

# SOCIAL & ENVIRONMENTAL IMPACT REPORT

2022 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 and environmental 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 for Season 13 and outlines plans and objectives for Season 14.

## WHERE WE WORK

During Season 13, we consolidated our work in 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 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.

Moving up the watershed, we arrive at the three other communities where we work: Rancho Nuevo, La Ceiba and Las Placitas. These three towns are located in the Sierras, or mountains, of our watershed and have populations much smaller than Juluchuca, ranging from 300 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 and moving up the watershed, we first encounter Rancho Nuevo, approximately 4km from the coast, then La Ceiba (10km away), and lastly, Las Placitas which is roughly 20km from Juluchuca (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.



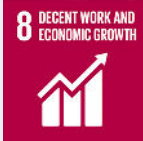


### SOCIAL IMPACT

Playa Viva’s regenerative project is guided by a set of five core values of which “Creating ‘Meaningful’ Community” and “Promoting Transformational Experiences” are the driving values for our Social Impact Program.

# Create Meaningful Community

\*The sustainable development goals (SDGs), created by the UN, 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 underscore our commitment to making these goals a global reality.

<p><b>Objective 1:</b> Facilitate the transfer of both informal and formal knowledge and skills (Education)</p> 	<p><b>Objective 2:</b> Foster the state of complete physical, mental, and social well-being (Health)</p> 	<p><b>Objective 3:</b> Help strengthen a standard of living whereby basic consumption and material needs are met (Economic Empowerment)</p> 
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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 classes; community sports and soccer leagues; environmental education and a community recycling initiative, among other programs.

## 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 650,000 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 it also raises awareness about turtle conservation and environmental protection in the local community. The



