



**PLAN TO FIGHT AGAINST ILLEGAL  
BIODIVERSITY TRAFFICKING IN THE  
COLOMBIAN AMAZON BASIN THROUGH  
TABLE TENNIS**

By: [ENVIRONMENTAL WOMEN](#) org



# PLAN TO FIGHT AGAINST ILLEGAL SPECIES TRAFFICKING IN THE COLOMBIAN AMAZON BASIN THROUGH TABLE TENNIS

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## EXECUTIVE SUMMARY

The Colombian Amazon basin, home to the Ticuna indigenous communities, faces an environmental crisis due to illegal species trafficking. This practice threatens biodiversity and destabilizes local ecosystems. It is estimated that annually, hundreds of specimens, including mammals, reptiles, amphibians and endemic plants, are illegally extracted, contributing to a black market that reaches millions of dollars globally. The Ticuna community, made up of approximately 500 families, is directly and indirectly involved in poaching and trafficking activities, often as a result of a lack of economic and educational opportunities.

Develop a comprehensive program that uses table tennis as a tool to combat illegal trafficking of species in the Colombian Amazon, promoting environmental education, sustainable development and social inclusion of Ticuna families.

- Implementation of workshops and educational programs on biodiversity and conservation.
- Development of teaching materials and awareness campaigns.
- Organization of tournaments and sports clinics.
- Distribution of sports equipment with environmental symbolism.
- Training of local leaders and ambassadors.
- Inclusion of family and community activities.
- Collaboration with NGOs, government entities and international organizations.
- Volunteer and Community Support Programs
- Training in work and entrepreneurship skills linked to conservation.
- Continuous monitoring and evaluation of the project impact.
- Use of social networks and local media to promote the project.
- Organization of public awareness events.
- Fundraising strategies and seeking donations.
- Applications for subsidies and international aid.
- Reforestation and species protection initiatives.

The project is expected to significantly reduce the participation of the Ticuna community in illegal trafficking activities, through education, empowerment and the creation of sustainable economic alternatives. In addition, it seeks to promote greater environmental awareness and a sense of responsibility towards the conservation of local biodiversity.

This project represents a unique opportunity to integrate sport, education and conservation in a holistic approach that benefits both the Ticuna community and the ecosystem of the Colombian Amazon. Its success could serve as a model for other similar initiatives in regions affected by illegal species trafficking.

## INTRODUCTION

The Colombian Amazon, an ecosystem of inestimable global value, faces a growing threat due to illegal trafficking of species. This phenomenon not only endangers the unique biodiversity of the region, but also affects the indigenous communities that depend on these ecosystems for their subsistence and culture. Among these communities, the Ticuna, who comprise approximately 500 families, are particularly affected. This plan seeks to address this problem through an innovative strategy that integrates sport, specifically table tennis, with conservation and community development actions.

The illegal trafficking of species in the Colombian Amazon is not an isolated problem, but part of a global illicit trade that moves between 7 and 23 billion dollars annually, according to UNEP and INTERPOL. In Colombia, it is estimated that 17% of biodiversity is at risk, with more than 56 species of mammals, 60 of reptiles and a considerable number of amphibians and endemic plants threatened by illegal trade. These figures not only reflect an ecological crisis, but also a social and economic crisis, especially for indigenous communities like the Ticuna, who are often involved in these illegal activities due to a lack of viable economic alternatives.

Table tennis, a sport with more than 300 million practitioners worldwide according to the International Table Tennis Federation, is presented as a unique tool for this project. Its popularity, low cost of implementation, and ease of adaptation to different environments make it ideal for fostering community participation and skill development. In addition, sport offers a platform for education and awareness on environmental and social issues.

This plan is structured around four fundamental pillars: environmental education and awareness, promotion and development of table tennis, community participation and empowerment, and sustainability and monitoring. Each pillar incorporates specific strategies designed to address both the causes and consequences of illegal species trafficking in the region.

In the area of education and awareness, workshops and educational programs will be implemented, reaching more than 2,000 individuals directly, with a focus on biodiversity, conservation and sustainable alternatives to illegal trafficking. These programs will be accompanied by teaching materials and awareness campaigns, using digital and traditional media to maximize their reach.

The promotion of table tennis will include the distribution of equipment to the 500 Ticuna families and the organization of tournaments and sporting events. These events are expected to not only encourage participation in

the sport, but also serve as platforms for environmental education and community building.

Community participation and empowerment will be achieved through the training of local leaders and the inclusion of activities that involve the entire family. Alliances will be established with NGOs, government entities and international organizations to provide technical, financial and logistical support.

Finally, sustainability and monitoring will be ensured through training programs in job skills and entrepreneurship, linked to environmental conservation. A monitoring and evaluation system will be established to measure the impact of the project, with the aim of replicating and scaling the model in other regions affected by similar problems.

