guatemala is a fascinating country with a rich history, vibrant culture, breathtaking biodiversity, and enormous potential. The Mayan Empire left behind incredible architectural and artistic achievements, while Guatemala's colorful textiles, intricate handicrafts, and delicious cuisine blend indigenous and Spanish influences. As one of the world's biodiversity hotspots, it is home to over 700 species of birds and a remarkable variety of flora and fauna. With abundant natural resources, including geothermal energy and fertile agricultural land, Guatemala is well-positioned to become a leader in new green industries and embrace sustainable development.

Guatemala is also a young country, with over 67% of the population under 25 and several developmental challenges relating to poverty, irregular access to quality services and intense vulnerability to climate change.

Bamboo has the power to transform Guatemala and this Workshop aims to catalyze a strong evolution in helping its communities adapt to a warmer and more turbulent climate through this wonderful plant.



About Guatemala



GDP per capita

US\$4,646 (2020 estimate)

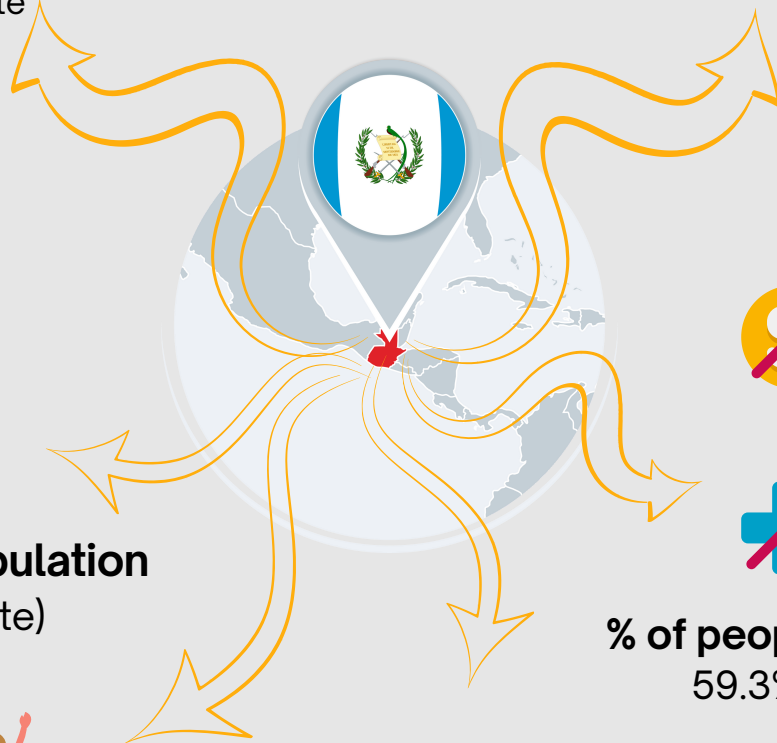
Total Population

18.2 million (2021 estimate)



% of indigenous population

Over 40% (2021 estimate)



% of people living in poverty

59.3% (2021 estimate)



% of people under 25

67% (2021 estimate)



10th Biodiversity ranking (by country)

