



THROUGH THE YEARS.....

2018 Care with Me

- Town Pavillion
- Bronco Concert
- Waste Managment
- Clean Ups
- Casa de Cultura
- Jaguar Festival



2018



2018 Town Pavillion, Casa de la Cultura

- **57 WORKSHOPS** on creative recycling, waste separation, compost, urban garden, bioconstruction, Red Tent and indigenous wisdom. **552 persons** attend the workshop.
- **INTERACTIVE SESSIONS.** **Sensorama** **292** persons went through the experience and **320** lived the **Virtual Reality** session.
- **EXPOSITIONS.** **34 artists** participated in a related art activity. Through their art pieces, murals or designs.
- **CINEMA.** A total of **180 people** entered the auditorium to watch a film or a documentary.
- **SPEAKERS.** Between the Town Pavillion and the Beach Pavillion **175 people** listened to the different panels.

Casa de Cultura

Cultural Center or Casa de Cultura
in different aspects:

- Painting of the Ampitheater
- Floor restoration
- Wood classroom
- Urban Garden
- Picnic Tables
- Mural



Bronco Concert

- **Over 4,500 Tulum residents** attended and exchanges recyclables for their tickets.
- A brief training on waste separation
- Maya Ceremony opened the concert and festival activities
- Water in biodegradable and clay cups were given for free to the public.
- The waste was separated and composted from the concert.
- A brief message and a video were seen before the appearance of Bronco.
- Over a ton of plastic waste collected and recycled properly from the collected from Tulum streets



Jaguar Festival

- Transportation of Mayan communities
- Jaguar Costumes
- Bicycle prizes for Jaguar Kids drawing contest
- Support to local artists
- Support to the Mayan dancers
- Support to the Ball Game (Juego de Pelota)





2018 ACHIEVEMENTS

WORKSHOPS AND ART EVENTS

ZEN AND PLANETARY AWARENESS, TALK AND MEIDTATION

Rev. Dr. Hyoeing Prajna

"SOJOL THE GARBAGE GAME" CONTEMPORARY DANCE

Alraun, Local Contemporary Dance Group
Producciones Karton

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.



2018 ACHIEVEMENTS

PRESENTATION OF ENVIRONMENTAL LEGISLATIVE FRAMEWORK & AUDIT WITH THE STATE OFFICE OF PROTECTION OF THE ENVIRONMENT FROM QUINTANA ROO IN COLABORATION WITH OUR ALLIES "HOJAS VERDES"

SEPT 18TH, 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.

2018 ACHIEVEMENTS

CARE WITH ME PROGRAMMING 2018

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

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 PLAN

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

PRESENTATION OF DIFFERENT APPROACHES TO SOLVING WASTE

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.



2018 ACHIEVEMENTS



TALK AND EXHIBITION OF REUSABLE OBJECTS

Geraldine Samperio Coordinator of La Ceiba, Community Center

PROJECTION "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



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.

2018 ACHIEVEMENTS

SOLID WASTE MANAGEMENT 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:

1. Surveys of perceptions and habits among different social groups and ages
2. Interviews with decision makers
3. 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.

In 2018, we hosted 12 Beach & Town Clean Ups with the participation of Art With Me staff, tourists and locals. A total of **2.5 tons of waste** was collected and sorted by colors and types to build "Now", a collective art piece by artist Gianpaolo JP Bini.



"NOW" - Art piece by Gianpaolo JP "Bini"

Makers / Care With Me 2018

- 4 Clean ups
- Beach Clean Up in Siaan Kan
- Town Clean Up in the center
- Jungle Clean Up in Macario Gomez and Francisco Uh Mai.
- 68 kg. Aluminium, 97 kg Pet, 36 kg Paper Cardboard, 211 kg v glass.
- **2 tons 300 kilograms** of waste plastic recolected. **228 persons attended.**



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.

1. A total of 2.5 tons of waste was collected and sorted by colors and types.
2. 10% was used to build a collective art piece.



SOLID WASTE MANAGEMENT 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.



CREATED KEY PARTNERSHIPS



SUSTAINABLE PRACTICES AT AWM VENUES

Opening Event in Town

Aldea Zama event

Beach Pavilion

Closing Concert at Papaya Playa

1. Placement of drinking water stations for filling water bottles
No single-use plastic sold.
2. Placement of containers with recyclable, non-recyclable and organic signs.
3. Training of staff and volunteers to educate the general public on how to sort their waste.
4. Training of personnel to carry out the waste weighing by type after each event and classification and separation of materials.



