

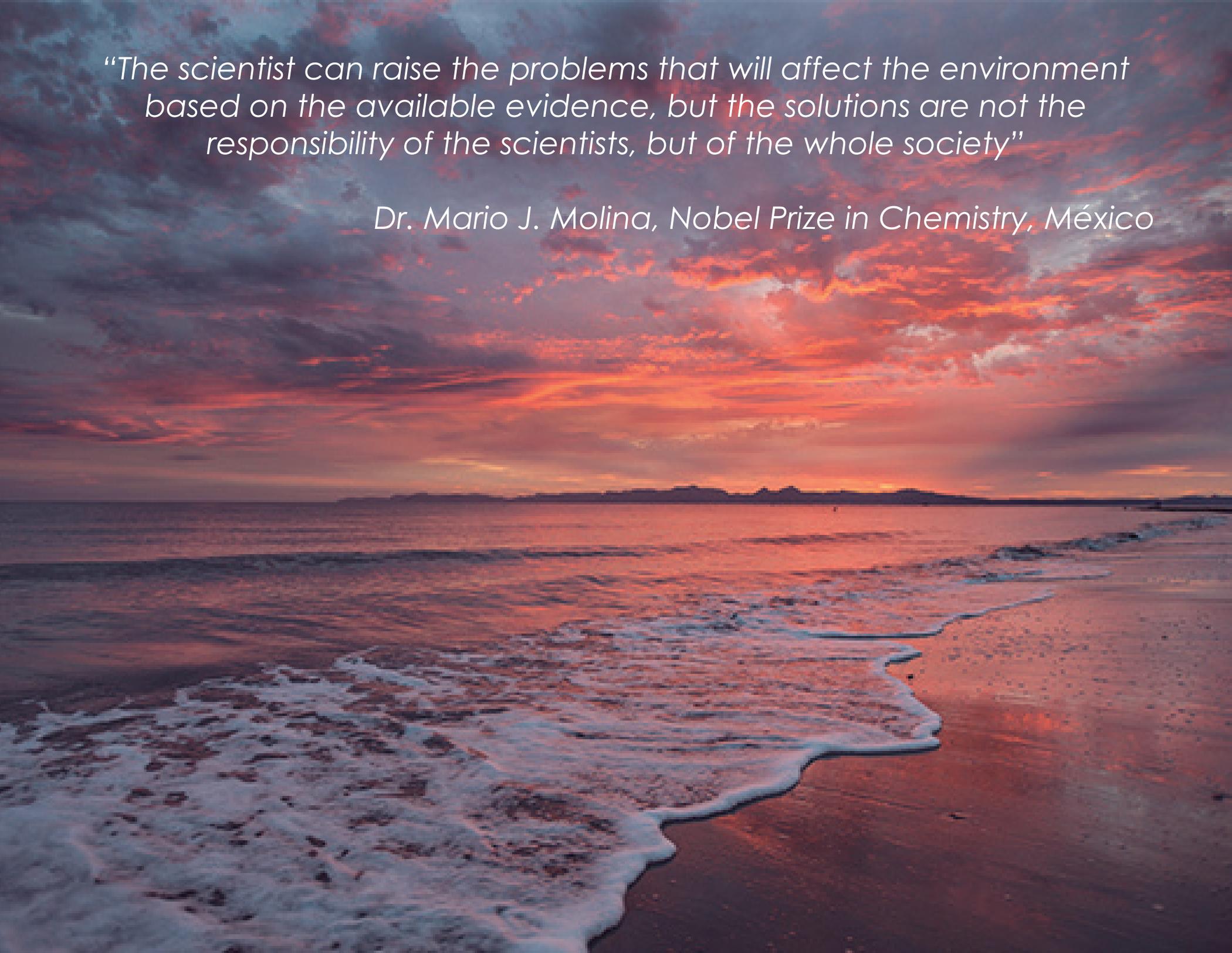


# ANNUAL REPORT 2018



*“The scientist can raise the problems that will affect the environment based on the available evidence, but the solutions are not the responsibility of the scientists, but of the whole society”*

*Dr. Mario J. Molina, Nobel Prize in Chemistry, México*



# Mission

To protect and conserve our natural and cultural environment by empowering civil society and government to jointly create healthy and prosperous communities.



## Vision

Communities believe their quality of life is related to the health and vitality of the environment and citizens act accordingly.



