

# SOCIAL IMPACT

2019 Report



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# INTRODUCTION

Playa Viva is a sustainable, boutique hotel in the Costa Grande region of Guerrero, Mexico. The central aim of Playa Viva is regeneration, both of the landscape and of the communities in which we are located. Regenerative development seeks to restore the imbalance between people and their environment. Rooted in whole-systems thinking and a connection to Place, Playa Viva's regenerative project focuses on both environmental and social impact, including watershed regeneration, mangrove reforestation, regenerative agriculture, social impact (health, education and economic empowerment), sea turtle conservation and transformational guest experiences (tourism).

This report focuses on both the social impact and sea turtle conservation portions of Playa Viva's regenerative mission. It provides an overview of our social and environmental impact activities and achievements during Season 10 (October 2018 to July 2019) and presents our plans for Season 11.

## WHERE WE WORK

In Season 10, most of our social and environmental impact work was conducted in Juluchuca, a small community of about 500 people located on the coastal highway from Zihuatanejo to Acapulco. Many of the town's residents depend on agriculture, subsistence fishing, or a few small industries (the coconut candy factories or the nearby salt flats) for their work. Decades of unsustainable agricultural practices have taken a toll on much of the arable land, but there is still an enormous opportunity to revive the area's natural resources and local economy.

Located farther up the watershed, our second impact community is Rancho Nuevo, an agricultural town of about 200 residents. Situated roughly four kilometers from Juluchuca, Rancho Nuevo is more isolated, with the majority of residents work in agriculture. In the spring of 2019, we began regular social and environmental impact activities in Rancho Nuevo, including English classes, trash clean-ups and after-school sports.

At the end of Season 10, we decided to expand our impact area beyond Juluchuca and Rancho Nuevo to include two additional villages, La Ceiba and Las Placitas. Both towns are located farther up the watershed and are notably smaller than Juluchuca or Rancho Nuevo, but play an equally important role in restoring our local ecosystem. The past few years have witnessed

significant deforestation surrounding La Ceiba and Las Placitas. There are also considerable challenges with waste management in these two towns, with much of the local trash either getting burned or being dumped into rivers due to lack of awareness and government collection. Local residents have requested the support of Playa Viva to expand our outreach activities to their communities. Much of this work will begin in Season 11.

## SOCIAL IMPACT

Playa Viva's regenerative project is guided by a set of five core values<sup>1</sup> of which "Creating 'Meaningful' Community" and "Promoting Transformational Experiences" are the driving values for Social Impact.

**Objective 1:** Facilitate the transfer of both informal and formal knowledge and skills  
(Education)

**Objective 2:** Foster the state of complete physical, mental, and social well-being (Health)

**Objective 3:** Help strengthen a standard of living whereby basic consumption and material needs are met (Economic Empowerment)

Based on these objectives, our social impact work focuses on the three core areas of Education, Health, and Economic Empowerment. This includes regular educational activities with youth, community sports, monthly vegan cooking workshops, and participation in a new government-run capacity building program, among other activities. The 2018 Social Impact Study offered guidance during program development by highlighting community needs and aspirations. Key findings from the study demonstrate the importance of a renewed focus in the areas of education, social cohesion and environmental awareness.

## SEA TURTLE CONSERVATION: LA TORTUGA VIVA

La Tortuga Viva ('The Living Turtle') is Juluchuca's local sea turtle conservation project. Run by a team of fourteen local volunteers, together we have successfully released more than 450,000 baby sea turtles since 2010. Volunteers patrol the beach each night to relocate nests that are vulnerable to predation (from tejones (coati mundi) or humans). Upon termination of their incubation period (45-70 days depending on the species), the volunteers then personally release the hatchlings, oftentimes with Playa Viva guests or local school groups.

La Tortuga Viva (LTV) not only engages in direct conservation work, but also raises awareness about turtle conservation and environmental protection in the local community. The efforts of

LTV correspond directly to Playa Viva’s core value of “Promoting Biodiversity”, defined by the following objectives:

**Objective 1:** Foster more resilient ecosystems

**Objective 2:** Increase economic value of local ecosystem by restoring it to its natural state and making the land fertile, verdant, and productive for present and future generations

La Tortuga Viva fosters environmental awareness and environmentally conscientious behavior through educational activities and programs, including turtle releases and environmental education in the local schools. By generating excitement about turtles, we hope to also create a space for ecotourism in Juluchuca, whereby visitors can explore the lagoon, relax on our local beach and learn about sea turtle conservation with LTV.

## THE REGENERATIVE TRUST

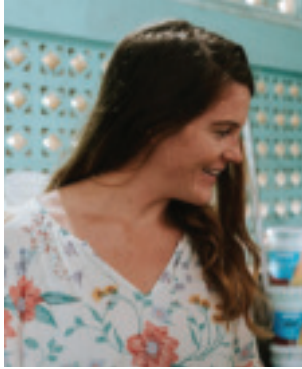
Our social and environmental impact (SEI) projects, including La Tortuga Viva, are funded through Playa Viva’s Regenerative Trust. Instituted in 2010, the Regenerative Trust channels funds through our fiscal sponsor, The Ocean Foundation, a registered 501(c)3. We do not receive financial support from the Ocean Foundation; rather, fiscal sponsorship means that the Ocean Foundation processes all donations to LTV, with a 10% fee, allowing donations from the United States to be tax deductible. The Ocean Foundation also provides monthly and annual financial reports, providing transparency for donors, volunteers and government officials.