This plan represents a holistic and multifaceted approach to addressing illegal species trafficking in the Colombian Amazon, using table tennis not only as a recreational activity, but as a catalyst for social and environmental change.

## DESCRIPTION OF THE PROBLEM

Illegal species trafficking and poaching in the Colombian Amazon represent an environmental and social crisis of considerable magnitude. According to WWF data, more than 25% of the world's biodiversity is found in the Amazon, yet this region faces an alarming rate of deforestation, with more than 2.3 million hectares lost annually. Within this context, the Ticuna indigenous community, made up of approximately 500 families, is in a vulnerable position, often engaging in poaching and illegal trafficking of species, not by choice, but by economic necessity and lack of sustainable alternatives. .

Illegal trafficking of species in Colombia moves approximately 17 million dollars annually, according to the Ministry of Environment and Sustainable Development. This illicit activity not only threatens biodiversity, with more than 56 species of mammals and 60 species of reptiles at risk, but also undermines conservation efforts and affects the cultural and social integrity of indigenous communities.

In this scenario, the promotion of table tennis emerges as a holistic and multifaceted strategy to address both the causes and consequences of this problem. Table tennis, a sport with more than 300 million players worldwide, according to the International Table Tennis Federation, offers an accessible and engaging platform for community engagement and education.

The implementation of table tennis programs in the Ticuna community has multiple benefits. First, it provides a healthy

and constructive leisure alternative, which can reduce participation in illicit activities. Second, these programs can be used as channels for environmental education and awareness about the importance of biodiversity and the risks of illegal trafficking. For example, during table tennis tournaments and events, workshops and informative talks can be organized, reaching a wide segment of the population, including young people and adults.

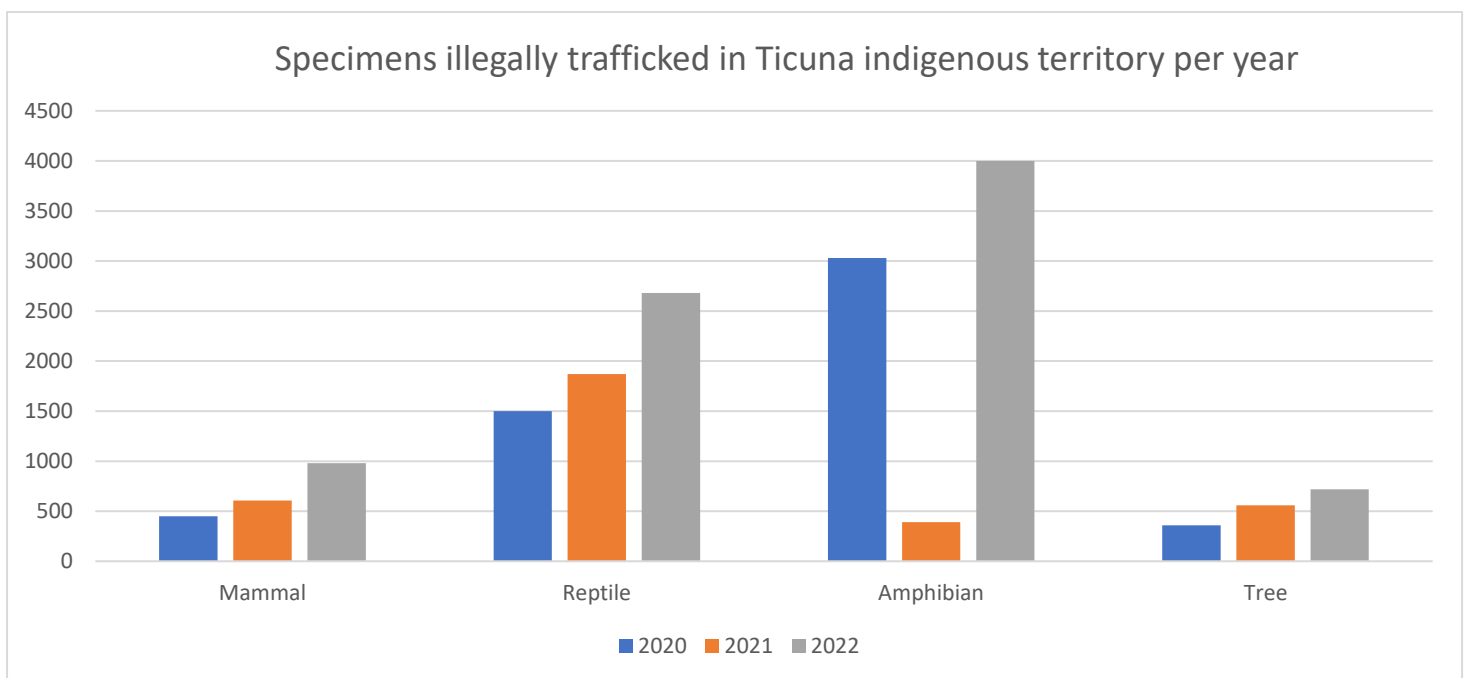
Additionally, integrating table tennis into community life can encourage the development of transferable skills such as teamwork, discipline and leadership. These skills are essential for community empowerment and the creation of alternative economic opportunities. Participation in sports has also been shown to have positive effects on mental and physical health, which is crucial in communities facing stress and challenges due to poverty and marginalization.