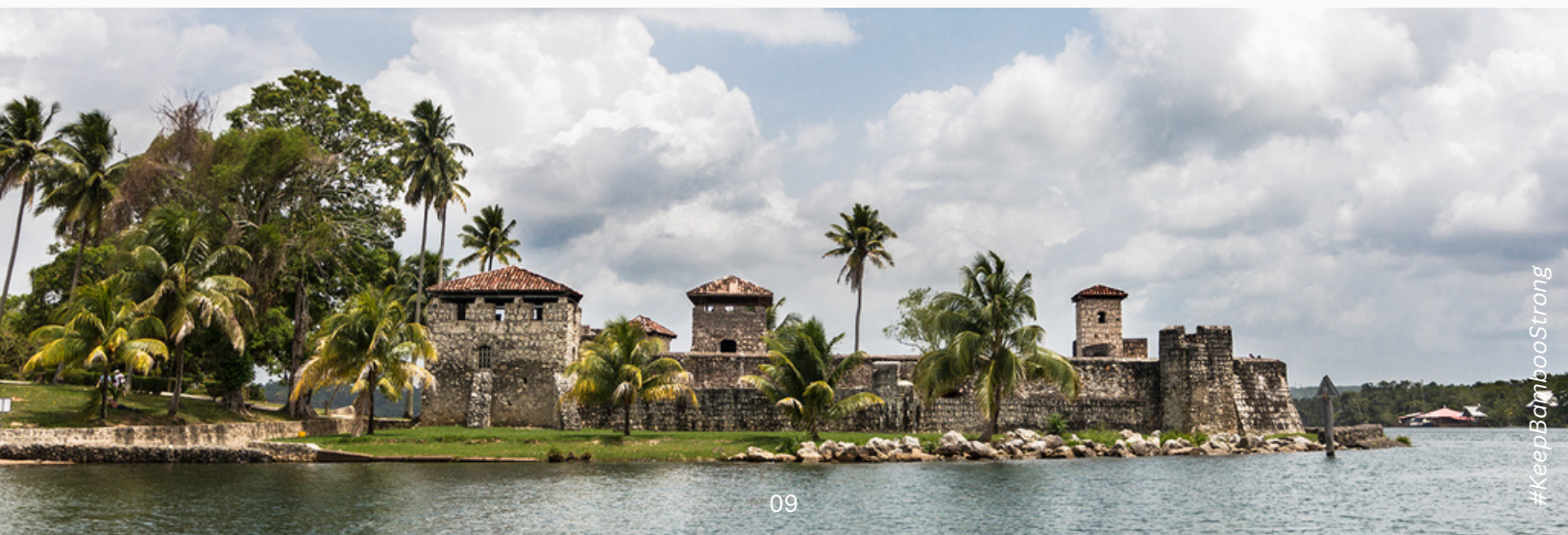
(according to the Biodiversity Hotspots Critical Ecosystems Partnership)

Venue **Punta Brava**



Punta Brava is a beautiful coastal village located on the shores of Lake Izabal, at the mouth of Río Dulce, where it meets the Caribbean Sea. The nature that surrounds the village is lush, with its mangroves, coconut trees, and a great variety of animal species. What really makes Punta Brava special is its people. The inhabitants of the village are friendly and welcoming, and the community itself is very close-knit. The social cohesion and organization have allowed them to carry out social development projects, including more strongly recently, with bamboo.

Punta Brava is a remote, beautiful and friendly natural paradise. It also suffers from economic isolation and a grave vulnerability to climate change, already wreaking havoc with increasingly frequent and destructive storm surges and floods. They need to adapt to a warmer and more turbulent climate to survive. With bamboo, Punta Brava will not only survive, but prosper beyond climate change. They are already taking strides to move their community economy, infrastructure, and education toward sustainability and in particular towards bamboo. **This Workshop will help catapult the people of Punta Brava, and many other coastal villages, to build climate-resilient villages and societies with the help of bamboo!**





What we Offer?

