

CARE WITH ME

2018 ACHIEVEMENTS / 2019 GOALS

ART WITH ME  GNP
TULUM

Art With Me's mission is to celebrate art & culture but also to leave a positive impact on Tulum's environment.

Due to accelerated growth, our precious beaches, jungle and the waters of the cenotes and ocean that used to be pristine are now polluted. This is impacting our health and our economy and until we do something about it, the problem will continue to grow.



In Mexico there are 5000 Jaguars of which 1000 live in the jungle of Quintana Roo. The intensity of the growth of the City of Tulum threatens one of the areas of greatest movement of the Jaguar, the Sian Ka'an Reserve and its surroundings. Urban expansion and inadequate waste management at landfills threatens this majestic cat of the Americas.

Our Cenotes are windows into the biggest underground river network in the world ,with +1,500 Km of waterways underneath Tulum and the Yucatan Peninsula. This world wonder is threatened by urban expansion, lack of wastewater treatment, and insufficient solid waste management.





In Tulum and the Riviera Maya, 50% of mangroves have been destroyed in the last 15 years due to development. Tulum is today the area with the most mangrove and at the same time the area under great pressure for land use change.

Tulum is the capital of the 2nd longest reef in the world. However, in the last 20 years, 50% of the reef has died due to the lack of wastewater treatment in hotels and cities, combined with climate change factors.



Solid Waste Management is the most conspicuous problem, overflowing Tulum with 100 tons per day in average and 180 tons per day during high-season.

2 out of every 3 Kg of trash generated daily, comes from the hotel zone. Hotels, restaurants and bars needs to implement management plans to reduce and recycle.

The Solid Waste Management Action Plan being developed by Red Tulum Sostenible with the support of Care With Me will set short, medium and long term actions from technologies to education, from hotels to household, from tourist to local population.

CARE WITH ME

In an effort to raise awareness and bring solutions, Care With Me continues to operate year round and has 4 areas of action:

1. Establish good practices at festival venues to reduce environmental impact
2. Host talks, workshops and art activities that will advise attendees how to take action
3. Support the development and implementation of a Solid Waste Management Plan for Tulum
4. Involvement in world wide movements and seeking of alliances with national and international leaders that are educating and inspiring action for a more sustainable future

2018 ACHIEVEMENTS

Sustainable practices at Official AWM venues

Opening Event in Town

Aldea Zama event

Beach Pavilion

Closing Concert at Papaya Playa

- Placement of drinking water stations for filling water bottles
- No single-use plastic sold
- Placement of containers with recyclable, non-recyclable and organic signs



- Training of staff and volunteers to educate the general public on how to sort their waste



- Training of personnel to carry out the waste weighing by type after each event and classification and separation of materials

Total solid waste generated: 824.95 kg

26.72% was send to Tulum's landfill

73.28% was recycled

5.69% cans

8.45 % plastic

31.85% glass

3.27% cardboard

23.94% organics

[Click for Full Report](#)



Hosted 12 Beach & Town Clean Ups

During April and May 2018, Art With Me staff, tourists and locals participated in different locations: Tulum's hotel zone, Sian Kaan and Tulum's urban area.

- A total of 2.5 tons of waste was collected and sorted by colors and types.
- 10% was used to build a collective art piece.



