



Terralingua Annual Report 2010

Salt Spring Island, December 2010

Dear Terralingua Members and Friends,

I am pleased to say that 2010 was another very productive year for Terralingua. As I go over our activities and advances this year, I am amazed to see how much we accomplished during the past twelve months, and the strides we made in promoting understanding of, and support for, the biocultural diversity of life! Here are the highlights for the year:

- Our book Biocultural Diversity Conservation: A Global Sourcebook, the outcome of one of our projects, was published by Earthscan. We also developed and launched the book's companion portal on our website, and held a webinar on the Sourcebook through one of Eartscan's "Earthcasts". These materials are showing the way toward a biocultural approach to the integrative conservation of nature and culture, and are helping build a 'community of practice" in biocultural diversity conservation.
- We completed the development of our Index of Linguistic Diversity (ILD), and published a
 peer-reviewed article on it in the journal Language Documentation and Conservation. The
 ILD, which tracks the state and trends of the vitality of the world's languages, garnered
 very positive reviews, and is attracting the interest of both academics and international
 organizations.
- Pilot testing of our Vitality Index of Traditional Environmental Knowledge (VITEK)
 continued among indigenous and local communities in Venezuela. The VITEK is a tool for
 assessing the intergenerational transmission of traditional environmental knowledge (TEK).
 The VITEK was also the object of an invited presentation and workshop at a conference
 devoted to indicators relevant to Indigenous Peoples.

Director Luisa Maffi

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- Building on the policy-relevant work
 we have done over the years, we
 contributed to the development of the
 Convention on Biological Diversity
 UNESCO program of work on
 biological and cultural diversity,
 which was launched at an
 international conference in Montreal.
- We participated the12th International Congress of Ethnobiology, where we organized or co-organized several events relevant to our work, including sessions on biocultural diversity mapping, indicators, and our Sourcebook, as well as a very lively plenary panel session on "Where to, biocultural diversity?".
- As the concluding event of our longterm field project "Eco-cultural Health in the Sierra Tarahumara", with the Rarámuri people of northern Mexico, we hosted the visit of a group of them to Salt Spring Island, which included capacity building workshops and intercultural exchanges with local First Nations.
- Throughout the year, we laid the foundations for the development of a new project, aiming to produce biocultural diversity curriculum for high schools and educational materials for students and the general public.





- Toward the end of the year, we obtained a grant from the Firebird Foundation for Anthropological Research to develop a project to support the documentation and revitalization of indigenous oral literatures. Along with our biocultural diversity education activities, this new area of work will form the mainstay of our program next year.
- We made significant advances in our outreach and media presence, through a variety of means: the ongoing development of our new website, the creation of our e-news bulletin, the re-development of our newsletter Langscape as a twice-yearly biocultural diversity magazine, the launch of our presence on social media (Facebook, Twitter), the creation of a new brochure and information package, and a media campaign that yielded several interviews and articles in print and online media, particularly interviews and blogs on National Geographic News Watch.
- Last but not least, we continued to build our organizational strength through **Board development**, **membership drives**, and the development and initial implementation of **a comprehensive fundraising strategy**.

Of course, none of this would have been possible without the hard work of our dedicated staff and team of collaborators, who deserve our keen appreciation!

I find it remarkable that we've been able to do so much even at a time of global economic and financial uncertainty, when non-profits are experiencing significant difficulties. This trend certainly hasn't exempted us. But we sought to use our existing funds prudently, and made the most of all opportunities to be "out there" without exceedingly taxing our own finances. This fiscal prudence, along with the new Firebird Foundation grant, will allow us to continue with some assurance into the New Year. However, we will be stepping out our fundraising efforts in 2011, in order to continue to pursue our mission as vigorously as possible.

As a part of this effort, we count on you, our Members and Friends, to renew your support of our shared goals. We continue to work hard in the pursuit of our mission. As always, we are deeply grateful to you for the trust that you have placed in us over the years!

With warm regards,

Chine Mass

Luisa Maffi, Ph.D. Co-founder and Director



Books

Biocultural Diversity Conservation: A Global Sourcebook, by Luisa Maffi and Ellen Woodley, Earthscan, 2010

<u>Articles</u>

Harmon, D. and Loh, J. 2010. The Index of Linguistic Diversity: A new quantitative measure of trends in the status of the world's languages. Language Documentation and Conservation 4: 97-151. Available at: http://nflrc.hawaii.edu/ldc/2010/.

