



# E2E Foundation Project Portfolio

January 2017

## Introduction

This project portfolios contains all of E2E’s updated projects, activities and budgets. Due to the dynamic nature of social impact and our commitment to being a lean and flexible organization that adapts to the most high-impact activities, all project details are subject to change—yet the stakeholders and objectives remain the same.

These projects have been designed and built by the local community with the technical support of E2E staff in Colombia, and are ready for funding for 2017.

### 1. “Recuperando Vida”

A Community-Driven Waste Management, Recycling and Community Building Project

La Comuna 8, Medellín, Colombia

The main objective of the pilot project “Recuperando Vida” project is to create a system of sustainable waste management and recycling while establishing an environment of cooperation and solidarity among the six participating neighborhoods in La Comuna 8, Medellín. This project will impact an approximate population of 8,000 people-- the majority living at or below the national poverty level. The participating neighborhoods are: *Los Charcos, Villa Liliam Alta, Villa Liliam Baja, San Antonio, Villa Turbay, La Sierra and Cerro de Los Valores.*

Through a community-driven process of data collection conducted by E2E in a partnership with the National University of Colombia and the California-based non-profit Ecocity Builders, community members have highlighted three main issues that they face in regards to waste



An elderly woman in the neighborhood “Villa Turbay” throws her trash on a heap of accumulated garbage—currently, a common sight in La Comuna 8.

management and recycling: social perception and well-being of recyclers, lack of community education on waste management and recycling, and lastly, Lack of infrastructure to support a sustainable recycling and waste management system.

### 3 Main problems to solve:

**1. Social perception and well-being of recyclers.** In La Comuna 8, there are over 120, many of which historically have lived on the streets, face dangerous work conditions, low compensation for their hard work and suffer from social exclusion within their communities. During meetings and interviews with these recyclers, we learned that their main priority was to have decent work, be respected and be a part of the formal economy.

**2. Lack of community education on waste management and recycling.** Data from community meetings and data collection through surveys and interviews revealed that over 50% of the community doesn't know how to properly recycle. The lack of understanding of the benefits of recycling and appropriate waste management programs create indifference to recycling at a community level which makes the efforts of small groups of citizens less impactful without community support.

**3. Lack of infrastructure to support a sustainable recycling and waste management system.** The community has few waste bins and trash collection areas where they can dispose of their trash and recycling. This causes community members to dispose of trash wherever is convenient, and trash begins to pile up in public spaces: in front of schools, restaurants and on sidewalks.

### This project has 3 main components that solve the aforementioned problems identified by the community.

#### First. . .

We work with a network of recyclers who make their living by searching out valuable recyclable materials on the street to organize and formalize their work. Approximately 40% of the recyclers are women, 50% of whom are single mothers, and the other 60% are men supporting entire households. They are subjected to long hours, little pay, health hazards, receive no social services, are stigmatized and marginalized by their local community. Working with a local recycling business, *Corporación Campo Santo*, we facilitate the integration of the informal recyclers into *Campo Santos's* business activities, giving them training and decent work in a formal market. This will increase social protection and quality of life for the recyclers. *Campo Santo* will receive business development support from E2E to expand their recycling services in *La Comuna 8* and ensure long-term financial sustainability and social impact.

#### Second...

We incorporate good recycling and waste management practices in the community through education events—specifically focusing on youth in 4 schools to promote environmental education, good recycling practices, community cooperation and peacebuilding. We will also provide the recyclers with the appropriate training and materials so that as they go door to door, they can effectively explain good recycling to community members.

#### Lastly...

We advocate for greater infrastructure investments with the local government and community leadership, and help to identify and construct the appropriate infrastructure for a well-functioning community recycling system.



The view from el Cerro de los Valores in the Caicedo neighborhood La Comuna 8, where Coporación Campo Santo runs their operations, classifying recycling along with other activities like community gardening and environmental education courses.

## Who do we work with?

Our main project partners are the *JACs*, *Campo Santo*, the recyclers and other community leaders. *Campo Santo* is known throughout Medellín and surrounding areas for their contribution to sustainable environmental practices, peacebuilding and conflict resolution efforts. *JACs* have important administrative decision making authority at a local level, and influence important policy decision at a municipal level. The recyclers and community leaders are important stakeholders that inform important decision making processes for project management and evaluation.

We are currently seeking partnerships with the Alcaldía de Medellín and EPM to streamline our efforts with current public services. As of November, 2016, we are negotiating a collaboration with TetraPak® and Trashbag® to support maximization of materials and business productivity with *Campo Santo*.

