

SOCIAL & ENVIRONMENTAL IMPACT REPORT

2020 REPORT



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INTRODUCTION

Playa Viva is a sustainable, boutique hotel located 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, allowing locals and travelers alike to take part in this process. 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 11 (August 2019 to July 2020) and presents our plans for Season 12.

A Note about COVID-19: In Season 11 most of our SEI programs came to halt with the spread of COVID-19 in Mexico. Playa Viva shut the hotel on March 19, 2020. Many new programs were added to support the local community impacted by the health and economic consequences of the pandemic. More of each of these programs and effect on existing programs in the report below.

WHERE WE WORK

During Season 11, 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.

In addition to Juluchuca, this past season we expanded our reach to work in three other rural communities: Rancho Nuevo, La Ceiba and Las Placitas. This growth was in response to com-

munity leaders reaching out after seeing classes and projects being done in Juluchuca. These three towns are located in the *Sierras*, or mountains, of our local watershed. They are smaller in population than Juluchuca, ranging from 200 residents in Rancho Nuevo to about 60 residents in Las Placitas. In the rainy season, these communities can be difficult to access as winding dirt roads up the mountains turn to waterways.

Starting in Juluchuca, Rancho Nuevo is 4km away, La Ceiba is 10km away, and Las Placitas is roughly 20km away (about 45min-1 hour by motorbike). The vast majority of the families in the *Sierra* communities work in agriculture or ranching and because the communities are quite small, they tend to be very close-knit and family oriented.



SOCIAL IMPACT

Playa Viva’s regenerative project is guided by a set of five core values¹ of which “Creating ‘Meaningful’ Community” and “Promoting Transformational Experiences” are the driving values for Social Impact. We also track the sustainable development goals (SDGs) created by the

¹ See Appendix A for details on Playa Viva’s Core Values

UN. These goals call for urgent global action to confront climate change and end poverty while improving health, education and economic growth for all. Our inclusion of the SDGs in this report underscores our commitment to making these goals a global reality.

Create Meaningful Community		
<p>Objective 1: Facilitate the transfer of both informal and formal knowledge and skills (Education)</p> 	<p>Objective 2: Foster the state of complete physical, mental, and social well-being (Health)</p> 	<p>Objective 3: Help strengthen a standard of living whereby basic consumption and material needs are met (Economic Empowerment)</p> 

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 such as English classes²; community sports and soccer leagues; free vegan cooking workshops; and participation in a new government-run capacity building program³, 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.

The positive feedback we received from the community after Season 10 (2018-2019) also informed our decisions for Season 11: more English classes, environmental awareness activities and youth mentorship.

² English classes are vital to economic development since English is a key to getting better paying jobs.

³ *Jóvenes Construyendo en Futuro* was founded by the Mexican federal government in January 2019 to combat underemployment of youth between 18-29 years old.

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 495,000 baby sea turtles since 2010. Volunteers patrol the beach each night to relocate nests that are vulnerable to predation from tejones (*coati mundi*) or human poachers. 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:

Promoting Biodiversity:	
<p>Objective 1: Foster more resilient ecosystems</p>   	<p>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</p>  

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 visit our sanctuary, relax on our clean 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 2012, the Regenerative Trust channels funds through our fiscal sponsor, The Ocean Foundation (TOF), a registered 501(c)(3) organization. We do not receive financial support from the Ocean Foundation; rather, fiscal sponsorship means that the Ocean Foundation processes all of our donations, with a 10% fee, allowing contributions 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 TOF as our fiscal sponsor under the brand of La Tortuga Viva. For fiscal year 2020, from July 2019-June 2020, the Regenerative Trust received \$15,583 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 \$3000 also came from [109World](#) to fund the construction of a palapa and shed 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 to be financially self-sufficient so that funds raised sustain the work done in social and environmental impact in our four local communities.

OUR SEI TEAM



Colleen Fugate manages Playa Viva's SEI projects, including La Tortuga Viva. She oversees program development, funding and implementation and enjoys working with local leaders to create a vision for Playa Viva's SEI work. She has been with Playa Viva since 2018.



Ariel Arguedas Fernandez is the Community Education Coordinator and carries out our education projects, including English classes, youth sports, youth mentorship, Adopt a Student, and other extracurricular activities. He has been with Playa Viva since 2018.



Lorenzo Locci is our LTV Sanctuary Coordinator and works directly with the turtle camp volunteers to help organize their operations, build capacity, engage the community in environmental education and act as a link between LTV's conservation work and Playa Viva. He has been with Playa Viva since 2019.