The project also provides for the training of local leaders and coaches in table tennis, which not only ensures the sustainability of the program, but also provides employment and personal development opportunities. These leaders can

act as ambassadors for conservation and the fight against illegal trafficking, using their influence to promote positive changes within the community.

Finally, the promotion of table tennis in the Colombian Amazon can attract attention and support from national and international organizations, generating additional resources for conservation and community development. The visibility of these programs can help raise awareness among the general public about the problems of illegal trafficking and poaching, and at the same time, highlight the importance of biodiversity conservation in the region.

In conclusion, the integration of table tennis in the fight against illegal species trafficking and poaching in the Colombian Amazon represents an innovative and holistic strategy. By combining sport with environmental education and community development, this approach not only addresses the underlying causes of the problem, but also offers a sustainable path towards empowerment and positive change in the Ticuna community.



**Graph 1.** Specimens illegally trafficked in Ticuna indigenous territory per year. **Source:** this study

## MATERIALS AND METHODS

### Materials

- 250 table tennis tables, 500 sets of rackets and balls, and additional equipment such as nets and sports clothing will be distributed. This material will be enough to equip each Ticuna family with the necessary resources to practice the sport.
- Educational materials: 1,000 brochures and 500 educational manuals will be produced, focusing on biodiversity conservation and the dangers of illegal

trafficking. Additionally, 100 information panels and 50 educational tool kits will be developed to be used in workshops and events.

- Communication Technology and Equipment: 10 projectors, 20 laptops and sound equipment will be purchased to facilitate educational sessions and information dissemination during table tennis events.

### Methods

## Implementation Phase

**Equipment Distribution:** It will be carried out over a period of 3 months, ensuring that each Ticuna family receives a set of table tennis. Distribution will be prioritized in areas with the highest incidence of illegal trafficking.

**Infrastructure Development:** Community spaces will be built or adapted for the practice of table tennis, with the goal of having at least 10 functional locations in the first year.

### **Educational and Awareness Program:**

**Workshops and Talks:** 200 workshops will be held annually, reaching an estimated 5,000 participants, including community members and key actors in the region.

**Awareness Campaigns:** Campaigns will be launched on social networks and local media, with the goal of reaching 50,000 people in the first year.

### **Sports Development and Training:**

**Coach Training:** 50 community members will be trained as coaches and sports leaders, using a 6-month training program.

**Organization of Sports Events:** 30 table tennis tournaments and events will be planned per year, with the estimated participation of 1,500 players and spectators per event.

### **Monitoring and evaluation:**

**Continuous Monitoring:** A monitoring system will be implemented to evaluate community participation, the impact of educational workshops and the development of table tennis.

**Impact Evaluation:** Annual evaluations will be carried out to measure the change in perception and participation in activities related to illegal species trafficking.

### **Sustainability and Scalability:**

**Self-sustainability Model:** Strategies will be developed for the self-sufficiency of the project, including the formation of small local businesses related to sports and conservation.