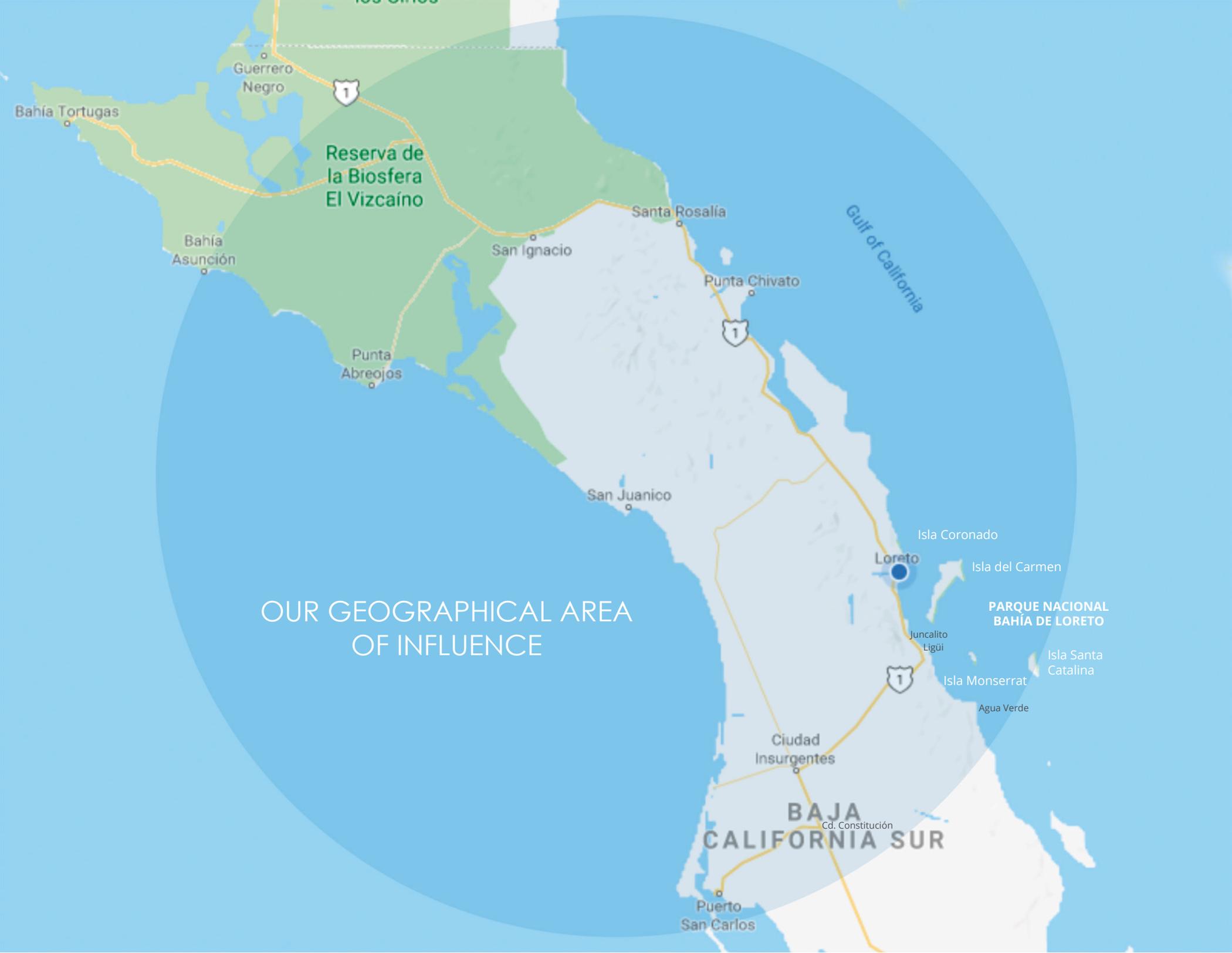
# Introduction

Having evolved steadily over its first decade, Eco-Alianza de Loreto, AC in its 11th year expanded its area of influence and leadership capabilities. Growth continued in 2018 even as it maneuvered a shifting political landscape, a surge in local development pressures, and a deteriorating level of government financial support for the 510,000-acre Parque Nacional Bahía de Loreto.

Eco-Alianza has always operated according to the mantra of collaboration over confrontation, joining hands with dozens of nonprofit groups, educational institutions, the three levels of government, and hundreds of individuals to protect and celebrate Loreto's natural wonders and cultural richness.

Eco-Alianza is a Mexican-registered Asociación Civil, or nonprofit organization. Ten Mexican nationals, many of them born here in Loreto, make up Eco-Alianza's full-time staff, and implement its programs and projects year-round. In 2018 more than half of the organization's financial support came from foundations and organizations that support environmental and educational causes, and the rest came from dedicated individual donors.

An international Board of Directors guides the organization along with a diverse Board of Advisors, each member of which exhibits leadership in her or his area of expertise. The Directors, Advisors, and staff are deeply invested in Loreto's success -- raising families here, supporting businesses here, and serving on municipal organizations such as the solid waste advisory board, the Park advisory board, water and sewer department advisory board.



Reserva de la Biosfera El Vizcaíno

OUR GEOGRAPHICAL AREA OF INFLUENCE

BAJA CALIFORNIA SUR

PARQUE NACIONAL BAHÍA DE LORETO

Gulf of California

“Everyone who visits or lives in Loreto must be part of the solution. Eco-Alianza maintains a Board of Directors actively representative of all facets of the community, inclusive and of broad cultural and gender equity, residents with a total commitment to the welfare of Loreto ”.



Yvo Arias  
**Chairman**



Kathryn Mitchell  
**Secretary**



Linda Kinninger  
**Co-Founder and Treasurer**



Norma García  
**Member**



Roberto Ortega  
**Member**



Catharine Cooper  
**Member**



Richard Jackson  
**Member**

### BOARD OF DIRECTORS

*“If we are going to influence a balanced environmental, economic and social development, we need an organization with a broad vision, aligned with the future of our region. That promotes change through collaboration instead of controversy”.*



Hugo Quintero  
**President/CEO**



**Environmental  
Education**

We maintain an educational community at every grade level linked to its relationship and connection with nature, assessing problems and their root causes. We link the learner with the community values, attitudes and practical skills for a responsible and effective participation in managing, preventing and solving environmental challenges.

## Eco-Alianza's four strategic program areas



**Alternative  
Livelihoods**

We work with cooperatives, authorities, academia, companies and civil society organizations to encourage a responsible management and use of the natural resources while promoting the generation and development of sustainable ventures. These efforts seek solutions to social challenges that affect the conservation of local natural resources.





Through all of our communication channels, our aim is to inform Loretanos, foreign residents, and visitors alike regarding environmental issues and events, as well as to involve interested parties in community dialogue.