Lazaro Noguera Elguera and Tomas Landeros Joven are the local leaders of Juluchuca Limpio, our community trash and recycling project.



Ernesto Leon Sandoval supports this project. He is an environmental advocate on the Costa Grande who leads monthly environmental workshops in Juluchuca.

Additional SEI projects were supported by a team of international volunteers and interns. This season we would like to thank Samantha Butler, Emeline Asmode, Ali Flisek, Carla Castiella and Michael Harkness for their support of our community initiatives.

ACTIVITIES AND ACHIEVEMENTS

A Note about COVID-19: In Season 11 most of our SEI programs came to halt with the spread of COVID-19 in Mexico. On March 20, the government cancelled school throughout the country; we subsequently cancelled all of our in-person classes and activities to help halt the spread of the virus. Yet as case numbers remained low in our part of Guerrero during April and May, and with permission from local authorities, we were able to provide tutoring sessions to some of the students most in need. Despite this effort, some of our other Key Performance Indicators are down compared to Season 10 due to the suspended activities from COVID-19. Other indicators have seen improvement from Season 10 to Season 11, which highlights the work we were able to do before the virus hit Mexico.

EDUCATION

We continued our focus on education this season with regular English classes, environmental awareness activities, and small-group mentorship and tutoring sessions. A key development from Season 10 to Season 11 was expanding this work up the watershed to Rancho Nuevo, La Ceiba and Las Placitas. The parents in those communities had heard about the work of Ariel, our Education Coordinator, in Juluchuca and reached out to see if we would be willing to support their students as well.

This new development meant that Ariel taught in six different schools in our four impact communities each week. In Juluchuca, this includes the elementary school (60 students), the middle school (65 students) and the high school (30 students) as well as each of the respective primary schools in the Sierra communities, each with 15-17 students. This means that we reached roughly 180 students with English classes, mentorship opportunities and after school activities every week. Below are some of our key education programs from Season 11.

Adopt a Student

The Adopt a Student Program was created in Season 11 to keep children in school and support families struggling to pay the associated expenses of their child's education. Though all the schools in Juluchuca and the surrounding areas are public, there are still fees associated

with studying. This includes inscription costs, uniforms, shoes, school lunches, school supplies, graduation certificates and transportation costs (for students from the Sierras). For families with limited disposable income, these costs quickly add up and prevent some children from staying in school.

In the Adopt a Student Program we connect individuals who want to help with students in need of financial support. A donation of \$350 is enough to sponsor the education of a student for the entire academic year.



In Season 11, thanks to the generous support of many Playa Viva guests, we were able to sponsor the education of 13 students ranging from elementary school to high school. Some of these students attended school but didn't get lunch because they couldn't afford it. Others weren't going to continue on to middle school at the start of the academic year because they didn't have enough money to pay for uniforms and shoes. We were able to support all of these students. Parents were especially grateful, explaining that they felt a weight off their shoulders knowing that they wouldn't have to stress about school expenses.

In addition to the financial component of Adopt a Student, we also included a mentorship component. Ariel met with each student on a regular basis to talk about school, homework or anything else that came up. The idea was to make sure that students weren't just financially supported, but also emotionally and academically supported as well. In Season 11, Ariel provided over 100 hours of youth mentorship.

“Parents were especially grateful, explaining that they felt a weight off their shoulders knowing that they wouldn't have to stress about school expenses.”

English Classes

One of the key pillars of our Education Program is English classes. Students and parents alike are eager to learn the language, and in the Costa Grande Region, it can open many doors in some of the best paying jobs in the tourism industry.

Each week we provide English classes in the local schools in Juluchuca, Rancho Nuevo, La Ceiba, and Las Placitas. With the support of English-speaking volunteers, we were also able to offer after-school English classes in Juluchuca and at Playa Viva for our staff. In Season 11 we also started offering 1-on-1 language exchanges so foreign volunteers could improve their Spanish, while helping locals learn basic English.

These types of classes and exchanges throughout Season 11 helped us to continue to form deep bonds with the community and build relationships with families farther up the watershed. By knowing students and their families, we can better understand how to develop all of our social impact programs.

Environmental Education: *Juluchuca Limpio*

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 30 bins for plastic bottle recycling in Juluchuca, Rancho Nuevo, and La Ceiba and all are in active use.

Juluchuca Limpio, however, is more than just recycling - it's also about raising awareness and engaging youth in conservation.