## Promoting Biodiversity

### Objective 1:

Foster more resilient ecosystems

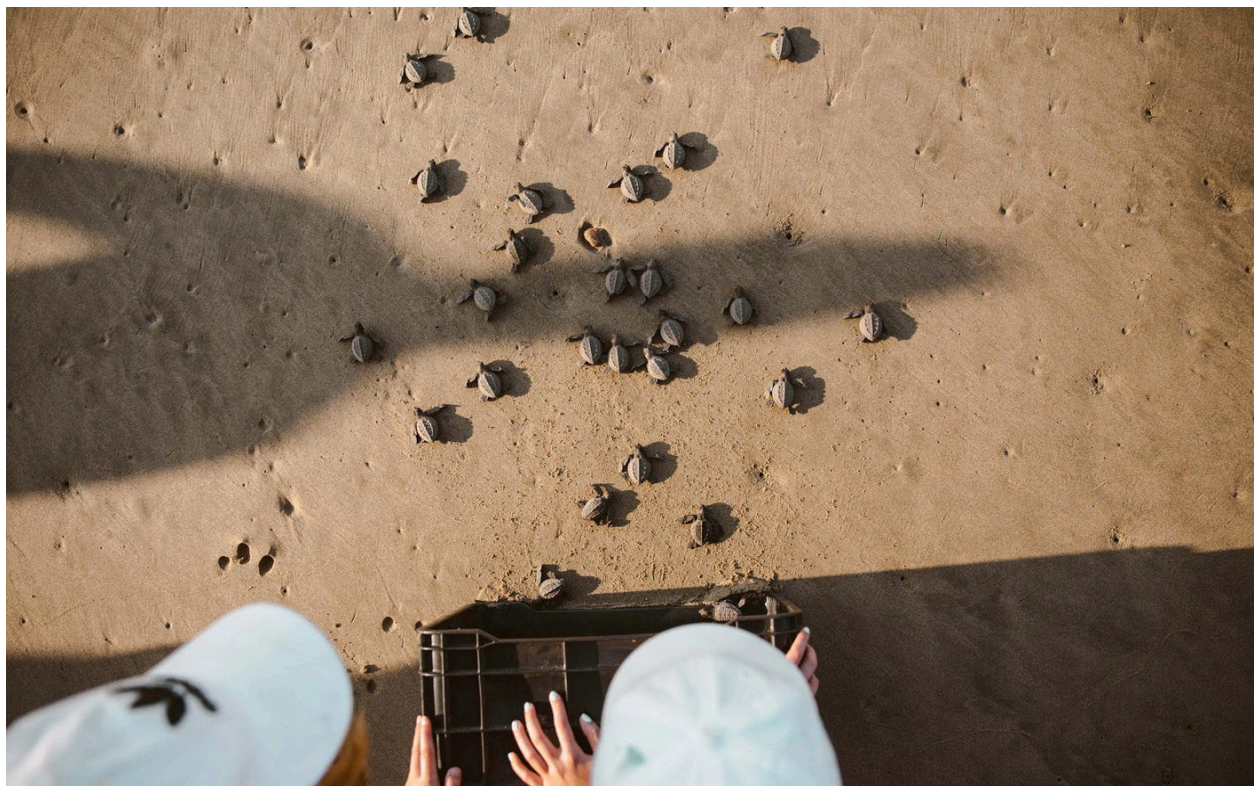


### Objective 2:

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



La Tortuga Viva fosters environmental awareness and environmentally conscientious behavior through educational activities and programs, including turtle releases and environmental education in the local schools. By generating excitement about turtles, we hope to create a culture of conservation and environmental awareness in our local watershed.



## THE REGENERATIVE TRUST

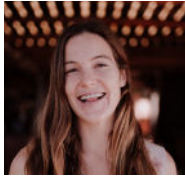
Our social and environmental impact (SEI) projects, including La Tortuga Viva, are funded through Playa Viva's Regenerative Trust (RT). Instituted in 2012, the Regenerative Trust channels funds through its fiscal sponsor, The Ocean Foundation (TOF), a registered 501(c)(3) organization. We do not receive 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 RT uses TOF as our fiscal sponsor under the brand of La Tortuga Viva. For fiscal year 2021 the RT received \$14,903 via Playa Viva's 2% Regenerative Fee, \$14,806 via other donations through The Ocean Foundation, and \$1590 through GoFundMe, bringing our total revenue to \$31,299. Our expenses for FY21 totaled \$66,093. To cover the gap between donations and expenses, Playa Viva contributed an additional \$35,404 to the RT to meet program goals.

Our vision is for the RT to be financially self-sufficient so that funds raised sustain the work done in social and environmental impact in our four local communities. As we move forward, we will be working to diversify and grow our funding streams.



# 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.



**Mariana Leal** will be the new SEI Manager starting in June 2022, and lead the establishment of ReSiMar (Regenerando Sierra y Mar), a non-profit organization that will continue our work with the communities on education, permaculture and ecological restoration and expands to fisheries and water culture.



**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 the LTV Sanctuary Coordinator and works directly with the local volunteers to help organize their operations, provide capacity building opportunities, engage the community in environmental education and act as a link between LTV and Playa Viva. He has been with Playa Viva since 2019.



**Belen Alonso Pineda** is our new Education Specialist and is originally from La Ceiba, one of our four impact communities. Belen is an engineer and teacher by training and has taught for five years at the elementary school in Las Placitas. He started working for Playa Viva in 2021.



**Lazaro Nogueta Elguera** is the local leader of Juluchuca Limpio, our community trash and recycling project. This project is supported by **Ernesto Leon Sandoval** an environmental activist in the Costa Grande Region who leads monthly environmental workshops in Juluchuca.

Our SEI projects were also supported by a team of international volunteers and interns. We would like to thank Raj Pandya, Valery Vargas, Gemma Hill, Tania del Muro Jimenez, Citlalli Nicolas, Ana Lorena Anguiano, Osmaira Hernandez, and Savannah Carleson for their support of our community initiatives.

# ACTIVITIES AND ACHIEVEMENTS

## RESIMAR - REGENERADO SIERRA Y MAR

Playa Viva’s regenerative model has shown that holistic, triple bottom line ambitions do work - both for the business and the local community. However, in order to scale and achieve transformational change in a watershed deeply impacted by environmental degradation, out-migration, and limited economic opportunities, one business alone cannot sustain the larger investment needed to generate watershed-level change and a long-term and deep-rooted shift in the larger community and ecosystem.