**Communication  
and Outreach**

**We work to protect and conserve our natural and cultural environment.** Through **Communication**, we reach out and expand this joint effort with all social sectors, developing arguments and solutions for the challenges of **Marine and Coastal Conservation**. With effective **Environmental Education**, we spread the understanding of our ecosystems. Through all our programs we contribute to raise the capacity to generate **Alternative Livelihoods** in our society. As a base for a better use of the natural and cultural resources of the region, we help sustain a better quality of life in intimate relation with the health and the vitality of the Earth.



The conservation of the marine-coastal environment implies, the implementation of measures for the management of natural resources that encourage and permit responsible uses, the creation of information, and the use of sustainability tools and mechanisms. At the same time, processes of user participation are fostered and established to make better decisions.



**Marine, Coastal and  
Land Conservation**





Environmental  
Education

# Understanding and valuing our ecosystems

Eco-Alianza has been a leader in initiating and consistently improving the environmental education curriculum in Loreto schools. In 2018 Eco-Alianza continued to establish itself as one of the Baja Peninsula's leading environmental education organizations.

Working with Mexican and American educational and science institutions, our educators bring science-based environmental learning to students at all age levels. Students who are especially interested are engaged in leadership and volunteer projects and activities to keep that learning spark alive.

In 2018, Eco-Alianza for the first time, supported two full-time educators, increasing our capacity to meet and expand our educational mission.

At the request of the Director of the Vizcaíno Biosphere Reserve, one of Mexico's largest wildlife refuge (which encompasses the Ojo de Liebre whale calving lagoon), Eco-Alianza is replicating some of its environmental education projects to train community leaders in the northern part of Baja California Sur. This year, we will begin a similar projects in the area of Bahía de Los Angeles.

## ¿POR QUÉ FUERON CAZADAS?

- ▶ La raza palúdica morlarú: las tortugas fueron cazadas por su carne.
- ▶ La carne de tortuga es un manjar en muchos países.
- ▶ Sus huevos también se comen como manjares.
- ▶ Sus conchas se utilizan para decoración y...



Educación Ambiental

## Interpreting the Nature of the Marine Park

With our interpretive programs in the PNBL, we aim to inspire Loreto youth to become future conservation leaders and stewards of their environment. Working collaboratively with the Marine Park authorities to connect classroom learning to outdoor settings, children and their families learn about the interconnectedness of land, sea and life forms, and the importance and beauty of a healthy environment. This critical component of our environmental education work annually engages hundreds of students and their family members, and provides many with the first opportunity they've had to visit any of the islands in the Park. Workshops on fish, birds, marine mammals, and other natural history topics work hand-in-hand with field trips to provide a strong basis for scientific knowledge and appreciation of our natural surroundings.

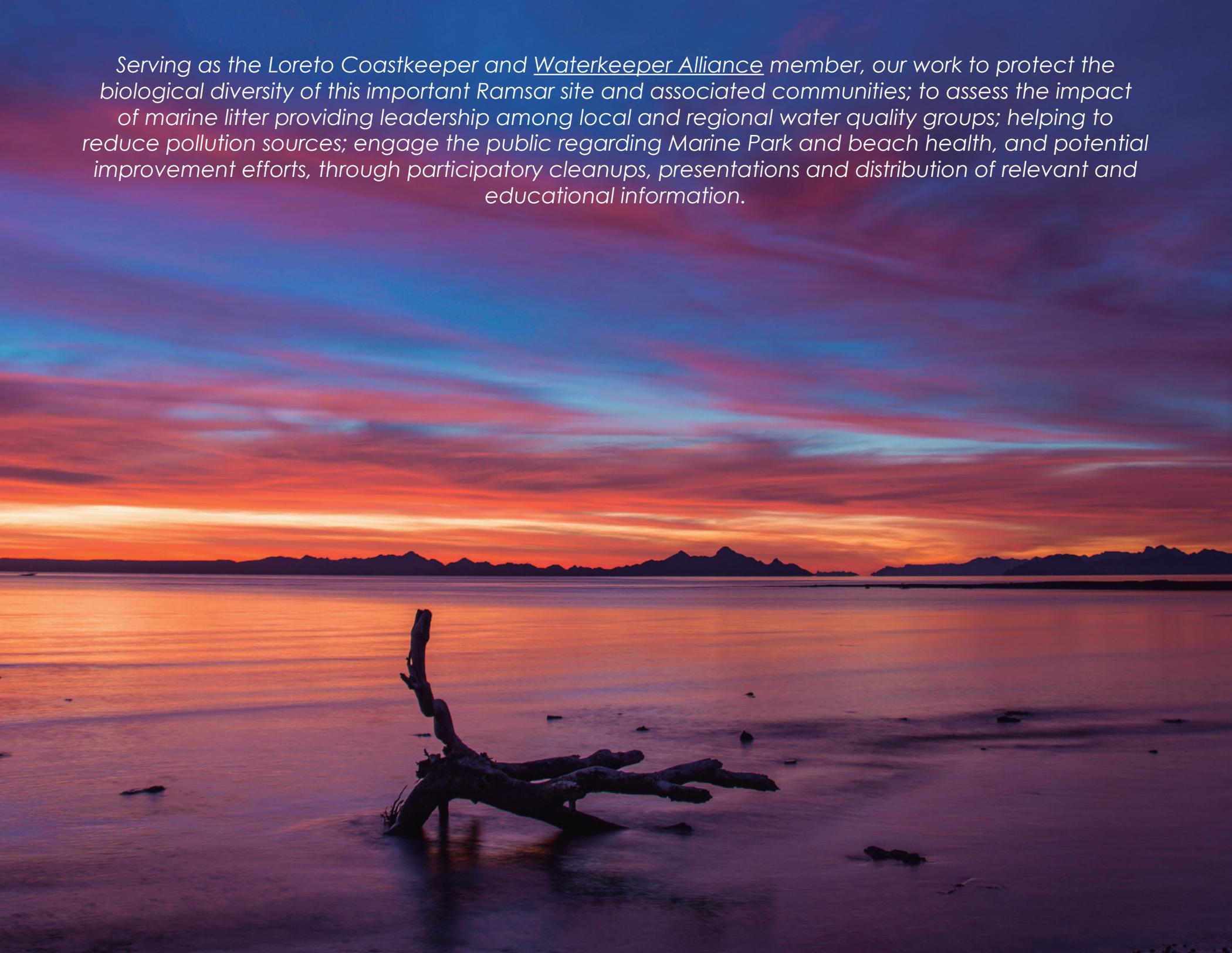
## Environmental Educators Network (REAL)