The Regenerative Trust uses The Ocean Foundation (TOF) as our fiscal sponsor under the brand of La Tortuga Viva. For fiscal year 2019, from July 2018-June 2019, the Regenerative Trust received \$9,836 in donations. The majority of this funding came from Playa Viva guest donations or the 2% Regenerative Fee instituted in 2012. A large donation of approximately also came from 109World to fund the construction of a new turtle sanctuary with LTV.

The annual budget for our SEI work exceeds \$20,000. Expenses not covered by the Regenerative Trust (RT) are paid for from Playa Viva’s operating budget. The goal is for RT is to be financially self-sufficient so that funds raised sustain the work done in social and environmental impact.



## OUR SEI TEAM



**Colleen Fugate** manages Playa Viva's SEI projects, overseeing program development, funding and implementation.



**Ariel Arguedas Fernandez** is the Community Education Coordinator and carries out our education projects, including teaching English, coaching sports, mentoring youth, organizing field trips, and arranging extra-curricular activities.



**Valentine Reiss-Woolever** was our 2018-2019 LTV Sanctuary Coordinator and worked directly with the turtle camp volunteers to help organize their operations, provide capacity building workshops, engage the community in environmental education and act as a link between LTV's conservation work and Playa Viva.



**Adriana Palacios** is the local leader of Juluchuca Limpio, our community trash and recycling project. This project is supported by



**Ernesto Leon Sandoval**, an environmental advocate on the Costa Grande who leads monthly environmental workshops in Juluchuca.

Additional SEI projects were supported by a team of short-term volunteers and interns. This season we would like to thank Margot Mattson, Delaney McKinney, Rachael Connor and Jasmine Virdi for their support of our community initiatives.



# ACTIVITIES AND ACHIEVEMENTS

## EDUCATION

A renewed focus on education this season was made possible through hiring Ariel Arguedas as the Education Coordinator for the SEI Team. In previous years, community education activities were coordinated and led by short-term volunteers, providing only periodic engagement. By having a constant presence in the schools of Juluchuca, we have been able to build relationships with local families, understand the needs of the community, and begin to work together toward solutions.



Juluchuca is home to four schools: kindergarten (25 students), elementary school (60 students), middle school (65 students) and high school (30 students). Rancho Nuevo is home to only one school, their local elementary school (17 students).

In Season 10, most of our education work was conducted at the elementary school in Juluchuca. It is the second largest school in the community and the parents from the school were vocal about wanting more support. Playa Viva has had a close relationship with this school since the hotel's inception through school supplies donations brought by guests.

### English Classes

Our education program in Juluchuca began with twelve hours of English classes per week at the elementary school and three hours of English classes per week at the high school. This soon expanded to weekly after-school English activities for children and English classes for Playa Viva staff.

In the spring of 2019, Ariel began to teach English once a week at the elementary school in Rancho Nuevo. The idea was proposed by local families who heard about the classes in Juluchuca.



Consistent English classes throughout Season 10 provided a vehicle through which Ariel was able to form deep bonds with the community and address topics beyond just language learning; students learned about nature, geography, and how to play collaborative rather than competitive games. The English classes proved to be a strong foundation to build relationships, and from there we were able to expand our education, health, and economic empowerment initiatives.

## Environmental Education

Juluchuca is home to one of the only recycling programs on the Costa Grande. Our project, called Juluchuca Limpio, was developed with Ernesto “Pato” Leon Sandoval to raise awareness about the waste we create and how we can reduce our environmental impact. There are currently over 20 bins for plastic bottle recycling in Juluchuca and Rancho Nuevo. Adriana Palacios and her family are dedicated to emptying the bins and selling the plastic to a middleman in Petatlan. The money from the sale of the plastic is reinvested in the project.



With the support of Pato and Adriana, in Season 10 we hosted eight environmental workshops, had over 40 beach and community trash clean-ups and recycled over 675 kilos of plastic bottles from our impact communities. Our LTV Coordinator, Valentine Reiss-Woolever, also taught environmental education at the Kindergarten each week, providing consistent engagement around conservation topics.

At Playa Viva we hosted four student groups and two community field days. The students released turtles, learned about sustainability and explored Playa Viva. This season we also sponsored a whale watching excursion for a group of primary school students with Whales of Guerrero, a local conservation NGO.



## Art and Community Beautification

In November 2018 we completed three community environmental murals outside the Juluchuca elementary school. The first was coordinated by Margot Mattson, our fall farm intern. She engaged the high schools students in the design process, asking what they are most proud of in Juluchuca and how they wanted to represent their vision artistically. The mural reflects Juluchuca's roots as an agricultural community and the pride people take in the local fauna.