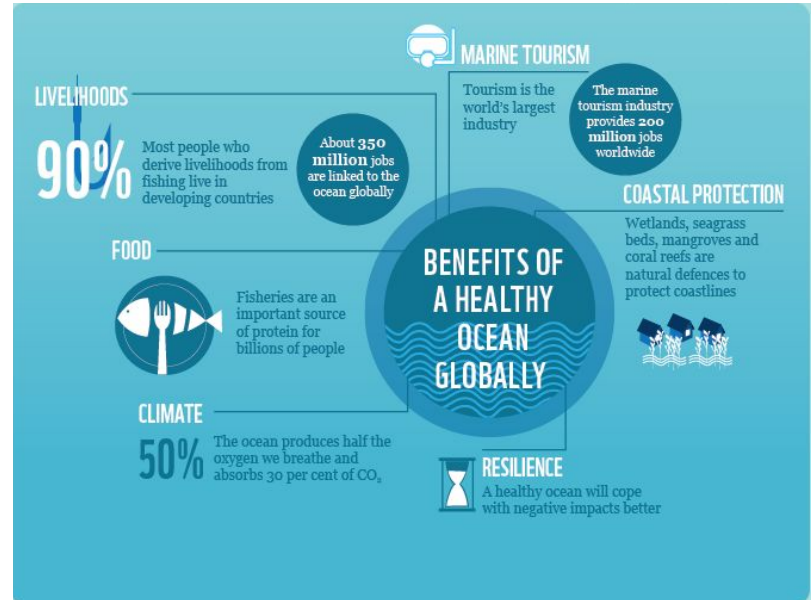


“NOW”, by Gianpaolo “JP” Bini

Advised partner hotels on sustainable practices

- Presented Blue Economy Tourism Model which is the sustainable use of ocean's resources for economic growth, improved livelihoods and jobs, and ocean ecosystem health.
- Care With Me Staff presented how coral reefs are one of the most diverse and threatened ecosystems on the planet, making its conservation of a maximum global importance. Maintaining a reef ecosystem healthy provides a valuable range of goods and services for the people and the economy of Tulum. This ecosystem provides habitat for important commercial fish, sand that attracts tourists from all over the world and protects coastal communities and infrastructure from tropical storms.

- A list of suppliers that distributes environment-friendly products was shared to participating hotels & businesses



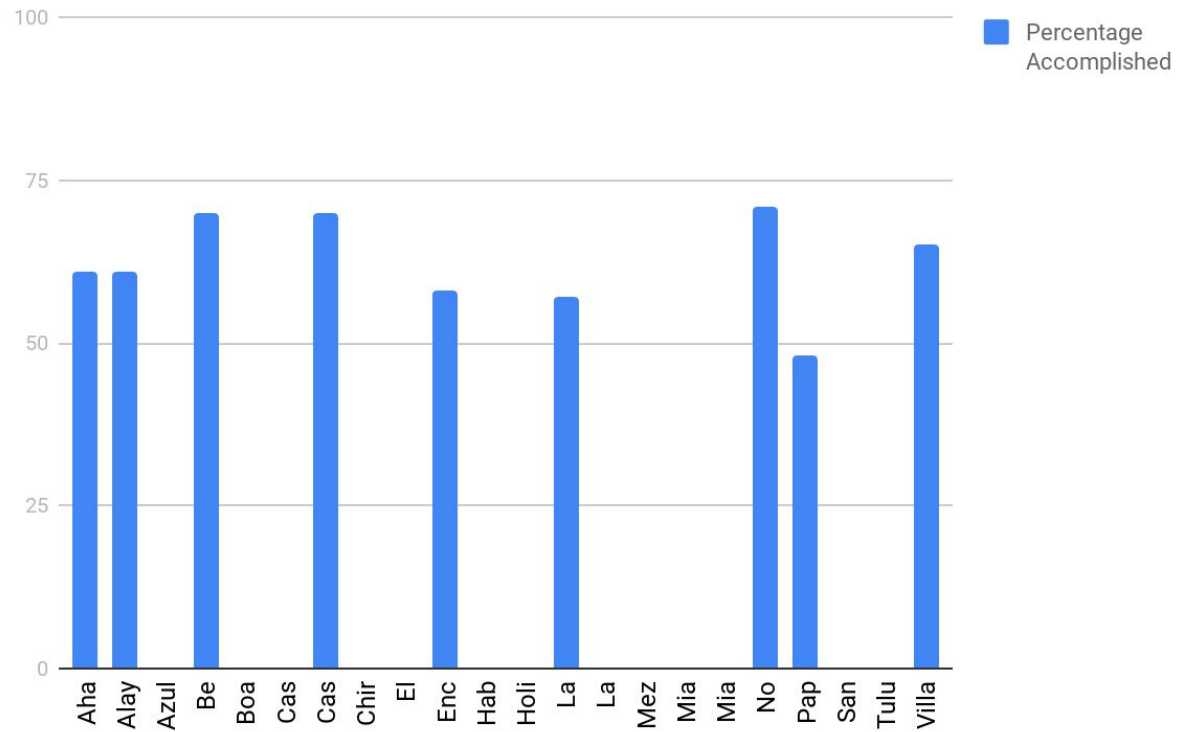


The following environmental practices were asked to be implemented at our partner's hotels & businesses:

1. Have a municipal environmental permit
2. Solid Waste sorting
3. Adequate sewage waste treatment
4. Wildlife action plan
5. Noise insulation for light generators
6. Respect turtle season law
7. Respect coastal dunes and mangroves
8. Choose local food products over ones brought abroad to lower the environmental footprint used by transportation and to stimulate local economy
9. Respect fishery season
10. Participate in aiding Tulum town's social initiatives, to improve welfare of local mayan people.