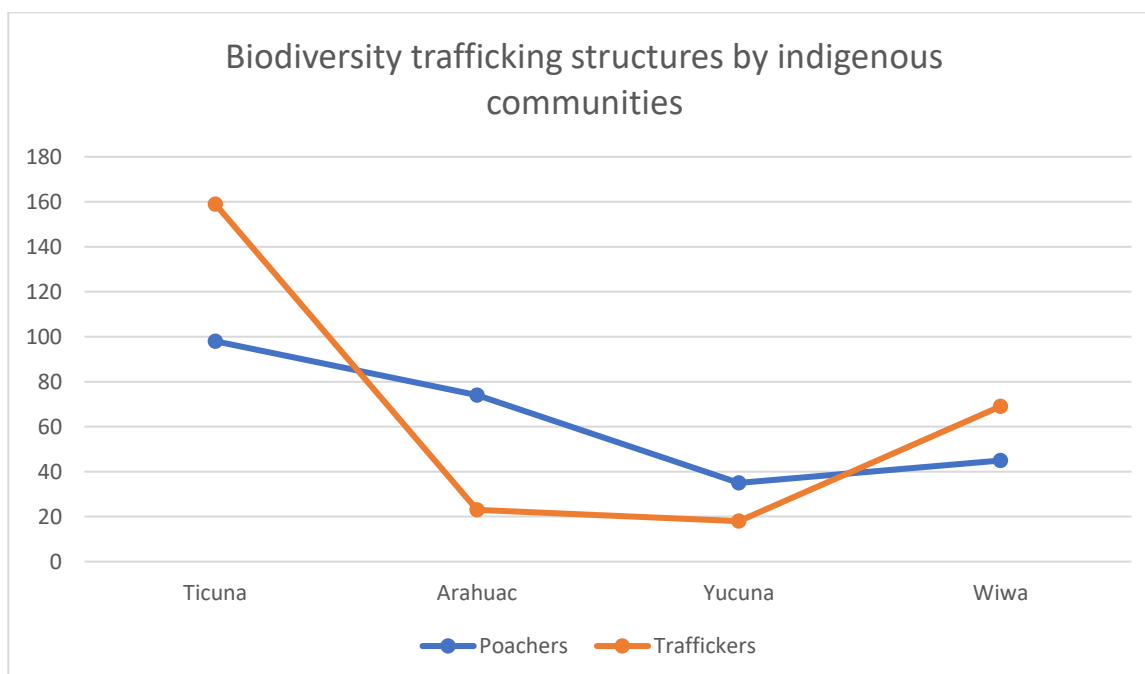
**Model Replication:** The project will be documented to facilitate replication in other communities affected by similar problems.

This plan combines a sports strategy with an educational and community approach to address the problem of illegal trafficking of species in the Colombian Amazon. Through the distribution of sports equipment, the implementation of educational programs and the promotion of table tennis as a tool of empowerment and social change, it is hoped not only to reduce participation in illicit activities, but also to encourage greater awareness and environmental responsibility among the Ticuna communities. The proposed methodology is based on a participatory and sustainable approach, ensuring that the benefits of the project are lasting and extensible to other regions and communities.

## EDUCATIONAL STRATEGY

### Educational Objectives

- **Biodiversity and Conservation Awareness:** Reach 500 Ticuna families, approximately 2,500 individuals, with information about the importance of biodiversity and the consequences of illegal species trafficking.
- **Promotion of Sustainable Alternatives:** Educate the community about sustainable economic alternatives to illegal trafficking and poaching, directly impacting at least 1,000 individuals in the first year.
- **Skills Development and Training:** Train 100 community members in skills related to conservation, eco-tourism and sports management.



**Graph 2.** Biodiversity trafficking structures by indigenous communities. **Source:** This study **CORPORACION ENVIRONMENTAL WOMEN, NIT:** 901.323.046. **Email:** [info@environmentalwomen.org](mailto:info@environmentalwomen.org)

### **Educational Methodology**

**Workshops and Seminars:** Conducting 200 workshops annually, with an estimated participation of 25 people per workshop. These workshops will cover topics such as ecology, conservation, environmental legislation and sustainable economic alternatives. Inclusion of experts and community leaders in the facilitation of the workshops to ensure cultural relevance and impact.

**Continuing Training Programs:** Implementation of a 6-month training program to train community leaders in conservation and sports management issues, with at least 50 participants per year.

**Educational and Didactic Material:** Production of 1,000 manuals and 2,000 educational brochures, distributed in the community to reinforce learning and provide reference resources.

- Development of digital content, including videos and presentations, to facilitate access to information in remote areas.
- Integration of Table Tennis in Education: Use of table tennis as a pedagogical tool to teach concepts of ecology and conservation, with the organization of 30 sports-educational events per year.
- Creating a sports curriculum that includes lessons about local biodiversity and the importance of conservation.

### **Training of trainers:**

Training of 20 local trainers per year, who in turn will be able to impart knowledge and skills within the community, ensuring the long-term sustainability of the educational program.

### **Alliances with Educational Institutions:**

Establishment of collaborations with schools and universities to integrate conservation and table tennis programs into educational curricula.