Through the Environmental Educators' Network, (REAL) Eco-Alianza helps create opportunities for teachers and environmental advocates to continue improving their knowledge base and to participate in hands-on learning workshops, field trips and camps. This dynamic support group, established three years ago, meets monthly to plan outings and activities for educators, and works collaboratively to improve the academic plan and projects involving participation in local schools. Activities in 2018 included many local outings as well as a group trip to Puebla to meet with educators and environmental leaders there. The group's success has resulted in requests from La Paz and elsewhere to help replicate the environmental educators' network model.





*Serving as the Loreto Coastkeeper and Waterkeeper Alliance member, our work to protect the biological diversity of this important Ramsar site and associated communities; to assess the impact of marine litter providing leadership among local and regional water quality groups; helping to reduce pollution sources; engage the public regarding Marine Park and beach health, and potential improvement efforts, through participatory cleanups, presentations and distribution of relevant and educational information.*





Marine, Coastal and  
Land Conservation

# A responsible use of nature

## Loreto Coastkeeper ®

This initiative of Eco-Alianza became fully operational in 2009, as the seawater quality monitoring program of Loreto, providing a reliable scientific baseline for biological contamination in the Bay of Loreto National Park, and a public health service for the Park's recreational users.

In 2018, our laboratory analyzed more than 400 seawater samples, from 12 public beach sites. Samples were tested weekly or bi-weekly depending on the season and environmental factors, and then processed in our own

professional-grade water testing laboratory.

Helping the local authorities address discharge issues, we continued in 2018 supplying quarterly reports, of seawater quality monitoring, to state and municipal authorities, aiming to inform the general public of healthy waters where they can swim, fish and perform any other recreational activity with minimal risk to health.

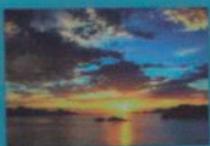
Last year results were also distributed to the general public on social networks, the [TheSwimGuide.org](http://TheSwimGuide.org) website and its smartphone app for iPhone and Android; these applications deliver free real-time information connecting Loreto worldwide with over 7,000 beaches, lakes, rivers, and swimming holes.



Ballena Azul  
Baleena Azul  
Baleena Azul

Poco Sumate

15



## Watershed Conservation and Protection

Eco-Alianza supports policies, strategies and activities to protect and manage fresh water as a sustainable resource, to help ensure its quality and supply for Loreto's present and future. Encouraging transparent citizen participation and engagement, Eco-Alianza recruited and initiated a powerful collaboration of Loreto and regional groups. Representatives from each group took part in creating a consensus agenda identifying some of Loreto's priority challenges, and inviting municipal candidates to sign on to this participatory collaboration.

By initiating and participating in the **#Loretoldeal** collaboration, we are engaging business and citizen groups to help local government comply with existing ecological and planning ordinances, ensuring watershed conservation and appropriate land uses.

Concurrently, our collaborative legal advocacy efforts are supporting the ordinances themselves. Visit **www.ecoalanzaloreto.org** for more information. Since 2018 we engaged collaborative work with nonprofit advocacy groups CEMDA, CCC and FUNDAR, preparing a comprehensive legal framework to support the POEL environmental ordinance and the PSDU development ordinances. In 2019, an interactive online platform will enable citizens to identify specific tracts with the use of a geographical information system (GIS) with overlays of mining concessions, POEL specifications, and PSDU guidelines. This platform will enable local government to meet transparency guidelines as specified for participatory citizen engagement, and will provide citizens with ready access to critical information.



# Joint Surveillance Protocol

We work with government agencies and citizen groups in inspection and surveillance activities within the Bahia de Loreto National Park. Our final objective is to strengthen the operational and logistic capacities in the protected natural area to minimize illegal fishing and the impacts of tourism-recreational activities in the preservation of natural resources such as fishing resources and their habitat, species at risk such as cetaceans, especially blue and fin whales (*Balaenoptera musculus* and *B. Physalus*, respectively), among others.

To that end, in 2018 we concluded a two-year project, with the support of a grant to Eco-Alianza by the US Fish and Wildlife Service, which significantly improved surveillance and compliance with regulations within the National Park, in cooperation with nine Mexican federal agencies.

The project provided an outboard motor of 150 H.P. for inspection and surveillance activities, a year's salary for an additional park ranger, maintenance of communications equipment, as well as training workshops to achieve effective inter-institutional coordination. This led to linked work plans among the agencies, 325 land and marine surveillance tours, a manual of inspection and surveillance procedures, the integration of a community monitoring committee with people from the community and the dissemination of legislation of the Loreto Bay National Park.