Results on environmental practices implemented at Hotels & Businesses



Care With Me Programming 2018

We hosted a variety of art experiences, talks and activities designed to create awareness around environmental issues



Talks with local, national and international environmental leaders:

Blue and Green, Tulum's Richness for the Near Future

Biologist Olmo Torres Talamantes
Founder of Razonatura

Threats, Challenges and Blue Solution for the Mesoamerican Reef

María Eugenia Arreola
Director of the Mesoamerican Reef Leadership Program

Challenges and Solutions for the Conservation of the Karstic Aquifer of Tulum

Alejandro López
Coordinator of Centinelas del Agua, Riviera Maya



Blue Mind & Blue Heart: Coastal & Marine Goods & Services Towards a Blue Economy

Biologist Juan Canul

Challenges & solution of Solid Waste Management

Arnold Ricalde

Founder of Organi-k

Competitiveness and trends in the tourism sector

Vicente Ferreyra

Director of Sustentur

Solid Waste Management Plan

Yafith Montalvo

Secretary of Ecology and Environment from Quintana Roo

Stay Plastic Free

Ben Pundole

Workshops and Art Events:

Zen and Planetary Awareness, Talk and meditation

Rev. Dr. Hyoeing Prajna

"Sojol the garbage game" Contemporary Dance

Alraun, Local Contemporary Dance Group

Producciones Karton

"The return of the God of Corn" Play

Mauricio Terrazas Founder of Titeres Tulum

Artistic Notebook Creation with Kids with recycled paper

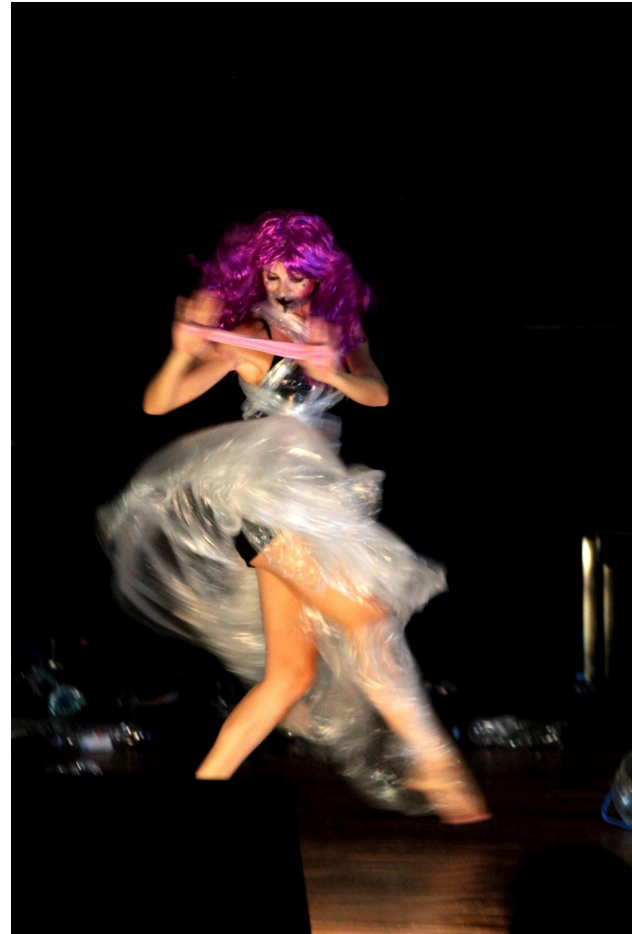
Designer Juan Libeli

Tulum Wildlife Conservation Challenges

Biol. Alvaro Urzua Sanchez

Water colors and collage with natural elements, environmental education workshop for kids

Flora, Fauna y Cultura de México A.C.



Talk and exhibition of reusable objects

Geraldine Samperio Coordinator of La Ceiba,
Community Center

Projection of “Flows”, Water Documentary

By Klaus Thymann, commented by regional
environmentalists

“You are Water, Be Conscious” Workshop for Kids

Amigos de Sian Ka’an

Learning how to recycle, Workshop for Kids

Paula Abril, natural resource manager

Turtle Conservation Talk

Kannan Ak



Building Community



Gathered Hoteliers + Businessmen + Environmentalists for the first time in multiple events throughout the year to identify together the problems and actions to be carried out around solid waste.

**Breakfast Working Tables &
Environmental Speakers
May 9th, Charlie's Restaurant**

Objective: Have municipal and state authorities, hotel owners, environmentalists and civil society share opinions and discuss what actions can be carried out around the Solid Waste issue in Tulum.

Conclusion: An Integral Solid Waste Management for the Municipality was proposed.



Presentation of different approaches to solving Waste issues. Dinner & Show Event
June 8th, Casa Palapa, Papaya Playa Project



Objective: Presentation of 3 different proposals developed by Papaya Playa, Be Tulum and Red Tulum Sostenible, that may give solution to the waste management situation.