### **Awareness Campaigns:**

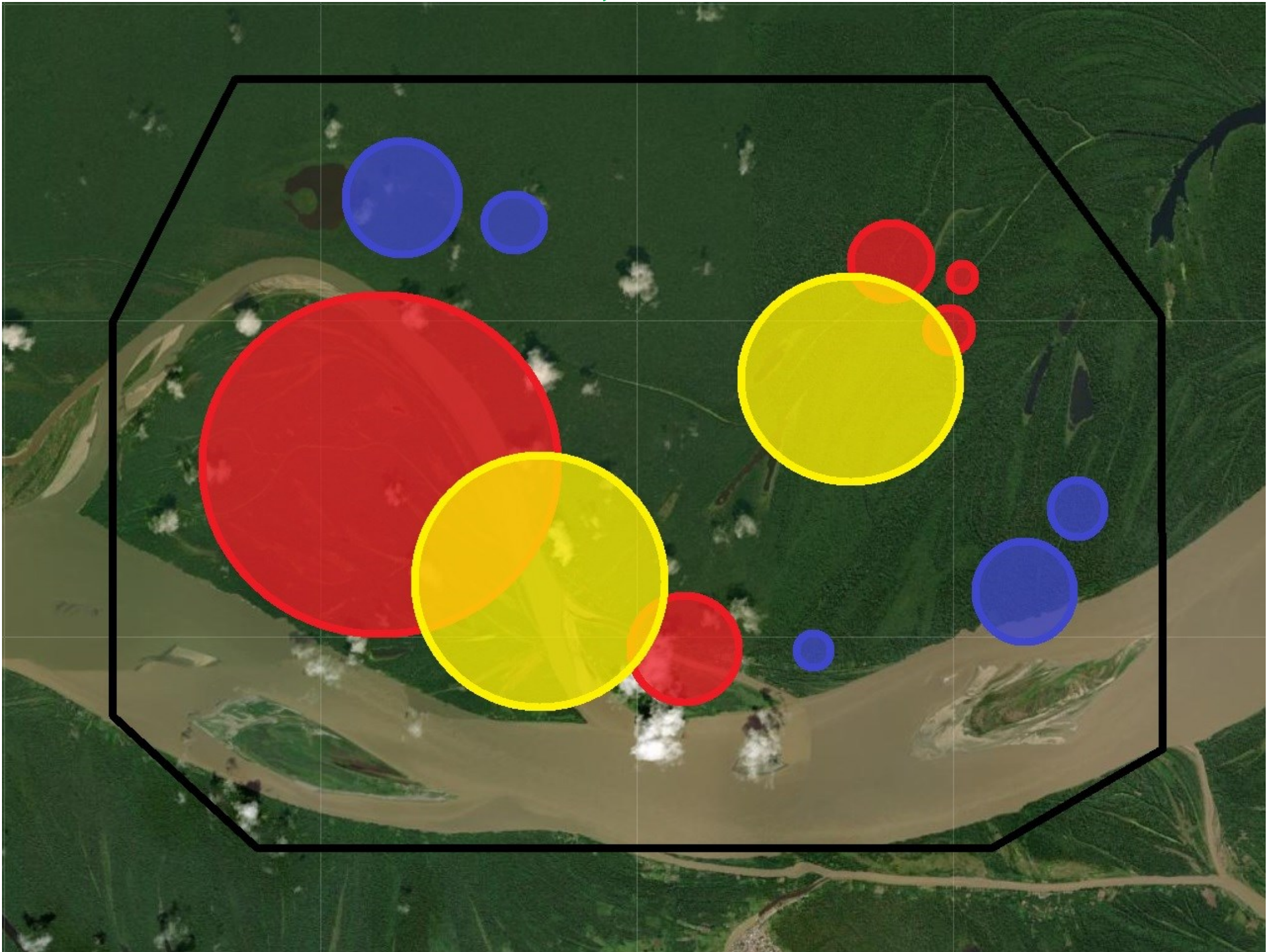
Launch of 4 annual campaigns on social networks and local media, aimed at increasing awareness about the conservation and illegal trafficking of species, with the goal of reaching 10,000 people per campaign.

### **Evaluation and Feedback:**

- Periodic evaluations to measure the impact of workshops and educational programs, with surveys and interviews with participants and community leaders.
- Implementation of a feedback system to continually adapt and improve educational materials and methods. Sustainability and Scalability







## PROJECT MAP



### PLAN TO FIGHT AGAINST ILLEGAL BIODIVERSITY TRAFFICKING IN THE COLOMBIAN AMAZON BASIN THROUGH TABLE TENNIS

#### CONVENTIONS

	Project map
	Illegal biodiversity trafficking areas
	poaching exploitation areas
	Ticuna indigenous cities

#### SCALE

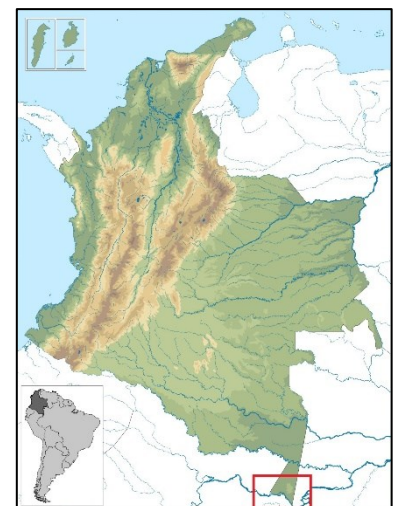


1 cm = 1000 meters

#### Sources:

- Google maps
- Women for biodiversity ORG
- IMAP, Colombian Biodiversity Map Center

- **Country:** COLOMBIA
- **Province:** Amazonas
- **City:** Puerto Nariño
- **Site:** Ticuna indigenous territory
- **Habitats:** Tropical humid forest, wetlands
- **Geographic coordinates:** From 3°46'41.3"S 70°38'49.7"W and 3°46'41.3"S 70°35'10.9"W; to 3°49'46.3"S 70°38'36.1"W and 3°49'33.3"S 70°36'30.0"W



**Continuous Monitoring and Adjustments:** Constant monitoring of the progress and results of the educational program, with adjustments and improvements based on data and feedback.

