



SEASON 14 RESIMAR

SOCIAL IMPACT REPORT



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SEASON 14. A YEAR IN TRANSITION.



A NOTE FROM OUR CO-FOUNDER AND OPERATING MANAGER, **DAVID LEVENTHAL**

Transition in Leadership.

When it comes to impact, Season 14 was a year of transition. Colleen and her partner Ariel departed to Berlin where she is pursuing a new role as an Impact Manager with The Nature Conservancy. Her replacement, Mariana Leal who joined in June 2022, unfortunately suffered from health issues that prevented her from staying with us for all of Season 14. See her report below.

Transition in our model of managing impact. With the loss of a single leader of our Social and Environmental Impact team, we had an opportunity to hit the reset button and consider a new model. As a result, we have pivoted our strategy and have hired Node Supervisors for 4 of the 5 Nodes of ReSiMar. This team of Node Supervisors will work as a “matrix” in supporting each other in and across their individual nodes. This matrix model is a more regenerative and whole systems thinking approach to our impact work.

Transition on the front lines.

Playa Viva is lucky in that we can attract great young talent. In Season 14 we had a few transitions in the role of Turtle Camp Coordinator. [Lorenzo Locci](#) led the turtle camp for a few years before he moved on to pursue other opportunities. Soon after, we were lucky to have [Samantha Ordonez](#) take over. Luckily for her, soon after starting, she was accepted to a UNSW in Australia for their PhD program. The role of Turtle Camp Coordinator has now been integrated into the role of Marine Life Node Supervisor and will be managed by Maria Angeles Mariano.



Transitions and Resilience.

Transitions give you an opportunity to reevaluate, restructure and regenerate. A resilient system can withstand those transitions. COVID was a challenge to our hotel and our impact work. You can see the impact of COVID in our last Impact Report. Hopefully, this impact report will show that we are in transition and moving towards a more resilient ecosystem.

The most positive achievement for Season 14, from an impact perspective, is that we obtained our B-Corp Certification with a record-setting score of 110, the most of any hotel in the world (as of April 2023). We have already started our work of recertification in 3 years and hope to set a new record. As part of our corporate charter, we are now legally bound to do what is in the best interest of the shareholders, but also what is best for ALL stakeholders, including the watershed.

Thank you all for your support of our watershed regeneration project and for your patience with us through this transition.

David

Operating Manager
Playa Viva

When I started my journey to become part of the Playa Viva (PV) team in June 2022, I thought I had an idea of what awaited me. Today, a year after having lived one of the most enriching experiences at a personal and professional level, I feel honored to have been able to contribute to Playa Viva's vision and actions of Regenerative Development. In the community where PV is located, the history of place is the starting point for all of our interventions and this story is engrained in the welcoming for our guests and friends. During Season 14 (S14), the scope of the Social and Environmental Impact (SEI) area underwent a process of co-evolution in the way we operate, regained presence, gained confidence as a new working team, and established new relationships with two fishing communities near Juluchuca.

In this season we welcomed a new team of women who are passionate about the challenge to be, share and work hand in hand with the six communities for the enhancement of the well-being of the people, based on listening to their needs, concerns and aspirations.

We knew that Playa Viva already had a strong, supporting presence in the four communities; however, we could see possibilities to grow the results obtained to date, develop new projects and enhance our data collection for future measurement. After all, data is an essential part of tracking our improvement and part of the process we carried out to achieve our B Certification, in which companies make a commitment to continuous improvement, and put their socio-environmental purpose at the center of their business model. After evaluating the operation of our programs and recognizing

that sometimes it is not necessary to modify things and/or processes that work well, we decided to maintain the S13 programs with some modifications that would allow us to improve the 1-1 relationships with each of the beneficiaries.

During the first semester of the season we invested great effort to expand our ties in the micro-watershed by creating new alliances in the fishing communities of La Barrita and El Cayacal. We also strengthened trust and reestablished a continuous presence in four communities in which we had already developed relationships with and implemented projects - to a greater or lesser degree depending on the needs and scope of our team in the field - to serve the residents of Juluchuca (750 inhabitants), Rancho Nuevo (350 inhabitants), La Ceiba (100 inhabitants) and Las Placitas (70 inhabitants).

Season 14 was one full of changes, closing of cycles and opening of many other practical projects, full of synergies that bring hope, honesty, trust. All in all it was another impactful season where we maintained our flagship programs, opened new channels of communication and exchange in two more communities, and held the fourth in-person meeting of the ReSiMar (Regenerando Sierra y Mar) network. Thanks to all the kind people who make up Playa Viva for allowing me to be part of this regenerative model and supporting the achievements described herein. Many of these projects would not have been possible without the cooperation and joint efforts focused on inclusion and social justice during my time as head of Social and Environmental Impact Management. Thank you for so much.



WHERE WE WORK

Our work is focused on the Juluchuca micro-watershed, a geographical area comprising four small towns: Juluchuca, Rancho Nuevo, La Ceiba and Las Placitas. Of the four communities, Juluchuca is the largest, with over 700 residents, and is 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.

RESIMAR OVERVIEW

In Season 14 (2022-2023) Playa Viva created a more formal structure for the watershed regeneration project naming it ReSiMar as a reflection of the aim to regenerate the watershed from sierra to mar. In the Juluchuca river micro-watershed, located on a long stretch of undeveloped coastline south of the Ixtapa/Zihuatanejo tourist area in Guerrero, Mexico. ReSiMar is taking a systemic approach to regenerate the environment, the economy and the well-being of the community.

In this micro-basin (emblematic of other Mexican coastal basins), environmental degradation is accentuated by limited economic opportunities and forced migration. In this context, ReSiMar represents as a “site of hope” and a kind of “laboratory” to regenerate the natural and human abundance of the coast of Guerrero and Mexico. The innovative holistic approach focuses on five interconnected “nodes”:

- **Culture and water resources**
- **Education**
- **Permaculture**
- **Marine Life**
- **Restoration of terrestrial ecosystems (coastal and mountain)**

Along with several cross-sectional focal areas including:

- **Community governance**
- **Inclusion**
- **Storytelling**
- **Innovative financial and business models**

With more than 12 years of experience working in Juluchuca, Playa Viva has planted seeds of change and established trusting relationships with community members. ReSiMar joins several other projects and landscapes along the Pacific coast (Cabo del Este, B.C.S., Manialtepec, Oaxaca, and Costalegre, Jalisco) to share experiences, create efficiencies, and collectively address issues.



2023 Convening

Continuing with the vision of regenerating the natural and human abundance of the coast of Guerrero and the holistic approach that ReSiMar represents, from March 3-6, 2023, we held our fourth ReSiMar cohort. This event brought together a multidisciplinary team of professionals. We had 21 participants from a variety of groups including NGO's in Mexico and the USA (LegacyWorks Group, Juconi Foundation, Radix Education, Fondo para la Comunicación y Educación Ambiental), financial institutions, and tourism outfits with wide reaching national influence. The aim of

the convening was to present and explore the Playa Viva / ReSiMar model in person, refine the design of systemic initiatives at the watershed scale and incubate new models of place-based development and financing by harnessing the collective experience of the participants. For three days, alongside panels and strategy planning, participants had a deep, hands-on immersion into the Juluchuca watershed and the surrounding communities of La Barrita and El Cayacal to experience first-hand activities and the potential involved in the watershed regeneration project.

The Development of ReSiMar

Starting in Season 15, we will be focusing our efforts in the 5 key areas with dedicated Node Leads and Advisors for each:

- Water
- Education
- Marine Life
- Permaculture
- Reforestation

Note: Read more about these new hires and our goals in the What to Expect from Season 15 Section below.



THE REGENERATIVE TRUST

In 2013, Playa Viva instituted the Regenerative Trust. This is a 2% fee added to the total hotel bill for all guests as a contribution to the environment and community impact work Playa Viva supports.

Stewardship is critical, and Playa Viva is working with a variety of local stakeholders specifically as a model for building local, living economies around the concept of the triple bottom line: good for business, good for the ecology, good for the community.