To explore how to collaborate for systemic, holistic interventions, a group of experienced practitioners from diverse fields came together in early 2021 at Playa Viva. Participants included team members from [LegacyWorks Group](#) (Baja California Sur), [Radix Education](#) (Mexico - National) and the [Fondo para la Comunicacion y Educacion Ambiental](#) (Oaxaca). Impressed by the deep connections and significant presence of Playa Viva in the Juluchuca micro-watershed and the eagerness of local residents to work together, this group expeditiously formed ReSiMar to grow the Juluchuca micro-watershed as a “hope spot” in the Mexican Pacific region for holistic, regenerative transformation. Over the next couple of years, our plan is to phase out Playa Viva’s SEI Program and transition that program into the broader vision and impact of ReSiMar,



## Covenings

To date, Playa Viva has hosted five convenings to conceptualize and plan ReSiMar's growth and impact. Our convening in April 2021 included the participation of the Fondo Mexicano para la Conservación de la Naturaleza (FCMN), the largest conservation funder in Mexico. After learning about our holistic approach, vision, and growing network of participants, the Fondo recommended that ReSiMar forge a broader partnership with them in their work to secure long-term funding through the World Bank, the Green Climate Fund and other bi- and multi-laterals. In addition to FCMN, we have hosted the CEO's of Knotion, a Mexican education and innovation organization who will be spearheading a pilot project in Las Placitas; Linda Nathan, a professor from Harvard and thought leader in Democratic Schools who will lead capacity building with local teachers; and Valeria Casanave, a communications and social impact entrepreneur who will help lead a TEDx conference in Juluchuca. ReSiMar's next convening will be held in early 2023. If you would like to read about our Regenerative Education Convening hosted in November 2021, please see [this report](#).

## ReSiMar Nodes

Our holistic approach focuses on five interconnected nodes:



Water Culture  
& Resources



Education



Permaculture



Fisheries



Ecosystem  
Restoration

Each node includes a diagnostic component to assess needs and opportunities and a 2-year plan for early interventions and pilot projects. The ReSiMar Brief is a great resource to read more about each node and its projected impact. In addition to the individual nodes, we have also developed several cross-cutting focal areas including Community Governance, DEI, Storytelling and Innovative Business models.

## Core ReSiMar Team Members

In addition to our SEI Team, our new ReSiMar Team is comprised of the following members:



**Pablo Castro Moreno**, Fisheries expert at LegacyWorks Group and former Project Director with Pronatura Noroeste.

**Julia Garcia**, General Manager of Playa Viva hotel. Julia is both a Juluchuca native and deeply connected to the community, and an experienced hotel industry manager with international experience with the ClubMed group.

**Martin Goebel**, Mexico Director for LegacyWorks Group, Founder of Sustainable Northwest, former Country Director of WWF Mexico and founder of the Fondo Mexicano para la Conservación de la Naturaleza.

**Maria Teresa Gutierrez**, Director of the Fondo para La Comunicacion y Educacion Ambiental (FCEA) and leader in water culture and management in Mexico.

**Amanda Harris**, Permaculture Manager at Playa Viva; 10 years 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.

**James Honey**, Program Director for LegacyWorks Group; 20 years in rural sustainable development, community governance and conservation, and more recently, management or development of hybrid business models to finance conservation in the US West, Mexico and Costa Rica.

**Josephine Korijn**, Co-founder of New AJE Capital which focuses on solutions that regenerate resilient ecosystems within the agricultural and food systems; and co-COO at Renewable Resources Group Solutions which incubates and finances businesses that include smallholder farmers in the regenerative agriculture supply chain.

**Patricia Vázquez del Mercado**, CEO of Fundacion JUCONI MEXICO. Former Director of International Cooperation at Radix Education and former Secretary of Education of the state of Puebla.

## THE REGENERATIVE EDUCATION

Thanks to the development of ReSiMar, our Education Program took on a new regenerative focus in Season 13. While we continued with regular English classes, environmental awareness activities, and small-group mentorship and tutoring sessions, we also invested in strategic planning, networking, and growing the team. Paty Vazquez was a key leader in these developments, spearheading new national and international partnerships. Below are some of our key education programs and achievements from Season 13.

### **Hiring Maestro Belen**

Belen Alonso Pineda is a teacher and engineer from our local watershed. He discovered his love of education seven years ago while covering the absence of a local teacher. Having already finished a degree in engineering, he decided to return to the classroom to get his teaching degree. Meanwhile, he was the lead teacher for the elementary school in Las Placitas, a multi-grade school with 15-19 students ranging from grades 1-6. Maestro Belen was the sole teacher for this school for 5 years, and he was “hired” directly by the parents because the government did not want to fund a teacher for a school so small. During those five years, Belen helped grow enrollment and improve student learning outcomes while also forming tight bonds with the families and students. The regional education supervisor took note, recognizing that Belen’s students were some of the strongest readers and writers in the region. Belen did all of this for five years without receiving a salary. Parents could only afford to give him a small stipend, most of which went to his gas expenditures (Las Placitas is 45 minutes away from Juluchuca).