The first mural was such a success that Margot and the high schoolers completed two other murals outside the elementary school. The murals were completed along with a handful of children from the elementary school. Our hope is that the three murals inspire pride in the natural beauty of Juluchuca and more artistic expression in the community.

## Spay and Neuter

Like many rural Mexican towns, Juluchuca has an overpopulation of street dogs and cats that often live a life of suffering. Many residents have dogs or cats but cannot afford to get them spayed or neutered, contributing to the problem of overpopulation.

Valentine, our LTV Coordinator and avid dog lover, decided to work with the residents of Juluchuca to organize our first spay and neuter campaign. Valentine led animal welfare workshops and activities with a group of youth in Juluchuca in the months leading up to the clinic. The participants learned how to care for dogs and cats and the importance of spay and neuter. After their training, the children assisted Valentine in going door-to-door to inform people about the upcoming clinic and the importance of getting their pet sterilized.

This project would not have been possible without the support of *Amigos de los Animales*, an animal welfare NGO located in Barra de Potosi, about 1 hour north of Juluchuca. Our team raised the \$3000 necessary for the clinic via a GoFundMe Campaign. This paid for all of the necessary veterinary supplies and outreach materials in the community. *Amigos de los Animales* brought their team of seven trained professionals to conduct the sterilizations and to oversee the logistics of the clinic itself.

During our two day clinic, we sterilized a total of 113 dogs and cats from Juluchuca and Rancho Nuevo.



# EDUCATION BY THE NUMBERS



## HEALTH AND NUTRITION

Our health and nutrition program focuses on holistic health for both adults and children. This includes mental, emotional, physical, and social health. One of the key findings from the 2018 Social Impact Study was the importance of social cohesion in a healthy community. For this reason, in Season 10 we placed special emphasis on hosting regular cooking classes and establishing youth sports programs because both foster a sense of community through collective participation.

### Cooking Classes

Monthly vegan cooking classes were offered this season thanks to our partner organization, La Casita EcoVegana, a vegan cooperative located in Zihuatanejo. By incorporating local, affordable ingredients, the teachers from La Casita make healthy cooking accessible to everyone in Juluchuca. Their two hour workshop including a cooking demonstration of a new recipe and an educational component about how to best nourish our bodies.



At the start of Season 10, these classes were hosted in the *comedor comunitario* (Juluchuca's community kitchen). In December, a lack of government funding forced the *comedor* to close indefinitely. Since then, the cooking classes have been hosted at Colleen's house, which has actually resulted in increased attendance and participation, perhaps due to the more familiar, intimate space.

### Youth Sports

For several years, parents in Juluchuca tried to organize a youth soccer team but were never successful in getting the team organized. This past year, with the support of Ariel and Johnny (a Playa Viva employee), we were able to form Juluchuca's first co-ed youth soccer team in years.

The team started out with 15 players aged 7-11; yet after their first game, that number quickly swelled to over 30 players. Johnny and Ariel decided to create two teams so that all the kids would be able to play in games. Both teams play in a youth

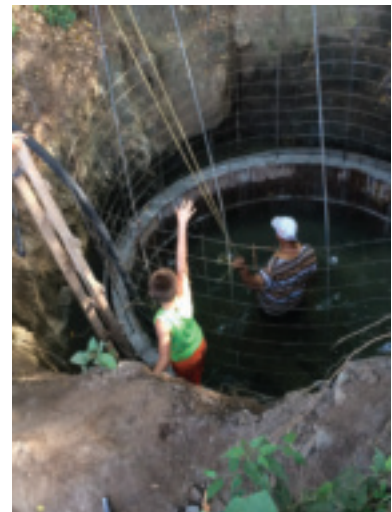


league in Petatlan (about 15 minutes from Juluchuca). The players practice three days a week in Juluchuca, learning soccer basics and getting fit in the process. Playa Viva sponsors all associated costs for the two teams, ensuring that there are no economic barriers for any child to participate.

The youth soccer team has had several ripple effects throughout town. A group of teenage girls inspired by the kids formed their own women's soccer team. They practice twice a week and have games on weekends. Parents have gotten involved as well; it's not uncommon to see mothers go to the field to walk laps while their son or daughter attends practice. Even the dads go to the youth games to cheer on their children. This type of engagement is what we hope will contribute to a healthier, more cohesive community.

### Access to water

One of the key factors in overall health is the ability to meet one's basic needs. In many coastal communities, water scarcity is becoming an increasingly significant problem. In Rancho Nuevo, there are several families that live without water during the entire year. With the support of our spring farm intern, Rachael Conner, we were able to sponsor the construction of a well for one of those families.



Don Quirino and Doña Caridad have two children and have lived on the outskirts of Rancho Nuevo for ten years without any water supply. They travel one kilometer to wash clothes, dishes and to bathe. Rachael personally raised roughly \$1,300 to pay for the new well. She supported the family in the design and construction phase. Three months after the project began, the Navarro-Valencia family took their first showers at home. We plan to use Rachael's cistern design to support other families living without water.