Working with guests and a variety of partners, this holistic approach supports the local community with financial, intellectual, market and social capital. Our goal is to co-evolve with the local community by allowing guests to engage in creating meaningful change. Guests and local community members work hand-in-hand on projects that deliver that change over the short term and long term.



OUR SEI TEAM



Mariana Leal, Social Impact Manager 2022

Mariana came to us via her work for la Comisión Nacional Forestal, Reforestamos México and Instituto Nacional de Ecología y Cambio Climático (INECC). She has a Bachelor of Arts from Universidad de Monterrey graduating Magna Cum Laude continuing her studies with a Masters in Environment from the University of Melbourne.



Samantha Ordóñez, La Tortuga Viva Sanctuary Coordinator (portion of 2023)

Samantha is a Mexican biologist with a Masters degree in Ecology and Conservation. She has more than six years of experience working in tropical areas of Mexico and South America studying sea turtles, frogs, salamanders, lizards and snakes. She was responsible for managing the La Tortuga Viva sanctuary alongside a team of local and international volunteers who work to conserve three highly threatened sea turtle species.



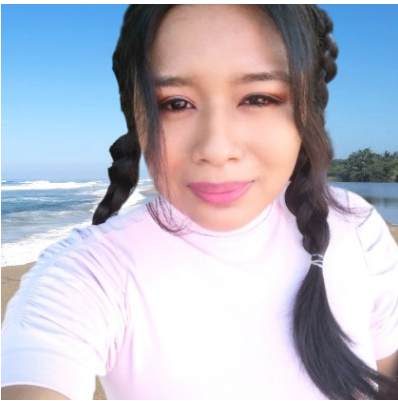
Education Node: Ximena Rodríguez

Ximena Rodríguez is a passionate Sociologist with a degree in Sociology from the Universidad Nacional Autónoma de México (UNAM), that has dedicated the past 5 years to teaching, both in city and rural environments. She employs the horizontal pedagogy method where the students are the agents of active transformation. Her enthusiasm for education stretches beyond the classroom and has seen her produce short films. Within our community, Ximena is responsible for rolling out the regenerative education curriculum which was developed alongside education specialists including Harvard Alumni. The regenerative methodology she shares with the communities looks to the ecosystem itself as an educator alongside holistic strategies for meaningful learning. Ximena is passionate about how education has the power to make strong and resilient communities and believes that with education, a critical, sustainable and cooperative way of living emerges.



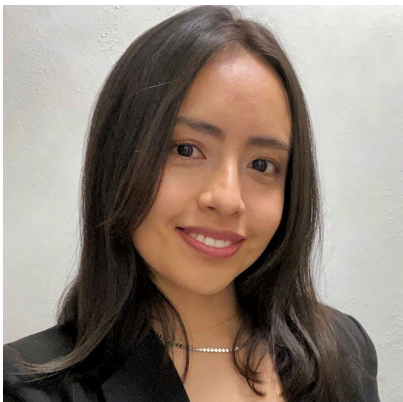
Permaculture Node: Osmaira Hernandez

Osmaira Hernandez is a hopeful environmentalist with a degree in Environmental Sciences and Sustainable Development from the Universidad Iberoamericana Puebla. In the last 4 years, through volunteering, academic, and now professional projects, Osmaira pursues initiatives focused on reconnecting people with their natural environment. As part of Playa Viva's Permaculture team, she has worked on developing a women's cooperative focused on processing food within regenerative agriculture systems, hand-in-hand with other community members and international experts to encourage women's empowerment in the watershed. In addition, Osmaira is in the early stages of identifying key local producers who are interested and committed to experimenting with different ways of farming to jointly develop a Food Hub with outlets for local, national, and international markets.



Marine Life Node: Maria de los Angeles

Maria de los Angeles Mariano is originally from the State of Guerrero and her interests and knowledge focus on the study of coastal ecosystems. As a marine ecologist, she explores socio-ecological interactions, their capacity to respond and adapt for the environmental changes. Her main goal and motivation is the creation of strategies for the management and restoration of wetlands and mangroves, promoting sustainable fishing, as well as the promotion and conservation of sea turtles from the environmental valuation perspective.



Agua Node: Arianna Valle

Arianna Valle is an enthusiastic researcher and specialist in environmental issues and water resources. She has spent the last 4 years developing research on groundwater resources. In addition, she has participated in various advocacy and research projects whose purpose has been to generate knowledge and proposals for the resolution of socio-natural problems related to water. This experience has allowed her to interact with different communities, some in remote places, to form alliances with the main stakeholders related to water. She specifically around alternatives to solve and mitigate the problems related to the scarcity and contamination of water resources. Arianna knows that education about water is vital for a more resilient and better world, therefore, within our community, she is the leader of the Water Node, a task that will allow her to implement strategies focused on management, awareness and sustainable water management within the micro-watershed.

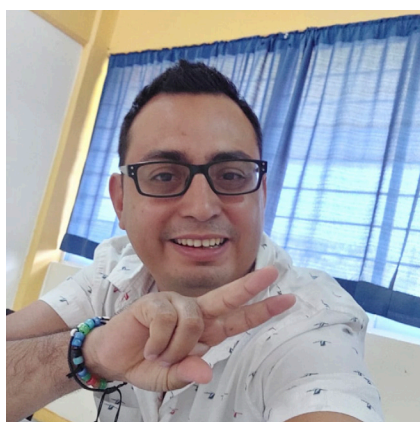


REGENERATIVE EDUCATION



Ximena Rodríguez

The new Education Coordinator, joined us in August 2022 and is responsible for rolling out the Regenerative Education curriculum in the four communities of the micro watershed. Over the past year she has dedicated her time to presenting herself and getting to know the special traits of each community so she can better understand the needs of the students and how to inspire them. As part of our regenerative education curriculum, you can find her in the communities teaching English classes, engaging in sports, and promoting outdoor activities for the students, organizing immersive learning field trips and training other teachers.



Maestro Belén

We're happy to report that Maestro Belén continued to work with us thanks to a generous guest donation that covered his salary. He taught and supported the students of the community of Las Placitas, the community located in the highest part of the Juluchuca micro watershed. As a local to this community, Maestro Belén served as an incredible example to the students of what can be achieved with hard work and dedication. He works to greatly support the Education Node, strengthen the bond with the communities and develop the objectives of the year.



Ana Lorena Anguiano

Ana was an outstanding volunteer who joined the Education Node as an Education Coordinator. During ten months tenure with us, her organizational skills helped us establish important academic systems and working structures to develop the Education Node. We appreciate the time she spent sharing her knowledge with the kids of the micro watershed.



Education Node - Introduction

This year was a year of changes. After four years as our Education Coordinator, Ariel Arguedas decided to pursue new opportunities. Ariel worked passionately to build strong relationships with the families in each of the four communities so his decision to leave was deeply felt across the entire watershed. Luckily we had Ana Anguiano & Ximena Rodríguez join the team. Both continued the endeavors and relationships that Ariel had put in place while also initiating their own. With Ximena now leading the Education Node the community is more engaged than ever with the kids understanding the importance of education and enjoying their time inside the schools and during weekly extracurricular activities.

Changes bring opportunities, new perspectives, and also challenges, but the interaction between nodes, and with the people of the watershed, it continually inspires us to look for solutions to enhance our impact. In summary, this year was of constant listening, learning, and strategizing about how the ripple effect of our regenerative education curriculum can drive positive change for all the inhabitants of the four communities.

What is Regenerative Education?

We created a bespoke regenerative education curriculum based on valuable contributions from specialists in education and environmental studies (including scholars from Harvard University), which integrates key aspects for student development in cognitive, social and environmental terms. This curriculum recognizes that meaningful learning is enriched by involving the everyday, identifying the emotions and individuality of students while recognizing and valuing the link with their social and territorial environment. The program consists of 10 interrelated modules provided by our Education Coordinators in the communities of Juluchuca, La Ceiba and Las Placitas. Since its inception, the program has been highlighted for its uniqueness by Harvard University and is used as a case study within future of education studies taught at the university.