In Spring 2021, Maestro Belen received his teaching certificate after four years of undergraduate studies. He was poised to get the government appointed teaching position in Las Placitas because enrollment had grown and the government was going to re-establish a teaching position. However, due to a technicality with his degree, the education department said they were not going to be able to hire Belen for the role. The students, parents and entire community of Las Placitas were devastated. Our SEI Team knew that someone as talented and passionate as Belen could not remain outside the classroom. Thanks to a generous donor, we were able to hire Belen to join our team and continue to work in Las Placitas as a teacher and also assist at the school in La Ceiba. Belen is continuing to transform lives inside and outside the classroom and we are thrilled to be able to continue to work with him and learn from his teaching abilities and passion.

## Water Education for Teachers (WET) Training Course

In Spring 2022, Ariel, Belen and Colleen traveled to Puerto Escondido, Oaxaca to participate in the Water Education for Teachers (WET) Course led by the Fondo para la Comunicacion y Educacion Ambiental. Participants traveled from Mexico City, Baja California Sur, Guerrero and Oaxaca to learn and strengthen our network around education, conservation and community development. After a full day of coursework focused on how to best teach and communicate topics centered on water and watershed health, the group moved into the communities to put our learning to the test by leading a WET workshop for local elementary school students. Together, we danced, reflected and learned about the importance of water for the health of all human and non-human life.

The trip culminated in a 15km hike through the middle and upper watershed of Manialtepec, meeting local residents and taking in the beauty of the river and the local flora and fauna. The trip inspired Ariel, Belen and Colleen to teach water-related topics in the local classrooms in Juluchuca and to incorporate more environmental education generally into the Education Program. The plan for Season 14 is to host a WET course for local teachers in the Juluchuca watershed, so that the practice of water awareness–building becomes more common throughout the six schools where we work.





## Adopt a Student

The Adopt a Student Program was created in 2019 to keep children in school and support families struggling to pay the associated expenses of their child's education. Though all the schools in our watershed 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 without limited disposable income, these costs quickly add up and prevent some children from staying in school.

In the Adopt a Student Program, we connect donors with students in need. A donation of \$420 is enough to sponsor the education of a student for the entire academic year.

In Season 13, thanks to the generous support of many Playa Viva guests, we were able to sponsor the education of 24 students ranging from elementary school to high school. In addition to the financial component of Adopt a Student, we also included a mentorship component. Ariel meets with each student on a regular basis to talk about school, homework or other needs. Through this mentorship, students weren't just financially supported but also emotionally and academically supported as well.





## **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. 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 reach roughly 180 students with English classes, mentorship opportunities and after school activities every week.

These classes helped the SEI Team 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 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 40 bins for plastic bottle recycling in Juluchuca, Rancho Nuevo, and La Ceiba and all are in active use. In Season 13, the project was supported by Lazaro Noguera, a local Juluchuca resident. He was 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 Lazaro a small stipend and to buy additional materials. In Season 13 we recycled over 900 kilos of plastic from three communities and led 34 beach and community trash cleanups. For Season 14, we plan to build a small recycling center to better manage the plastic and be able to scale the work to other communities.

## **HEALTH AND NUTRITION**

Our health and nutrition program focuses on holistic health and wellbeing, including 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 communities together, especially the younger generation.

## **Youth Sports**

In Season 13, the SEI Team continued supporting the Juluchuca youth soccer team for the

fourth year in a row. Ariel coached the kids' team (ages 5-12) and Valeria Ibarra, a soccer player from La Barrita, was hired to coach the teenage team (ages 13-18). While Ariel continued to organize inter-pueblo tournaments to create more social cohesion around sports, Valeria worked with the teenagers to build confidence and soccer skills. She enrolled the team in the Petatlan league and in their first season, they finished near the bottom of the rankings. The following season started soon after, and at the time of writing this report, the Juluchuca team was ranked first in the league and headed for the playoffs.



