

ANNUAL REPORT 2023

**CERO
BASURA
BCS**

CEROBASURABCS.ORG



LETTER FROM THE BOARD

When we saw Todos Santos being promoted on a billboard in Times Square we realized just how critical it is that we achieve our mission of changing our community's relationship to trash. Baja California Sur (BCS) is the fastest growing state in Mexico, and Todos Santos is one of the fastest growing towns in BCS. The waste management system in town is incapable of dealing with this level of growth, and this situation has a deep impact on each and every one of us. This year we made important progress towards achieving our goals of reducing the amount of harmful waste we generate, diverting waste from the landfill into productive uses and creating systems for future growth. It is with great pride that we share Alianza Cero Basura's key achievements for 2023 on the following pages.

Bryan Batson Jáuregui

BOARD CHAIR



KEY ACHIEVEMENTS

WASTE DIVERSION

Almost **274,000 kg of waste** was diverted from the landfill into productive uses through ACB programs

**274,000
kg**

WASTE REDUCTION

An estimated **27,000 single-use plastic water bottles** were not used and thrown away due to our partnership with Water Ways Baja, local businesses and several major events and festivals in the area

**27,000
bottles**

ADOPT-A-SPOT

15 local businesses committed to our **Adopt-A-Spot** program and are maintaining their adopted public spaces as trash-free zones on a go forward basis



WASTE WISE DIRECTORY

24 local businesses took our Waste Wise Self Assessment Survey and formed the basis of the forward-facing **Waste Wise Business All Stars Directory** on our website that allows visitors to see the actions that individual local businesses are taking to minimize their impact and keep the area beautiful



COMMUNITY COMPOSTING

A service contract was submitted to the National Institute of Forestry, Agricultural and Livestock Research (INIFAP), which will allow us to establish a site dedicated to a **Community Composting System**



ORGANIC WASTE COLLECTION

A professional **Organic Waste Collection** service was launched and is now fully operational, serving our community from Los Cerritos to Las Playitas



KEY ACHIEVEMENTS

#CUIDEMOS TODOS | CERO BASURA BCS

We launched our **#CuidemosTodos campaign** to reignite community pride in Todos Santos and Pescadero.

NON-PROFIT STATUS

We incorporated as our own **non-profit with donataria status**.

WATER IN SCHOOLS

We made substantial inroads in our program to install **water filtration systems and waste separation bins in all 16 public schools** in Todos Santos. This program is made possible by our partnerships with **Water Ways Baja** and **Natura**.

WASTE REDUCTION DIRECTORY

We created a **Waste Reduction Directory** of local, regional and national companies whose products and services can assist local households and businesses in reducing the amount of waste they generate.

NEW WEBSITE

We created a new, **more interactive website** with more tools for the community (and with more to come!).

WITH THANKS

While we still have a tremendous amount of work to do, every day we are excited by the commitment and energy manifested by community members to rethink, reduce, and repurpose our trash to improve our health, well-being and environment. **A heartfelt thank you** to all the Alianza Cero Basura supporters, team members and volunteers who are making this happen.



OUR TEAM

The Alianza Cero Basura team is composed of committed, passionate citizens of Todos Santos and Pescadero who are working hard to realize our common vision of a more sustainable future for the area we call home.

All members of the board and advisory board are uncompensated volunteers.