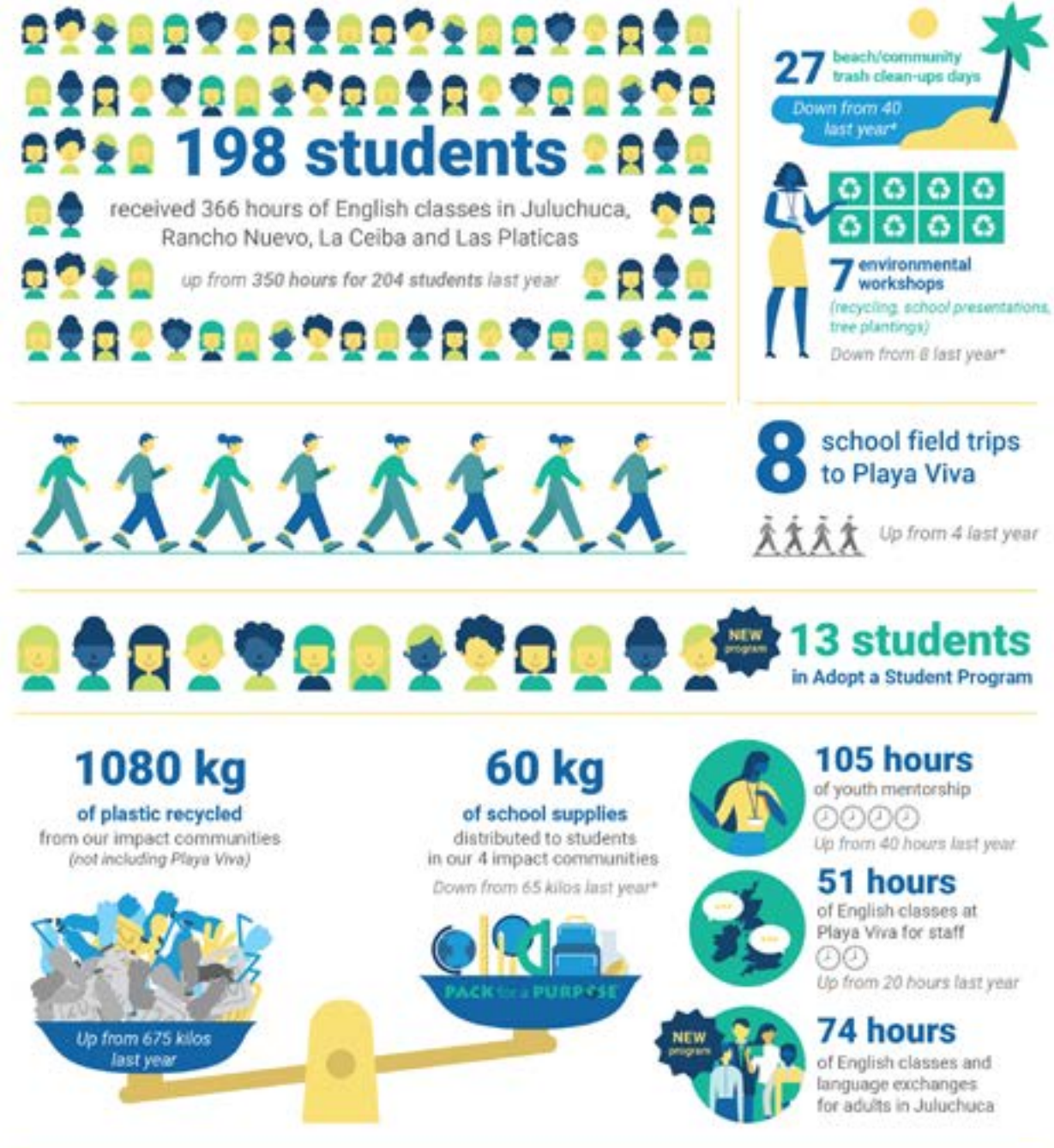
In Season 11, the project was supported by two local conservation leaders, Lazaro Nogueta and Tomas Landeros. They were in charge of emptying the bins and selling the plastic to a middleman who then resold it to a recycling center. The earnings from the plastic were reinvested in the project to pay Tomas and Lazaro a small stipend and to buy additional materials. In Season 11 we recycled over 1000 kilos of plastic from three communities and led 27 beach and community trash cleanups.