Adopt a Student

Life in the micro watershed of Juluchuca has multiple economic opportunities, however, the majority of work roles are informal. Despite the desire to give their children enhanced opportunities through education, these informal roles limit the possibility of the families to pay the fees necessary to enroll their children in school. Thanks to generous guest donations we have been able to enroll 20 students in our Adopt a Student program this season securing a brighter future for each individual through regenerative education.

The Adopt a Student program is certainly one of our most successful programs in terms of demand and being able to see the impact in the short and medium term by changing the life of a student. In 2022 and 2023, due to global

inflation and increase in value of the pesos, the prices for basic goods in Mexico increased significantly. Thus, families in need had even more difficulty in paying to keep their kids in secondary education. Therefore, we recalculated costs related to the Adopt a Student program. Furthermore, we standardized the operation of the program, created well-defined eligibility criteria and established reciprocity activities on the part of the students and their families.

Adopted students receive:

- School fees paid for the year
- A fuel stipend for transport to school (one of the most expensive barriers to continue with their education)
- Equipment and uniform stipend
- Support to attend educational events



Coral Alonso

Cori lives in La Ceiba, a community that sits alongside the river deep in the mountains. Her father harvests mangos. Currently in junior high school, she is incredibly passionate about expanding her knowledge. She likes to be a leader and is keen to express her opinion. Cori wants to become a pediatrician to help children of the 4 communities to have a more healthy life and to be a lifeline in emergency situations.



Briseida Valle

Bris has been in the Adopt a Student program for 2 years. In July she graduated high school with the highest mark of all the students enrolled in the school year. She is the first in her family to finish her studies and is motivated to study psychology. Inspired by her sister who experienced a traumatic accident two years ago, she hopes to help others with their mental health needs. She plans to work for one year in order to save some money to continue studying next year at the university located in Zihuatanejo and to support her parents.

The dreams of these two students would not be achievable if it weren't for the Adopt a Student Program. We are particularly keen to present these two teenagers as they want to continue their studies in order to be able to return and support their community's in a professional position. While some of the students in this program are still figuring out what their future holds, we are pleased to report that there are many who are keen to pursue opportunities further afield in roles such as pilots, criminologists, and veterinarians.



It's not only about supporting kids and teenagers who want to do extraordinary things in their adult lives. Our goal through our curriculum and the Adopt a Student program is to inspire kids to want to learn and ensure they feel supported in order to dream big, celebrate their culture, and embrace the stories of this land.





Participants in the Adopt a Student Program, Season 14

Now: 20 students

Breakdown: 13 boys - 7 girls

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As of August 2023, we were able to benefit 20 students and their families by raising \$8,820 USD through our fiscal sponsor, The Ocean Foundation. 100% of the scholarship amount received via this program is used during the school calendar year.

Acknowledging that this program is only possible thanks to the generous contributions of our donors, the Education Node is committed to provide donors with news, updates and information regarding the student they are supporting. With this, donors have full transparency in the way in which their contribution helps to make a difference in the life of the student and her/his family.

How to support a student?

With your donation, you are going to:

- Change a student's life
- Help build better education opportunities in the community
- Support the improvement of infrastructure of the school
- Receive updates on the student you support

Our goal for Season 15

Support 30 students

Support to Schools

In numbers

- 1 bathroom was built thanks to a generous guest donation. Also with this donation, we are going to develop a Permaculture project in the school that hopefully will integrate all families from the community.
- Through the Adopt a Student Program and the Regenerative Trust donations, we were able to support the 6 schools of the micro watershed with educational events. Giving not only the kids but also fathers, mothers, and teachers the chance to engage with regenerative education in an informal, celebratory setting. In total, 13 scholar events were supported with traditional piñatas, cakes, games, school supplies, and delicious food for all.
- 2 blackboards were installed in the Junior high and in the library of Juluchuca.
- 2 sports kits were delivered to Primary schools.
- Thanks to the “Pack For A Purpose” program supported by Playa Viva guests, this season we received 72 kilos of clothes, technology/equipment, school supplies, and medical supplies. Also, we received an incredible donation of 2 computers to teach digital skills to teenagers of Juluchuca in the next scholastic year.
- A month long Summer Camp organized for the entire watershed thanks to a generous guest donation. See more details in the next section below.

English Classes

This season Ana and Ximena developed a module called “Global Skills”, in which regenerative philosophy and English language studies were fused. The objective of these modules is to give the students a space where they simultaneously are inspired by the prospects gained from learning English and feel encouraged to embrace the knowledge they have about nature. Through “Global Skills” students are motivated to curate a meaningful life in the communities.

This program had full “buy in” from local schools. In Rancho Nuevo elementary school, students attend Global Skills classes twice a week in the afternoon. Their attendance is now part of their formal evaluation in terms of class participation. Likewise, dedicated time for Global Skills was prioritized in students

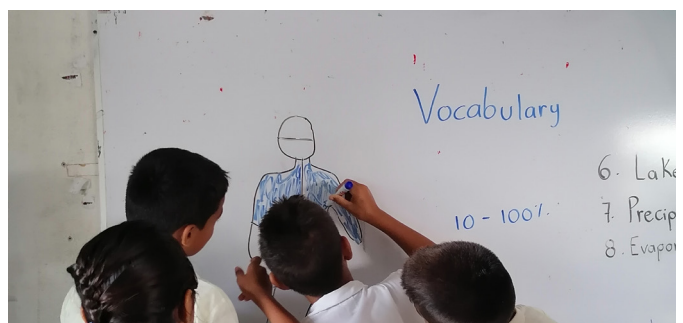
schedules at the Juluchuca Secondary School (Tuesdays and Thursdays) and High School (Fridays). We were also able to establish our formal weekly presence in the primary school of La Ceiba where the program is promoted jointly with the regenerative curriculum.

In numbers

- **6 schools**
- **220 students from primary to high school age**

Our Goal

To have English classes at accessible times where both adults and students are welcome to join.



Environmental Education

Although English lessons are our strongest bridge with the communities, the environmental urgency called us to look for a method where the population, principally kids and teenagers, can think about regenerative ways of living in the micro watershed.

We truly believe that learning goes beyond the classroom, therefore for the 2023 Summer Camp, we continued development of our outdoor activities program where the kids can explore the strength of nature and social relations. One example is working with students to recognize and take action related to the constant problem of garbage in their surroundings. Our S14 Outdoor Immersion Programs included:



2023 Summer Camp July 20 - August 19 2023

Thanks to a generous guest donation we were able to hold a month long summer camp for the children of the watershed facilitated by the previous education coordinator Ariel. Beyond providing a space for the kids to have fun and engage with educational games to pass their summer days, the aim of the summer camp was to facilitate a stronger sense of community and responsibility towards the natural environment. Activities included weekly water-based excursions, visits to the Playa Viva farm, the Tortuga Viva Sanctuary, community clean ups and a visit to the Soledad de Maciel archeological site and museum.

Vista Hermosa Trip

32 students from 4 communities participated in a field trip to the headwaters of the Juluchuca watershed on the Gutierrez farmlands. For most of the students, this was the first time they had the opportunity to visit the mountains. A series of fun and educational activities were enjoyed across the farm and in the river. The activities had the specific aim of teaching the children about the ripple effect of decisions within the watershed and how the four communities of the micro watershed can come together and embrace their place to better protect this delicate ecosystem. Read a blog about the field trip and its impact [here](#) and watch a Reel [here](#).





La Tortuga Viva Sanctuary Visit

40 students and 15 parents from Juluchuca and Rancho Nuevo were hosted at the La Tortuga Viva turtle sanctuary. This was coordinated by teachers in the watershed & volunteers from La Tortuga Viva with the aim of teaching students about turtle conservation and highlighting water as a precious life source, both of which need to be protected. The morning's activities included a turtle release, a conservation presentation, fun memory recall games, a treasure hunt, and yoga. Parents were encouraged to attend as chaperones in order for us to have the opportunity to also educate them about conservation and water resources. Watch a Reel covering the day's events [here](#).