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.

**UN 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 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

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.

[READ MORE ABOUT OCEANIC GLOBAL STANDARD](#)



#MAKERS



SPREAD THE IMPERATIVE

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

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.



ART WITH ME 2019

During this year's edition we held **4 cleaning brigades** in partnership with civil organizations and social leaders to celebrate Earth Day.



Beach Clean up with #MakersGlobal Tulum

The locations included:

- Sian Kaan, the Protected Natural Reserve
- Tulum Down Town
- Jungle areas of Macario Gómez and Francisco Uhmay & nearby towns

2.7 tons of waste was collected.

BREAKFAST WORKING TABLES & ENVIRONMENTAL SPEAKERS

MAY 9TH, CHARLIES 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.

ADVISED PARTNER HOTELS ON SUSTAINABLE PRACTICES

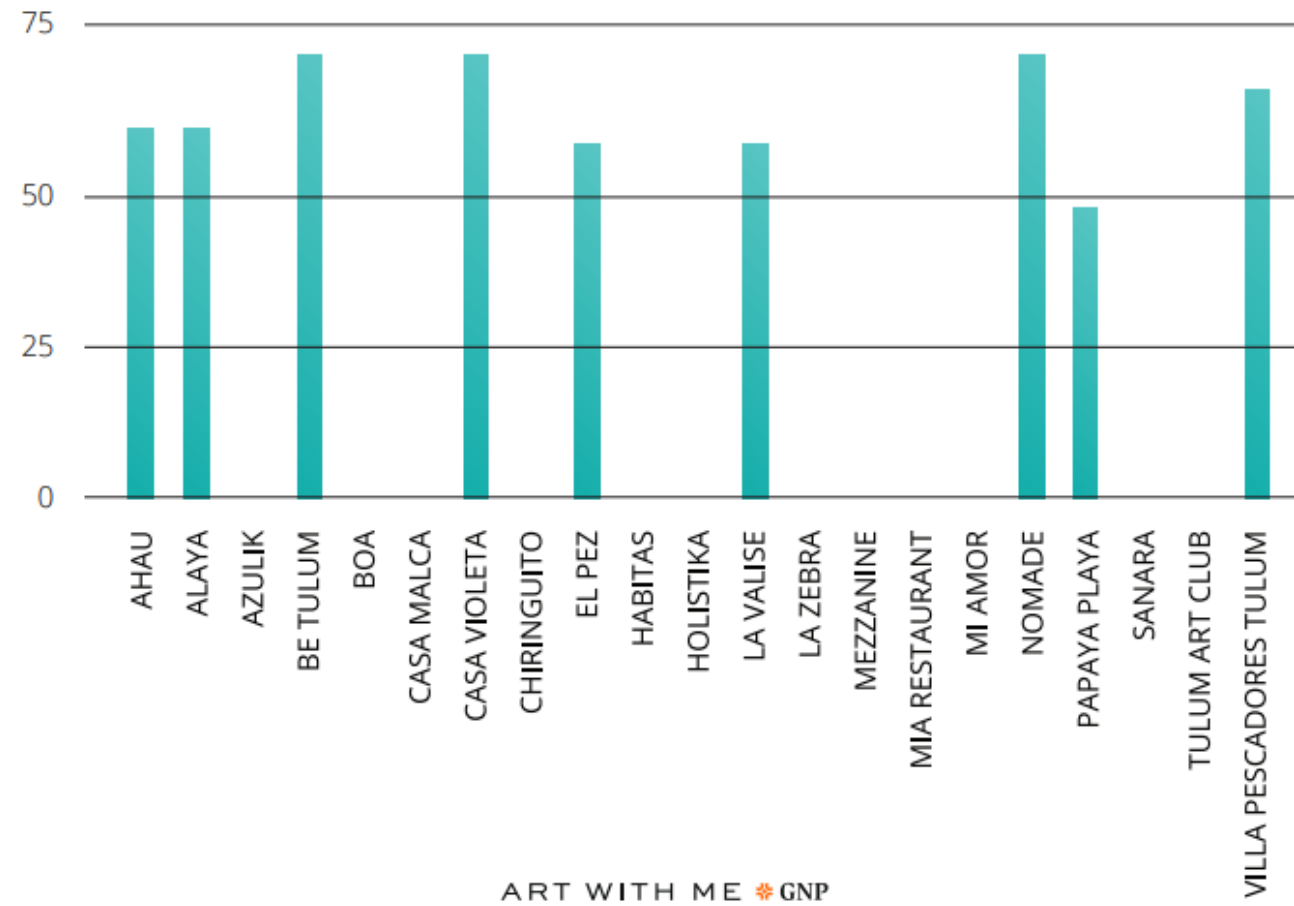
1. Presented Blue Economy Tourism Model which is the sustainable use of ocean's resources for economic growth, improved livelihoods and jobs, and ocean ecosystem health.
2. Care With Me Staff presented how coral reefs are one of the most diverse and threatened ecosystems on the planet, making its conservation 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.
3. A list of suppliers that distributes environment-friendly products was shared to participating 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.