## ECONOMIC EMPOWERMENT

During the hotel season (October-July), Playa Viva hires over 30 people, the vast majority from Juluchuca and Rancho Nuevo. As described in the 2018 Social Impact Study, the stability of working at Playa Viva not only ensures a level of economic security, but it also has a ripple effect in terms of overall health and wellbeing.



# HEALTH AND NUTRITION

## BY THE NUMBERS

**1 community garden**  
started at the HS



**1 well built**  
for a family in need



**16** youth soccer games played



**2** co-ed youth soccer teams formed



**85** youth soccer practices

**1** women's soccer team formed (ages 13 and up)

**2**

basketball posts

built in Juluchuca



**10** kids' yoga classes



**2**

yoga/zumba workshops

led by Playa Viva guests



**9**

evenings of youth sports practice in Rancho Nuevo

Since the number of employees we can support at Playa Viva is limited, our SEI work includes an economic empowerment component in order to support the overall development of our impact communities. This season we placed special emphasis on youth mentorship and capacity building to prepare the next generation to be able to find stable, meaningful work that aligns with their goals and values.

## High School Internships

In order to graduate, local high schoolers must first complete a 220-hour professional internship. For several years, Playa Viva has opened its doors to students eager to learn about sustainability, regeneration and health. In Season 10, we welcomed five interns who all completed the requirements of the program, working for several months alongside our local staff to learn about permaculture, healthy cooking, hotel housekeeping.

Though we were not able to offer any compensation for completion of the internship, we did hire two of the five interns. One student was hired to continue working on the housekeeping staff and the other student was hired to continue with the kitchen staff. They will both be offered another full-time contract at the start of Season 11.



## Jóvenes Construyendo el Futuro

In December 2018, Mexico's federal government created the program *Jóvenes Construyendo el Futuro* to respond to an increasingly high number of unemployed youth in nearly every region of the country. The program is designed for young people aged 18-29 who are neither studying nor working to gain valuable skills through a capacity building internship with a local business or non-profit.

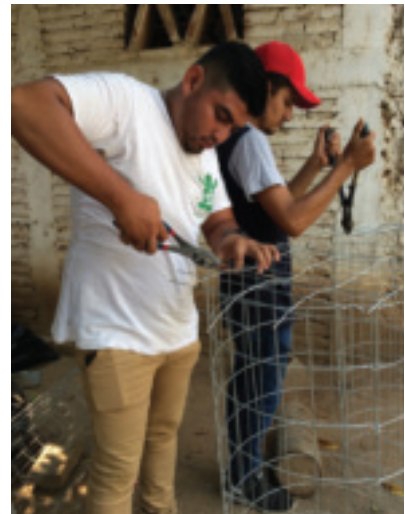
Since January 2019, Playa Viva has welcomed 14 participants, or *jóvenes*, into the program with us. Each *jóven* is awarded a training grant of \$3,600 Mexican Pesos per month (approximately \$190 USD) in addition to medical insurance with the Mexican Institute of Social Security (IMSS). The program duration is one year, offering participants sufficient time to learn and develop relevant skills.

At Playa Viva, participants in the program work alongside our team in the areas of maintenance, permaculture, housekeeping, kitchen, and social impact. By providing training and job experience, our hope is that participants will be one step closer to finding full-time paid employment at the end of the program. In the meantime, the *jóvenes* benefit from a secure monthly income, oftentimes used to support their families.

### **Supporting local artisans and industries**

Juluchuca is a community that takes pride in their local industries and products. As a regenerative project, Playa Viva always tries to source locally and organic wherever possible. This past year, we began sourcing local milk and cheese from a family in Juluchuca (in addition to the other local products we already source such as eggs, coffee, chocolate and salt). This has provided a stable income stream for this particular family and opened the door for other families to consider selling local products to Playa Viva.

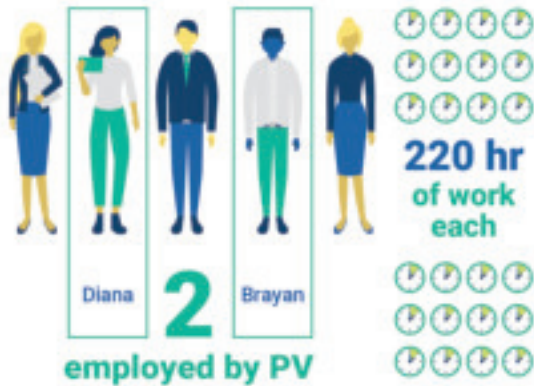
In Season 10, the Playa Viva boutique also began to sell hand-made bowls and silverware made from coconut husks by a local artisan in Juluchuca. The artisan, Alfonso, typically has to travel to Zihuatanejo or Ixtapa to sell his work. Though we started small with the purchase of only eight pieces, we hope to expand in Season 10 with additional local sourcing and products.