We measure the impact of the project through Social Return on Investment (SROI) methodologies and Global Reporting Initiative's (GRI) framework to ensure we capture the most accurate and relevant data, while assessing the cost-benefit ratio of our intervention. Additionally, we partner with Ecocity Builders' URBINSIGHT initiative and *Universidad Nacional de Colombia* on a GIS data collection project to map and track the impact of the recycling trends and other social statistics in the seven neighborhoods associated with the project.



Local Community members work with E2E volunteers in December, 2016 to clean public spaces, learn about good recycling practices and peaceful coexistence.



One of E2E's young beneficiaries in the neighborhood of Villa Turbay, Comuna 8.

## 2. Animal Wellbeing, Public Health and Biodiversity Protection

An animal well-being and Environmental Protection Project

Santa Marta Region, Magdalena, Colombia



Stray animals like this small puppy are often born on the streets and left to fend for themselves due to the lack of investment in caring for local animal populations.

Large populations of stray dogs and cats create severe problems for public health, social harmony, community wellbeing and biodiversity. In the Santa Marta and the surrounding regions, an estimated 40,000 animals live on the streets, unprotected, with little investment from local authorities. This project aims to bridge the gap and provide integral services for stray animals and local communities through mass spay and neuter clinics and community education in three strategic areas: Ciudad Equidad, a neighborhood in Santa Marta constructed to provide housing for low-income populations from the Department of Magdalena; Taganga, a small beach village near Santa Marta and in Minca and surrounding veredas in the foothills of la Sierra Nevada de Santa Marta.

### Context

Awareness of animal welfare issues in coastal regions of Colombia is generally, very low. This means that even residents with pets often do not vaccinate, deworm or sterilize their pets. Stray animals living on the streets are often sick, malnourished and pose a significant threat to

public health as they can carry and transmit diseases to humans. Animals that are not properly cared for, both pets and stray animals alike, can often be a source of conflict between community members, causing noise, hygiene and safety issues in public spaces.

Furthermore, uncontrolled cat and dog populations pose a risk to regional biodiversity—an especially significant problem in the Sierra Nevada, which is a UNESCO Man and the Biosphere (Biosphere Reserve of Man and Humanity) site. Uncontrolled animal populations drastically impact ecosystem dynamics through hunting native-- and often endangered species, marking territories and introducing bacteria and diseases to which local ecosystems have no resistance. The aforementioned problems pose undermine efforts to grow local tourism industry, which is increasingly important for poverty reduction and further economic development in the region.

### What is E2E doing about it?

To tackle the aforementioned problems, E2E works with our local partner, Misión Gaia, to conduct mass sterilization clinics, provide animal welfare services and community education to support community participation and project sustainability. Sterilization clinics, which are held throughout the

populated areas around Minca, Taganga and Ciudad Equidad, offer veterinary assistance, deworming, vaccinations, and spaying and neutering services for pets and stray animals alike

.Although Colombian law requires regional governments to invest in managing local stray animal populations, limited investment and lack of action have resulted in a rapid increase in these animal populations and the associated risks within in the project area. Since 2011, Misión Gaia has organized 10 sessions of sterilization and castration, in which 354 dogs and cats have been sterilized and 600 have received deworming treatment.

### E2E and Misión Gaia

By supporting Misión Gaia's activities through the provision of technical and financial support on a larger scale, the project goal is to control 70% of the local animal population through mobile spay/neuter clinics, which will instantly reduce the aforementioned problems and prevent their future recurrence. Other significant benefits include environmental protection in the regions of Santa Marta and the Sierra Nevada, which are both nationally recognized as areas of cultural and natural heritage. Furthermore, the project will provide public health protection and promote

wellbeing through creating conditions for safe,

harmonious coexistence. The proposed project is an initial 2-year investment, during which time we expect

to see a significant social return on investment for local communities, the populations of stay animals living there, surrounding biodiversity and the growing tourism industry.



Community volunteers work together with veterinarians at mobile sterilization clinics.



The logo for Misión Gaia, one of our Strategic Alliances in the Santa Marta Region.

### 3. “Minca Limpia”

A Community-Driven Waste Management, Recycling and Community Building Project

Minca Region, Sierra Nevada de Santa Marta, Magdalena, Colombia

Uncontrolled expansion and migration due to the rapidly growing tourism industry in Minca Colombia has been one of the main drivers of pollution and risks to public health in the Minca area-- the gateway to the foothills of the Sierra Nevada de Santa Marta, one of the most biodiverse regions of Colombia. The Sierra Nevada de Santa Marta has also been declared a UNESCO Man and the Biosphere Site, a title which is a risk due to poor waste management and no recycling system which is contaminates this unique ecosystem.

The main objective of the pilot project “Minca Limpia” is to develop an effective solid waste management system through the involvement and education of the local community and tourists. This project will impact an approximate population of 1200 people who live in Minca and the surrounding areas, in addition to tourists and visitors to the region, through the reduction of waste in public spaces and tourist locations.