Conclusion: Public & Private sector must join forces with local environmentalists to develop an Integral Solid Waste Management that includes all actions carried around waste with the objective of minimizing its production and maximizing its value: Law regulations, incentives for trash reduction, promotion of collection centers, resource management, research to measure the impact on natural and social environment, surveys of perceptions and habits of the population, interviews with decision makers and large generators (businesses and hotels), creation of Education & Communication Programs, technical studies for infrastructure development.

Presentation of the Environmental Legislative Framework & Audit with the State Office of Protection of the Environment from Quintana Roo
In collaboration with our allies Hojas Verdes
Sep 18, at Los Lirios

Objective: Share information to business owners in Tulum about the state program of self-regulation and environmental audit so that they can improve their internal environmental procedures and obtain the corresponding permits and licenses granted by the state of Quintana Roo.

Conclusion: Having a good internal environmental management to obtain the corresponding permits represents that businesses are environmentally responsible and this promotes the preservation of nature.



Workshops and Interviews with Hotels & Businesses
Part of the Social Diagnose of the Waste Management Plan
August 16th at Alaya Hotel

Objective: Carry out surveys of perceptions & focus groups among hotels & business owners to obtain information that is useful to design the Education Programs & Communication Plan of the Solid Waste Management Action Plan.

Conclusion: Attendees were interested and participated actively. The activity brought them together in a trusting atmosphere.



First Forum to form a National Network of Plastic Pollution with more than 30 NGO's, along with UN Environment, Greenpeace, Organi-k and Chalchi Foundation, to ban single use plastic in México
October 18, 19 and 20 at Beso Tulum

Objective: There was participation of the civil society, the public & private sector, universities and international organizations. The 200 attendees from more than 20 states in the country exchanged ideas and developed a roadmap to mitigate plastic pollution under four topics: communication, public policies, infrastructure and economy.

Conclusion: Through this forum we had the opportunity to learn about the initiatives that are being carried out in different parts of the country and see where the challenges are to move towards better habits and materials that are more friendly to the environment.

1ER FORO PARA LA FORMACIÓN DE UNA
**RED NACIONAL
DE SOLUCIONES A LA
CONTAMINACIÓN PLÁSTICA**

**18,19 Y 20
OCTUBRE 2018
TULUM, QUINTANA ROO**

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coordinacion@chalchi.org o al
teléfono **2291302455**

GREENPEACE  **chalchi.org** **ONU**  **medio ambiente**  **ART WITH ME**



The Network has continued to have meetings through different committees. One of these committees is the Legislative that has had several meetings in the Senate of the Republic. National legislation is being proposed for the banning of disposable plastic, as well as implementing recycling for the different plastic types and pushing the plastic industry to assume greater responsibility.



UN Environment Assembly meeting in Nairobi, Kenya. Theme: Innovative solutions for environmental challenges and sustainable consumption and production.

March 2019

The National Network of Plastic Pollution was invited by the United Nations Environment to the 4th Session of its Assembly in Nairobi, Kenya. Arnold Ricalde, Care with Me director, attended on behalf of the Network. He spoke with the main organizations of the world that are facing the problem of disposable plastics and oceans. The member states of the United Nations together along with these organizations managed to reach a global agreement, which must be ratified to eliminate the one-use plastic from the earth by the year 2030.



The Nairobi Convention is a partnership between governments, civil society and the private sector, working towards a prosperous Western Indian Ocean Region with healthy rivers, coasts and oceans.

[Click here for more information](#)

Participation at the events

Hotels & Businesses

Ahau
Ana y José
Alaya
Azulik
Beso Tulum
Grupo Colibri
Chiringuito
Habitat
Papaya Playa
Nomade
Be Tulum
Boa Beach Club
Mia Restaurant
Diamante K
Coco Tulum
Encantada
La Valise
Aldea Zama
Humo
Casa Aztlán
Posada La mar
Casa Ambar
Raw Love
Co.conamor
Casa Jaguar

Environmentalists

Razonatura
Darkside of Tulum
Amigos de Sian Kaan
Red Tulum Sostenible
No Mas Plastik
Healthy Reefs
Tulum Limpio
Woolis Solutions
Flora, Fauna y Cultura de México
Fondo Mexicano para la Conservación de la Naturaleza
Centinelas del Agua
Organi-k
Stay Plastic Free
Bio Hogar
Makers
Bernard Neugebauer
Onda Encantada
Cooperación Internacional
Alemana GIZ
Fundación Avina

Governmental Authorities

Victor Maz
Municipal President
Patricia de la Torre
City Councilor of Tulum
Luis Alegre
President of the Tourism Commission
Ing. Yafith Montalvo
Solid Waste Director of the State of Q. Roo
Biol. Alfredo Arellano
Secretary of Ecology and Environment of the state of Q. Roo
Biol. Gustavo Maldonado
Director of Urban Development and Ecology of Tulum City Council
Biol. Oscar Álvarez
Sub Secretary of Ecology and Environment of the State of Q. Roo

Solid Waste Management Action Plan

Care With Me became allies with Red Tulum Sostenible, a local environmental group, to develop a Solid Waste Management Action Plan to be implemented in the Municipality of Tulum.

