



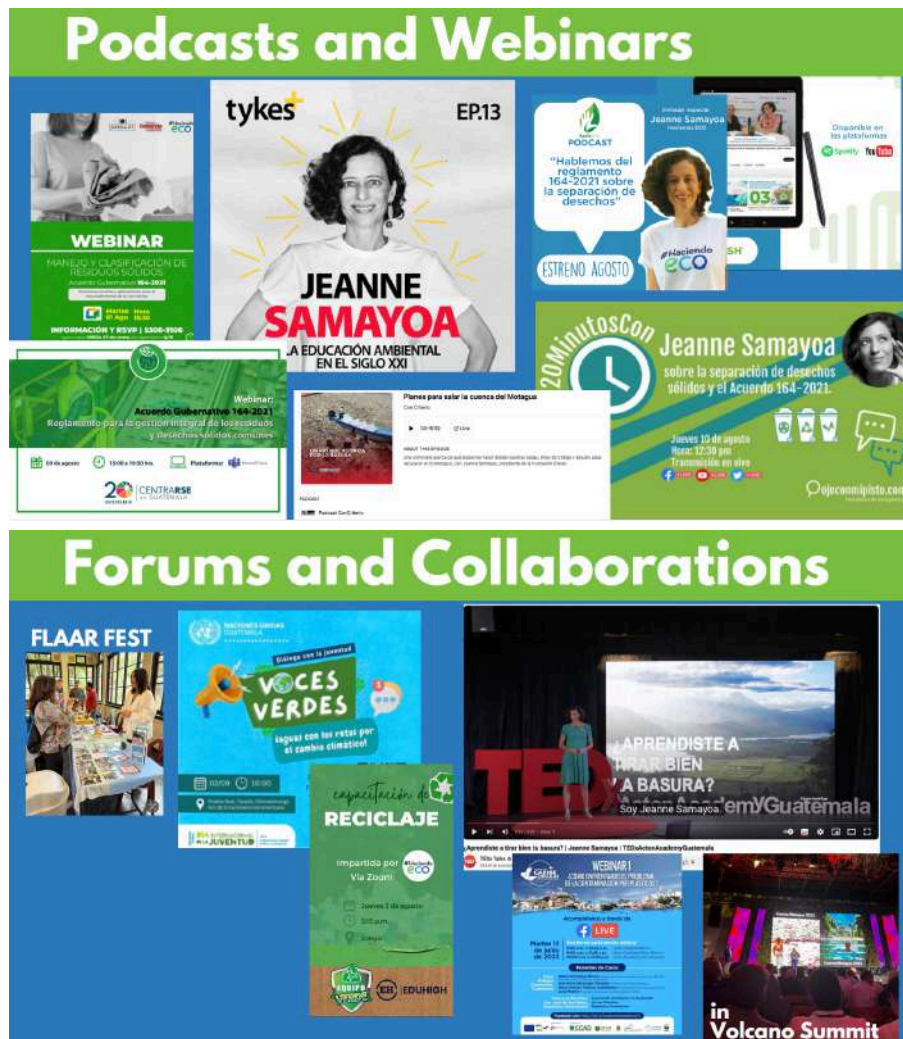
## **2nd Semester Highlights 2023**

### **HaciendoEco**

Both challenges and accomplishments have marked the past semester for our HaciendoECO team. With a primary focus on environmental education and waste management, the team has actively responded to new government regulations, engaged thousands of citizens, and fostered collaborations on local and international levels.

### **August: Key Month for Citizen Activation**

In August, the HaciendoECO team leveraged the newly enacted Government Agreement 164-2021 to mobilize citizens in Guatemala. The regulations about waste classification prompted significant public interest and concern. Media played a crucial role in initiating a national conversation about garbage and waste classification. However, the lack of prior environmental education in Guatemala posed challenges, with even the media struggling to accurately communicate the regulations, causing confusion among the public.



## Media Engagement and ECOreto

HaciendoECO actively championed Government Agreement 164-2021, collaborating with various media platforms such as written press, television, and podcasts. The ECOreto initiative in August witnessed an impressive record of more than 1,200 individuals joining WhatsApp groups, showcasing the success of the campaign in raising awareness and engagement.



### **Consultancy for Real Estate Projects**

Responding to diverse demands, HaciendoECO initiated consultancy services for real estate projects. The team, comprising young Guatemalans, worked alongside buildings for one month. The focus included education through ECOreto 21, in-person experiences, baseline assessments, and action plans to implement comprehensive waste management systems, thereby preventing contamination.





## Volcano for Good Program and Motagua Recovery Alliance

A collaboration with Ocean Legacy in Canada through the Volcano for Good program led to the inception of Motagua Recovery. This initiative aimed at environmental education and cleanup across one of the most polluted River on the planet, the Motagua River. To ensure comprehensive coverage, alliances were forged with various organizations and stakeholders, resulting in the signing of an important agreement in September.

### Alliance for the Motagua Basin

Meetings with diverse actors within the ecosystem, including government officials, NGOs, and businesses, paved the way for the creation of the Alliance for the Motagua Basin. Starting with 33 institutions, the alliance now boasts 46 participants from public, private, international cooperation, and civil society sectors. The first municipality of 96 has joined, marking a significant step towards comprehensive waste management since they are in charge of the zone 3 landfill, which is the biggest point of pollution in the basin, it receives the garbage from 17 municipalities.







*Motagua River Bio Fences by Ocean CleanUp 2023.*

### **Antigua Guatemala and Oriente Initiatives**

Encouragingly, Antigua Guatemala has shown promise, with elected mayors expressing interest in waste management plans and programs. The Alliance for Motagua is expected to catalyze initiatives in Oriente, providing hope for positive environmental outcomes in 2024.

The HaciendaECO team's commitment to environmental education and waste management has had a tangible impact on educational centers, citizens, businesses, and municipalities. The establishment of the Alliance for the Motagua Basin reflects the team's dedication to collaborative and sustainable solutions. As the organization looks towards 2024, the



groundwork laid in the past semester positions them for continued success in fostering a cleaner and more sustainable environment in Guatemala.

## Projects 2024

- Next year we will focus mainly on the region of Antigua Guatemala, where the current mayor has an interest in learning how to dispose properly of the city's wastes. This city it is very important for the country's tourism to promote the care of the landscapes and natural wealth. We see in Antigua a showcase for the rest of the country.
- The East will take on a lot of importance given that several municipalities in the region have direct influence with the Motagua Basin, so working alliances to promote cleanup days and educational programs will be a great focus.
- The ECOaprendiendo contest aims to work with 45 Educational Centers in the Upper, Middle, and Lower Cuenca of Motagua to promote environmental education and circularity from schools aiming to impact thousands of Guatemalans more and eventually being able to bring our educational program to the entire country. Our rewards will maintain the focus on tackling digital bridges in public education and provide water filters (Ecofiltros) so schools have access to potable water. This year we were able to reward 2 computer laboratories to the schools that showed more interest in promoting the environmental program at their centers. We are working on raising funds to be able to get more laboratories in 2024 since we witnessed schools respond very



- ECOreto 21 aims to appear again on national television and educational radio stations. We will have an auditive format. Via WhatsApp, the monthly program will be maintained, with emphasis on January, since we all want to start new habits in the new year.
- Corporate Social Responsibility in Las Vacas River: Constantly cleaning volunteer programs in the department of Chinautla for companies to generate awareness and education, visit Biosfera GT and the Ocean Cleanup bio fences in the Las Vacas basin.