Playa Viva Farm Visit

Over the year students visited the Playa Viva farm on multiple occasions to spend time in the specially built outdoor classroom and learn more about our permaculture principles and the watershed's ecosystem. These field trip's fuse learning and discovery, taking advantage of the great educational value the farm offers through the different projects with direct connection to nature. Students played with the soil, learned how to make compost and harvested turmeric.



Seed Collection

During an English lesson teenagers of the junior high mentioned how their parents collect seeds to plant new trees and that they would like to do the same. The seed collection activity proved to be a beautiful experience for the students to share their ancestral knowledge, engage with native plants, and highlight each species' needs, medical properties, flowers, and the season when the fruit grows.



Cleaning Campaigns

One of our biggest challenges within the communities is to change the perception around garbage disposal. Unfortunately, due to a lack of services/ facilities locals have a tendency to burn garbage and throw plastic and glass in their streets or the river. But we trust that by sharing with the kids the importance of a clean ecosystem for humans, nature and wildlife, they will change their thoughts and practices around waste. For next season our goal is to restart the recycling program of “Juluchuca Limpio.”

As a reward to the children and community members for engaging in our Juluchuca Limpio programs we negotiated with the Commissioner of Juluchuca in order to use and transform the run-down Commissaria (community hall) into a space available for community use. This was done by cleaning and rearranging the community library, installing blackboards and programming the re-use of the computer room. Now this space is used by the Education Coordinators and Volunteers of our program to offer free classes, courses and activities of various kinds. These activities are not only open to children and youth, but to the entire community of Juluchuca and anyone else interested in attending.



Spay & Neuter Campaign

As part of [our health program](#), Playa Viva promotes regular dog and cat sterilization campaigns. The implementation of regular spay/neuter programs is the most effective method to address the canine and feline populations that have exceeded the capacity of the local community to adequately care for these animals. In late October 2022, we successfully sterilized 81 cats and dogs thanks to the support of collaborators such as Valentine Reiss-Woolever, a team of veterinarians, and, above all, the children. A special thanks to the children of the community committed to animal welfare who were a significant help in raising awareness among their families and neighbors for the spay and neuter program.

Youth Sports & Games

Years ago, the former Education Coordinator Ariel observed that many children have a lot of free time outside of school hours. We have found that one of the best ways of engaging the kids in learning is by playing games. We saw this as another great opportunity to engage the community in an educational setting. This season we instigated a timetable of extracurricular activities including soccer, basketball, volleyball and traditional games such as hide. These all were part of our new activities and emotional intelligence program called “Body & Emotions.”

Four inter-community soccer tournaments were organized for children and young people. In addition, we supported the youth team to attend the inter-municipal tournament in Petatlán. Of significance, as a result of the watershed’s

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As a result of the watershed’s engagement in this league, two young boys were later recruited by a Guadalajara soccer club who offered them a scholarship to take their first steps towards a professional sports career.

engagement in this league, two young boys were later recruited by a Guadalajara soccer club who offered them a scholarship to take their first steps towards a professional sports career.

Taking their own initiative 4 teenagers from Juluchuca organized a weekly soccer training session for the younger kids of the community. The teens came up against some bad behavior in the beginning but by the spring the youth had drastically improved their soccer skills as well as their sportsmanship skills. It is truly an honor for us to see students taking our program into their own hands.

To mark the end of the school year we organized a soccer, volleyball and basketball tournament. These tournaments were very special because it united the people of different communities. Students enjoyed the competition which had a strict no-plastic rule with each student being gifted their own reusable water bottle. While parents and locals were invited to attend with some choosing to sell food for attendees, there was heightened community spirit across the three days.

“
Students enjoyed the competition which had a strict no-plastic rule with each student being gifted their own reusable water bottle.

Our objective for next season is to focus on implementing more creative extra curricular activities to develop the students imagination. Towards the end of the year we started taking the kids on bike trips between the four communities and this is something we are keen to continue more frequently as well as introducing new sports. Most of all we want to invite the children to experiment with diverse ways of expression and to create an environment where they are confident to communicate openly and not see barriers to their potential.



New Challenges



Most of the people of the micro watershed of Juluchuca associate living here with a feeling of freedom. When you ask the reason for this beautiful sentiment, they always refer to the possibility of seeing trees instead of buildings, the opportunity of going out and playing with their friends without fear, and the possibility to enjoy nature, visit the beach, the river or the mountains on any given day.

But the locals are aware of the climate urgency that is happening in the region. Deforestation continues, rainfall is decreasing year-by-year restricting water supplies. Unfortunately, as a ripple effect of climate change, the population sees less job opportunities. We know all of these are true, but we also believe in the magic of this place, in the potential change if we continue working with and inspiring the extraordinary minds of the local children. To generate this change, we want:

- To create more experiences between the communities so they can share ancestral knowledge
- To take the children on more immersive trips around the micro watershed

- To combat education poverty by increasing the number of students in the Adopt a Student Program
- To integrate Mexican and international volunteers in order for them to share their passions with the community
- To provide essential school supplies
- To do an annual summer camp and integrate diverse activities from each of the four communities

In conclusion, the education node has continued its important work inspiring the youth of the watershed to engage with education to enhance their future prospects. An increased extracurricular activities schedule alongside our bespoke Regenerative Education curriculum has enhanced community morale and respect for the place they live and its history. We are looking forward to continuing these projects and implementing more in collaboration with the community. For this, it is important to regenerate our way of thinking and learn how to live in a harmonious community respecting all the difficulties and possibilities of this world. We believe in a continuous learning process. We all can learn and play.



Hours of English Classes Taught in the Community

756

Season 14

172

Season 13

180

Season 11

English Classes for PV Staff

306

Hours of English Classes given to Staff at Playa Viva

Extra-curricular Sessions

240

Hours of **extra-curricular**: art/ sports/ play sessions provided

Total Children in Education

221

Total number of children attending school in the **micro watershed**



Cats and Dogs Treated During Spray and Neuter Program

81

Season 14

77

Season 13



Total number of students in the Adopt a Student Program

21

Season 14

22

Season 13

13

Season 11



PERMACULTURE



Farm Manager: Amanda Harris

Amanda, the farm manager, has 10 years of experience working alongside rural agrarian communities, developing natural resource management strategies for land and water-based organizations, and transforming profitable farms into internationally recognized education centers. She has been working with Playa Viva for 5 of those years and we could not be more grateful for all the contributions she has made to the farm and the community. She is now stepping into a new role where she will be consulting international permaculture projects wanting to make the transition to regenerative farming practices. She will continue to have an important presence on the Playa Viva farm as a strategic advisor, leaving room for others on the permaculture team to grow professionally as well as herself.



ReSiMar Permaculture Coordinator: Osmaira Hernández

Osmaira Hernández is an environmental scientist who started as a volunteer for the turtle sanctuary in 2021. After volunteering for 6 months she fell in love with Playa Viva's project. Knowing she wanted to be involved she stayed in touch with the team, Osmaira joined the farm team in 2022 and has been an incredible aid to Amanda in uniting the team and progressing the community projects. As of next season, Osmaira will be stepping into a new role as coordinator of the Permaculture Node for ReSiMar. She is excited to harness the power of permaculture to drive our watershed regeneration project.

Introduction



With 6 hectares of production area, surrounded by large trees, a lagoon, and thousands of butterflies, the farm is a laboratory of life and a space for us to experiment. We are committed to regenerating the land, and at the same time creating a sustainable food ecosystem for the guests and the community. By harvesting different types of greens, herbs, fruits, vegetables, pigs, sheep, chicken eggs, turmeric, moringa, and flowers, we manage more than 75 products during different seasons of the year.

Beyond regenerating the land, one of our main objectives is that the farm can be a safe space for women in the community who are interested in farming. Thanks to the development of our women's cooperative we are encouraging more women to blur the lines of gender roles that are so marked in small communities like ours. In addition, the farm is a space where we invite local producers to learn and practice with us, to inspire a shift to regenerative agriculture in the watershed.

Farm Team

We are fortunate to have a strong team of ten men and women working full-time on the farm who are supported by a rotating cadre of international volunteers who visit for a minimum commitment of 3 months at a time. Without this team and set of volunteers, it would not have been possible to achieve so much across the farm and within the community this year.