Juan Salvador Aceves
Program Director



**Mayra Itati Luis
Martinez**
Waste Separation
Program Coordinator



**Jaresy Plata
Barrientos**
Organic Waste
Program Coordinator



**Carla
Ramírez**
Community + Education
Program Coordinator



**Antonio Diego
Fernandez**
Cero Basura
Coordinator with CSU



**Alejandrina
Vega Miranda**
Communications
Coordinator



**McKenzie
Campbell**
Advisory Board



**Caitlin
Allen**
Advisory Board



**Jenny
Sutton**
Board of Directors

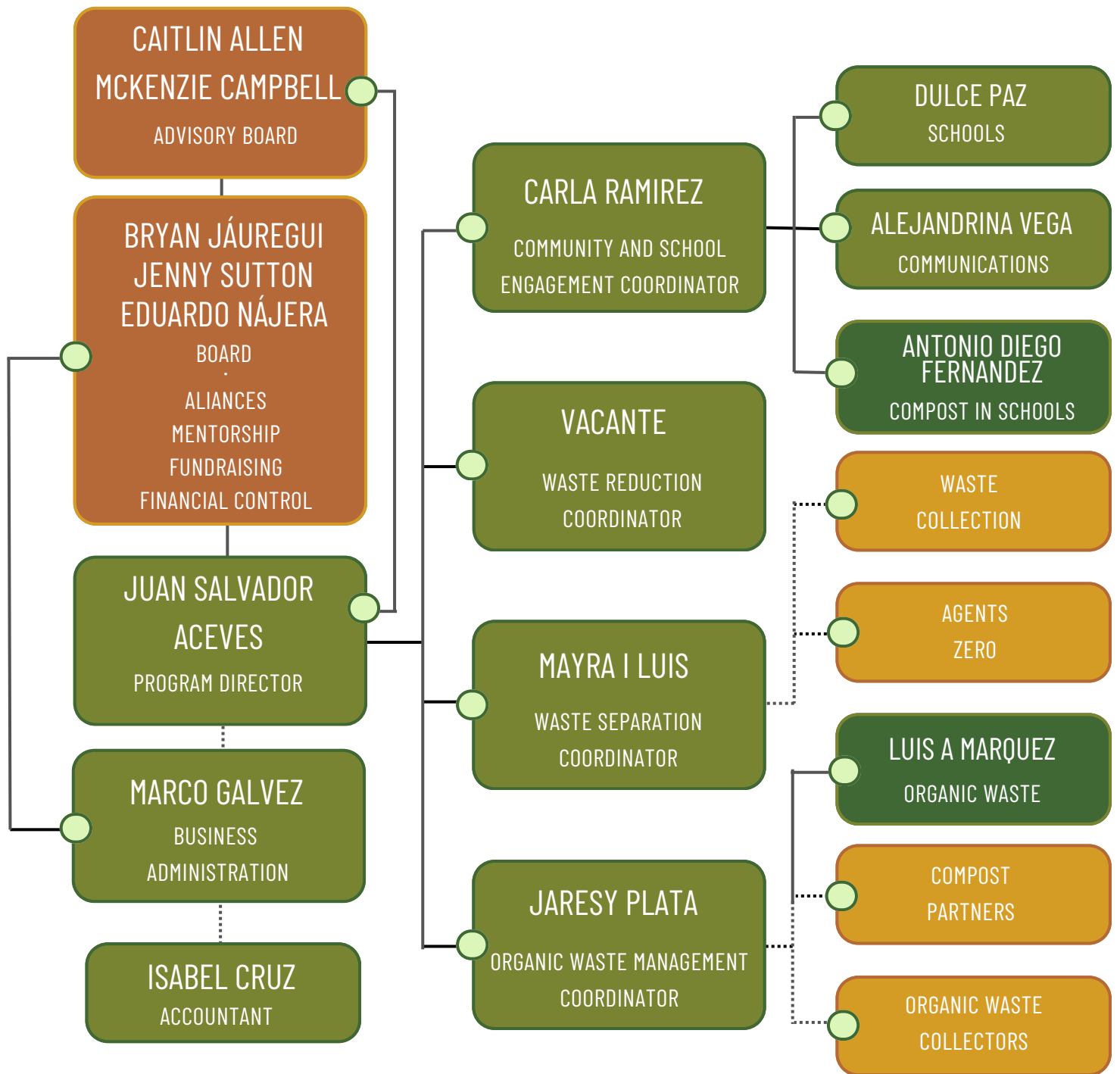


**Eduardo Nájera-
Hillman**
Board of Directors



**Bryan Batson
Jáuregui**
Board of Directors

ORGANIZATIONAL CHART



CODE

ACB PAID STAFF

SPONSORED STAFF

PARTNERS

VOLUNTEERS

COMMUNITY ENGAGEMENT

2023 was the year of community! While in previous years we had focused mainly on pilot programs, 2023 was the year we brought the Cero Basura platform to the broader population. We kicked off the **#CuidemosTodos** campaign to reignite a sense of pride in Todos Santos and you can check out the original song by Los Hijos del Tropicico [here](#) and video by Mike Brinkman [here](#). The campaign launch at our October Fiesta Comunitaria attracted over 300 people from across all sectors of the community and generated only 3 kg (6lb) of garbage.

We launched our **Adopt-A-Spot program** in which local businesses commit to keeping a public area clean on a go forward basis. 15 businesses from La Pastora to Los Cerritos have joined the program to date. We also joined forces with many citizens, businesses and organizations to carry out 3 large scale community cleanups.

Festivals and public events are a big part of public life in Todos Santos and historically have generated huge volumes of harmful waste destined for the landfill. We are therefore excited by the number of festivals and events partnering with Alianza Cero Basura to reduce the amount of waste created and raise public awareness. Our partnerships include Festival GastroVino, Todos Santos Film Festival, Day of the Dead Festival, Open Studio Tour, Teatro Pescadero, Jazamango Culinary Fest, Feria de Pueblos Mágicos, Panteón 19 and Bajaja Music Fest. We also sponsored the Film Festival's Cineminuto Film Competition with the theme of Mi Pueblo Sin Basura. Based on our learnings from these events we have created a roadmap that all event organizers can use to reduce the amount of harmful waste they produce.

1,300

people
impacted

222

people actively