THE FOLLOWING
WERE
ENVIROMENTAL
PRACTICES ASKED
TO BE
IMPLEMENTED BY
OUR PARTNER
HOTEL &
BUSINESSES

RESULTS ON ENVIRONMENTAL PRACTICES IMPLEMENTED AT HOTEL & BUSINESSES



SOLID WASTE MANAGEMENT PLAN PHASE 2

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.

SOLID WASTE MANAGEMENT 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.

Conclusion: 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.



WORKSHOPS AND INTERVIEWS WITH HOTELS & BUSINESSES PART OF THE SOCIAL DIAGNOSE OF THE WASTE MANAGEMENT PLAN

AUGUST 16TH, 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.



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.



TOTAL SOLID WASTE GENERATED: 824.95KG

26.72% Was send to Tulum's landfill

73.28% Was recycled

5.69% Cans

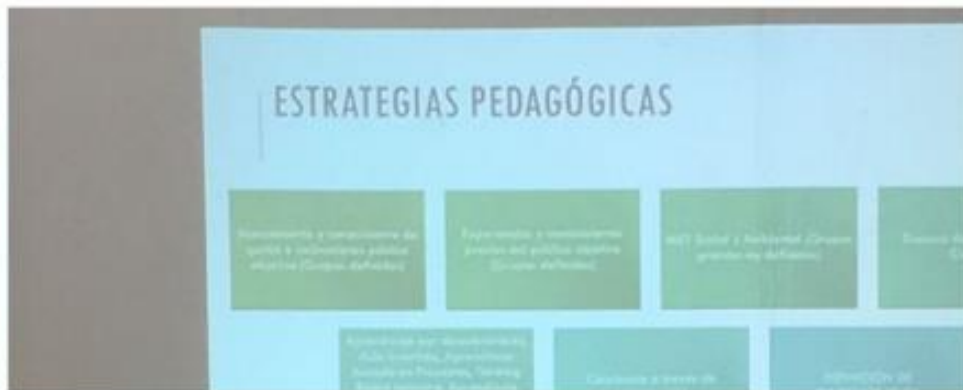
8.45 % Plastic

31.85% Glass

3.27% Cardboard

23.94% Organics

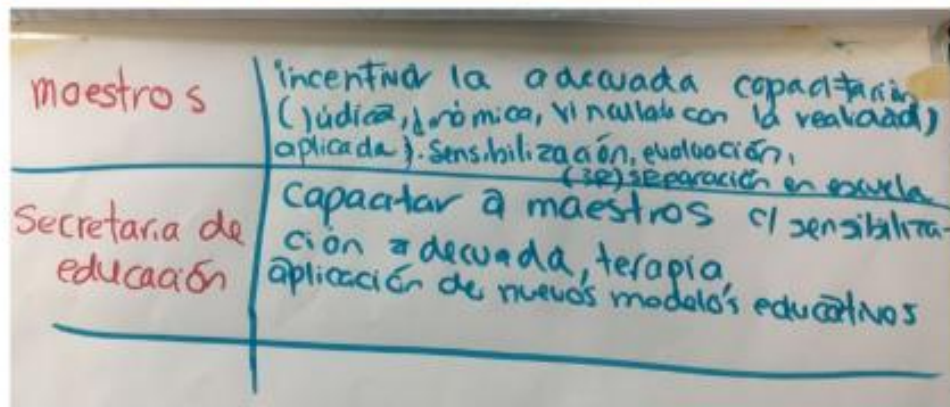
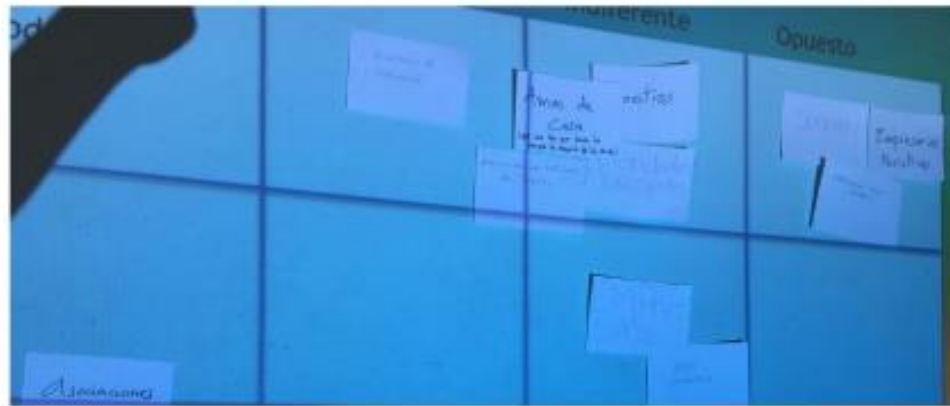
EDUCATION FORUM



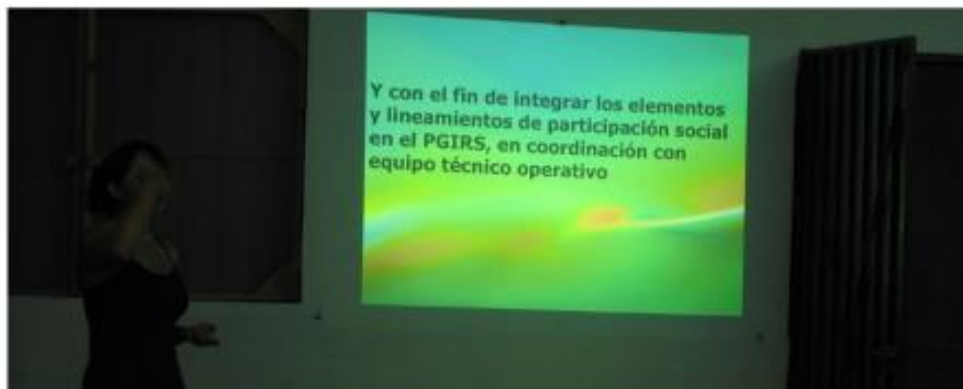
FOCUS GROUP: ART WITH ME



FOCUS GROUP: MUJERES DE TULUM FOUNDATION



FOCUS GROUPS: NEIGHBORHOOD COMMITTEES



FOCUS GROUP: DEVELOPERS/BUILDERS



FOCUS GROUP: RECYCLERS



11-16 Problemática
12-35 Contabilidad
13-20 Marco jurídico

HOJA DE REGISTRO

EVENTO Dx Social - PAIRS (Cadena de Valor)

FECHA 24 / Julio / 2018 LUGAR Taller Com - Tulum

PROYECTO Grupos Focales

NOMBRE	COMUNIDAD / INSTITUCIÓN / ORGANIZACIÓN	MAIL	FIRMA
ROBERTO HURTADO	SEMA		
Diego Manzano	OAM	Contratos Casaya Palau	
Andrés de la Cruz	SMCE S.A. de CV	smce.com.mx	

Oct 1

Plastic to Fuel Program

We must begin to reframe our narrative with PLASTIC and the IDEA of THROWING AWAY. With PetGas, our plan is to clean the planet and save our ecosystems by deploying technology as part of a larger solution in Waste Management. Through a proprietary process of transformation facilitated by a non-catalytic pyrolysis process, PetGas can transform plastic pollution into clean energy.

Care With Me Foundation is pleased to bring revolutionary technologies to engage communities in collaborative conversations, planning, and potential engagement. It is our belief that when the community comes together collaboratively, we are smarter. Together, investigate these types of technologies, develop action plans, and create change. In our experience, the community model of collaborative participation in new technologies leads to action and impact that is lasting, supported, and facilitated by the community. We are participating with Petgas to explore their technology - together.