All of them have their own histories, dreams, and aspirations, but if we had to choose one statement that would describe them as a whole, it would be that they are all involved in the farm because they are invested in being part of a change. Each one, in their own way, has learned and adopted the practices of regenerative agriculture, and some of them have even shared these new practices with their children, siblings, parents, or others within the community. We will never stop being grateful to them and their tireless work.



Women's Cooperative

The women's cooperative started three years ago with Gaby and Yadi, two women from our Permaculture team. They processed hundreds of liters of coconut milk and around 25 kilos of moringa and turmeric powder per year at their houses for use at the hotel.

Between 2021 and 2023, the cooperative welcomed Lupe and Mayra, two more women from the closest community of Juluchuca which enabled us to increase the quantity of production significantly. This season the women harvested 200 kilos of turmeric which we were able to offer for sale in the boutique and at regional markets, which was a big step towards the consolidation of an all-women's work team.

Our goal for next season is to encourage more women to join the cooperative by installing pilot plots in the backyards of Gaby and Mayra's homes. These pilot plots or home gardens will engage other women in the community in the work of the women's cooperative.. We are also committed to increasing the quantity and variety of the products that the cooperative processes, with larger markets inside and outside of the region in mind; both of these goals are key to increasing the impact of regenerative agriculture in the watershed.

This season some of our biggest efforts to grow the women's cooperative included the addition of Osmaira's role in the project as the coordinator. Her work included the installation of a pilot plot on the farm, the acquisition of a dehydrator and securing a donation to buy a dedicated computer for the Permaculture team thanks to a generous guest contribution.





Meet Mayra:

Mayra is a 24-year-old woman who used to work as a nanny while she was studying in another state. She migrated to another state when she was 20 looking for new opportunities to grow personally and professionally, but decided to come back to be with her family during the pandemic. That's when she asked for the opportunity to be part of the farm team. Initially, she was taking care of the plant nursery and little by little thanks to her dedication and willingness to learn she is now one of the leaders in charge of production for the farmers market. The production includes vegetables, a new range of medicinal teas, turmeric, and moringa. As part of the Women's Cooperative Maira is motivated to keep learning new skills that in the future she can share with other women in town.



Meet Gaby:

Gaby is a fearless woman, if she doesn't know how to do something, she won't tell you that she can't, she will ask or find a way to complete the task. A mother of eight she always sought the best for her children despite many difficulties. Now that her children are all grown up, Gaby saw an opportunity to bring a livelihood to her home and improve their quality of life by joining the farm team. What she once saw as just a job has become a passion for Gaby. She is the expert in processing cúrcuma, moringa, and coconut oil and a lot of the farm team turn to her for wisdom. Her hands alone were in charge of turning the more than 200 kilos of turmeric rhizomes from this season into valuable and highly-nutritious turmeric powder.

She passionately contributes to the Women's Cooperative to drive change in the community and secure a brighter future. She is motivated by the desire for the cooperative to develop so it can support more women, especially single mothers or young women who can't find jobs here and therefore migrate.

Make sure to join a farm tour during your stay at Playa Viva to meet the rest of our dedicated team.

Permaculture Projects



Engagement with school children

We are proud to announce that during Season 14 we received more student visits than any other season, and we thank all the people involved in making that possible. Students came from as far as Barra de Potosí, Petatlán, and from the schools in our watershed. In total, we received sixteen groups of kids and teenagers who came to observe and interact with the farm of Playa Viva and learn about the importance of regenerative permaculture. For us, the farm is about production but also serves as an experiment lab, a playground where we are always learning and trying new methods and techniques related to regenerative agriculture. The farm is also the place for the team to learn and align around our permaculture principles. Through these school visits, the team enjoys sharing their permaculture knowledge with others.

Thanks to the collaboration between our Education & Permaculture Node supervisors, the visits by students from Juluchuca were a little different than the other groups. With two elementary school groups, in addition to the interactive farm tour, we organized a pilot test of a classroom model called “Outdoor Classroom.” In the model,

teachers give a normal lesson immersed in nature utilizing a new dedicated area on the farm covered with a palapa. The “Outdoor Classroom” intends to reconnect the children of the community with their environment and enhance the learning experience. Next season we hope to host many more children from the four communities in the outdoor classroom.



The “Outdoor Classroom” reconnects the children of the community with their environment and enhance the learning experience.



Local Producers - Mario

One of the most recent ambitious goals for the Permaculture Node is to connect with local producers who are interested and committed to experimenting with different ways of farming aligned with regenerative agriculture. An important part of that process is encouraging them to reinstate more labor-intensive but beneficial practices that their parents or grandparents used to use in the past.

Identifying farmers with suitable land for pilot projects covering different varieties and harvest approaches will, in the long-term, allow us to jointly develop a Food Hub to generate produce for local, national, and international markets. This season we have already taken two major first steps by engaging two local farmers and setting up pilot projects. This was a passion project for Sam, a volunteer who worked with us three years ago and returned this season for 6-months with her partner, a teacher who worked in the education node. Through reconnecting with her friend Mario who is also a former employee on the farm, we were able to set up a Maíz (corn) project on his milpa (farm plot)..

We are thankful that their friendship opened an opportunity to have a more direct impact on the community where we live. Sam supported Mario in the transition into the regenerative production of corn, teaching him to utilize compost and biofertilizers rather than chemicals. For the first time in many years, Mario managed to grow Maíz outside of the “traditional” season and found the produce was more nutrient-rich thanks to the regenerative permaculture methods he implemented. This pilot has had a significant impact especially within the community as other farmers are keen to learn how he managed to produce a successful crop out of season. We were also able to invite visiting groups such as ReNourish Studio & social impact investors to Mario’s Milpa to learn about the pilot project and partake in a harvest to showcase our commitment to engaging with the communities that inhabit the watershed.



Mario's Milpa - By Sam Butler

Multiple times a week, Mario and his wife Mari called me insisting I come over and eat at their house. There was no way I was feeding myself well enough, they said. Tamales, tacos, sopas, enchiladas, and tortillas, everything they made was from corn directly from their fields. Eventually, I joined Mario and his sons working in the cornfield on the weekends. They gave me a thorough corn education: how to plant, cultivate, irrigate, harvest, and store; how to identify pests and problems, and how to creatively solve them. Most of all, they taught me about their pride – in themselves, in their hard work, and in their land. It was only from the place of their pride and our friendship that I was able to learn and share alongside them.

The rest of the farm team knew I was working with Mario, and they would often ask me for updates and throw in their own opinions. “He should use this many kilos of seed for that many acres.” “Is he intercropping?” “He needs this biofertilizer, and he should make compost now to apply it to his next planting.” They were

excited to share their knowledge, but even more, I think, they were curious. If the methods from the Playa Viva farm actually worked on Mario’s land, maybe it would work on their own lands, too. Maybe they would try it themselves. In the curiosity in their eyes, I saw hope for this watershed. Good changes are on the way, poco a poco (little by little).

“

Most of all, they taught me about their pride – in themselves, in their hard work, and in their land. It was only from the place of their pride and our friendship that I was able to learn and share alongside them.

Local Producers - Gabriel

Another pilot project was developed in collaboration with Gabriel. Gabriel is a very intelligent farmer who also currently works as a taxi driver taking Playa Viva guests to and from the airport.

Gabriel has always enjoyed working as a farmer but due to some health problems he had to put it aside for a few years. It was only thanks to the help of a government program that he has been able to resume some of his farming activities on his land. Upon hearing about our regenerative permaculture pilot projects, Gabriel was keen to learn more and offered part of his farmland to plant turmeric. Thanks to the government project Gabriel was already utilizing more traditional, regenerative farming techniques on his land. Prior to our arrival he was keen to tell us that he had already done his research on the tumeric, its benefits, and market value and that he hoped it would work.