# ECONOMIC EMPOWERMENT

## BY THE NUMBERS

**5** successful internships  
from HS students



**14** young people enrolled in the Jovenes  
Construyendo el Futuro  
Program

**8** handmade  
artesanía  
pieces  
sold to PV boutique  
(made by Alfonso in Juluchuca)

## LA TORTUGA VIVA

Since 2010, La Tortuga Viva has empowered conservationists and community members in Juluchuca to save more than 450,000 endangered marine turtles. Volunteers patrol the beach each night to collect nests that are vulnerable to predation (from tejones (*cuati mundi*) or humans) and relocate them to our sanctuary. Upon termination of their incubation period (45-70 days depending on the species), the hatchlings crawl to the surface and volunteers then personally release them. Turtle releases are oftentimes conducted with Playa Viva guests or local school groups for environmental education purposes.

### Conservation Data

La Tortuga Viva successfully released 87,200 baby sea turtles in 2018. From January to May 2019, we released 12,265 hatchlings. The majority of these sea turtles are the species Olive Ridley, listed as vulnerable in world status but critically endangered in the NE Pacific (Mexico population) on the IUCN Red List of Threatened Species. We also had the critically endangered Leatherback and Green turtles make their way to our beach.

Throughout 2018, volunteers placed 1,561 nests (corresponding to 109,507 eggs) at the sanctuary. The hatchling success rate was up nearly 10% from the previous year. There were also an

increased number of Leatherback nests collected in Season 10, which received attention and commendation from government officials.

Table 1. Nest and Hatchling Data for 2018

Number of Olive Ridley Nests	Number of Leatherback Nests	Number of Black Nests	Total Number of Nests relocated	Average Number of Eggs per Nest	Number of Hatchlings Released	Percentage Successfully Hatched
1,540	13	8	1,561	70	87,200	79.6%