participating

16

community
events*

*including festivals, cleanups and events

SCHOOL ENGAGEMENT

After our successful Cero Basura / Agente Cero pilot program with the Palapa School in 2022/2023, we were ready to tackle all 16 schools in Todos Santos and Pescadero in the 2023/2024 school year! We started by hiring a school engagement program manager in May 2023 who immediately connected our program with SEP, Secretaria de Educación Pública.

The main goal of the school engagement program is to institute a zero waste culture across all 16 schools in our community and to have our youths become Agent Zeros, agents of change in our community's relationship with trash. The foundation of this program is the physical equipment around which the zero waste culture will be built through workshops and community programs. We won a grant from the Banyan Tree Foundation to help us purchase point-of-use water filtration systems from **Water Ways Baja**, which is providing the systems at a greatly reduced rate. **Natura** is providing the waste separation bins at no cost.



6 schools
engaged

145
students +
teachers engaged.

LOOKING AHEAD

In the first semester of the 2023/2024 school year (the last 3 months of 2023) the program was initiated at 3 schools. We learned a tremendous amount, refined our approach and we're now ready with our partners **Water Ways Baja** and **Natura** to roll out the program to all schools across the community in the remainder of 2024.

WASTE REDUCTION

Reducing the amount of waste we generate is one of the key goals of Alianza Cero Basura and we estimate that in 2023 as many as **27,000 single use plastic water bottles** were not purchased then discarded in the landfill due to the public water bottle filling capability we rolled out in partnership with **Water Ways Baja** and the efforts made by local businesses, festivals and events. You can find the map of public water bottle refill stations [here](#).

We have also taken what we learned from our projects with local businesses and are creating a **Community Resource Hub** to help all committed local businesses achieve maximum results in terms of reducing the waste they produce. This resource hub includes a **Waste Reduction Directory** of local, regional and national providers whose products and services can assist local households and businesses in changing their consumption patterns and reducing the amount of waste they generate.