Juluchuca Limpio, however, is more than just recycling - it's also about raising awareness and engaging youth in conservation. Both Lazaro and Tomas took an active role in creating environmental signs to hang up around town and engaged youth in the numerous beach cleanups we led. These cleanups helped kids to realize that a healthy beach is a clean beach and that to be proud of your community means taking good care of it.

At La Tortuga Viva and Playa Viva, we were able to host 8 school groups who learned about the importance of conservation, waste management, and biodiversity. With the support of Pato, we were able to host three environmental workshops in Rancho Nuevo at the local primary school. Students learned how to make recycling bins, paint environmental signs, and how to talk about environmental protection with their families.



EDUCATION BY THE NUMBERS



*Down due to COVID-19

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, we place special emphasis on projects that can help bring the community together, whether it's putting together food baskets for the neediest residents, cheering on our youth at soccer matches, or building banana circles together. Below, we expand upon these three important programs.

Food Baskets in Response to COVID-19 Pandemic

Like many communities around the world, Juluchuca and the surrounding villages were hit hard by the economic downturn caused by the COVID-19 pandemic. With job losses and remittances from the US down, many families were struggling to make ends meet and keep their families fed.

In response to this need, we launched a [GoFundMe](#) campaign to raise money to buy food baskets consisting of basic nonperishable staples like rice, beans, milk, eggs, coffee, sugar and fresh greens donated from the Playa Viva farm. With the support of our international community, we were able to raise \$3,545 from 44 donors. With this support, we purchased food wholesale, assembled the baskets ourselves and delivered them to 120 families in need in Juluchuca, Rancho Nuevo, La Ceiba and Las Platicas.

Youth Sports

In Season 10 Playa Viva sponsored the first Juluchuca youth soccer team in nearly a decade. Coached by Ariel and Johnny, the two new youth teams played games each week in Petatlán against opponents from the city. In Season 11, we realized that with so many kids interested in soccer from our local communities, and with transportation proving to be a challenge, why didn't we just form our own local league?

With that idea in mind, Ariel began organizing weekend soccer tournaments for kids from all



of the towns around Juluchuca. We had kids walk the 4 kilometers from Rancho Nuevo to Juluchuca to play. Some rode on the local bus from Las Salinas to Juluchuca. Others made the 45 minute commute on motorbike from Las Placitas, one of our impact communities in the mountains above Juluchuca.

Many of these children practice soccer each week with Ariel. In Season 11, he expanded weekly practices to Rancho Nuevo and La Ceiba, in addition to Juluchuca.

For the tournaments, typically about 40 players would show up, between the ages of 5 and 12 years old. They were divided into teams upon arrival, being placed onto teams with kids they may have never met before. Parents attended and enjoyed seeing residents from other towns. Others showed up at tournaments to sell snacks and drinks. Each tournament lasted about 3 hours, with six 30-minute games. Ariel gave out handmade prizes for each player at the end, regardless of their team's final place in the tournament.

These types of activities helped foster a sense of community around healthy physical activity. It allowed players to make new friends from other communities and put their soccer practice to the test. It also opened up a space to talk to families about nutrition and how to keep our youth healthy.

Banana Circles

A banana circle is a classic permaculture technique which blends food production and waste reduction strategies. A banana circle provides a way for individuals to capture and reuse food scraps, yard waste, and wastewater, while also creating the ideal conditions for bananas and other edible plants to thrive. With the generous donation of two guests in Season 11, and with the guidance of our Permaculture Specialist, Amanda Harris, we were able to build banana circles in eight homes in Juluchuca and La Ceiba.

Introducing banana circles has become a key component of our health and nutrition programs. It is an opportunity to discuss the value of perennial crops both in the diet and in the soil. The circle itself is a large hole where organic material (food scraps, leaves, etc.) can be collected and reused as compost rather than burned, as is often the custom in Juluchuca. Household water is also captured in the circle, which reduces the amount of standing water around the home and, in turn, helps eliminate breeding grounds for mosquitos. Among other functions, a banana circle also produces a diverse harvest within a few months of its installation.

Initial feedback about the project has been positive and there are plans to continue to install banana circles throughout Season 12.



HEALTH AND NUTRITION

BY THE NUMBERS



*Down due to COVID-19

ECONOMIC EMPOWERMENT

During the hotel season (October-July), Playa Viva hires over 30 employees, 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 for those families.

Since the number of employees Playa Viva can support is limited, our SEI work includes an economic empowerment component in order to support the overall development of our impact communities. This program is mainly focused on mentorship and capacity building to prepare the next generation to be able to find stable, meaningful work that aligns with their goals and needs.