Regional Markets - Canista Viva

Another pilot project was developed in Last season (2022) we launched a project called “Canasta Viva” whereby we started selling to local residents a variety of organic products grown at the farm. In the first stage, we were able to connect with some clients in the communities of Petatán and Zihuatanejo and we set up a vegetable box delivery service. Developing on that progress, during Season 14 we secured stalls at four regional markets along the coastline in Zihuatanejo, Troncones, Majahua, and Saladita. These new distribution channels not only give us the opportunity to offer organic produce to locals but also promote



We are pleased to report that with the last rains, the seeds have sprouted, and we only have to wait a few months to make the first harvest. We are very excited about the results and the future collaborations we can have with Gabriel, his interest in the project gives us hope that we can engage more farmers over the next season and slowly transition away from chemical-heavy, polluting, farming practices that have grown dominant in recent years.

our regenerative permaculture principles. Over Season 14 we delivered 130 canastas (vegetable boxes) and we were so successful at the regional markets that we expanded to secure stalls at the Troncones and Saladita farmers markets halfway through the season. We are looking forward to seeing what Season 15 brings, our expectations are high.



Regenerative Agriculture Course

Permaculture Designer Amanda Harris and renowned syntropic agriculture teacher, Namaste Messerschmidt, hosted an inaugural four-day Regenerative Agriculture course at Playa Viva on July 27-31, 2023.

30 participants from across Mexico, the USA, Brazil, The Philippines, and France were treated to four days of getting your hands dirty and your feet muddy on the farm. The course blended permaculture principles and syntropic agriculture theory and techniques to discuss, understand and install dynamic agroforestry systems on a one-acre plot of degraded land. Focusing on natural patterns and the regenerative management of food production at every strata layer, participants learned techniques and practices that they could take home to any climate around the world.

For each paid spot for the course we invited (at no cost) a local producer, land owner or student to join the course. These paying and guest participants were in attendance alongside our all-local farm team. We felt it was crucial to intentionally build bridges between local and foreign knowledge.

It was a very meaningful course which would not have been possible without the entire farm team.

The Playa Viva farm team was filled with pride seeing international people visit and learn from our practices. Following the course, it is fair to say that we hope Season 15 will see us continue opening the doors of the garden for more courses.



Out of this world impactful! It was so nice to meet people from around the world; to learn with Namaste and see my team proudly showcase all of our projects. Seeing the attendees apply the skills in a practical way after theoretical workshops and knowing that they would take that knowledge home and implement it, really made me see the power of what we were teaching.”



Hopes for the future

This year, like all of the social impact projects at Playa Viva, the Permaculture Node saw significant development, change and celebrated many achievements. After several years of focusing our energy within the garden at Playa Viva, we can now see more clearly how to share all that we have learned with the communities in the watershed to expand our impact and help secure a greener future for everyone.

We are very excited to also be able to share spaces with the new coordinators of the Water and Marine Life Nodes and to continue collaborating closely with the Education Node over Season 15 and beyond. Implementing such intensive regenerative projects can not happen overnight; they take time, trust, and commitment from our team and the local community but we are very hopeful for what is to come.

Women's Cooperative

\$7,000

Revenue generated by Women's Cooperative

4 Number of women engaged with the Women's Cooperative

Carbon Sequestering Plants

2,000

Number of Carbon Sequestering Trees and plants Planted



Canistas

130 Number of Canasta Vivas delivered



School Visits

16 Number of School Visits to the Farm



Farmer Partners

4 Number of Farmers in the Community Now Practising Regenerative Production



Photo Credit: Maria Giovanna Stoppani

MARINE CONSERVATION

Nothing stays the same forever and the perfect example of this is that the ocean is in constant movement. Without a doubt, season 14 was a season marked by change and transition for La Tortuga Viva (LTV). We said goodbye to very important members of the coordination team and local board but in turn, welcomed some incredibly passionate individuals to the team and developed our efforts across the board.

A New Sanctuary

Thanks to a Season 13 fundraising campaign, the support of our guests and, most of all, the hard work of our local volunteers from La Tortuga Viva, the construction of the new turtle camp was completed in September 2022. La Tortuga Viva is now, proudly, the largest hatchery in the Costa Grande Region which has helped us protect almost 35,000 hatchlings. The new construction allows for compliance with Mexican sea turtle conservation standards, while offering a practical design so that visitors can enjoy their visit to the camp to the fullest. Over the season we have engaged more than 200 locals and over 1000 visitors in the conservation of sea turtles.

The Stats

Our beach is fortunate to receive nesting females all year long with a marked increase of arrivals during the summer season. From late October to June, we relocated 625 nests in more than 300 night patrols. Most of the nests belonged to Olive Ridleys (*Lepidochelys Olivacea*) while only 28 were of Black Turtles (*Chelonia Mydas Agassizii*). We recorded a total of 58,239 eggs from which we received and released 32,987 hatchlings. The average hatchling success for the period reported is 62% with a variable

percentage per month. Unfortunately, this season we did not record any arrivals of Leatherbacks (*Dermochelys Coriacea*).

Team Updates

After two years we said goodbye to La Tortuga Viva's Sanctuary Coordinator, Lorenzo Loci, and welcomed the interim Coordinator Mariana Leal who managed the sanctuary as part of her wider role as manager of ReSiMar. One of her main achievements was fundraising to support our conservation efforts, as of August 2023, a total of 93 nests have been supported through the "Adopt a Nest" campaign. Together with other generous donations from the Berkowitz Foundation, Erin Badillo and Alex Yarijanian, we were able to acquire a new all terrain vehicle (ATV). At the time of writing this report, 80% of the required amount has been raised and we are hopeful to secure a new ATV soon! Additionally, in October 2023 La Tortuga Viva was one of the associations chosen by Idea Wild to receive a generous in-kind donation consisting of 10 rechargeable flashlights, 5 red-light lamps, 10 solar alarms to strengthen the security of the sanctuary from natural predators (badgers) and a GPS for the ATV used by volunteers to track and keep better control of day and night patrols for the conservation and rescue of nests.

In April 2023, we received the new LTV Coordinator, MSc Samantha Ordóñez Flores. During her stay in Juluchuca, she was invested in promoting environmental education for the conservation of sea turtles and the coastal ecosystems. She provided technical support to the local volunteers and worked alongside them to establish updated methods for the management of the hatchery.

A New Board

Aware that the important work of protection and conservation of sea turtles requires coordinated efforts, teamwork and the effective participation of all members involved in the actions of protection and care. During January 2023 La Tortuga Viva renewed its board of directors following the statutes of its formation. The association held elections for new President, Treasurer, Secretary and Board Members as well as formalizing the addition of more members of the association. This move has been well received and celebrated by the community as a sign of the evolution and maturity of the La Tortuga Viva to exercise the right to effective and informed participation by local volunteers. We are proud that all elected officials and new members are driven by the motivation of protecting and preserving the sea turtle heritage that the community has protected for over 20 years.

The new president, Norberto Medrano, has been interested in sea turtles since he went fishing on Playa Icacos with his father as a child. He was motivated to become a volunteer because he noticed a “terrifying decline” in the populations of the three species during his teenage years. Now, as former volunteer and current President, he wants to continue with the conservation efforts the community has built in the past two decades. He is assisted by the treasurer, Javier, and the Secretary, Victoriano, as well as 11 local volunteers.

Training

In terms of training, during August 2022 and 2023 the members of “La Tortuga Viva” attended and received certificates of participation in the following forums: “II Course for Sea Turtle Camps in the State of Guerrero” held on August 1st, 2022 in San Vicente, Guerrero; as well as in the “State Forum for the Protection, Conservation and Research of Sea Turtles in the State of Guerrero México” held in Ixtapa, Zihuatanejo on August 4th and 5th, 2023.

Volunteer Support

Finally, we would like to share that our Volunteer Program was also renewed, allowing the volunteers who support LTV activities enabling the team to have a more interactive role with several of the communities we support, not just Juluchuca. Thus, during Season 14, we had the pleasure of receiving 6 volunteers who supported the work of sea turtle conservation: Antonina Selezneva, Maria Giovanna Stoppani, Rafael Medina, Noemie De Vriendt, Karla Baca and Eder Huerta. To all of our volunteers, we thank you very much for playing a crucial role in ensuring the continual improvement of our conservation efforts..