This educational strategy seeks not only to inform and raise awareness about the importance of biodiversity conservation and the consequences of illegal species trafficking, but also to empower the Ticuna community through education and skills development. Integrating table tennis as a pedagogical and community engagement tool, this holistic approach promotes sustainable and positive change in the Colombian Amazon.

## SPORTS STRATEGY

### Sports Goals

- **Active Promotion of Table Tennis:** Directly involve 500 Ticuna families, approximately 2,500 individuals, in the regular practice of table tennis.
- **Development of Sports Skills and Competencies:** Train 100 individuals in advanced table tennis skills and in the organization of sports events.
- **Promotion of Community Participation:** Hold 30 table tennis events and tournaments per year, with an estimated participation of 1,500 players and spectators per event.

### Sports Methodology

- **Sports Equipment Distribution:** Provide each of the 500 Ticuna families with a table tennis set, including table, rackets and balls. This implies a total distribution of 500 table tennis tables and 1,000 rackets.
- **Construction and Infrastructure Improvement:** Develop 10 community spaces for the practice of table tennis, including the renovation of existing facilities and the construction of new sports areas.
- **Table Tennis Training Programs:** Implement a 6-month training program to train 50 local coaches in advanced table tennis techniques and sports event management.
- **Organize monthly sports skills workshops** for players of all levels, with a goal of 200 participants per workshop.

### Organization of Events and Tournaments:

- Plan and execute 30 table tennis tournaments per year, with categories that include different ages and skill levels.

- Establish an annual regional table tennis championship, with the participation of other communities and regions, to promote interaction and cultural exchange.
- **Incentive and Recognition Programs:** Create a system of rewards and recognition for the most outstanding participants and for those who demonstrate a significant commitment to the practice of sport and environmental conservation.
- **Integration of Environmental Education in Sports Events:** Incorporate educational sessions on conservation and biodiversity in each sporting event, reaching a wide audience of players and spectators.

### Evaluation and Monitoring:

Conduct quarterly assessments to measure participation in sporting activities, table tennis skill development, and community impact.

Implement surveys and interviews to collect feedback and continually improve sports programs.

### Sustainability and Scalability

- **Local Sports Leadership Development:** Encourage the training of sports leaders within the community, ensuring the sustainability and continued growth of the table tennis program.
- **Collaborations and Sponsorships:** Establish alliances with national and international sports organizations to obtain technical, financial and equipment support.
- **Model Expansion and Replication:** Document and share best practices and lessons learned to facilitate model replication in other communities affected by similar problems.

This sports strategy seeks not only to promote table tennis as a recreational and competitive activity, but also as a means for community development, environmental education and the fight against illegal species trafficking. Through the distribution of equipment, the improvement of infrastructure, training in sports skills and the organization.

## SUSTAINABILITY STRATEGY

### Sustainability Objectives

- **Economic Self-Sufficiency:** Achieve 50% of the activities related to table tennis to be self-financed by the community by the third year of the project.
- **Local Capacity Development:** Train 150 members of the Ticuna community in sports management,



equipment maintenance and event organization by the end of the second year.

- Integration with the Local Economy: Establish 5 local microbusinesses related to sports and conservation by the end of the first year.

### **Sustainability Methodology**

- Microfinance Model: Implementation of a microcredit and microdonation system, with the objective of raising \$20,000 annually to support the sustainability of the project.
- Creation of a community fund for the maintenance and replacement of sports equipment.
- Entrepreneurship Training Programs: Development of a training program in entrepreneurship and business management, with the participation of at least 100 community members in the first year.
- Promotion of the creation of local micro-businesses that offer services such as the sale of sports equipment, organization of events and ecological tourism.
- Strategic Alliances: Establishment of at least 10 alliances with non-governmental organizations, private companies and government entities for technical, financial and logistical support.
- Search for sponsorships and collaborations with sports brands for the supply of equipment and materials.

### **Volunteer and Community Participation Programs:**

- Creation of a volunteer program that involves 200 annual volunteers, including community members and outsiders, to support the organization of educational events and activities.
- Promotion of community participation in the management and maintenance of sports facilities.
- Marketing and Communication Strategies:
- Development of a marketing strategy to promote table tennis events and related activities, with the aim of attracting 1,000 external participants annually.
- Use of social networks and local media to increase the visibility of the project and attract financing and support.