Objective: Minimize the environmental impact of trash through reduction, separation and recycling.

Description: All actions carried around waste management with the objective of minimizing its production and maximizing its value: Social & Technical Diagnoses, Implementation of Educational Programs, Communication Plan, Installation of a Collection Center, building of infrastructure for organic waste, implementation of new technologies.



Solid Waste Management Action Plan

Phase 1

Social Diagnose & Design of Educational Programs and Communication Plan

Care With Me staff raised funds between hotel partners so Red Tulum Sostenible could carry out a Social Diagnose among Tulum's population. It consisted of:

- Surveys of perceptions and habits among different social groups and ages
- Interviews with decision makers
- Focus groups with large generators: businesses and hotels

With the analysis of information lead by the Social Diagnose, Red Tulum Sostenible designed talks, workshops and activities for people of all ages and social levels to learn about the Solid Waste topic and how to manage their waste.

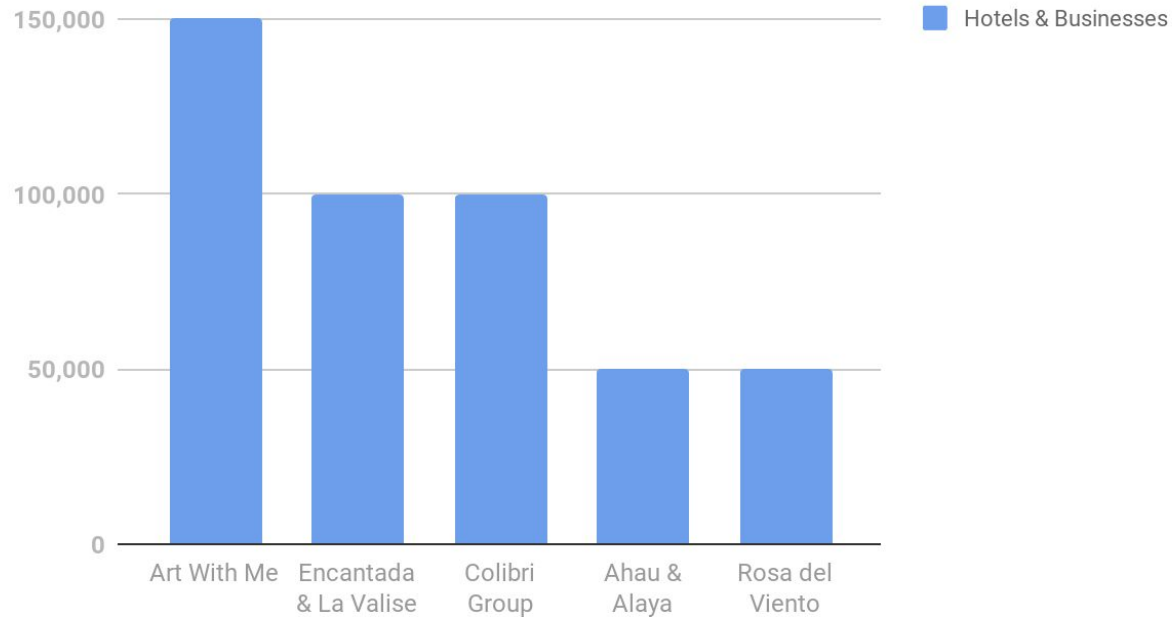


[Click here to see full report](#)

Solid Waste Management Action Plan

Social Diagnose & Design of Educational Programs and Communication Plan

Total Donations \$450,000 MX



Solid Waste Management Action Plan

Social Diagnose & Design of
Educational Programs and
Communication Plan

Investment:

Social Diagnose Surveys of perceptions and habits within Tulum’s population Interviews with decision makers and large waste generators (Businesses and Hotels)	
Supplies & Operation	\$48,660
Professional Fees Project Management Logistics Design & Analysis of Surveys Interviews Polls	 \$45,552 \$43,914 \$16,458 \$9,655 \$20,654
Education & Communication Programs Raising awareness to teach people how to reduce and sort their waste	
Supplies	\$62,201
Professional Fees Design of Programs Reports Administrator	 \$18,720 \$22,500 \$26,754
Care With Me Manager Care With Me Fundraiser & Event Planner	 \$50,000 \$50,000
TOTAL	\$415,068 MX

[Click to see full report](#)

Solid Waste Management Action Plan

Phase 2 - Implementation of Educational Programs and Communication Plan

Objective: Environmental education aims to transform the habits, ideas, attitudes and human actions that generate the eco-social problems that threaten life.