The view from Pozo Azul, one of Minca’s main tourist destinations. Beautiful places like this to relax and enjoy nature are being contaminated due to a lack of infrastructure for waste management and recycling.

#### Context

The tourism industry in Minca has been steadily growing since 2010. Tourism is an important means of economic development for the town, however the corresponding increase in garbage generation has caused many problems. The current solid waste management system is inadequate as garbage accumulates at collection points and tourists litter in public places. These problems are exacerbated by abandoned animals that open plastic bags looking for food to eat. There is currently no system for sorting and recycling of waste.

The accumulation of waste at tourist locations and along walking trails has negative impacts on tourism development, on public health and poses a threat to the regions biodiversity.

The community has identified three underlying problems which this projects purports to resolve:

**1. Environmental education.** There is a lack of environmental education for the local population and tourists. It is clear that the culture for environmental care is low and there is little sense of belonging in the community.

### 3 Main Negative Impacts:

1. **Negative impact on tourism development** through loss of amenity in tourist locations.

2. **Health impacts on the population of Minca**, particularly with water accumulating in plastic containers aiding the propagation of mosquito-borne viruses such as *dengue* and *Chikungunya*

3. **Threats to regional biodiversity**, which arise as trash accumulates in critical ecosystems, disrupting habitats, water flows and contaminating important food and water sources which sustain regional biodiversity.

2. **Infrastructure.** A lack of adequate infrastructure for the classification, management and source-separated collection of garbage makes properly managing waste a challenge. This phenomenon is worsened by the presence of animals (dogs and donkeys) that open the bags of waste by scattering waste to eat organic material.

3. **Institutional responsibility:** No institution has clear responsibility for environmental planning and control, leading to a lack of continuity and follow-up of previous programs initiated to address these issues.

**E2E is intervening along with Misión Gaia, a local NGO, to solve the problem.**

**This project will develop solutions to the aforementioned problems through a pilot waste management and recycling unit to be expanded to the whole Minca community.**

### How will E2E intervene?

**Objective 1:** Strengthen the environmental education program (PRAES) in rural schools to Strengthen uptake of the recycling and waste management program.

**Objective 2:** Raise awareness amongst local businesses, public institutions and community members about good solid waste management practices applicable to the community of Minca.

**Objective 3:** Run permanent environmental actions like clean ups and events involving locals and tourists for proper solid waste management-- particularly for hazardous waste which are not disposed of properly.

Together, Misión Gaia and E2E will improve recycling amongst local businesses and public institutions in Minca by implementing a weekly recycling collection. Source-separated materials will be collected from five designated collection points which we will construct in the town, and stored in a central storage facility. From here, recyclable materials will be transported to an association of recyclers in Santa Marta, INTERASEO.

Through face-to-face visits, local businesses will be encouraged to participate in this recycling collection system.

**The goal is to reduce the volume of waste sent to the local Palangana landfill generated by local businesses and public institutions by at least 60%.**



## 4. “Mujeres Gestoras de Paz”

A Reconciliation, Peace building and Economic Development Project for women impacted by the armed conflict in Colombia

Medellín, Colombia



**Thousands of women have been recruited to the illegal armed groups of the past several decades in Colombia.**

Now, more than 3,000 of them have been demobilized and are on the path to reintegration. The reasons behind their union to illegal armed groups are multiple: some had few economic possibilities and were left with no other option except to take up arms; or as in other dramatic cases, decided to join to find other recruited family members, like the story of one woman who joined the FARC to find her two forcefully recruited daughters, and then subsequently escaped to safety with them after two years.

They are victimizers, yet also victims, and their successful reintegration into society requires

A group of demobilized women along with victims, displaced mother and other females affected by Colombia's armed conflict spend an intimate 3 days together to come up with long term solutions to their successful reintegration into society.

special attention and understanding the situation that women have faced during the civil war as recruited soldiers and victims- or often, both. They have unique realities, and although women were included as key stakeholders during the Peace Agreement negotiations, there are still no concrete plans for how to specifically target and serve the needs of female victims of the war.

**Starting with a series of workshops over three days, E2E will fill the aforementioned gap by updating and executing the workshop “Mujeres Gestoras de Paz”, which was hosted in 2015 by the Museo Casa de la Memoria in Medellín.**

*This workshop was proposed as a joint project by Leonor, who was demobilized in 2006, and since then has been a strong, charismatic leader for social change in Medellín. Leonor travels the country working with community groups and specifically, women involved in the armed conflict. She has asked E2E to join her, contributing out technical expertise to expand the impact of the workshop in Medellín.*

During this workshop, female ex-combatants will have a secure, supportive space to share their experiences, restore hope and collectively build confidence. Through storytelling, planning and creative competency mapping, women learn to value memory, understand their experiences and are empowered to identify clear paths towards their personal and economic futures during this transformative experience.