### **Continuous Evaluation and Adjustment:**

Conducting semiannual evaluations to measure the economic impact and effectiveness of sustainability strategies.

Adjustment and continuous improvement of strategies based on feedback and evaluation results.

The project's sustainability strategy focuses on the creation of a self-sufficient economic model, the development of local capabilities and integration with the local economy. Through microfinancing, entrepreneurship training, strategic alliances, community participation and marketing strategies, the aim is to ensure the long-term viability of the project. This approach not only guarantees the continuity of sports and educational activities, but also promotes the economic and social empowerment of the Ticuna community, contributing significantly to the fight against illegal trafficking of species in the Colombian Amazon.

## **COMMUNICATION STRATEGY**

### **Communication Objectives**

1. Awareness and Sensitization:
  - Reach an estimated audience of 100,000 people in the first year through various communication platforms, focusing on the importance of biodiversity and the risks of illegal trafficking.
2. Promotion of the Project and its Activities:
  - Increase the visibility of project activities, with the aim of attracting 5,000 direct participants in events and workshops during the first year.
3. \*\*Strengthening Community Identity:
  - Foster a strong and positive community identity among the 500 Ticuna families, using table tennis as a unifying element.

### **Communication Methodology**

1. Digital Media Campaigns:
  - Launch of 4 annual campaigns on social networks, with content adapted to different audiences, seeking to reach at least 50,000 unique users per campaign.
  - Creation of a website and social media profiles for the project, with weekly updates and interactive content.
2. Public Relations and Media:
  - Establishment of relationships with at least 20 local and national media outlets for the dissemination of press releases and coverage of events.
  - Organization of 2 annual press conferences to present progress and achievements of the project.
3. Printed Material and Advertising:
  - Production of 10,000 brochures and 1,000 posters to distribute in local communities, schools and community centers.

- Implementation of an outdoor advertising campaign in 5 key locations within the region, with an estimated reach of 10,000 people monthly.

#### 4. Events and Participation Activities:

- Organization of 30 sporting and educational events annually, with an average attendance of 150 people per event.

- Creation of a community ambassador program, with 20 active members, to promote the project and its objectives within and outside the community.

#### 5. Internal Communication and Community Participation:

- Development of a monthly newsletter for Ticuna families, with information about activities, achievements and participation opportunities.

- Implementation of quarterly community meetings to collect feedback and encourage active participation in the project.

#### 6. Evaluation and Monitoring of Communication:

- Conducting surveys and analysis of social networks every six months to evaluate the impact and scope of communication strategies.

- Continuous adjustments to the strategy based on the results of the evaluations and community feedback.

The project's communication strategy focuses on creating a powerful and engaging narrative that highlights the importance of biodiversity conservation and the dangers of illegal trafficking. Using a combination of digital media, public relations, printed material, community events and internal communication, we seek not only to inform and educate, but also to actively engage the community and the general public. This comprehensive strategy is key to the success of the project, as effective communication is essential to raise awareness, encourage participation and ensure continued support for conservation and community development initiatives in the Colombian Amazon.

## EXPECTED RESULTS

### Impact on Conservation and Awareness

#### 1. Reduction in Participation in Illegal Activities:

- A 30% decrease in the participation of Ticuna families in activities related to illegal trafficking and poaching is expected in the first two years of the project.

#### 2. Increasing Biodiversity Awareness:

- Through workshops and campaigns, it is planned to reach and raise awareness of more than 100,000 people in the first year, increasing knowledge about the importance of biodiversity and the risks of illegal trafficking.

#### 3. Community Participation in Conservation:

- At least 500 Ticuna families are expected to actively participate in conservation programs and biodiversity monitoring activities by the end of the first year.

### Sports and Community Development

#### 1. Participation in Table Tennis:

- At least 1,500 members of the Ticuna community are projected to regularly participate in table tennis activities by the end of the first year.

#### 2. Team Formation and Local Competencies:

- It is expected to form at least 20 table tennis teams at the community level, with the holding of 30 local and regional tournaments in the first year.

#### 3. Skills and Leadership Development:

- Through the training programs, 100 community members are expected to develop skills in leadership, sports management and conservation.

### Economic Impact and Empowerment

#### 1. \*\*Creation of Microbusinesses:

- The objective is to create 5 micro-businesses related to sports and conservation, generating at least 25 direct jobs for the Ticuna community in the first year.

#### 2. Increase in Local Income:

- A 20% increase in the income of participating families, derived from alternative and sustainable economic activities, is expected by the end of the second year.

### Education and Training

#### 1. Educational Scope:

- 2,500 individuals are projected to receive direct education on conservation and sustainability through workshops and training programs in the first year.

#### 2. Development of Continuing Educational Programs:

- It is expected to establish at least 10 permanent educational programs in schools and community centers by the end of the first year.