Description: By raising awareness about the waste topic, we will invite to reflect and to know more about its importance, creating a sense of empowerment that will cause people to get involved towards actions that transform the problem. This process will modify their perceptions and their behaviors regarding waste.



Solid Waste Management Action Plan

Phase 2 - Implementation of Educational Programs and Communication Plan

Puntos Limpios

A first line of action will be the activation of 12 *Puntos Limpios* in 12 neighborhoods in the urban zone of Tulum. A recycling station will be installed in each neighborhood and residents will be trained through workshops and activities how to reduce and sort their waste.

The process will take one neighborhood per month for over a year. During the month of the process, facilitators will make sure neighbors are involved and properly trained.

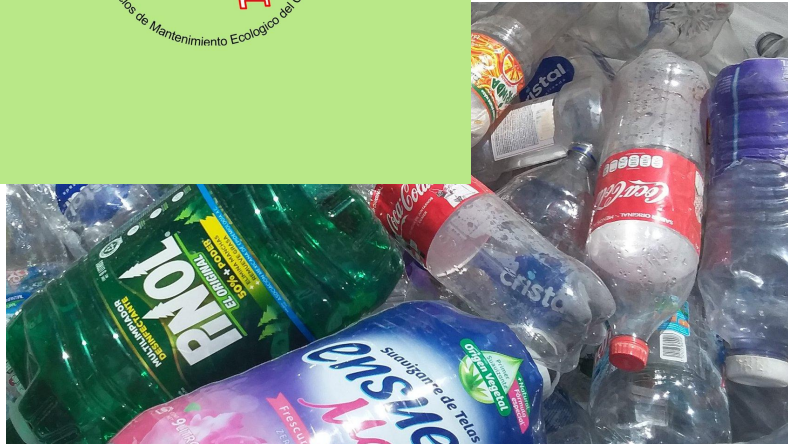




Activation Event

Once the program is properly running, an activation event will take place to launch each Punto Limpio. There will be music, art and kids activities.

After that each Punto Limpio will have a follow-up program for a whole year after its activation to verify its proper functioning. Facilitators will identify active and natural leaders neighbors that can help carry on with the program.



Collection Logistics

The collection of waste will be done by a company authorized for the handling, transfer and final disposal of solid waste. SMEC is a recycling company that provides collection services in the caribbean and works jointly with the Ecology Department and the Municipal Government in the regional project *Reciclatón*, which takes place in several municipalities of Quintana Roo.

The waste separation proposal is in 3 categories: Recyclables, Organics, Non Recyclable and Others (Electronics, Toxics, batteries). As an initial phase, only recyclables will be collected but a medium and long term objective is the planting of urban gardens & organic waste collection.

Puntos Limpios Budget

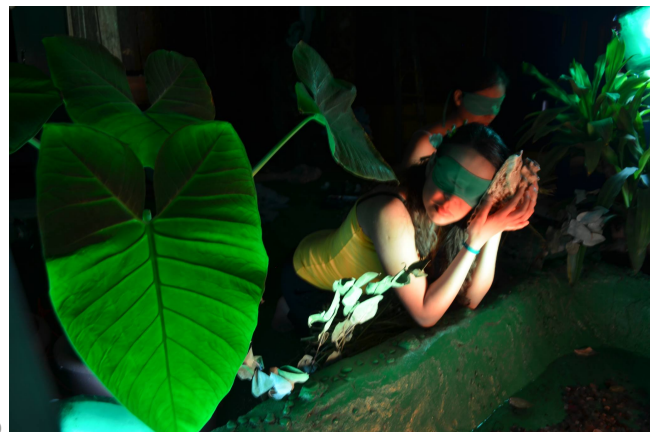
Professional Fees	
Care With Me Manager	\$180,000
Puntos Limpios Manager	\$240,000
Supervisor	\$96,000
Training Team	\$288,000
Infrastructure	
Waste Containers 770 Lt	\$76,680
Trash Cans	\$14,400
Protective Roofs	\$84,000
Signage	\$54,000
Artistic Mural with environmental message	\$120,000
Supplies	
Informative Video	\$2,500
Tablet	\$5,400
Children's programming	57,600
Art Activities	\$240,000
Administrative Expenses	\$127,858
Unexpected Expenses	\$36,000
TOTAL	\$1,622,438

[Click to see full proposal](#)



ART WITH ME 2019

Care With Me programming will include a variety of talks, workshops, art activities, eco films, children's events, interactive experiences and much more at the Town and Beach Pavilions with local, national and international leaders to educate and inspire action for a more sustainable future.