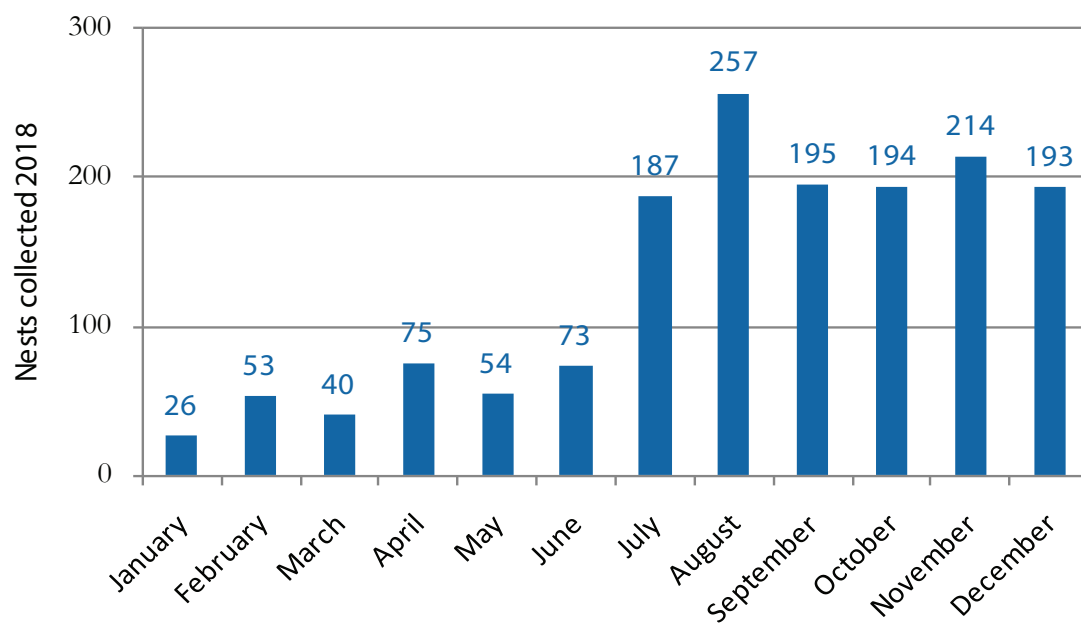


Figure1: Distribution of nest collection 2018



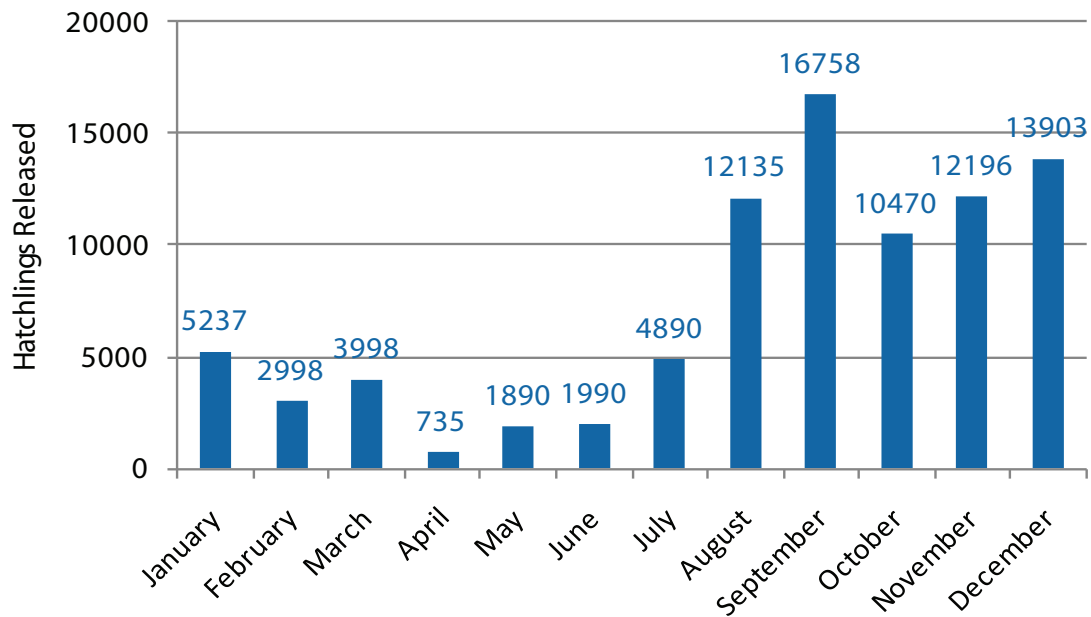


Figure 2: Distribution of hatchling releases 2018

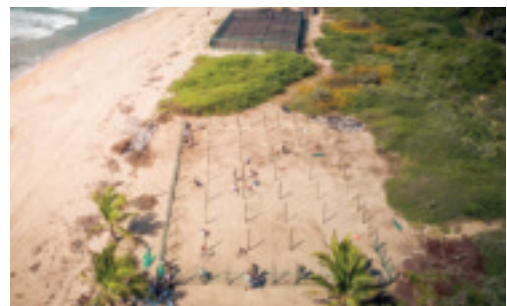
## Capacity Building

Season 10 witnessed a renewed focus in capacity building for the LTV team. With five new members to the camp, capacity building was a central focus to ensure that our local team is equipped with a high level of conservation knowledge. Results from the 2018 Social Impact Study indicated that even our longstanding volunteers were due for renewed training.

Through the generosity of ProCosta, an environmental NGO, and SEMARNAT, the Environmental Ministry of Mexico, we hosted two in-depth, hands on workshops from experts in the field of conservation. The workshops included a formal classroom session in Juluchuca's local government building and a participatory session at the sanctuary. The LTV volunteers were able to ask questions, observe proper methodology for planting nests, and learn about the support system in the Costa Grande for their conservation efforts.

## 109 World Visit

In December 2018, Playa Viva and La Tortuga Viva received a visit from 109 World, an organization that leads humanitarian trips around the world to inspire personal and collective transformation. The 109 World participants spent five nights and six days at Playa Viva, learning about sea turtle biology, engaging in





morning turtle releases, going on night patrols and helping to build an entirely new sanctuary alongside the LTV members. This was possible due to 109 World's generous donation to cover 100% of the costs associated with the project.

The new sanctuary was an essential component to achieve our ongoing goal of following best conservation practice. Having two sanctuaries allows us to leave one to rest after 1-2 years in use (a practice similar to crop rotation in agriculture). This practice mitigates damage to our nests from bacterial build up, ant infestations, and vegetation growth, all common problems in hatcheries on the Costa Grande.

In addition to the clear conservation benefits of having a new sanctuary, the visit from 109 World resulted in the opportunity to “convivir” or coexist among people of diverse backgrounds. The 32 members of 109's group spent quality time with some of the most marginalized members of Juluchuca, according to our 2018 Social Impact Study. We worked together in the hot sun, shared meals at Playa Viva, rode quads in search of turtle nests, and even sung songs at a beach bonfire on the last night. This experience allowed LTV members to showcase the importance of their work while gaining confidence when interacting with Playa Viva guests.

We look forward to a visit from 109 World in December 2019 for our Season 11 project of building a new palapa and shed with La Tortuga Viva.



## Sea Turtle Awareness

The LTV Coordinator continued to engage Playa Viva guests in learning more about sea turtle conservation through morning turtle releases, evening presentations, informal conversations over meals and organized tours of the turtle sanctuary.

In Season 10, we began a new Night Patrol Excursion to showcase the work of LTV and allow guests to partake in the operations of the project. Interested guests headed out on ATVs alongside one of the local volunteers, to search the beach for nests to collect and plant at the sanctuary. Guests would also assist with a nocturnal turtle release if hatchlings were born overnight.

The new excursion allowed LTV members to interact directly with the guests and helped put a face to the conservation program. Over 97 guests partook in the excursion from December 2018 to July 2019, and often cited it as one of the highlights of their stay at Playa Viva.

## Fundraising

One of our objectives for Season 10 was to secure additional funding for both the LTV operating budget and for the camp members. Valentine spearheaded two new programs to achieve this goal: the Night Patrol Excursion and the Adopt a Nest Program.