To help local businesses tell the world about their waste reduction achievements, we created the **Waste Wise Business All Stars Directory** and to date 24 local businesses have completed our Waste Wise Self Assessment Survey. We just launched the forward-facing Waste Wise Business Directory tool on our website that allows visitors to see the actions that individual local businesses are taking to minimize their impact and keep the area beautiful.

2024

In 2024 we will be hiring a Waste Reduction program manager to provide even greater leadership in waste reduction efforts for local homes, businesses and organizations.

27,000

single use plastic
bottles avoided

6

water refill
stations



24

businesses self
assessed/assessed
by ACB

WASTE SEPERATION

In 2023 we proved what success can look like when local businesses commit to doing the hard work. Hotel San Cristóbal and Rancho Corazón (Dum) are the leaders in demonstrating the importance of waste separation in our community and it led to some dramatic results.

The system that we created in coordination with these two businesses can be replicated across businesses of all sizes and we continue to implement our waste audit and separation training efforts with other businesses in our community. The program includes creating an Agent Zero - someone in charge of waste separation - and a strong commitment to the program from owners and top managers.

Our community resource hub that is currently under construction will contain important information on how and where waste can be repurposed in our community.

Rancho Corazón

reduced the amount of trash
sent to the landfill by

73%

diverting **5,180 kg**
from the landfill into productive uses

Hotel San Cristóbal

reduced the amount of trash
sent to the landfill by

55%

diverting **21,288 kg**
from the landfill into productive uses

28,300 kg

Total waste separated and
diverted through our projects!

154

People trained in waste
reduction and separation

ORGANIC WASTE

Organic matter at the landfill is one of the key causes of dump fires, and in 2023 we made substantial progress in our goal of diverting organic waste from the landfill and creating the long-term systems required for increased success. Through our programs at least 273,909 kg of organic waste was diverted from the landfill to feed animals and make compost. From this approximately 2,950 kg of compost was produced by helping businesses establish onsite composting facilities, and 47,113 kg was produced by helping local composting partners expand their operations.

Also in 2023 we deepened our partnerships and network. We established a successful kitchen waste collection service, helped composters and farmers to expand their capacities, assessed options for our large community composting site, submitted a proposal to partner with INIFAP, established bacteria composting at Melitón Albañez Primary School, ran a free community home composting workshop, and helped Hotel San Cristóbal and Rancho Corazón establish and maintain onsite composting operations. It was a year of piloting projects and learning about numerous approaches to separating and diverting organic waste into farming and composting.

With a solid year of deep research and practice under our belts, we are excited about our ambitious 2024 plans which include opening a large site dedicated to the research and production of compost and other soil products (See the article below).



BUILDING LOCAL CLIMATE RESILIENCE THROUGH A COMMUNITY-LED ORGANIC WASTE SYSTEM

Our 2021 waste audit indicated that 60% of the waste we generate as a community is organic matter. This gives us the opportunity to create a community-wide system of diverting organic waste from the landfill and reintegrating it into the ecosystem to help repair our depleted soil and feed our livestock.

Our strategy for taking advantage of this opportunity and driving the culture shift towards repurposing organic waste has 3 components:

1. Providing consultation, education and information to our community
2. Building and expanding community-wide systems to support the process
3. Growing our composting capability using best practices for our local environment and materials

The most ambitious part of this plan is establishing a community-led organic waste farm that implements effective local composting systems. We have submitted a service contract to the National Institute of Forestry, Agricultural and Livestock Research (INIFAP). If approved, this contract will allow us to access their ideally-situated land and, with their technical support, establish a space dedicated to research and processing of large quantities of organic waste.