Valeria's passion and knowledge of the local soccer community has been instrumental in the development and success of the teenage team. Like Ariel, she has also helped build bridges between the coastal and mountain communities through sport by inviting players from her hometown (La Barrita) and other coastal communities like Cayacal, Arroyo Seco and Las Salinas to join the team. As a woman and a successful athlete, Valeria is also a role model for younger girls getting involved in sports and is breaking down long-held gender stereotypes in rural Guerrero.

## **Outdoor Activities**

In Season 13, our team worked hard to further develop our Outdoor Activities Program which focuses on getting kids outside, active and engaged in their surroundings. In previous seasons, this program existed only in Juluchuca and Rancho Nuevo, so this past year, Ariel made a concerted effort to expand it to La Ceiba and Las Placitas which are in the middle and upper watershed, respectively. Two evenings a week Ariel and Belen would go to these communities and lead activities focused on play, collaboration, social and emotional skills, and environmental awareness. Ariel also continued this work in Juluchuca and Rancho Nuevo, and to continue building social cohesion across the communities, he brought kids from those communities up to the mountains to participate in activities. Rather than the children in the mountains constantly having to go down to the coast, it was a refreshing change to bring kids and activities up to them. As cell phones and the internet become more common across the area, children have stopped playing outside as much as they did previously. These types of structured, outdoor activities are critical for keeping kids healthy and engaged.

In addition to evening activities, our team also worked with local elementary, middle school and high school teachers to organize field trips for the students. Each school from Las Placitas to Juluchuca visited Playa Viva, learning about conservation at the turtle sanctuary, regenerative agriculture at the farm, and mindfulness at the PV yoga platform. Additionally, several groups of students also went on bigger field trips - Whale Watching with the Whales of Guerrero Team in Barra de Potosi and a visit to the archaeological site and museum near Petatlan.

## **Spay and Neuter**

Juluchuca is one of many places in the world that suffers from overpopulation of dogs and cats. This leads to high animal mortality, traffic accidents, aggression, disease and suffering within the animal population. In March 2022, to address this issue, we hosted our second spay and neuter clinic for cats and dogs in Juluchuca and the nearby areas. In two days, we sterilized 77 animals, preventing thousands of unwanted litters from ever being born. Residents are reluctant

to sterilize male animals, but over time, we believe that that reticence will change. To keep populations under control and to normalize the practice of sterilizing both male and female pets, we plan to host campaigns every 6-9 months. A special thanks goes to Savannah Carleson for coordinating and leading the 2022 campaign and Valentine Reiss-Woolever for fundraising, helping to spread the word and providing strategic guidance for the clinic. We would also like to thank Jimena, Iris, and the entire team of veterinarians who made this campaign possible.

## **ECONOMIC EMPOWERMENT**

In 2021, Playa Viva began our Phase IV expansion to increase the hotel from 12 rooms to 18 rooms. Historically, Playa Viva hires roughly 30-35 employees during the hotel season, the vast majority from Juluchuca and Rancho Nuevo. In 2021, due to construction and additional rooms, Playa Viva expanded hiring and was able to give stable jobs with benefits to more local residents, with an uptick in employees coming from Las Placitas. 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 Program 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 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 13, we welcomed 11 interns who joined the teams at La Tortuga Viva, Playa Viva's kitchen and the 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 for 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.



## LA TORTUGA VIVA

Since 2010, La Tortuga Viva has empowered conservationists and community members in Juluchuca to save more than 600,000 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 the LTV team members then personally release them. Turtle releases are often 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, the LTV Coordinator.

### Conservation Data

La Tortuga Viva successfully released 81,594 baby sea turtles in 2021. The majority of the sea turtles released 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. The critically endangered Leatherback and Green sea turtles also make their way to nest on our beach, although in far fewer numbers than the Olive Ridelys.

Summary Data 2021							
Month	# of nests	# of eggs	Hatchlings released	Hatchlings eaten by predators	Unfertilized eggs	Hatchling success rate	Average # of days of incubation
January	59	4,984	3,570	0	1,414	72%	51
February	41	3,526	2,471	13	1,042	70%	50
March	43	3,618	2,563	0	983	71%	50
April	42	3,663	2,775	0	888	76%	52
May	32	2,721	1,934	253	534	71%	52
June	32	2,826	1,948	380	498	69%	54
July	87	8,330	6,123	50	2,157	74%	52
August	182	16,973	11,795	4028	1,150	69%	51
September	299	10,415	7,273	566	2,576	70%	49
October	424	11,376	7,986	278	3,112	70%	49
November	110	9,648	6,899	322	2,427	72%	50
Dicember	45	3,514	1,851	744	919	54%	49
<b>TOTAL</b>	<b>1396</b>	<b>81,594</b>	<b>57189</b>	<b>6634</b>	<b>17,700</b>	<b>70%</b>	<b>51</b>