EarthxOcéanos



ART WITH ME 2019

Sustainable Practices at our venues

In an effort to reduce environmental impact at our venues and be congruent with the message we want to send, we have partnered with the local groups Red Tulum Sostenible, Woolis Solutions, No Mas Plastik and Makers to help us implement the Oceanic Global Standard and achieve the [Ocean Champion Badge](#).



The Oceanic Global Standard is an easy step-by-step guide for restaurants, event venues, hotels, bars, nightlife venues and more to adopt sustainable practices that empower consumers to make conscious choices while meeting both business and environmental needs.

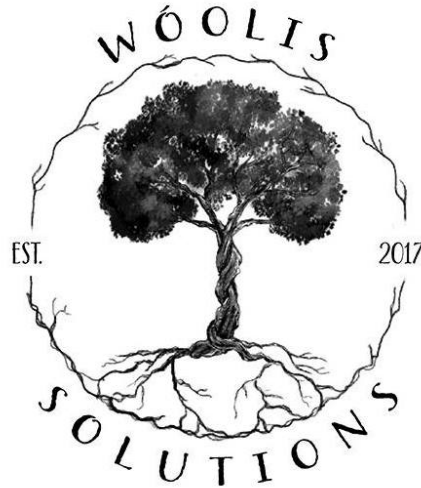
Implementation will consist of:

1. Banning single-use plastics and styrofoam
2. Offering sustainable food
3. Providing Organic Waste for Composting
4. Solid Waste sorting



[Read more about Oceanic Global Standard](#)

Our local partners are key to the success of Oceanic Global and in supporting the Oceanic Global Standard. They are working together to establish a strategic framework and implement a methodology that helps participants integrate sustainable practices within their spaces.



#MAKERS

Earth Day Beach & Town Clean Up

April 21st

Beach: Sian Ka'an
Town: Cancha Maya
Jungle: Macario Gomez

4:30 PM to 7:00 PM.

Simultaneous cleaning brigades in
partnership with civil organizations and
social leaders

Participants:
Volunteers of all festival venues, Cecyte, DIF,
Government employees and Civil society

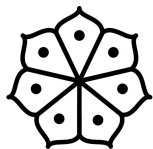


#MAKERS

Community Urban Garden

Plant and Maintain an Urban Garden at Tulum's Casa de Cultura to teach residents how to take care of their organic waste and build community.

Experts from Cd. de México's most successful urban garden project, Huerto Roma Verde, will build a spiral form urban garden and train a team of residents that will continue to work it the rest of the year.



Roma Verde
Espacio comunitario



Community Urban Garden

Objective: Promote social organization and care for the environment.

Description: Civil society organizations, agroecologists and local activists will build together a Community Urban Garden at Casa de la Cultura from April 25 to 28 2019. It will contain edible, medicinal and local conservation plants. The Mayan community will share native seeds and ones pre-Hispanic used. For its easy maintenance, an irrigation system will be placed to take advantage of the water resources in an adequate manner. The design of the garden consists of a raised platform contained by glass bottles generating a spiral shape.

Goals:

- 1.Generate a ludic space for environmental and spiritual education.
2. Integrate crops of endemic plants and trees that are representative of the Mayan community.
- 3.Generate an encounter of hyperlocal actions directed to the bio social regeneration of the region.



Community Urban Garden

Year Round Maintenance

Agroecologists will train a group of volunteers about the necessary techniques for the conservation of the garden in a practical way, addressing the following topics:

1. Production of fertilizers and organic fertilizers
- 2 Germination and cultivation of edible, medicinal and conservation plants
3. Development of control of organic pests
4. Harvesting and conservation of seeds

The calendar of activities for the maintenance and nutrition of the garden will be planned according to the times of the participants, maintenance needs, reproduction of plants, harvest, etc. led by a member of the local organization Sendero Verde, whose objective is to promote green spaces as meeting points to provide environmental education and promote better solid waste management practices. This group has experience, vision and followers with common interest. This facilitator will be in charge of empowering the participating groups to continue the work effectively over time.

Forbes

México

Tulum celebra la sustentabilidad, la cultura y el arte

La primera edición del festival Art With Me GNP busca fortalecer el desarrollo artístico en el Caribe Mexicano.



junio 26, 2018 @ 12:01 am

Art With Me GNP realizó su primera edición en Tulum, Quintana Roo, enarbolando el lema de ser un festival de arte y cultura creado con tres objetivos principales: enriquecer la comunidad local, preservar el ecosistema natural y fortalecer el desarrollo artístico en el Caribe Mexicano, afirmaron a Forbes Life representantes del evento.