BUILDING LOCAL CLIMATE RESILIENCE THROUGH A COMMUNITY-LED ORGANIC WASTE SYSTEM

The establishment of our community organic waste farm presents substantial benefits for the region including:

- ➔ **Landfill Waste Reduction:** By processing organic waste efficiently, we will significantly reduce the amount of material reaching local landfills, reducing the amount of harmful methane produced and reducing the risk of fires.
- ➔ **Soil Regeneration:** The implementation of various composting techniques at scale will generate high quality compost that, when applied locally, will contribute to the regeneration of soils and improve land fertility.
- ➔ **Sustainable Practices Promotion:** The active participation of the community in the composting process will promote long-term sustainable practices, and raise awareness about the importance of proper waste management.
- ➔ **Local Knowledge Generation:** The operation of the farm will not only be a practical solution, but will also contribute to the generation of academic knowledge on organic waste management and composting, serving as a platform for future research and development in this field.

This program not only addresses the immediate problem of waste management, but also contributes significantly to longer term education and culture change in our community and beyond.

WHAT NEXT?

In 2024 this farm will be entirely dedicated to research and system building and is therefore a cost-only endeavor. We will focus on fundraising to support this effort. Once established, the farm can be adapted to a more self-sustaining business model. We will be seeking support from our community and beyond in the form of knowledge, experience, materials, equipment, and funding. **Please contact us if you would like to get involved.**

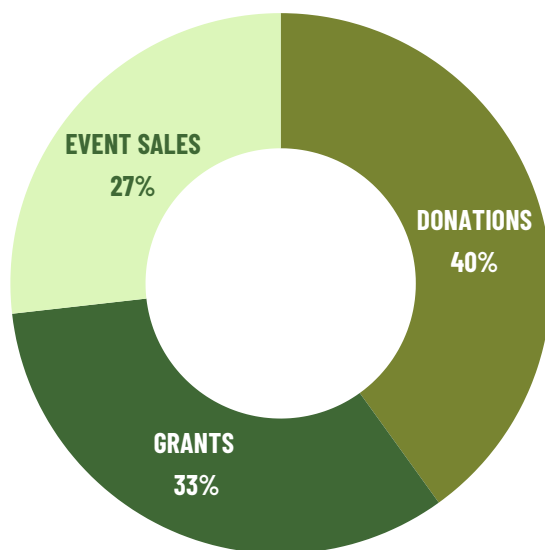


FINANCIAL REPORT

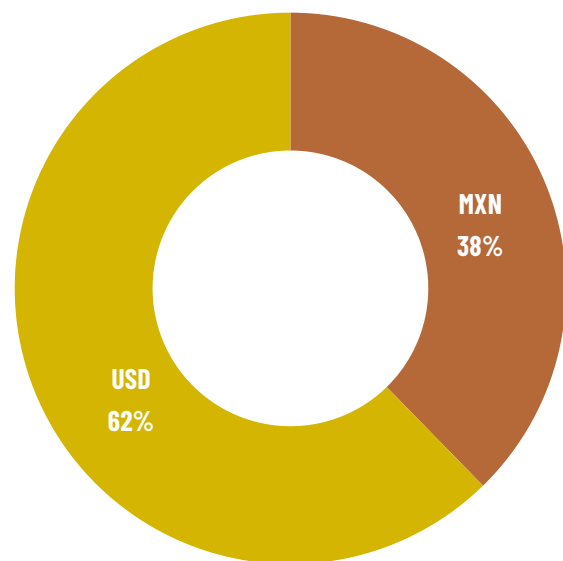
2023 was a year of significant growth, learning and transition for our organization. We grew the team from 1 to 5 full-time employees and established program plans along our 5 pillars of Community Engagement, School Engagement, Waste Reduction, Waste Separation, and Organic Waste. We also took a big step and incorporated as an independent Mexican nonprofit, or Asociación Civil, and obtained the donataria status required to accept direct donations in Mexico. This allows us to put more of the funds invested in us by the community directly to work on our programs.

Our total annual income for 2023 was **\$ 2,494,610 MXN**, an increase of almost 90% compared to 2022. As indicated in Chart 1, this income was generated by individual and business donations, fundraising events, and grants. In addition, many partners in the community contributed in-kind with invaluable skills, equipment and services. The full list of financial and in-kind contributors is shown in the next section.