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 social impact. In Season 11, we welcomed three interns who worked at La Tortuga Viva and the Playa Viva Permaculture Farm. A key component of their internship was sharing their experiences with the rest of their class. This included leading a tour of the LTV sanctuary to their high school classmates, explaining best conservation practices when handling sea turtle eggs and hatchlings, and also helping with a tour of Playa Viva's farm where participants learned about organic farming, compost and sustainable land management.

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, governmental organization or non-profit.

In Season 11, Playa Viva welcomed and trained 14 participants, or *becarios*, into the program. Each *becario* is awarded a training grant of \$3,750 Mexican Pesos per month (approximately \$200 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 and perhaps even get hired at their training site.

At Playa Viva, *becarios* in the program work alongside our team in the areas of maintenance, permaculture, housekeeping, kitchen, and social and environmental 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 *becarios* benefit from a secure monthly income, oftentimes used to support their families.



ECONOMIC EMPOWERMENT BY THE NUMBERS



LA
TORTUGA VIVA

2020 Report

LA TORTUGA VIVA

Since 2010, La Tortuga Viva has empowered conservationists and community members in Julu-chuca to save more than 495,000 endangered marine turtles. Volunteers patrol the beach each night to collect nests that are vulnerable to predation from tejones (*coati 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. The following achievements have been made thanks to the entire LTV team, with special thanks to the hard work of Lorenzo Locci, our LTV Coordinator.

Conservation Data

La Tortuga Viva successfully released 46,000 baby sea turtles in Season 11 (August 2019 - July 2020). 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 nest on our beach.

Throughout Season 11, volunteers placed 1,080 nests at the sanctuary. The hatchling success rate was about 70% for the season. The overall number of hatchlings released and nests collected in Season 11 was down from the previous season due to problems with the ATV that the team used to collect nests and also because of a leadership transition within the project. With a broken ATV, our volunteers were forced to look for nests on foot, drastically reducing the number of nests collected over the course of several months. This, in turn, led to fewer turtles being released overall in Season 11.

The overall number of hatchlings released and nests collected in Season 11 was down from the previous season due to problems with the ATV