Despite the conclusion of the US government funding for this international program, Eco-Alianza is finding ways to continue supporting or even expanding this very effective effort, which has already generated more than 20 compliance actions and a greater compliance presence inside the park.









Communication  
and Outreach

# Engage participation in conservation

Eco-Alianza continues to reach out to its supporters and to the general public to spread information and conservation-oriented messaging.

Our monthly e-newsletter, *Soundings*, is now in its third year, and provides timely information focused on Eco-Alianza programs and activities (as does our website, **[www.ecoalianzaloreto.org](http://www.ecoalianzaloreto.org)**).

We have increased the frequency of social media posts, providing up-to-date information on activities, as well as educational materials and links relating to conservation and other environmental advocacy topics.

In addition to social media, our Loreto.com website offers tourists and residents relevant information related to ecological and natural resource-related topics around Loreto.

In 2018 we initiated the One Ocean Film Festival, which will be continued this year on March 29/30.

Four films related to our local oceans were shown over two evenings, with sold-out audiences.

This year we are also involved in production of a short film highlighting the Bay of Loreto National Park and its need for support and funding, and advocating approval of the new Park Management Plan.



AGRADECEMOS A TODOS LOS ASISTENTES A LA PLÁTICA

## BLUE MIND

IMPARTIDA POR EL DR. WALLACE J. NICHOLS

EL PASADO 07 DE JULIO EN CENCOMA



Eco-Alianza de Loreto te invita a la plática

# MINERÍA

Impartida por Lic. Mario Sánchez, CEMDA

CONCESIONES  
MINERAS  
PROCESOS DE  
PARTICIPACIÓN  
PÚBLICA  
RECURSOS  
LEGALES

19 VIERNES  
OCTUBRE

05:00-08:00

EN EL CENTRO COMUNITARIO PARA EL MEDIO  
AMBIENTE (CENCOMA)  
C. Miguel Hidalgo, esq. Romanita, Col. Centro, Loreto BCS

@Eco.Alianza.Loreto

www.ecoalianzaloreto.org



## SCIENTIFIC TALK THE GEOLOGICAL HISTORY OF NATIONAL PARK BAHIA DE LORETO



### Professor Cathy Bushy

Has been a professor at the University of California for 32 years. Cathy is a field-based geologist, doing research in sedimentology, volcanology, and structural geology, in convergent margin and rift tectonic settings.

Come to know the processes geological that formed the Bay National Park Loreto

- ▶ Volcanic eruptions that they formed the rocks.
- ▶ The tectonic forces of plates that ripped off Baja California of Mexico continental.
- ▶ Faults and volcanoes that they find assets in the region.

10 JANUARY  
5:00 P.M.  
CENCOMA

Bilingual presentation

Y PUBLICO EN GENERAL

## UNA OLA DE CAMBIOS

CONTAMINACIÓN POR PLÁSTICOS EN LUGARES REMOTOS

WORLD CLEAN UP

El programa de Worldcleanup está viajando por toda Latinoamérica para crear cambios y conciencia sobre el problema con el plástico que llega al mar.

LUNES 30 DE ABRIL 2018  
5:00 PM A 8:00 PM  
en CenCoMA

Centro Comunitario para el Medio Ambiente, Miguel Hidalgo #3, a una cuadra del Malecón.

Sin costo, inscribirse a: [rdna.peralta@ecoalianzaloreto.net](mailto:rdna.peralta@ecoalianzaloreto.net)  
WhatsApp: 613 129 4120

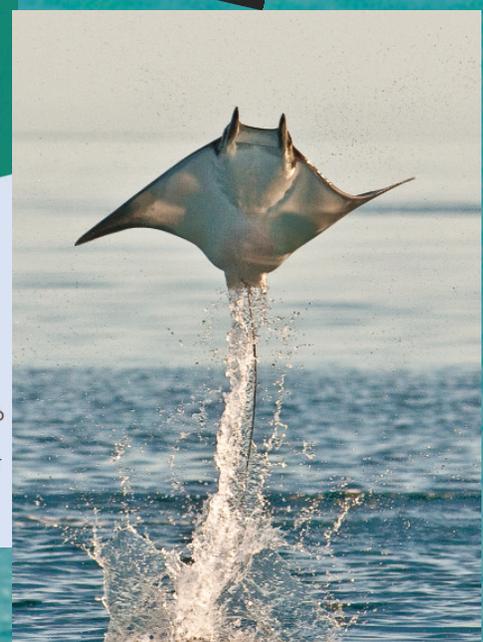
Martina de Marcos Holmberg  
Maestra en Gestión Ambiental  
University of New South Wales, Australia



<https://www.facebook.com/worldcleanup.edu>

- Problemática en general y como transmitirlo en sus comunidades;
- Qué pueden hacer ellos para reducir su propio consumo de plástico de un solo uso (incluyendo un taller para preparar sus propios productos de higiene personal);
- Qué cambios y campañas pueden realizar en sus comunidades para crear cambios mayores.

[www.ecoalianzaloreto.org](http://www.ecoalianzaloreto.org)



## Visiting Scientist Talks

Scientists and researchers have found attentive audiences at Eco-Alianza's CenCoMA headquarters. Sharing their work and stories in the upstairs assembly area, scientists convey detailed knowledge and personal passion in English or Spanish or both.

The talks connect attendees with field and marine science in a family-friendly setting. Presentations and panel discussions help to turn science jargon into digestible, relevant knowledge about Loreto's unique and fascinating surroundings.