INCOME BY SOURCE

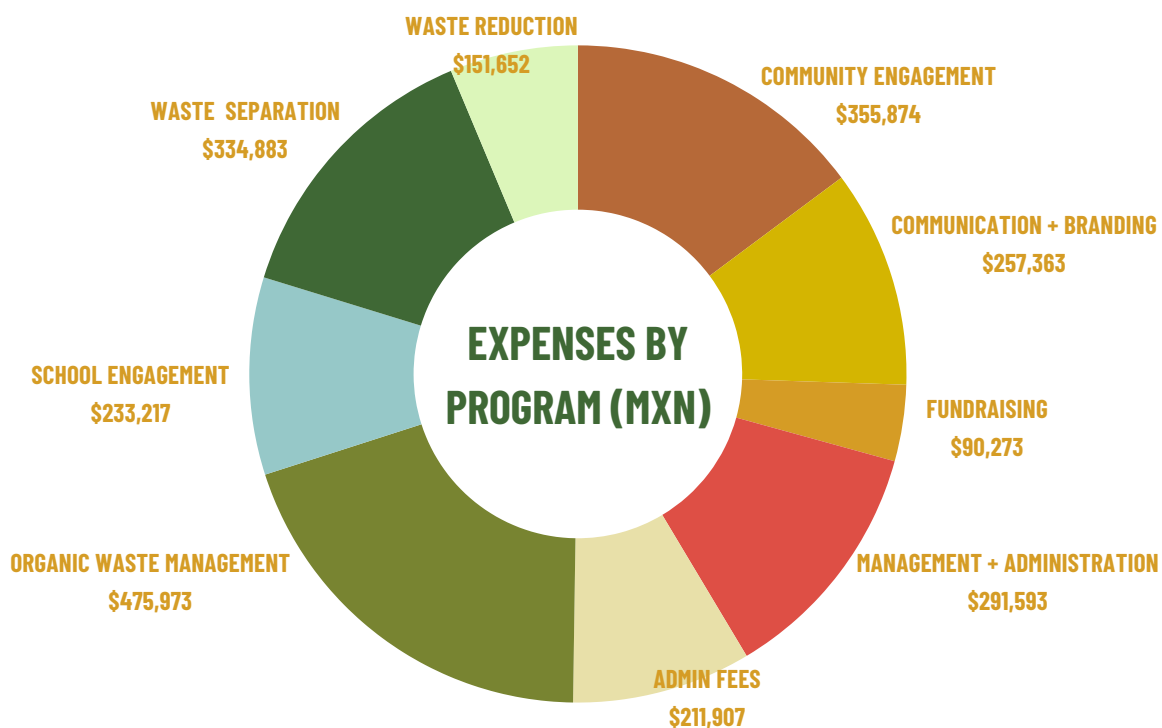


INCOME BY ORIGINAL CURRENCY



FINANCIAL REPORT

2023 expenses totaled **\$ 2,402,740 MXN**. 65% of the annual spend was associated with the Salaries and Benefits of the Program team. Chart 2 shows expenses incurred by Function and by Program. The program view was generated by mapping the direct expense and team capacity to a program or function.



Economic factors and organizational changes resulted in some notable exceptional / one-off impacts to the 2023 financials. These include:

- Management and administration costs of time and money associated with incorporating as an **Asociación Civil** and obtaining **Donataria status**
- Communication and branding costs for the migration to a **new and enhanced website** and external support for social media management
- 13% **decline in the value of the dollar to the peso**. As more than 62% of our income originated in US dollars this reduced the effective operating budget and therefore the discretionary spend.

The 2024/25 plan has been developed along the same 5 program pillars and calls for a budget of **approximately \$4.5 million MXN** to support our objectives, almost double our 2023 income. In 2023 65% of expenditure was for core team salaries and benefits. The goal in 2024 is to significantly increase the proportion applied to equipment, materials, and other direct application of funds in the community.