This project will be represented at E2E's capacity building course "Taller para la Gestión de Impact Social" (Workshop for Social Impact Management) in January 2017, where professionals will analyze the scope of the problem, the impact of the workshop and design accompanying projects and programs that will meet female ex-combatants' long term needs during their reintegration process, supporting them on their journey towards reconciliation. This project will be updated after professional review in January, 2017.

## 5. Protecting Fisheries, Protecting Local Livelihoods

Linking marine resource protection and sustainable development on the Caribbean Coast

Rincón del Mar, Sucre, Colombia

Rincón del Mar is a small town of approximately 4,000 people, the majority of which are fisherman. For the people on Rincón, ocean health is critical to their wellbeing. The majority of the town's caloric intake, economic activity and culture is directly related to the ocean and artisanal fishing practices.

However, several factors are reducing the available catch of fish, thereby putting at risk all aspects of life in Rincón del Mar and the possibilities of healthy, sustainable development.

First, in 2014, there was a large oil spill from the ECOPETROL oil line in Coveñas, which is just to the South of Rincón del Mar, which has severely impacted marine life around the Golfo de Morrosquillo and drastically reduced the available fish populations that sustain the local communities.

Second, due to scarce resources in the local fishery, fisherman have begun to extract lobster, prawns and certain fish species from the ocean at a young age-- before they have had the opportunity to reproduce. This contributes to the extreme reductions in available fish for consumption in town, thereby putting the local population at risk.



The beach at Rincón del Mar where local fisherman catch the majority of the town's caloric intake on a daily basis. In this coastal town, the local population's wellbeing is directly linked to the state of the ocean's health.

## What is E2E doing about it?

In September of 2016, E2E's Director, Teryn, worked with the community to begin a diagnostic of the problem, and pacted several strategic partnerships in the community with the Local Community Action Group, the local Fisherman's Association and several key community leaders.

This problem will be addressed in E2E's capacity building course "Taller para la Gestión de Impact Social" (Workshop for Social Impact Management) in January 2017, where professionals will analyze the scope of the problem, design a solution and prepare the project. 3 community leaders from Rincón del Mar will participate in the workshop in Medellín through full scholarships funded by E2E.

In February of 2017, depending on funding resources, E2E will place a strategic team manager in Rincón del Mar to begin project organization and execution.

## 6. Protecting Coastal Mangrove Forests, Protecting Local Livelihoods

Linking marine resource protection and sustainable development on the Caribbean Coast

Rincón del Mar, Sucre, Colombia

Rincón del Mar is a small fishing village surrounded by coastal mangrove forests which serve as a buffer to protect the town from natural disasters like flooding and coastal erosion; are a natural filter for air and water; and among many other benefits, provide critical habitats for both terrestrial and marine species alike.



Due to years of a lack of understanding of the importance of the mangroves for the local communities' wellbeing, the town of Rincón del Mar had historically used the mangroves as a trash dump.

Mangrove Forests provide critical habitat for terrestrial and marine species as well as protect vulnerable coastlines.

Furthermore, due to the isolated location and poor access to public resources, for decades, many community members cut down the mangroves and used mangrove wood to cook, causing severe deforestation of this precious coastal ecosystem.

Now, the consequences are obvious: trash in the mangroves causes contamination in local water sources, deforestation has led to problems of erosion and flooding and may potentially be linked to

the catch reduction in the local fishery, as mangroves are the spawning zones of many local fish and lobster species.

### What is E2E doing about it?

In November of 2016, Teryn, the Director of E2E, spent several days in Rincon del Mar working with a local group of young professional environmentalists who call themselves “Mundo Verde” – and are on a mission to save their town and protect the surrounding ecosystems.

This problem will be addressed in E2E’s capacity building course “Taller para la Gestión de Impact Social” (Workshop for Social Impact Management) in January 2017, where professionals will analyze the scope of the problem, design a solution and prepare the project. 3 community leaders from

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In February of 2017, depending on funding resources, E2E will place a strategic team manager in Rincón del Mar to begin project organization and execution.



Local youth from the group “Mundo Verde” recruit townspeople to clean up beach front areas and Mangroves. As of December 2016, the community has cleaned over 86 tons of trash out of the mangroves and off of the beaches.

## Conclusion

For further information, to find out how you can get involved or to partner with us to execute our projects, please email Executive Director, Teryn, at [terynwolfe@fundacione2e.org](mailto:terynwolfe@fundacione2e.org) or call +57 305 366 5718.