Figure 1: Distribution of nest collection 2019

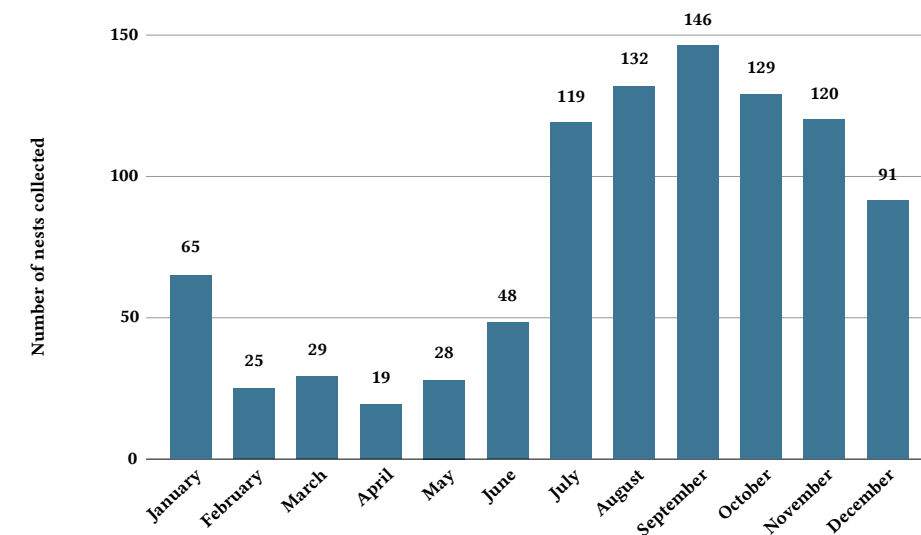


Figure 2: Distribution of hatchling releases 2019

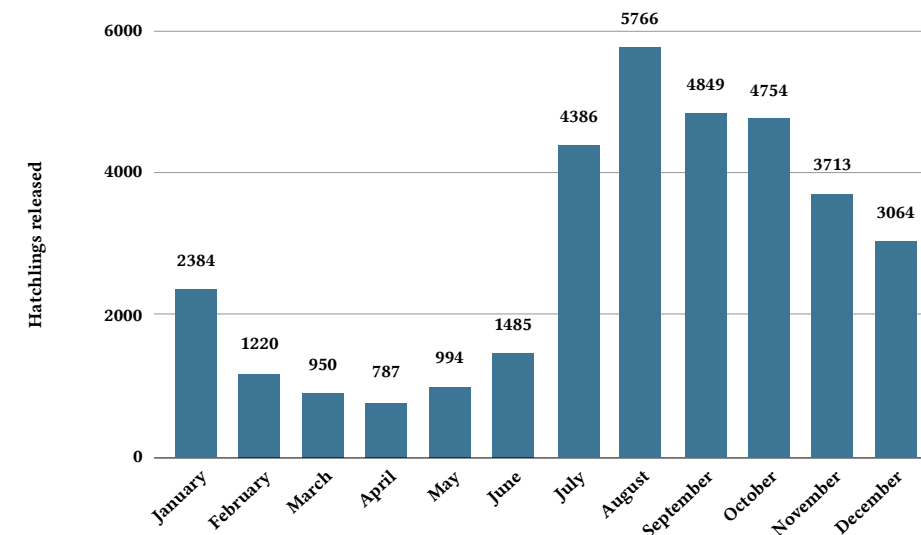


Table 1. Nest and Hatchling Data for Season 11 (August 2019 - July 2020)

Number of Olive Ridley Nests	Number of Leather-back Nests	Number of Black Nests	Total Number of Nests Relocated	Average Number of Eggs per Nest	Number of Hatchlings Released	Percentage Successfully Hatched
1,080	6	9	1095	90	46,000	65-75%

New Leadership and Capacity Building

After over five years with the same leadership team, the members of LTV decided it was time to renew the mesa directiva, or leadership board. They hosted elections in April 2020 to choose a new president, secretary, treasurer, education lead and two security leads. The changes went into effect soon after and the results of opening the organization to the new leadership board have been positive: informal conversations have shown that members feel even more cohesion and accountability within LTV and feel they are more likely to achieve their goals of collecting better data and getting additional funding. The past president, Hector Maldonado, did a great job in leading the camp to where it is today and showed great leadership through the transition.

Because of the changes not only in the leadership of LTV, but also in its member base (4 new members in Season 11), Lorenzo took the opportunity to do both group and individual training on conservation and leadership. Results from the 2018 Social Impact Study indicate that even our longstanding volunteers benefit from renewed training each year. These sessions include information about how to handle turtle eggs once they are exhumed, how to replant them in the sanctuary, and how to collect data about each nest and its hatchlings. They also included general information about turtle biology and behavior as well as best practices when interacting with school groups and guests at the sanctuary. During Season 11, Lorenzo led over 20 hours of team training and is on track to lead many more in Season 12.

New Infrastructure and Materials

In December 2019, Playa Viva and La Tortuga Viva received a visit from 109World, an organization that leads humanitarian yoga retreats around the world to inspire personal and collective transformation. The 109World 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 a new palapa education space and tool shed alongside the members of

LTV. This was possible due to 109World's generous donation to cover 100% of the costs associated with the project.

The new palapa acts as an education space where we can host school groups on their visits to LTV. It is equipped with benches, informative signs, swings and a whiteboard for teaching. The new shed was an essential upgrade because the previous shed was collapsing. This new shed, or *bodega*, is used to store tools, data collection materials and other supplies that the team needs on a daily basis.

Our new shed also stores a large water tank from which we pull water to irrigate the nests during the dry season. Sea turtle sex is determined by temperature of the nest, and with rising temperatures and less rainfall on an annual basis, our temperature checks revealed that we released a majority of female hatchlings. To address this issue, our new irrigation system installed in Season 11 (thanks to a generous donation from a PV guest) allows us to water the nests during the driest months to help regulate the temperature and achieve a better sex ratio of hatchlings.

In February 2020, after a successful online auction and fundraiser, we were able to purchase a new ATV (\$5000USD) for LTV members to use on their night patrols. With 18km of beach front to patrol, having a functioning vehicle is essential for their work. It is also used by members to check on the sanctuary throughout the day to see if turtles are born and need to be released.

Improved Data Collection and Funding with Proof of Impact

Improving data collection has been a goal of La Tortuga Viva's for several seasons. We are proud to announce that in Season 11 we made concrete improvements in our data collection thanks to a new partnership with [Proof of Impact](#) (POI), an online platform that connects donors with grassroots social and environmental projects around the world.