We trust that all these changes will help improve our work for conservation and that our efforts will be reflected not only on the increase of the sea turtle populations but also in the participation of visitors and the local community.

Working with the fishing communities of La Barrita and El Cayacal

Thanks to the support received in February 2022 from the Doerken Foundation, we opened new spaces of collaboration with both communities, which saw us participating in their monthly assemblies from June 2022, joining day and night tours to learn about their fishing and diving skills, and conducting dozens of interviews about their history, activity, problems and proposed solutions, which were compiled in the “Fisheries Report: La Barrita and El Cayacal”. Thus, we now have two new spaces where we

can take this research and work alongside the communities to instigate projects to combat the issues they are facing. Being small-scale and artisanal fisheries, they present good examples of voluntary conservation closures, providing a reference in the state Costa Chica and Grande’s Cost in terms of species conservation. We are passionate about helping them to secure a more stable and sustainable future. We thank Maria Giovanna Stoppani for her willingness to assist us in preparing the fisheries report.

Maria Giovanna Stoppani

- Maria joined us to complete an internship as part of her deliverables as a Marine Sciences student at the Università Degli Studi di Milano-BICOCCA. From December 2022 - February 2023, Maria conducted research on challenges and opportunities within Small-Scale Fisheries and Sustainable Tourism using the Juluchuca watershed as a reference point for her Thesis.
- Maria presented her findings during our ReSiMar cohort in March 2023 which was attended by climate specialists, social-impact funders, and tourism professionals. She also presented her research at an international sustainable tourism event in Italy in June 2023.
- The final report, a thesis summary, the full thesis and thesis presentation can be found in [this folder](#). Maria insisted that we remind our readers, “I would like to highlight that the report and thesis summary documents alone cannot be considered a summary of my work, as a thesis is intended to be considered in its entirety.” Maria, we appreciate all of your work.



Photo Credit: Maria Giovanna Stoppani

La Tortuga Viva Sanctuary

58,239

Total Eggs
Relocated to
Sanctuary



Night Patrols Attended by Guests



207

Guests in attendance

48

Patrols



Nests Adopted Thanks to Adopt a Nest Campaign

24

Season 14

32

Season 13

37

Season 12

39

Season 11

Guided School Visits

7

Number of School
Visits to the Sanctuary





AGUA - WATER



Agua Water

As an essential life source for the community and environment, water has become a new focus point in the development of our watershed regeneration project. Our ability to expand our work in this area was supported by a generous grant from the Peter W. Doerken Foundation.

During 2022-2023 three of our social impact team completed specialized water training (WET) and three research projects were conducted utilizing funds from the grant. The training, its implementation and the latest research provide a strong base for our new hire, Maria de Los Angeles, a water specialist, as the Water Node

Water Use Report: Water is Life

Utilizing funds from the generous Doerken Foundation grant, a socio-ecological study was conducted on the topic of: “Water is Life: climate change, agricultural production and water use in the Juluchuca Micro watershed.” The report covered the communities of Rancho Nuevo, La Ceiba and Las Placitas and provides us with vital insight into the needs of the communities and how we might be able to support a move to more sustainable, equitable water use. We thank author Samantha Nicole Butler for her invaluable support, knowledge and openness in the preparation of the report.

Samantha Butler

- Conducted research from November 2022 - January 2023 in the Juluchuca watershed. The purpose of the research was to better understand each community’s past, present, and expected future relationship to water. The 28 semi-structured interviews centered on the following two themes: (1) communal, agricultural, and domestic water use, and (2) experiences, understanding of, and adaptations to climate change.
- Samantha presented the findings during our ReSiMar cohort in March 2023 which was attended by climate specialists, social-impact funders, and tourism professionals.
- The final report and supporting materials can be found in [this folder](#)

2022 WET Training and its Implementation in S14

In March 2022 we sent our three education coordinators Colleen, Ariel, and Belen to complete a WET (Water Education for Teachers) course in Oaxaca.

Overview

The WET (Water Education for Teachers) curriculum aims to advance water education to understand global challenges and inspire local solutions. The training provided hands-on experience in coordinating engaging activities along with a guidebook in order for our team to return to our watershed and implement it within our Regenerative Education Curriculum.

Implementation

This season, Professor Belen and Ximena, our Regenerative Education Coordinator, went on to train the other teachers in our watershed on the WET program. Two excursions were planned for students in accordance with WET guidelines:

Vista Hermosa Field Trip:

- 32 students from 4 communities were taken to the headwaters of the Juluchuca watershed on the Gutierrez farmlands. For most of the students, this was the first time they had the opportunity to visit the mountains.
- A series of fun and educational activities were enjoyed across the farm and in the river. The activities had the specific aim of teaching the children about the ripple effect of decisions within the watershed and how the four communities of the micro watershed can come together and embrace their place to better protect this delicate ecosystem.
- Read a blog about the field trip and its impact [here](#) and watch a Reel [here](#).

La Tortuga Viva Sanctuary Visit:

- 40 students and 15 parents from Juluchuca and Rancho Nuevo were hosted at the La Tortuga Viva turtle sanctuary.
- Coordinated by teachers in the watershed and volunteers from La Tortuga Viva with the aim of teaching students about turtle conservation and highlighting water as a precious life source that needs to be protected in the watershed. The morning's activities included a turtle release, a conservation presentation, fun memory recall games, a treasure hunt, and yoga. Parents were encouraged to attend as chaperones in order for us to have the opportunity to also educate them about conservation and water resources.
- Watch a Reel covering the day's events [here](#).



WHAT TO EXPECT IN SEASON 15



Development of ReSiMar

To expand the potential impact of each node within our ReSiMar watershed regeneration project we have hired dedicated node leaders for 4 of the 5 nodes. Supporting Ximena our Education Node leader and Osmaira our Permaculture Node leader at the end of Season 14 we hired a node leader for Water/Agua, Ariana Valle Gonzalez, and Marine Conservation, Maria de los Angeles Mariano. We will be hiring a final node leader in the coming 12-24 months to fill the role of Conservation/Reforestation.

With this selection of highly-educated, driven females leading our social impact work we are creating an innovative cohort of young Mexican leaders. The node leaders will be responsible for ensuring the progress of projects in place and enhancing our impact across the watershed with new initiatives.

Each node supervisor will be supported by a node advisor, each are experts in their respective fields. We are honored these individuals are willingly giving their time to support our watershed regeneration project to become an international example of coastal and community regeneration.

Introducing our Node Advisors

Permaculture Node Advisor: Amanda Harris

Amanda Harris is a [permaculture designer](#) and educator living in Guerrero, Mexico, with more than a decade of experience working in rural agrarian communities. Her commitment to the land and the people who work it is rooted in the understanding that holistic design and edible landscapes adapted for specific and local conditions are key to feeding some of the world's most vulnerable communities. She earned her Permaculture Design Certification in 2013 at the Mesoamerican Institute of permaculture in Guatemala before moving to Nicaragua where

she lived on and managed a 26-acre food forest and Internationally recognized permaculture education center. Today Amanda's focus is on researching, developing and promoting regenerative interventions that empower communities to solve their own problems through the transfer of knowledge, skills, resources, and leadership training. Even when she is resting, you will find Amanda in the fields of local farmers to share time, stories and meals.

Regenerative Education Node Advisor: Patricia Gabriela Vázquez del Mercado Herrera

Born in Mexico City with a bachelor's degree in Pedagogy from Universidad Panamericana (UP), Diplomas in Public Policies for Social Development and Global Governance in Germany, and a master's degree in Comparative Public Policies by the Latin American Faculty of Social Sciences (FLACSO) and on International Education Policy from Graduate School of Education at Harvard University.

In the professional field, Former Board Member of the National Institute for Evaluation in Education (INEE) and Former Minister of Public Education in the State of Puebla, Mexico. More than 20 years of experience implementing policies and projects for international organizations such as UNESCO and other Latin-American institutions.

Currently CEO of Mexicanos Primero, an organization that advocates for the right for education in Mexico. International consultant in education for research institutions and civil

organizations in topics such as public policies, women empowerment, social gaps and poverty.