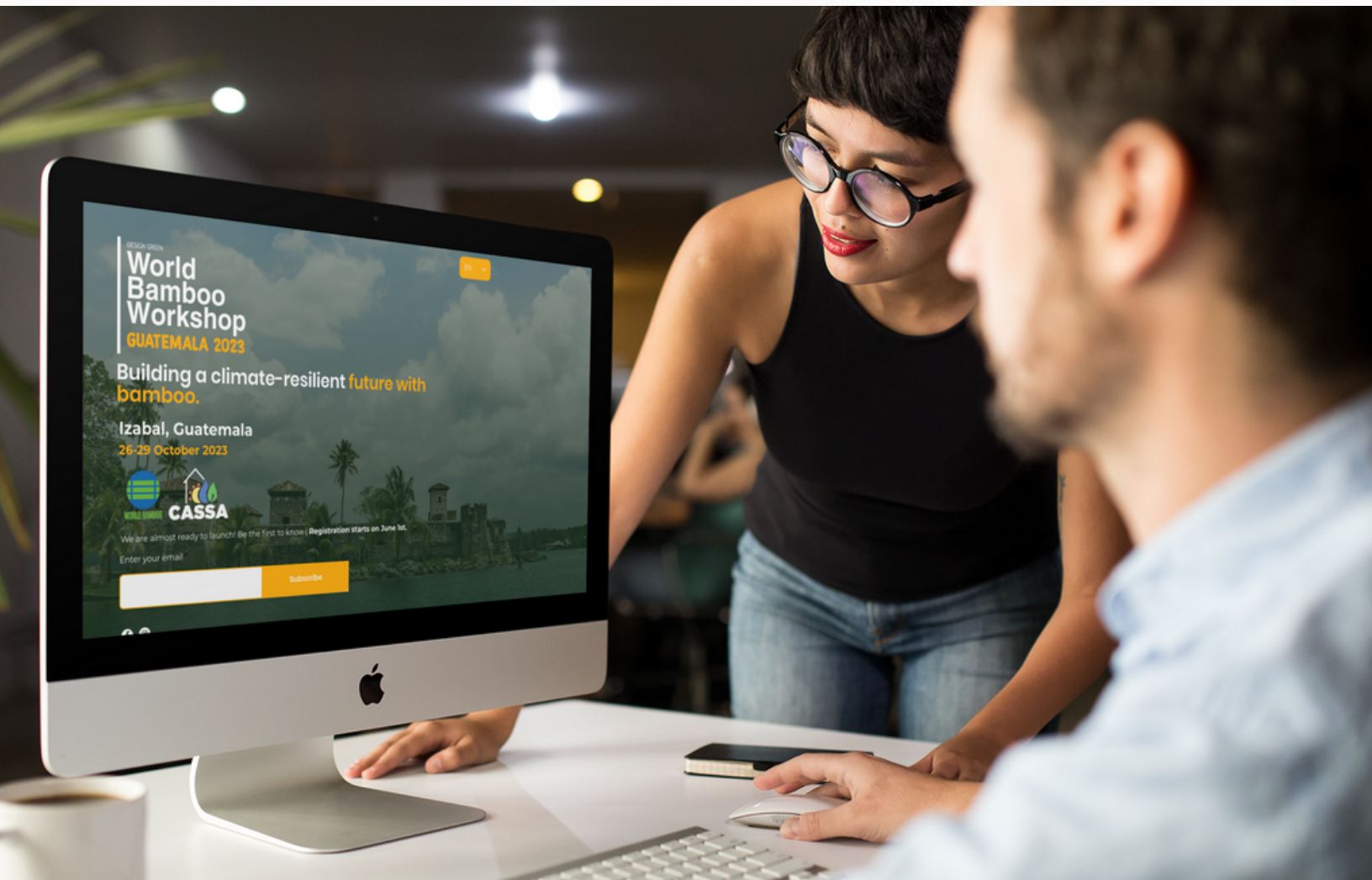
The **WBW Guatemala 2023** invites you to be an event sponsor!

This is an opportunity for all enterprises to meet target markets in this special niche environment, and a chance to build relationships with decision-makers in the bamboo industry.

- ✓ You will meet the people who decide on which products and services are available to purchase in the marketplace. Business sponsorship is a primary source of funding for many events.
- ✓ More and more companies have discovered this form of support to be a powerful marketing tool. Building and strengthening your brand through effective visibility is one of the key essentials in business strategy.
- ✓ Our strength is in combining sponsors and attendants, creating links between them, for opportunities of future business or alliance between them.

Be part of this unique event for a better future, become a WBW Guatemala 2023 Sponsor and help #KeepBambooStrong.

Please contact us for any custom packages that you would like to discuss: info@worldbambooworkshop.com



What **exposure** will you get?