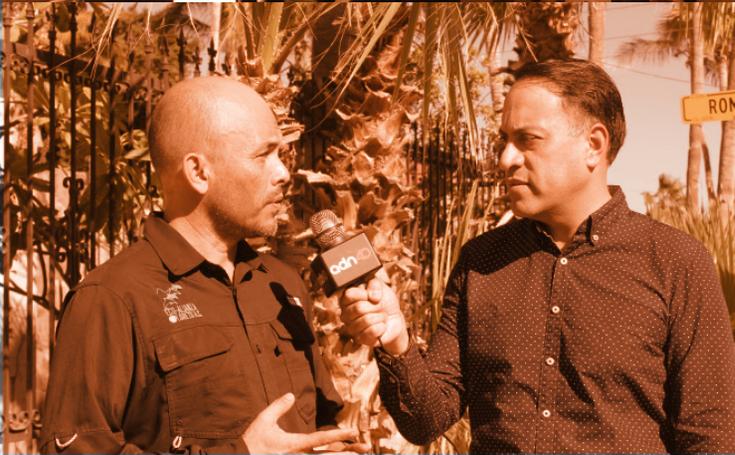
A free Visiting Scientist bilingual talk introduces attendees to a recognized leader in a particular scientific field, and offers insights on how Loreto's resources and culture fit into the larger global picture.

## Community Center for the Environment

Eco-Alianza's CenCoMA headquarters (Community Center for the Environment), offers a welcoming, utilitarian office space for Eco-Alianza staff and the Loreto COASTKEEPER® water testing laboratory.

CenCoMA also has become an excellent option for meetings of conservation groups, government agencies, fishing cooperatives, educational groups, and academic institutions in an ongoing effort to promote environmental sustainability.

CenCoMA's upstairs auditorium and meeting space over the last year and a half has been supplemented by a fully-operational outdoor Annex with bathroom facilities and meeting space adjacent to our attractive outdoor courtyard.







# ¡BIENVENIDOS STARTUPEROS!

Startup Weekend 1ra Edición: Hotelería y Turismo Sustentable  
#StartuperosEnProceso #SWLTO





# Boosting entrepreneurs of alternative livelihoods

This program seeks to create and develop entrepreneurial alternatives to traditional extractive livelihoods based on the three pillars of a sustainable development; livelihoods that are profitable, socially acceptable, and environmentally sustainable.

We collaborate closely with fishing cooperatives, fishing families, and other local businesses helping in the transition to transform their current capacities.

Last year we continued working to strengthen the capacities of a fishing cooperative of the coastal community of Ensenada Blanca, into their complementary and alternative activity of Blue Whale watching trips

and guided eco-tours to the Islands of the Bay of Loreto National Park.

We did this by integrating elements of a re-worked business model providing training, tools and skills to help them become more competitive. We also continued promoting their trade and services by means of our associated website [Loreto.com](http://Loreto.com), especially as a family based eco-tour service that employs authentic local talent which upholds the real identity of our region, and that embraces sustainability and conservation contributing to minimize the impacts of commercial fishing.