In 2021, the LTV team relocated 1,396 nests into the sanctuary and the hatchling success rate was 70%, remaining constant from the previous season. The average incubation period lasted 51 days. Unfortunately, we saw an uptick in the number of nests eaten by predators, specifically the tejon, who is particularly skilled at breaking into the sanctuary. To address this issue, we are building a new tejon-proof sanctuary, detailed below.

## **New Remote Team and Partnerships**

In Season 13, we witnessed the LTV Team grow substantially with the creation of two new roles: the Remote Conservation Intern (RCI) and the Onsite Sanctuary Assistant. Raj Pandya and Gemma Hill were our first RCIs, both working from Harper Adams University in the UK with additional students getting involved during the duration of 2021 and beginning of 2022. Throughout the year, they helped grow our social media presence, send out regular newsletters, lead fundraising campaigns, manage the Adopt a Nest Program and assist with grant applications. They also built LTV a new website and forged new international relationships, connecting LTV with donors and primary schools in the UK for remote learning experiences.

Over the past year, we received five Onsite Sanctuary Assistants whose responsibilities include overseeing data collection; working alongside the local team to relocate nests, maintain the sanctuary and release turtles; and oversee LTV's education outreach work. Together with Lorenzo Locci, the Sanctuary Coordinator, they led several online workshops for schools and universities around the world, hosted numerous school groups from Petatlan and Zihuatanejo and generally helped spread the word about LTV's impact and the opportunities to get involved.

## **Data Collection Training and Tracking**

We are proud to announce that in Season 13 we continued to make concrete improvements in our data collection, ensuring that every nest, egg and turtle was accounted for as best as possible. Alongside Lorenzo, our Sanctuary Assistants helped build capacities within the local team. While our data collection is still not perfect, there is now a general consensus amongst the local team about the importance of reliable data to understand our conservation impact and where to seek improvements.

Juluchuca can often feel quite isolated from other areas of Guerrero, and especially from other conservation efforts. For this reason, we organized several learning trips for the LTV team. The first was a visit to Ayotlcalli, a sea turtle sanctuary near Zihuatanejo, to learn about best conservation practices and data collection. The team saw how nest data can be collected digitally and tracked online with the use of an app and why data is so important for fundraising

purposes. In January 2022, the team participated in a whale watching excursion with Whales of Guerrero in nearby Barra de Potosi, learning about the larger marine conservation panorama and interconnectedness of the ecosystem. These experiences not only foster deeper relationships within the LTV team, but also show that they are part of a larger conservation community in the Costa Grande region.

Lastly, over the course of the season, Lorenzo and the Sanctuary Assistants continued to lead training sessions and workshops about data collection and conservation practices. In 2021 and 2022, there has been greater volunteer retention amongst the local team, meaning our conservation impact improved and as well as our tracking of key indicators.

### Community Education and Awareness

Our Sanctuary Assistants liaise closely with the rest of the SEI team to lead regular conservation sessions with elementary school children, focusing on sea turtle biology and behavior and their role in the ecosystem. Students from our micro-watershed regularly visit LTV, but also school groups from the greater Zihuatanejo-Ixtapa area. With the largest turtle sanctuary in the Costa Grande and greater social media presence, LTV received an influx of visitors in 2021 and early 2022.

To complement public turtle releases and conservation sessions at the sanctuary, the team also organized regular beach clean-ups and trash pick-ups around town in conjunction with the Juluchuca Limpio Program. These holistic activities help kids connect the dots between their own actions and the health of the ecosystems of which they form part.



## **A New Sanctuary**

Over the past year, LTV's fundraising efforts focused on raising enough money to build a new sanctuary. Our sanctuary had been in use for three years (built in conjunction with 109 World in 2018) and the sand had lost many of its nutrients while bacteria from the nests had also built up over time. The team was also struggling to keep out tejones, who seemed to constantly find a way to break in and eat nests. Thanks to several generous donations, work to build a new sanctuary began in Spring 2022. Some of the materials from the old sanctuary could be reused, but most materials were purchased new, namely a wired fence that will be placed around the entire exterior and roof to keep the tejones from entering. The sanctuary will also be a bit smaller in size to make the space and number of nests more manageable. As the team learns more about best conservation practices, we feel it is important to focus on quality over quantity moving forward, namely trying to improve the hatchling success rate. At the time of writing this report, the new sanctuary is still being built and should be done in time for the hotel season opening in October.



