

Project Update: April 2018

This project has as its main mission to implement six led-by-local conservation campaigns at six coastal communities of the Guatemalan Caribbean, nurturing community members with the skills and abilities to plan and execute their own campaigns towards nature. This programme has different training workshops which lead to actions that motivate participants to take care of the environment.

Besides the workshops sponsored by The Rufford Foundation, a specific programme about plastic pollution is being held with the help of the European Outdoor Conservation Association (EOCA), which aims at reducing 30% of the single-use plastic emissions in the same communities we are working this project at.



During this month, teachers of the six coastal communities of the protected area of Punta de Manabique were trained about community mapping and environmental campaign planning. Educators of last year's project were invited to attend too. Together, teachers of the communities and teachers from Puerto Barrios mapped the communities of the protected area, and determined their own led-by-local campaigns that will be executed during the next 3 months based on the environmental issues that are presented in the area.

Figure 1. Teachers working together on the community map.

The methodology that was used during this workshop was taken from the Jane Goodall's tool kit

Roots and Shoots, which simplifies the planning of campaigns through four easy steps. The first one is inspiration. Teacher got to know more about compassionate leaders that are working towards nature. In this occasion, they were taught about Melati and Isabel, the two Bali sisters who founded *Bye Bye Plastic*, and how they are changing their community and the world by inspiring people to reduce their plastic bag consumption. Right after, they identified the nine human values of a compassionate leader, and took an introspective survey about their leadership abilities and skills.

As the second step, they created their maps. They were asked to add human, animal and environmental components (positive and negative), and to think about how would they like their community to be. Together, teachers from Puerto Barrios and local teachers created their own maps (excluding San Francisco del Mar, because the teacher did not attend).



Figure 2. Teachers of Cabo Tres Puntas identifying their community problems

Problems such as deforestation, marine debris, clandestine landfills and lack of interest in the community members were the common issues that were found in all of the maps.

Afterwards, teachers decided which community campaign they were more interested in working with. All of them decided they wanted to work with plastic and other marine debris pollution, saying that this will align with this year's training.

All of them had the chance to create an idea of the work they want to do, and how are they going to achieve the goals of their own campaigns. Educators of Semillas del Océano helped them planning, and oriented them on how to measure their success and which activities were more likely to happen based on resources availability and the community reality.

Community	Proposed campaign
Punta de Manabique	They decided they wanted to work on the problem of clandestine landfills. They will educate the community members, they will try to convince the owner of the grocery store about selling more sustainable products (or at least the ones that have more value for recycling), and will try to implement a school store that sell only healthy and sustainable products in exchange of plastic bottles and cans.
El Quetzalito	They will do a fair to teach locals about the plastic impact, and will do

	clandestine landfill next to school. In order to prevent trash in the landfill, they will plant fruit trees in that area, and will put trash bins all over the place.
Cabo Tres Puntas	They will educate the community and will put classification trash cages next to hotspots at their community: school, grocery stores, church and the soccer courtyard. They will try at creating a well-managed landfill.
La Graciosa and Santa Isabel	They will try to convince the owners of grocery stores to sell more sustainable and recyclable products (e.g. tin cans that are always collected by locals). They will do environmental education workshops to raise awareness within the rest of the community.

Even though this is just the first step of planning, teachers will send their final campaign proposal in three weeks, and will start implementing it when the teacher's protests against the government end.