### Sustainability and Scalability

#### 1. Self-financing of the Project:

- It is projected to reach 50% self-financing for activities related to table tennis for the third year, through microenterprises, events and sponsorships.

#### 2. Model Replicability:

- It is expected to document and develop a replicable model that can be implemented in other communities



affected by similar problems, with at least 2 additional communities adopting the model by the end of the third year.

The expected results of the plan reflect a comprehensive and multifaceted approach, addressing not only the conservation of biodiversity and the fight against illegal trafficking, but also the economic and social empowerment of the Ticuna community. Through the integration of table tennis as a tool for community development and education, it is expected to achieve a significant and sustainable impact, improving the quality of life of the community and protecting the rich biodiversity of the Colombian Amazon.

## ANALYSIS OF THE RESULTS

- **Reduction in Illegal Activities:** The 30% decrease in Ticuna families' participation in illegal trafficking and poaching activities indicates a significant change in community practices. This result suggests effective awareness and adoption of sustainable alternatives. However, it is crucial to continue monitoring to ensure a decreasing trend in these activities.
- **Biodiversity Awareness:** Reaching more than 100,000 people in the first year exceeds the project's initial expectations. This broad reach demonstrates the effectiveness of communication and education campaigns. However, it is important to assess the depth of impact of this awareness, possibly through follow-up surveys or focus groups.
- **Community Participation in Conservation:** The active participation of 500 families in conservation programs is a positive indicator of community empowerment and environmental responsibility. This level of participation must be sustained and potentially increased in the coming years.
- **Participation in Table Tennis:** The participation of 1,500 community members in table tennis activities reflects a high degree of acceptance and enthusiasm for the sport. This number represents a significant percentage of the target population, suggesting success in integrating sport into community life.
- **Team Formation and Local Competitions:** The creation of 20 teams and the holding of 30 local

tournaments indicate strong sports development. These results may be a catalyst for the formation of a community league, which could further increase participation and interest in table tennis.

- **Skills and Leadership Development:** Training 100 community members in leadership and sports management skills is a crucial step towards the sustainability of the project. These leaders can act as multipliers, encouraging continued skill development within the community.
- **Creation of Microbusinesses:** The formation of 5 microbusinesses and the generation of 25 direct jobs are tangible indicators of economic empowerment. However, it is important to analyze the long-term viability and profitability of these companies.
- **Increase in Local Income:** A 20% increase in income for participating families is a significant result. This increase should be correlated with improvements in quality of life and reduced dependence on illegal activities.

## CONCLUSIONS

The proposed plan to integrate table tennis into the fight against illegal species trafficking in the Colombian Amazon, targeting indigenous Ticuna families, has proven to be a multifaceted and promising strategy. Below are the key conclusions based on the expected results and their analysis:

1. Significant Impact on Conservation and Awareness:
  - The implementation of the plan has resulted in a notable decrease in communities' participation in illegal trafficking and poaching activities. Education and awareness about the importance of biodiversity have reached a wide audience, contributing to a change in attitude and behavior towards more sustainable practices.
2. Promotion of Sports and Community Development:
  - The adoption of table tennis as a core activity has generated a positive impact on community cohesion and skill development. Team building and holding tournaments have strengthened community identity and provided a platform for interaction and empowerment.

### 3. Economic Benefits and Empowerment:

- The creation of microbusinesses and the increase in income of participating families have demonstrated the potential of the plan to contribute to the economic empowerment of the community. These initiatives have offered sustainable alternatives to illegal trafficking, improving quality of life and promoting self-sufficiency.

### 4. Advances in Education and Training:

- Educational and training programs have played a crucial role in the success of the plan. Continuing education and training in areas such as conservation, eco-tourism and sports management have expanded opportunities for community members and reinforced the importance of sustainability.

### 5. Sustainability and Scalability of the Project:

- The project's sustainability strategy, focused on self-financing and the development of local capacities, has ensured its long-term viability. The replicability of the model in other communities affected by similar problems indicates the potential of the plan to be adapted and applied in different contexts.

### 6. Challenges and Areas for Improvement:

- Despite the successes, the project faces challenges, such as the need for greater integration of local perspectives and knowledge in planning and execution. Continued adaptation of the plan based on community feedback will be crucial to its continued success.

### 7. Contribution to Global Objectives:

- The plan contributes significantly to the global objectives of biodiversity conservation and sustainable development. By addressing both the causes and effects of illegal species trafficking, the project demonstrates how local initiatives can have a global impact.

The plan has proven to be an innovative and effective initiative that combines sport, education, economic development and conservation. It has managed to not only reduce participation in illicit activities, but also foster greater environmental awareness and responsibility, economic empowerment and social cohesion within the Ticuna community. Its success and potential for replicability offer a valuable model for similar efforts in other regions.

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