Your sponsorship extends beyond just The 5th WBW Guatemala event. Along with our on-site attendance, you can be ensured of a highly-engaged global audience that are looking for the latest developments in bamboo.

- ✔ Facebook group: **over 18,000 members**
- ✔ Instagram: **approximately 4,597 followers**
- ✔ LinkedIn group: **over 2,000 members**
- ✔ Twitter: **over 3,000 followers**
- ✔ E-News mailing list: **6,000 people**

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DIAMOND SPONSORSHIP | \$7,500 usd

This brings **maximum exposure** in and around the Workshop, before, during and after.

- **Keynote Speaker:** One keynote address on the topic of your choice (with final approval from WBW Committee)
- **Gratitude:** Acknowledgement on the main stage by the chairperson of your Diamond sponsorship
- **Corporate Slide:** A corporate slide to be shown on the main stage at regular intervals
- **Host (Optional):** The opportunity to host a hospitality event from a choice of select dates and times
- **Lanyard:** Company logo printed on the lanyard worn by all event attendees.
- **Website:** Company logo on website with link.
- **Workshop Bag:** Promotional item(s) in the delegate bag (provided by sponsor)
- **Exhibit Area:** Two (2) complimentary booth or raw space in prime position.
- **E-Newsletter:** Logo in e-mail newsletter.
- **On-Site Signage:** Banner sign in front of the main venue will bear your company's logo.
- **Tickets:** Three (3) complimentary Workshop delegate registrations
- **Social Media Promotion:** Facebook, Instagram, Twitter and LinkedIn promotion
- **Video:** Your logo on the after-event Video credits

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PLATINUM SPONSORSHIP | \$5,000 usd

- **Gratitude:** Acknowledgement on the main stage by the chairperson of your Platinum sponsorship
- **Corporate Slide:** A corporate slide to be shown on the main stage at regular intervals
- **Lanyard:** Company logo printed on the lanyard worn by all event attendees.
- **Website:** Company logo on website with link.
- **Workshop Bag:** Promotional item(s) in the delegate bag (provided by sponsor)
- **Exhibit Area:** Two (2) complimentary booth or raw space in prime position.
- **E-Newsletter:** Logo in e-mail newsletter.
- **On-Site Signage:** Banner sign in front of the main venue will bear your company's logo.
- **Tickets:** Two (2) complimentary Workshop delegate registrations
- **Social Media Promotion:** Facebook, Instagram, Twitter and LinkedIn promotion
- **Video:** Your logo on the after-event Video credits

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GOLD SPONSORSHIP | \$3,000 usd

- **Lanyard:** Company logo printed on the lanyard worn by all event attendees.
- **Website:** Company logo on website with link.
- **Workshop Bag:** Promotional item(s) in the delegate bag (provided by sponsor)
- **Exhibit Area:** Two (1) complimentary booth or raw space in prime position.
- **E-Newsletter:** Logo in e-mail newsletter.
- **On-Site Signage:** Banner sign in front of the main venue will bear your company's logo.
- **Tickets:** One (1) complimentary Workshop delegate registrations
- **Social Media Promotion:** Facebook, Instagram, Twitter and LinkedIn promotion
- **Video:** Your logo on the after-event Video credits

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SILVER SPONSORSHIP | \$1,000 usd

- **Website:** Company logo on website with link.
- **Workshop Bag:** Promotional item(s) in the delegate bag (provided by sponsor)
- **E-Newsletter:** Logo in e-mail newsletter.
- **On-Site Signage:** Banner sign in front of the main venue will bear your company's logo.
- **Tickets:** One (1) complimentary Workshop delegate registrations
- **Social Media Promotion:** Facebook, Instagram, Twitter and LinkedIn promotion
- **Video:** Your logo on the after-event Video credits

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LOGO SPONSORSHIP | \$300 usd

- **Website:** Company logo on website with link.
- **E-Newsletter:** Logo in e-mail newsletter.
- **Video:** Your logo on the after-event Video credits

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