For the Night Patrol Excursion, LTV received an average of \$25 per person for the experience. In total, guests donated \$2,935 in tips, almost double the amount from the previous season (\$1,520). Funds from the Night Patrol Excursion were divided equally among the 14 members of LTV, providing a well-deserved financial compensation for their hard work.



The Adopt-a-Nest Program also brought in a significant amount of funding in Season 10 while allowing guests to share their experience at Playa Viva with loved ones at home. Through this program, individuals are able to symbolically purchase a sea turtle nest, for which they receive an adoption certificate, a photo of their nest after planting, information about sea turtle conservation, and photographs of the turtles of upon hatching. From the program's inception in December 2018 to the end of the hotel season July 2019, exactly 34 nests were adopted, resulting in \$1,360 in additional funding for LTV.

# LA TORTUGA VIVA

## BY THE NUMBERS



**1** new sanctuary  
built with 109 World



**34** nests  
adopted

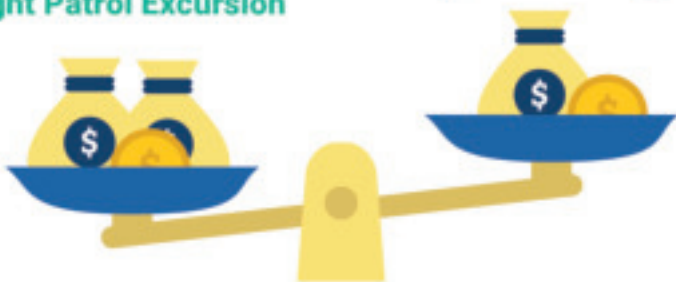


**\$2,935**

raised through tips and  
Night Patrol Excursion

**\$1,360**

raised through  
Adopt a Nest Program



**97** GUESTS  
on night patrols

**12,265** sea turtles  
released between Jan - May 2019



**2** turtle  
conservation  
trainings  
with SEMARNAT



**2** government  
permits  
APPROVED



**3** service projects  
completed with Playa Viva guests

# WHAT TO EXPECT IN SEASON 11

## EDUCATION

- Addition of two new impact communities: La Ceiba and Las Placitas, both located in the mountains near Juluchuca
  - We will provide regular English classes and environmental activities in these towns;
- **Comunidad Limpio** - our trash and recycling program
  - We will host monthly workshops on recycling and sustainability, support the high school garden project, and lead beach clean-ups with youth from all four impact communities;
- **Adopt a Student** Program to provide school scholarships for students in need
  - Scholarships cover inscription fees, uniforms, school lunches and school supplies;
  - We hope to sponsor seven students in Season 11;
- Juluchuca's second **Spay and Neuter** campaign
  - We need to raise \$2,500 to cover all costs of the clinic;
  - Our goal is to sterilize at least another 100 animals;

## HEALTH AND NUTRITION

- Nutrition workshops at the local schools and health clinic
  - With the support of La Casita Eco-Vegana we plan to raise awareness about health both through our regular cooking workshops and in the local schools and clinic;
- Greater diversity of youth physical activities
  - In addition to soccer, we will provide regular yoga, zumba and basketball activities for kids and teens in Juluchuca;
- Sports in Rancho Nuevo and La Ceiba
  - We will provide weekly sports activities in the evenings in these two communities;



## ECONOMIC EMPOWERMENT

- Local food purchases
  - We strive to buy all local fish for Season 11 and source fresh produce from our impact communities wherever possible to support those communities;
- High school mentorship
  - We will host three interns for the 2019-2020 academic year;
  - They will develop and lead an intervention for improvement at Playa Viva or LTV
- Capacity-building projects with participants from *Jovenes Construyendo el Futuro*
  - We will partner with the Permaculture team from Playa Viva to do capacity-building projects in our impact communities; this includes reforestation and organic agriculture workshops;

## LA TORTUGA VIVA

- Data collection
  - Our goal is to collect additional data points about each nest we relocate to qualify for grants from outside funders;
- Return visit from 109 World
  - This year we will be building a shed and a palapa shade structure to host environmental workshops at LTV;
- Continued investment in capacity building
  - We will host 3 additional capacity building sessions with ProCosta and SEMARNAT.
- Environmental Education curriculum
  - Our Season 11 Coordinator, Lorenzo Locci, will create an environmental education curriculum that can be adapted for all four schools in Juluchuca and imparted in the schools in our four impact communities.

# HOW TO SUPPORT OUR WORK

Our social and environmental impact work is an ongoing project working towards meaningful, sustainable change. Playa Viva's investment in our impact communities means that we are constantly aligning our priorities with the needs and aspirations of local residents. Together we can restore the health of our local communities and environment.

As shown in Season 10, our engagement in Juluchuca and Rancho Nuevo resulted in a renewed focus on education, health and youth empowerment, reaching over 120 students in those two communities alone. It has equipped the members of La Tortuga Viva with the knowledge and resources to relocate 1,500 nests and release over 85,000 sea turtles in 2018 alone. Together, we are regenerating our communities to become examples of rural development and empowerment in the Costa Grande Region.