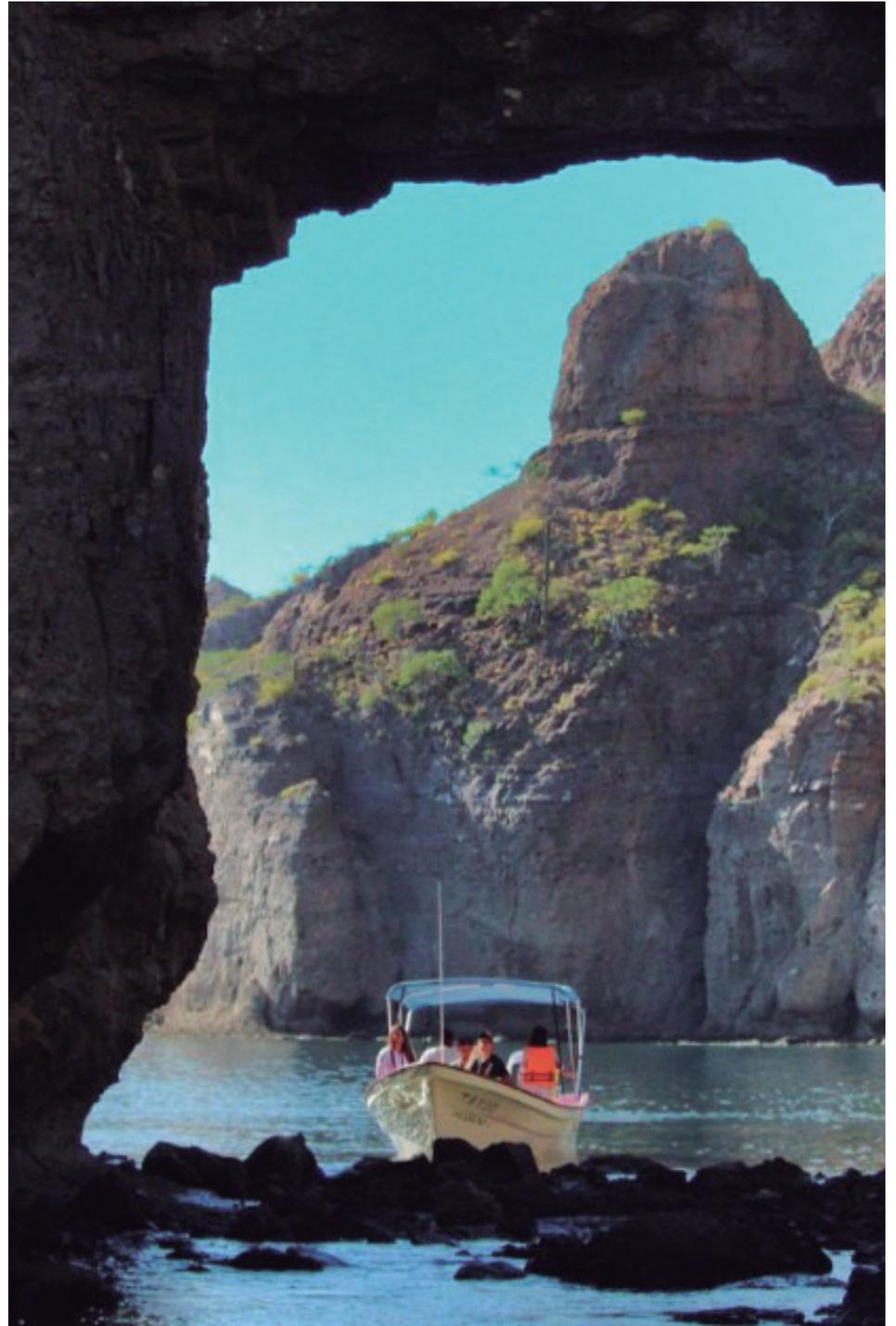




**Alternative  
Livelihoods**

Encouraging the entrepreneurial culture in Loreto, with the objective of motivating the interest in starting an alternative sustainable venture, last year Eco-Alianza partnered with more than 40 businesses and supporters to launch Loreto's first "StartUp Weekend," focusing on supporting sustainable hotel and tourism entrepreneurs.

The international model uses group activities, facilitators, and mentors, an event where participants can explore the use of tools to generate, develop, and validate business ideas in an intensive 54-hour process. More than 30 participants from Baja California Sur and Baja California Norte spent a weekend in Loreto, working with local and regional leaders to hone and test their business ideas.





# New Initiatives

In addition to strengthening our suite of interconnected programs and projects, Eco-Alianza is continually supporting new initiatives and projects that match our strategic planning; here is our report on last year's advances in critical, time-sensitive projects in line with our mission:

## Sea Turtle Monitoring

With the Park's operating budget cut to about a third of what it was three years ago, Eco-Alianza supporters stepped up to the plate to fund a project that was slated for cancellation.

Five experienced Loretanos who live in the vicinity of sea turtle nesting beaches were engaged to monitor beaches nightly, resulting in 51 nests discovered, protected and monitored. 50 of those nests were laid by the endangered turtle species Olive ridley - (*Lepidochelys olivácea* – tortuga golfina), and one by the endangered

species Black sea turtle (*Chelonia mydas agassizii* – tortuga prieta).

Eco-Alianza's goal in 2019 is to effectively complement the conservation of the sea turtles living in the Marine Park by:

- Adding experienced personnel in the field Raising the capacities and techniques to improve the hatch rates
- Increasing the number of discovered and protected nests
- Increasing the number of local and foreign residents, volunteers, students and researchers involved in sea turtle conservation.



Parque Nacional / National Park  
**Bahía de Loreto**



Parque Nacional / National Park  
**Bahía de Loreto**

**Bienvenidos / Welcome**



Parque Nacional / National Park  
**Bahía de Loreto**

**Recomendaciones / Recommendations**

- 1. Mantener la calma y no hacer ruidos.
- 2. No tocar ni acercarse a los animales.
- 3. No darles comida.
- 4. No fumar.
- 5. No beber alcohol.
- 6. No consumir drogas.
- 7. No usar perfumes o cremas.
- 8. No usar ropa brillante.
- 9. No usar zapatos de plástico.
- 10. No usar collares o pulseras.
- 11. No usar maquillaje.
- 12. No usar joyas.
- 13. No usar relojes.
- 14. No usar gafas de sol.
- 15. No usar sombreros.
- 16. No usar guantes.
- 17. No usar calcetines.
- 18. No usar medias.
- 19. No usar zapatos de cuero.
- 20. No usar zapatos de lona.

# New Initiatives

## One Ocean

Eco-Alianza has worked hard to establish two ongoing international agreements -- between Ventura, CA and Loreto; and, between the federal administrations of the Bay of Loreto National Park and the Channel Islands National Park in California.

Working together, cities and parks will continue to expand their research, as well as create new economic opportunities, facilitating cultural exchange and learning opportunities.

We continue working on a Natural Reserve Agreement in partnership with the Natural Reserve System of the University of California (UCNRS), with the goal of establishing an education and research “campus” and field station in Loreto.

A professional facility could provide visiting scientists with a research “base” and would expose Loreto students to working scientists and the intricacies of field research, both terrestrial and marine. During 2018, conceptual planning was reinforced with a visit by a UCNRS Ph.D. scientist and Reserve Manager.





