

## Project Update: March 2014

Last week we had a beach clean-up and we got involved Jack Johnson. 20 tons of garbage were collected along 117 beaches in Peru. This was made possible with only USD 3,000 funding and the collaboration of organisations such as Patagonia and 2500 volunteers. So happy about this that I just wanted to share it. Hope it brings some positive energy for your day. Here is Jack's message in our blackboard...

<https://www.facebook.com/conservamospor naturaleza/photos/a.362990510439918.79996.320561701349466/614534625285504/?type=1&theater>

### 1. Establish Conservation Agreements (Feb – May, 2014)

We traveled to the Berlin Private Reserve in February 2014 and contacted all relevant landowners for the conservation corridor. Our trip underscored the necessity for the community-outreach aspect of our project: there was considerable suspicion amongst local community members, who believed, for instance, that the “outsiders” that have been coming to visit the patch of forest containing the Peruvian yellow-tailed woolly monkey were in fact mining prospectors, and that signposts leading to the Berlin Private Reserve were an attempt at land-grabbing. Leyda Rimarachin, who owns and manages the reserve, has therefore been engaging heavily in community outreach, which has been very successful so far and has resulted in growing community support for the creation of the conservation corridor. We are now in contact with the relevant land-owners to determine the type of conservation agreements.



Conversations with landowners to determine the area of the conservation corridor and their interest on supporting the conservation project.



Yellow-tailed woolly monkey in the five hectare patch of forest.

## **2. Launch crowdfunding campaign (Feb – Mar, 2014)**

All video material has been filmed to create the promotional video of the crowd-funding campaign for the Berlin Private Reserve. Our film-maker is currently editing the video, which will be completed by in the next two weeks. Our team in Lima is writing the text that will be uploaded to the crowd-funding platform. We will launch the online campaign shortly thereafter.

## **3. Reforestation Preparation and Pilot (Feb – May, 2014)**

During our trip in February we planned how the reforestation activities were going to be undertaken. We identified the patch of land (one hectare) where the reforestation will be developed and defined which native species will be used. Next week we will transfer the money to Leyda so that she can start with the reforestation activities as the rainy season is the best to do this.



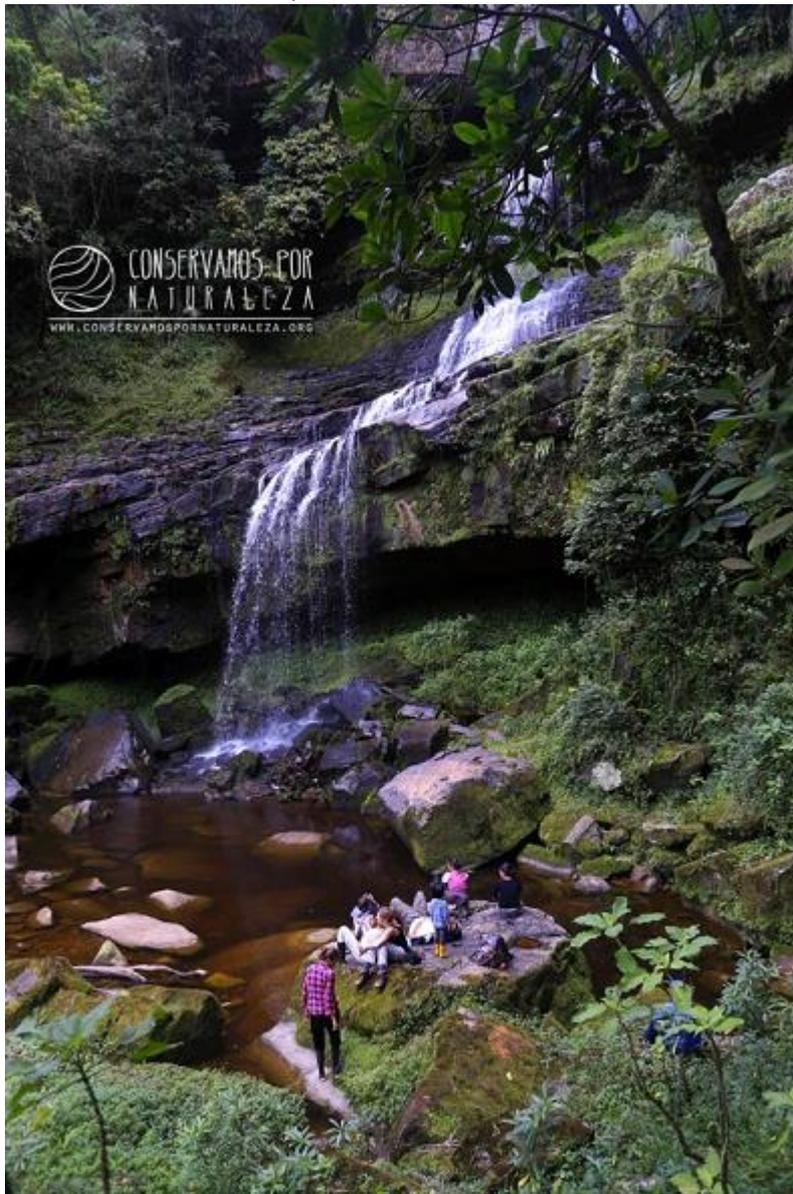
Leyda with her new Nikon Monarch 5 10x42 binoculars in the patch of forest, next to the area that will be reforested.

#### 4. Community Education Activities (Feb – May, 2014)

So far, our efforts have focused on community-outreach to build trust amongst the local community. For most local settlers, eco-tourism is new and they do not understand why people would like to come only to see forests. We went to all houses explaining the purposes of the project and making explicit the relationship between healthy forest ecosystems and water availability.

We conducted a pilot eco-tourism trip in December 2013, and are now planning the full eco-tourism trip for the weekend of 28<sup>th</sup> July, which is a national holiday in Peru.

Overall, the project has been progressing well, and we are confident that we will reach our goals. The greatest challenge is building trust amongst the community members near the Berlin Private Reserve, which is therefore the focus of most of our efforts.



Pilot ecotourism project to Berlin Private Reserve.