By providing verifiable information about our conservation work to POI, we earned over \$2200 in funding in Season 11. We collected complete data about our conservation impact, including the number of eggs per nest, the date the nest was relocated, the date it hatched and the number of turtles that were released from each nest. This information, along with photos and videos of each release, is compiled in an Excel spreadsheet and sent to POI for their review. Once it's approved, it goes on their marketplace to be sold to donors.

Thanks to the hard work of Lorenzo Locci, our Sanctuary Coordinator, each member of LTV receives initial data collection training and ongoing support. Thanks to the donors from POI, the 14 members of LTV understand why data is so important, not only for our internal conservation purposes, but also for outside funding opportunities.

Sea Turtle Awareness

Lorenzo 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 sanctuary.

In Season 11, we continued our 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 ATV or on foot with Lorenzo and two members of LTV 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.

This local excursion provides a space for LTV members to interact directly with the guests and helps put a face to their conservation work. Over 300 guests partook in this experience in Season 11, raising \$4175 in tips for the members of LTV. Guests often cited the excursion as one of the highlights of their stay at Playa Viva.

Adopt a Nest

In Season 11 we continued our Adopt a Nest Program to raise funds for LTV and to allow guests to share their experience at Playa Viva with loved ones back 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, information about sea turtle conservation, and photographs of the turtles upon hatching. A total of 95 nests were adopted during the course of Season 11, bringing in over \$3760 in funding.



WHAT TO EXPECT IN SEASON 12

EDUCATION

- **Adopt a Student** Program to provide school scholarships for students in need
 - Scholarships cover inscription fees, uniforms, school lunches and school supplies
 - Our goal is to sponsor 20 students in Season 12
- Tutoring and small group education support
 - With schools opting for distance learning until the end 2020, most of our education efforts will be focused on small group learning, tutoring and mentorship. About ½ of the students we work with don't have access to reliable internet nor do they have a device to work on, making this kind of support essential for many children and teens.
- **Juluchuca Limpio** - our trash and recycling program
 - We plan to host monthly workshops on the importance of recycling and waste management including art projects, community beautification, beach clean-ups and hands-on management of our recycling and trash collection;
 - We plan to expand our recycling program to Las Placitas.
- 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

- Continuation of our **healthy sports leagues and outdoor activities**
 - This includes our youth soccer teams, evening outdoor activities in La Ceiba and Rancho Nuevo, and regular zumba and yoga classes in Juluchuca;
- **Rain harvesting systems**
 - We plan to install 5 rainwater catchment systems along with handwashing systems in response to COVID-19 and water scarcity problems in our communities.
- **Banana Circles**
 - Our goal is to install another 15 banana circles in Season 12 and follow-up with all former recipients to ensure proper functioning.



ECONOMIC EMPOWERMENT

- **Local food purchases**
 - We strive to buy all local fish for Season 12 and source fresh produce from our impact communities wherever possible to support those communities;
- **High school mentorship**
 - We will continue to host three interns for the 2019-2020 academic year;
- **Capacity-building projects with participants from *Jóvenes Construyendo el Futuro***
 - We will continue to help develop young leaders through the *Jóvenes* program.
 - Our goal is to receive another ten *jóvenes* during Season 12.
- **Infrastructure**
 - We plan to finish the town plaza, build an outdoor eating area for the local Kindergarten in Rancho Nuevo and build an outdoor gym in Juluchuca with donations secured from Season 11.

LA TORTUGA VIVA

- **Data collection**
 - Our goal for Season 12 is to collect data for 100% of the nests that we relocate, making us eligible for grants and outside funding as well as giving us a clear picture of the effectiveness of our conservation work.
- **Continued investment in capacity building and leadership training**
 - We plan to continue to train our team in conservation (quarterly team training) and provide regular leadership training for our new *Mesa Directiva* (also quarterly).
- **Diversified funding**
 - The COVID-19 pandemic has shown the importance of having diversified funding for our conservation work. In Season 12 we plan to research and apply for grants, host an online auction and continue to work with Proof of Impact to allow us to meet our fundraising goals.
- **Environmental Education curriculum**
 - Our Season 12 Coordinator, Lorenzo Locci, will work with local teachers to create an environmental education curriculum that can be adapted to elementary schoolers, middle schoolers and high schoolers. Members of the LTV team will personally teach the curriculum in local schools, coupled with a sanctuary visit to release turtles.

HOW TO SUPPORT OUR WORK

Our social and environmental impact work is an ongoing project striving towards meaningful, sustainable progress. 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 watershed.