With your support we can continue to expand our impact. In Season 11 we hope to incorporate two additional rural towns into our SEI program. We want to engage more young people, develop an environmental education curriculum, recycle more plastic and release another 80,000 baby sea turtles.

For \$40 you can **Adopt a Nest** with LTV to support their conservation work or you can **Adopt a Student** to sponsor the education of an underprivileged child in our community. There is also the option to make a **general donation** which helps fund all of our programs in education, health, economic empowerment and turtle conservation. Every dollar makes a difference. **Donations may be made through our fiscal sponsor, the Ocean Foundation.** We greatly appreciate your support and in return promise financial transparency and the highest level of ethics from our team. Thank you!



# APPENDIX A: PLAYA VIVA'S CORE VALUES

Core Value 1: Promote biodiversity	
<b>Objective 1:</b> Foster more resilient ecosystems	<b>Action 1:</b> Restore and protect mangroves by planting seedlings and removing invasive overgrowth and other debris (e.g. coconuts, coconut palm debris)
	<b>Action 2:</b> Encourage resilience and biodiversity by diversifying plant and crop species, removing invasive species and planting native varieties
	<b>Action 3:</b> Foster and promote environmental awareness and environmentally conscientious behavior through educational activities and programs within the community, La Tortuga Viva, and among staff at Playa Viva
<b>Objective 2:</b> Increase economic value of local ecosystem by restoring it to its natural state and making the land fertile, verdant, and productive for present and future generations	<b>Action 1:</b> Restore and protect mangroves by planting seedlings and removing invasive overgrowth and other debris (e.g. coconuts, coconut palm debris)
	<b>Action 2:</b> Restore coastal forest ecosystems by rebuilding soils (organic farming) and contribute to erosion control
	<b>Action 3:</b> Grow edible and medicinal crops for consumption and for natural building material without the use of harmful/toxic pesticides, herbicides, insecticides
	<b>Action 4:</b> Continue to support, manage, and improve sea turtle conservation program

Core Value 2: Create cleaner and more abundant water and energy	
<b>Objective 1:</b> Promote and use water saving techniques, conscious waste disposal, filtration systems, and water efficient landscaping	<b>Action 1:</b> Black and gray water treatment systems in place and full functioning
	<b>Action 2:</b> Advanced water filtration system for potable drinking water in all Playa Viva sinks and showers
<b>Objective 2:</b> Promote and use renewable energy sources	<b>Action 1:</b> Off-grid solar energy system to power all hotel needs in place and fully functioning
	<b>Action 2:</b> Production of biodiesel for Playa Viva vehicles, using byproduct glycerine to make hotel soaps
Core Value 3: Create meaningful community	
<b>Objective 1:</b> Facilitate the transfer of both informal and formal knowledge and skills (Education)	<b>Action 1:</b> Volunteer program established and managed to facilitate the transfer of knowledge and skills between guests, staff, and community
	<b>Action 2:</b> Teaching English program establish and offered on a continual basis (in the community and to hotel staff)
	<b>Action 3:</b> Community needs assessment and monitoring tool established and managed to evaluate community needs on a continual basis
<b>Objective 2:</b> Foster the state of complete physical, mental, and social well-being (health)	<b>Action 1:</b> Function as a retreat center
	<b>Action 2:</b> Offer assistance in the local community and to Playa Viva staff through volunteer placements in the local health clinic/Petatlán hospital, equipment/services donations from hotel guests, wellness services (yoga, massage, and other body work)
	<b>Action 3:</b> Implementation of a community garden, nutrition, and wellness program

<b>Objective 3:</b> Help strengthen a standard of living whereby basic consumption and material needs are met (economic well-being)	<b>Action 1:</b> Provide and sustain adequate and fair pay and benefits for all hotel staff
	<b>Action 2:</b> Foster and promote opportunities for community to become involved in skills building activities (English classes, IT classes, workshops at PV on organic farming, turtle conservation or any such desired skills)
<b>Objective 4:</b> Strengthen local organic food and product (beauty products, etc.) markets and movement	<b>Action 1:</b> Foster opportunities for developing microenterprises among existing staff and Juluchucans in organic farming and organic beauty products
<b>Core Value 4: Promote transformational experiences</b>	
<b>Objective 1:</b> Facilitate people's ability to make decisions that affect their lives and represent their interests (empowerment)	<b>Action 1:</b> Host guests and retreats to help nourish and empower themselves and others to make choices that serve them and contribute to their greatest good
	<b>Action 2:</b> Through community events, encourage guests to participate to interact with the local community and learn more about the local culture
	<b>Action 3:</b> Provide a healthy working environment for employees by actively empowering them to make decisions that affect theirs and their families' lives
<b>Core Value 5: Create a living legacy for sustainable and regenerative resort development</b>	
<b>Objective 1:</b> Promote sustainable livelihoods for the harmonious integration of people and nature for the benefit of both	<b>Action 1:</b> Create a replicable model for regenerative resort development with an M&E system in place and fully functioning for continuous adaptive management for improvement of SEI and programs