# WHAT TO EXPECT IN SEASON 14

## **New Team Members**

- After four years at Playa Viva, Ariel and Colleen decided to phase out of their roles to bring in new leaders and new energy. In summer 2022, *Mariana Leal* took over for Colleen as SEI Manager and *Ana Lorena Anguiano* and *Ximena Rodriguez* took over for Ariel as Co-Education Coordinators. We are sure they will bring great leadership and vision to the work and develop wonderful impact programs.

## **Developing ReSiMar**

- The new team will work alongside our national partners to continue to develop ReSiMar's vision and funding. The water diagnostic study that began in February 2022 will continue and results will be disseminated with the local community. Work will also begin on a fisheries diagnostic study in Juluchuca.

## **Regenerative Education**

- Mariana, Ana and Ximena will be working alongside Paty Vazquez to develop the Regenerative Education Curriculum and a plan for its implementation in all seven schools in our micro-watershed.
- Continuation of the Adopt a Student Program to provide school scholarships and learning support for students in need.

## **Health and Nutrition**

- Continuation of our youth soccer team for both children and teenagers;
- Further development of the Outdoor Activities Program and exploration of how to support youth health and wellbeing.

## **Economic Empowerment**

- Local food purchases. We strive to buy all local fish for Season 14 and source fresh produce from our impact communities wherever possible to support local economies.
- Hire local - as the ReSiMar Team grows, we plan to continue to hire local residents to become part of the PV/ReSiMar Team to regenerate their watershed.

## APPENDIX A: PLAYA VIVA'S CORE VALUES

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

**Core Value 2: Create cleaner and more abundant water and energy**

<p><b>Objective 1:</b> Promote and use water saving techniques, conscious waste disposal, filtration systems, and water efficient landscaping</p>	<p><b>Action 1:</b> Black and gray water treatment systems in place and full functioning</p>
	<p><b>Action 2:</b> Advanced water filtration system for potable drinking water in all Playa Viva sinks and showers</p>
<p><b>Objective 2:</b> Promote and use renewable energy sources</p>	<p><b>Action 1:</b> Off-grid solar energy system to power all hotel needs in place and fully functioning</p>
	<p><b>Action 2:</b> Production of biodiesel for Playa Viva vehicles, using byproduct glycerine to make hotel soaps</p>

### Core Value 3: Create meaningful community

<p><b>Objective 1:</b> Facilitate the transfer of both informal and formal knowledge and skills (Education)</p>	<p><b>Action 1:</b> Volunteer program established and managed to facilitate the transfer of knowledge and skills between guests, staff, and community</p>
	<p><b>Action 2:</b> Teaching English program establish and offered on a continual basis (in the community and to hotel staff)</p>
	<p><b>Action 3:</b> Community needs assessment and monitoring tool established and managed to evaluate community needs on a continual basis</p>
<p><b>Objective 2:</b> Foster the state of complete physical, mental, and social well-being (health)</p>	<p><b>Action 1:</b> Function as a retreat center</p>
	<p><b>Action 2:</b> Offer assistance in the local community and to Playa Viva staff through volunteer placements in the local health clinic/Petatlán hospital, equipment/services donations from hotel guests, wellness services (yoga, massage, and other body work)</p>
<p><b>Objective 3:</b> Help strengthen a standard of living whereby basic consumption and material needs are met (economic well-being)WW</p>	<p><b>Action 1:</b> Provide and sustain adequate and fair pay and benefits for all hotel staff</p>
	<p><b>Action 2:</b> Foster and promote opportunities for community to become involved in skills building activities (English classes, IT classes, workshops at PV on organic farming, turtle conservation or any such desired skills)</p>
<p><b>Objective 4:</b> Strengthen local organic food and product (beauty products, etc.) markets and movement</p>	<p><b>Action 1:</b> Foster opportunities for developing microenterprises among existing staff and Juluchucans in organic farming and organic beauty products</p>



#### 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