Harmon, D., Woodley, E. and Loh, J. 2010. Measuring Status and Trends in Biological and Cultural Diversity. In Nature and Culture: Rebuilding Lost Connections, J. Pretty and S. Pilgrim (eds.). Pp. 41-62. London: Earthscan.

Maffi, L. 2010. **Biocultural diversity: The true web of life**. National Geographic News Watch Online, 29 June 2010 http://blogs.nationalgeographic.com/blogs/news/chiefeditor/2010/06/biocultural-diversity-the-true-web-of-life.html.

Maffi, L. 2010. Policy for Biocultural Diversity: Where Are We Now? Policy Matters 18.

Maffi, L. 2010 La perdita della diversita' culturale [Loss of biocultural diversity]. In *Ecosphera*, N. Eldredge and T. Pievani (eds.). Pp. 296-317. Torino: UTET.

Rapport, D.J. and Maffi, L. 2010. The dual erosion of biological and cultural diversity: Implications for the health of eco-cultural systems. In Nature and Culture: Rebuilding Lost Connections, S. Pilgrim and J. Pretty (eds.). Pp. 103-119. London: Earthscan.

Interviews

"Restoring human cultures to the web of life", by David Braun. **National Geographic News Watch**, June 1, 2010. Available at: http://blogs.nationalgeographic.com/blogs/news/chiefeditor/2010/06/restoring-human-cultures-to-the-web-of-life.html.

"The precious diversity of life, culture and language", by Kerry Vineberg. **WiserEarth** Blog, January 27, 2010, at: http://blog.wiserearth.org/biocultural-diversity/.

Interview on Terralingua's Index of Biocultural Diversity. **CBC Radio** British Columbia program All Points West, with Jo-Ann Roberts, May 11, 2010.

"Talking to the clouds and listening to the trees", by David Braun. **National Geographic News Watch**, June 17, 2010. Available at: http://blogs.nationalgeographic.com/blogs/news/chiefeditor/2010/06/talking-to-the-clouds-and-listening-to-the-trees.html

"Nature, culture, and climate change", by Sanjay Khanna. **The Huffington Post**, 28 July 2010. Available at: www.huffingtonpost.com/sanjay-khanna/nature-culture-and-climat_b_661336.html

Presentations and Keynotes

Organized sessions "How Many People Speak your Language?", "Biocultural Mapping", and "Where to, Biocultural Diversity?". 12th International Congress of Ethnobiology, Tofino, BC, Canada, 9-14 May 2010.

"Meet the Author" session on Terralingua's book *Biocultural Diversity Conservation: A Global Sourcebook*. Annual meeting, International Funders for Indigenous Peoples, Tofino, BC, Canada, 15-17 May 2010.

Invited presentation: "The Index of Linguistic Diversity: Measuring trends in global cultural diversity". International Conference on Biological and Cultural Diversity, Montreal, 8-10 June 2010.

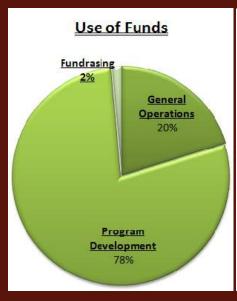
Keynote talk: "Biocultural diversity: A global perspective". Trace Foundation symposium "Interdependent Diversities: The Relationship Between Language, Culture, and Ecology". New York, 24-25 September 2010.

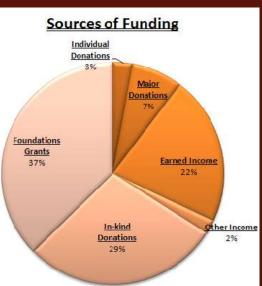
Invited presentation: "Are we really losing the world's languages? A new Index of Linguistic Diversity provides the evidence". Explorers Club, Salt Spring Island, BC, Canada, 30 September 30-3 October 2010.

Invited presentation on the book *Biocultural Diversity Conservation*. Earthscan webinar "Reconnecting Nature and Culture", November 23, 2010.



FINANCIAL REPORT 2010





TERRALINGUA DONORS

The work of Terralingua has been enabled by the generosity of all of our donors. Through the years, Terralingua has received numerous grants and individual donations. Here we would like to highlight some of them.

We are grateful for all contributions, large and small!

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