As shown in Season 11, our engagement in Juluchuca, Rancho Nuevo, La Ceiba and Las Placitas resulted in sustainable progress in areas of education, health and youth empowerment, reaching over 200 young people in those communities with countless hours of classes, workshops and activities. Our efforts equipped the members of La Tortuga Viva with the knowledge and resources to relocate over 1000 nests and release over 45,000 sea turtles. 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 12 we hope to start a new rainwater harvesting program and build more banana circles. We want to mentor more young people, develop an environmental education curriculum, and release another 45,000 baby sea turtles.

For \$50 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!

Community Programs

Playa Viva supports community projects in the areas of permaculture, education, health and economic development. Please indicate the specific project(s) where you would like us to direct your contribution. The programs are listed below, along with the UN sustainable development goals they promote. We have included a recommended donation, but any amount supports our outreach programs and our community. Thank you for your generosity!

YOUTH EDUCATION

Adopt a Student - \$35 / month

Donation Amount \$ _____



BANANA CIRCLES

Reduce Waste Burning / Food Sovereignty - \$100

Donation Amount \$ _____



JULUCHUCA LIMPIO

Reduce Waste / Promote Recycling - \$25

Donation Amount \$ _____



TURTLE SANCTUARY

Marine Conservation / Environmental Ed - \$40

Donation Amount \$ _____



OTHER

Donation Amount \$ _____

Total Donation \$ _____

Guest Room # _____

Email Address _____

Signature _____

Guest Name _____

APPENDIX A: PLAYA VIVA'S CORE VALUES

Core Value 1: Promote biodiversity	
Objective 1: Foster more resilient ecosystems	Action 1: Restore and protect mangroves by planting seedlings and removing invasive overgrowth and other debris (e.g. coconuts, coconut palm debris)
	Action 2: Encourage resilience and biodiversity by diversifying plant and crop species, removing invasive species and planting native varieties
	Action 3: 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
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	Action 1: Restore and protect mangroves by planting seedlings and removing invasive overgrowth and other debris (e.g. coconuts, coconut palm debris)
	Action 2: Restore coastal forest ecosystems by rebuilding soils (organic farming) and contribute to erosion control
	Action 3: Grow edible and medicinal crops for consumption and for natural building material without the use of harmful/toxic pesticides, herbicides, insecticides
	Action 4: Continue to support, manage, and improve sea turtle conservation program
Core Value 2: Create cleaner and more abundant water and energy	
Objective 1: Promote and use water saving techniques, conscious waste disposal, filtration systems, and water efficient landscaping	Action 1: Black and gray water treatment systems in place and full functioning
	Action 2: Advanced water filtration system for potable drinking water in all Playa Viva sinks and showers

Objective 2: Promote and use renewable energy sources	Action 1: Off-grid solar energy system to power all hotel needs in place and fully functioning
	Action 2: Production of biodiesel for Playa Viva vehicles, using byproduct glycerine to make hotel soaps
Core Value 3: Create meaningful community	
Objective 1: Facilitate the transfer of both informal and formal knowledge and skills (Education)	Action 1: Volunteer program established and managed to facilitate the transfer of knowledge and skills between guests, staff, and community
	Action 2: Teaching English program establish and offered on a continual basis (in the community and to hotel staff)
	Action 3: Community needs assessment and monitoring tool established and managed to evaluate community needs on a continual basis
Objective 2: Foster the state of complete physical, mental, and social well-being (health)	Action 1: Function as a retreat center
	Action 2: 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)
Objective 3: Help strengthen a standard of living whereby basic consumption and material needs are met (economic well-being)WW	Action 3: Implementation of a community garden, nutrition, and wellness program
	Action 1: Provide and sustain adequate and fair pay and benefits for all hotel staff
	Action 2: 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)

Objective 4: Strengthen local organic food and product (beauty products, etc.) markets and movement	Action 1: Foster opportunities for developing microenterprises among existing staff and Juluchucans in organic farming and organic beauty products
Core Value 4: Promote transformational experiences	
Objective 1: Facilitate people's ability to make decisions that affect their lives and represent their interests (empowerment)	Action 1: Host guests and retreats to help nourish and empower themselves and others to make choices that serve them and contribute to their greatest good
	Action 2: Through community events, encourage guests to participate to interact with the local community and learn more about the local culture
	Action 3: Provide a healthy working environment for employees by actively empowering them to make decisions that affect theirs and their families' lives
Core Value 5: Create a living legacy for sustainable and regenerative resort development	
Objective 1: Promote sustainable livelihoods for the harmonious integration of people and nature for the benefit of both	Action 1: 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