# New Initiatives

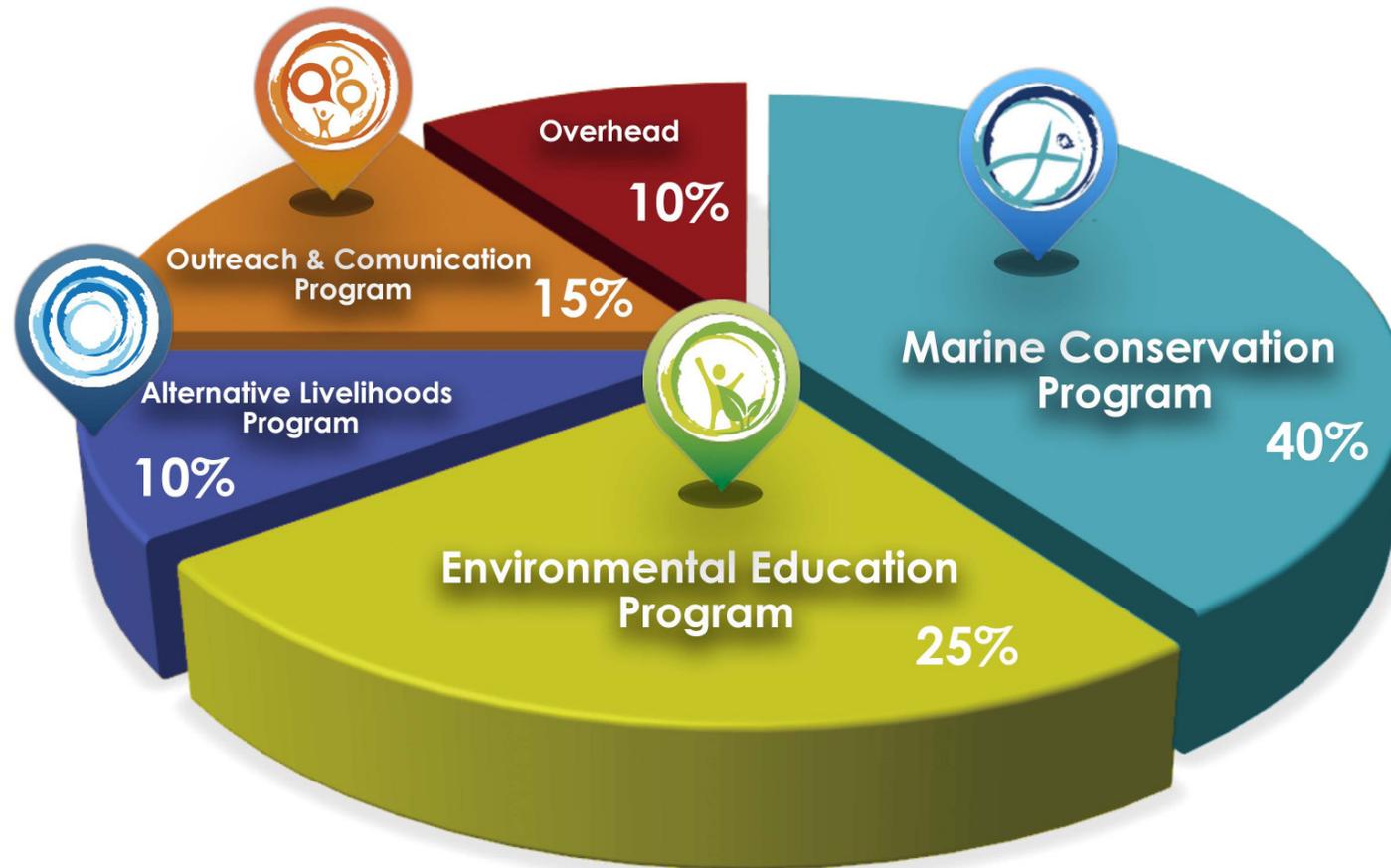
## Zero Waste

We are addressing the scourge of “single use” plastics and their impact on the oceans and preparing for the new BCS law that bans them. Through our annual Recyclathon campaign, we prevent tons of plastic waste from reaching the sea. In 2018, the three-month campaign diverted more than 25K pounds of recyclables from Loreto’s landfill, more than half of it plastic. Our “Banco de Tapitas” initiative collects plastic bottle tops to support children diagnosed with cancer. Our educational advocacy efforts include “sin popote por favor” (without straw, please); promoting the use of reusable shopping bags; and holding training workshops about the 3R’s of waste management. As we enter 2019, we are increasingly focused on our “Zero Waste”

initiative, which seeks not only to responsibly dispose of our current waste stream, but to advocate behaviors and policies that reduce drastically the volume of all types of solid waste. Workshops for hotel and restaurant workers this year will impact hundreds of employees in this critical social sector, reducing waste immediately. In helping to prepare them for these new regulations and working toward a Zero Waste Community we will contribute and facilitate the creation of a **Zero Waste** learning community formed by citizens, organizations, businesses and the local government that:

- Generates and disseminates knowledge
- Elevates and applies its knowledge
- Builds advocacy on the project, as well as applications of sustainable alternatives

# Your investment in Eco-Alianza goes a long way!



## **VOLUNTEERS**

**Thank you to all the volunteers who took part in Eco-Alianza Volunteer Task Force projects in 2018.**

Cesar Eduardo Yañez Valdez, Eleud Gaspar Davis Valencia, Fátima Daniela Fuerte Romero, Francisco Alberto Martínez Aguiar, Francisco Javier Álvarez Murillo, Francisco Javier Arce González, Itzayana Martínez Osuna, Ivanna Alexandra Osuna Garcia, Jackelin Davis Arreola, Jennifer Anael Ruelas Aguilar, Marlen Idania Gómez Bareño, Roberto Salvador Talamantes Murillo, Christa González Robinson, María Graciela G. de Arias, Rosa Coña, Special thanks to Leslie Bland, Sally and Loran Dick, Kathy and Alois Suter, Liz and Jim Callard, Elizabeth Lin and Dan Baldini, and Hresula and Ernie Bentsen.

## FOUNDERS

Linda Andrea Kinninger  
Ing. Hugo Quintero  
Javier Mercado León †  
Erik Christian Cutter

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The Nature Conservancy  
Universidad Autónoma de Baja California Sur  
University of California Natural Reserve System  
Waterkeeper Alliance

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**Projects Coordinator**  
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follow us at our social networks:



Special thanks to **Richard Jackson** for providing his photography  
Please visit his gallery [www.richardjacksongallery.com](http://www.richardjacksongallery.com)



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