Lately, Harvard Ministerial Program Fellow and coauthor of the book "An Educational Calamity. Learning and Teaching During the Covid-19 Pandemic" with other graduate students at the Harvard University Member of networks: [Women for Education](#) in Mexico, co-founder of the [Global Online Learning Alliance \(GOLA\)](#). Fellow from program in education at the [Salzburg Global Seminar](#). Member of the global alliance in socioemotional skills [Karanga](#).

Global Play Ambassador for Lego Foundation since 2018 and member of Mexican – national governing boards from organizations that search better opportunities for girls and boys in vulnerable situations. In the academic field, has several publications and academic articles.

Marine Life Node Advisor: Pablo Noé Castro Moreno

Pablo is a Marine Biologist with a Master's Degree in Marine and Coastal Sciences with orientation in marine resource management from the Autonomous University of Baja California Sur (UABCS). He has more than 20 years of experience in issues related to the management and administration of fisheries and natural resources in the Mexican Pacific region, the west coast of Baja California Sur (BCS) and the Gulf of California. For the past 15

years, he has worked for research centers, civil society organizations and federal government agencies, supporting technical and management processes with rural communities, academia, local, state and federal authorities to promote conservation, recovery and management of the main fishing resources of the region. He is a key member of the [LegacyWorks](#) Group team based out of Baja California.

Agua Node Advisor: Teresa Gutierrez

Maria Teresa Gutiérrez is a Primary Education Teacher, who graduated with a degree in Communications Studies from the Universidad Iberoamericana and obtained a Science Divulcation diploma at UNAM. In 2002 she founded the Environmental Education and Communicational Fund, an organization that she has directed since 2006, and whose mission is to contribute to the development of a culture that commits Mexican society to the natural and cultural world that sustains it and has

specialized in the development of educational and communication projects especially related to water and basins. She is a board member of the Mexican Center for Environmental Law, the Gulf of Mexico Fund, she has been a Columnist for the National News System for more than eight years, member of the Senate of the Universidad Iberoamericana, Consultant of the [Mexican Fund for the Conservation of Nature](#), A.C. and Coordinator of the Mexican Association of Fulbright Alumni.

The Node Supervisors & Advisors will work collaboratively to harness the opportunities between each node and ensure that the community and their engagement is kept as the central driver.

THEME FOR S15



ReSiMar - Food as Medicine - Begin with baseline studies to define our starting point, initiate programs to engage communities in a more resilient and healthy ecosystem, and promote overall wellness at an individual, community and watershed scale.

How to Support Our Work

The best ways to engage with and support our work include:

Funding

Each program has various levels of giving, from \$40 per month for the Adopt-a-Student to \$6,000 USD for a new 4x4 ATV for the turtle sanctuary,. Every program has many ways of giving to support our work.

Promoting

Share your experience with your network via social media or bringing friends with you to Playa Viva. The more folks know about what we do, the more we can do.

Engage

Giving comes in many forms, not just through financial capital (giving money) or social capital (sharing and promoting our work) but also via intellectual capital and, the most precious of all capital, time. If you want to get engaged in a particular program, we will do our best to include you, your family, your group, etc. being a part of making a positive impact.



How to Donate

Scan this QR Code

APPENDIX A: PLAYA VIVA'S CORE VALUES

- Use Cleaner and More Abundant and Transparent – Energy, Water and Waste Streams
- Promote and Create Biodiversity
- Create Transformational Experiences
- Promote Meaningful Community
- Create a Living Legacy

APPENDIX B: PESCA ARTESANAL REPORT

Pesca Artesanal: desafíos y oportunidades para las dos cooperativas de La Barrita y El Cayacal. Investigación por Maria Giovanna Stoppani

Un total de 20 entrevistas semiestructuradas han sido realizadas por la voluntaria Maria Giovanna Stoppani al interior de las dos cooperativas de pesca artesanales de La Barrita y El Cayacal, con el objetivo de conocer el estado actual de las cooperativas, su historia y los retos de futuro. En particular, se ha investigado la posible colaboración con el sector turístico.

Descubrimientos importantes

Vedas locales

Ambas cooperativas aplican regulaciones más estrictas sobre la extracción de los recursos marinos, en particular en lo que respecta a las redes de trasmallo y los buzos que utilizan tanques de oxígeno. Esto resalta el profundo conocimiento de las comunidades con su territorio.

Principales desafíos destacados

- Barcos camaroneros y pescadores de otras cooperativas
- Personas problemáticas dentro de las cooperativas
- Falta de apoyos de gobierno
- Problemas de infraestructura
- Escasez de los recursos

Intervenciones potenciales

Talleres de trabajo sobre

- Extracción sostenible de los recursos
- Basura marina
- Importancia de los manglares
- Década de los Océanos y Década de Restauración de Ecosistemas de la ONU

Educación

- Infografías (en el hotel y en las playas principal)
- Clases de inglés y limpiezas de playa por los

ninos de los pescadores

- Participación de las mujeres

Ecoturismo

- Promover los toures de pesca en el hotel
- Red de Ballenas de Guerrero

Análisis futura

- Muestras de agua y evaluación de las poblaciones de peces

APPENDIX C: EL AGUA ES VIDA

Fondo

De noviembre de 2022 a enero de 2023, la voluntaria de Playa Viva Samantha Butler, con el apoyo de la Coordinadora de Impacto Social y Ambiental Mariana Leal, realizó una investigación sociológica en tres pueblos a lo largo de la microcuenca de Juluchuca: Rancho Nuevo, La Ceiba y Las Placitas.

Objetivo de la investigación

El propósito de la investigación fue comprender mejor la relación pasada, presente y futura esperada de cada comunidad sobre el agua. Las 28 entrevistas semiestructuradas se centraron en los siguientes dos temas: uso del agua comunal, agrícola y doméstico; y experiencias, comprensión y adaptaciones al cambio climático.

Descubrimientos importantes

Los residentes están preocupados por el agua. Todos los participantes reconocieron cambios en el clima, ya sea en los niveles de los ríos, las precipitaciones o la vida silvestre.

- Las Placitas es el único pueblo con agua en el arroyo todo el año. La Ceiba tenía agua todo el año hace 4 años y Rancho Nuevo hace 30 o 40 años.
- Hace menos de 20 años, la temporada de lluvias y la temporada seca duraban 6 meses cada una. Ahora, llueve de 3 a 4 meses: mayo/junio a agosto/septiembre.
- La población de camarones del río casi desapareció en los últimos cinco años. Los residentes se organizaron con éxito para permitir que los camarones se repoblaran.

Cada pueblo es distinto en su relación con el río y su sistema de agua comunal.

- Rancho Nuevo tiene una bomba de agua

potable eléctrica de 15 años que da servicio a 56 hogares.

- La Ceiba instaló una bomba de agua potable con energía solar en octubre de 2022 que da servicio a 12 hogares.
- Las Placitas cuenta con tuberías alimentadas por gravedad que van continuamente a los 17 hogares y sus campos.

Los residentes entienden la conexión entre la deforestación y las lluvias.

- Conocen el importante papel que juegan los árboles en el ciclo del agua.
- Pocos residentes conocen los efectos de los químicos agrícolas en el ecosistema.

Actualmente se utilizan pocas adaptaciones para compensar los cambios climáticos.

- Pero tienen ideas para intervenciones, que se incluyen a continuación.

Intervenciones potenciales

Conservación

- Apoyar los esfuerzos liderados localmente para la conservación del camarón
- Siguiendo el impulso de los recientes éxitos probados.
- Habilitar aulas con currículo sobre el ciclo del agua y conservación de cuencas locales
- Aumentando el currículo de conservación actual y las excursiones al Santuario de Tortugas de PV.

Reforestación

- Equipar a los propietarios para que reforesten sus pastos y tierras marginales
- aprovechando las redes de agricultores y los recursos del programa Sembrando Vida.
- Utilizar la influencia política y económica para alentar al gobierno a hacer cumplir las leyes que prohíben la deforestación.



