

Project Update: August 2018

Context.

This project has as its main mission to implement six led-by-local conservation campaigns at six coastal communities of the Guatemalan Caribbean area, 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.



During August 2018, another community service campaign was held in El Quetzalito. Teachers from last year's project created an event to raise awareness about plastic pollution and how creativeness can overcome a part of the problem. For this campaign, teachers taught their children about the importance of reusing the single-use packaging of the products we usually buy at the grocery stores.

By promoting a day for a recycling parade, children of this school had the chance to create costumes made out of plastic bags, chip bags, newspaper, magazines, and other reused materials. The event started with a parade where the whole community saw the costumes and accompanied their children. Something very special about this campaign, is that parents got to get involved in the process of the costume creation as well.

At the end of the parade, children showed their costumes at a runway for the modeling contest. Also, some of the children presented handmade decorations and crafts that they made out of trash. The contest had three winners for each category, and each of the winners got a prize which was an educative board game for them to play with the rest of their classmates.