Cleaning the planet and saving our fragile environment means going **beyond** recycling and transforming plastic pollution into clean energy.

Plastic comes from oil and contains energy! Petgas environmental technology takes any waste plastic as a raw material, and simultaneously transforms it into 5 high-quality, clean fuels such as gasoline, diesel, kerosene, paraffin and LP Gas. Through a clean and regenerative, non-catalytic pyrolysis process — the future seems hopeful. Clean energy from plastic is more efficient than highly polluting conventional fossil hydrocarbons. It reduces the footprint of plastic pollution and solves the plastic crisis and its negative environmental impact.

Plastic to Gas - PetGas - Clean Energy

PET GAS – PILOT PROGRAM



Nov 8

Artist Residency - Tulum



A closed-system, regenerative, waterless waste solution.

REVIVA

R E V I V A is a regenerative Biofiltration toilet solution. Care With Me Foundation is excited to bring this technology and design project to communities around the globe who see the need to transform “waste” into resource at large scale events, temporary locations, and for long-term use at home or your retreat center.

An Earth-Friendly Septic Alternative

All the environmental benefits of composting or waterless toilets, taken a step further with the help of microbes and enzymes in R E V I V A's unique Biofilter™ toilets. Providing the high standard of sanitation needed for continuous use and resource recovery.

A Regenerative Alternative to Porta Potties

- No toxic chemicals
- No pumping
- No use of or contamination of water sources
- Solar power integration option
- No bad odors
- Recovery and reuse of byproducts into organic resource
- A comfortable, pleasurable experience for users
- Shows your customers that you care about them & the planet
- Works in harmony with nature and benefits the environment



CARE WITH ME
DURING COVID



OVER 500
FAMILIES
FED DURING
THE
PANDEMIC

Indiegogo Campaign Highlights

Progress Overview

In the last 2.5 weeks, our Indiegogo Campaign has managed to raise \$10,373.00 USD through a total of 26 Backers.

\$10.3K

USD RAISED IN THE
LAST 2.5 WEEKS

21%

RAISED OF THE 50K
USD GOAL

26

TOTAL FINANCIAL
BACKERS



During this special program, we have speakers across multiple disciplines tackling some of the hard issues, the complex topics, the inspiring stories that is quintessentially, TEDx. We are very please to be a sponsor of TEDxTulum.



Last March, the European Union [approved a ban on single-use plastics](#) that will go into effect across the its 28 countries starting in 2021. Similarly, many popular tourist spots in [Mexico](#) are also preparing for life without certain plastics, thanks to an increasing number of new laws aimed at reducing single-use consumption in the country. Since 2017, five municipalities and 22 states in Mexico have adopted laws or initiatives against single-use plastics, according to the environmental organization [Greenpeace Mexico](#). (Most of these laws are being rolled out in stages to give businesses and residents time to square away alternatives.)

In May 2019, [Mexico City](#) voted to ban plastic bags from the capital's shops starting on January 1, 2020, with [a broadened restriction](#) on other types of single-use plastics (including cutlery, straws, cups, and balloons) to begin in 2021. That same month, the state of Quintana Roo, located on the eastern side of the Yucatán Peninsula, [passed its own legislation](#) banning plastic bags, utensils, and other single-use plastic items within 12 months. (These new rules are being applied first to the islands of Holbox, Cozumel, and Isla Mujeres before rolling out to the rest of the Mexican state, which includes Cancún, Tulum, and Playa del Carmen.)

IN THE NEWS



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.

Forbes

Junio 26, 2018

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



Agoniza basurero de Tulum, le quedan 3 meses de vida

Se busca consolidar programa de gestión integral de residuos sólidos

NOVEDADES
QUINTANA ROO

Mayo 12, 2018

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,



ENVIRONMENTAL PRESS

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

TRAVEL+
LEISURE

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 con-



ART WITH ME ✨ GNP

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

Mayo 12, 2018

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



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

Segundo Enfoque

Mayo 10, 2018

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.



Quintana Roo Banning Single-Use Plastics

DESTINATION & TOURISM | DONALD WOOD | MAY 31, 2019