El tema central de esta primera edición del festival fueron los residuos sólidos, que ya representan una amenaza real para los sistemas de arrecifes mesoamericanos, los océanos y la comunidad. Durante los cuatro días de actividades, los participantes disfrutaron una serie de experiencias al cobijo de innovaciones artísticas clasificadas en seis categorías específicas

Segundo Enfoque

México: Crearon Alianza Para Dotar A Tulum De Un Plan De Manejo De Residuos

May 10, 2018, 23:01 Pm

Diferentes grupos sociales han decidido unirse para crear el programa de gestión integral de residuos sólidos en Tulum, en vista de la carencia de un plan integral de manejo de desechos en el municipio mexicano.

Ayer se llevó a cabo una reunión para resolver el problema de los residuos sólidos. La intención es dotar a este municipio del primer plan para manejo de residuos. En el encuentro participaron autoridades, empresarios hoteleros, ambientalistas y sociedad civil.



NOVEDADES

QUINTANA ROO

12 Mayo 2018 * 1:18 AM

Agoniza basurero de Tulum, le quedan 3 meses de vida

Se busca consolidar programa de gestión integral de residuos sólidos

Con la participación de hoteleros, organizaciones civiles, buscan crear conciencia entre la población y los empresarios para reducir la basura. ART WITH ME es el festival que incentiva de toma de conciencia con varias actividades artísticas y culturales, impulsada también por una empresa de seguros. El festival se inaugura este 10 de mayo con la participación de Celso Piña y Pato Machete, entre otros.



LA VERDAD

Tulum, sede del Foro para la creación de una Red Nacional de Soluciones a la Contaminación Plástica

Tulum, sede del primer Foro para la Formación de una Red Nacional de Soluciones a la Contaminación Plástica

La ciudad de Tulum, Quintana Roo, será sede del Foro para la Formación de una Red Nacional de Soluciones a la Contaminación Plástica, del jueves 18 al sábado 20 de octubre de este año, donde se contará con la presencia de diferentes organizaciones ambientales tales como [ONU Medio Ambiente](#), [Greenpeace](#), [Organi-k](#), [Fundación Chalchi a.c.](#), entre otras.



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TRAVEL+ LEISURE



Tulum Kicks Off Its First Arts and Culture Festival 'Art With Me'

From large-scale art installations to sustainability workshops; the events at Art With Me celebrate immersion over escapism.

Kicking off its inaugural iteration Thursday, May 10, a four-day arts and culture festival, called “[Art With Me](#),” will bring together local businesses to showcase the town’s talent.

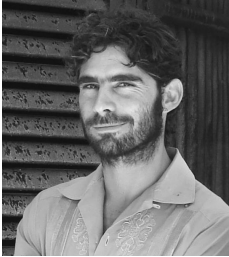
There's a packed itinerary — including music, art, food, and wellness — that seeks to educate visitors and residents on the environmental issues concerning the area.

Care With Me Fundraising Program

We are receiving donations that will be invested in the project *Puntos Limpios*, as part of the Educational Programs of our **Solid Waste Management Action Plan**.

The proceeds will help us raise awareness about the environmental issues in Tulum and install 12 recycling stations in the urban area.

Our team of professionals include:



Biologist Olmo Torres
Founder of Razonatura
Puntos Limpios Advisor



Anthropologist Carlos Meade
Puntos Limpios
Supervisor



Karla Acevedo
Red Tulum Sostenible
Director
Puntos Limpios
Coordinator



Abril Cortés
Care With Me Manager



Arnold Ricalde
Strategic Alliances

Care With Me Fundraising Program Donations

Razonatura is a non-profit organization working on conservation and sustainable development in the region since 2007. Razonatura will help on the administration of the funding as it did in 2018 to ensure transparency.

- As a non-profit it is exempt of VAT (IVA)
- All donations will proceed as contributions to a Sustainable Development Project on Solid Waste Management.
- Email your payment receipt and tax information to abril@artwithme.org and you will receive an invoice (CFDI) for the total amount expended.



In exchange for your generosity, we will thank you on all Art With Me Social Media and our Web Page. If you have a logo, send it to abril@artwithme.org

Monthly reports will be generated with photographic evidence of the implementation of the Puntos Limpios and related activities.

You will be invited to participate in the activation event of each Punto Limpio and your contribution will be mentioned during the event. Your logo will be placed permanently at a visible place in the infrastructure of the collection center (containers, banners, signage, etc).