OUR SUPPORTERS AND PARTNERS

Alianza Cero Basura is a program supported by the community, for the community, and it gives us such pleasure to acknowledge those who have stepped up and dug deep for the future of Todos Santos and Pescadero. Our 2023 supporters include:



THE GREEN ROOM

VILLA SANTA CRUZ



ALUMBRA INNOVATIONS FOUNDATION

HOTEL SAN CRISTOBAL

WATERWAYS BAJA



AFEET

MODERN ELDER ACADEMY

TODOS SANTOS ECO ADVENTURES



AEROPILATES

AMANDA DUBOIS

BANYAN TREE

CARLOS DIAZ CASTRO ART

CHIP CONLEY

CINDY + DAVID HIGGINS

CUATRO VIENTOS

EL MIRADOR

LA ESQUINA

NATURA

TAMI ANDERSON

YES YOU CAN SPEAK



ANNE PATTERSON

BAJA ADVENTURE CO

BAJA SAGE

BARBARA TINT

BOB DANNENHOLD

CABO SAILS

CATHERINE CHAMBERET

CHRISTINE SPERBER

CHRISTY WALTON

DAVID HARSHBARGER

DEBORAH MACINTIRE

DOCECAURENTA

EARTH OCEAN FARMS

HIERBABUENA

JEFFREY CURTISS

JEFF + MILAN RONNOW

JENNY SUTTON

JOHN DRURY

KARINA CHRISTENSEN

KEN + SUSAN CHURCHILL

MARIO SURF SCHOOL

MELODEE STOREY

MICHAELANGELO + HARSHA L'ACQUA

MIKE BRINKMAN

MONA DAS

NATALIA KISIELEWSKA

OMEGA AZUL SEAFOOD

PAM + PAUL BUMANN

PAUL + STACY KROGH

RANCHO CACACHILAS

ROSS VAIL

SBS OF MOSAIC ART

SOL AZUL BAJA OYSTERS

SUENO TROPICAL

TEATRO 6

TIMOTHY RUDOLPH

TODOS SANTOS CENTER CSU

TS PRIVATE TRANSPORT

OUR SUPPORTERS AND PARTNERS

Others who have so generously invested time, money, materials and expertise to support the mission of ACB:

Agundez Sportfishing

Alvin Bondi

Anet Rochin

Baja Connect

Baja Malas

Bajavaria

Barro Sur

Besame Mucho Bazaar

Christine Colacino

Clara Delgado

Como Vamos La Paz

Costa Baja Resort and Spa

Dany Lamote

Dive Ninjas

Dos Marias Day Spa

Ernesto Gomez

Gallo Azul

GastroVino Festival

Guaycura Boutique Hotel

Jane Lane

Jenny Sutton

Jerry Macala

Jo Hebert

Juan Pablo Solis

La Generala

Los Hijos del Tropico

Marina Garnica

Megan Wehrenberg

Municipio de Todos Santos

Natalia Kisieleska

Over the Edge Baja

Paul and Elaine Quillici

Paul Bersagel

Perla Garnica

Plaza Amigos

Pura Vida

Ricardo Amigo Real Estate

Romex

Ruth Roberts

Saint Jude's Medical Center

Salgado Vacation Rentals

Samantha Pogue

Santa Terra

SepticTruck

Sergio Jauregui

Soultide

Sylvia Aroth

Teatro Pescadero

The Hotelito

The Refill Shop

Todos Artes

Todos Santos Brewing

Topia Resort

Tre Galline

We would like to give a special acknowledgement to the **International Community Foundation** which generously provides guidance and expertise and acts as our fiscal sponsor for donors requiring a US tax receipt.

Ponguinguiola of La Paz was instrumental in the creation of Alianza Cero Basura and is a state-wide leader in the effort to build a cleaner future for Baja California Sur.

HOW TO DONATE

It is easy to support our work with
donations in USD or Pesos.

[CLICK HERE](#) for more information!

THANK
YOU!