

**CERO  
BASURA  
BCS**

# **ANNUAL REPORT 2024**



# We are ready

Todos Santos Fire Department Commander Cadena has declared, *“The only solution to preventing fires at the landfill is to keep our community’s organic waste out of it.”*

**In 2024 Alianza Cero Basura created critical, sustainable alternatives to the landfill for the community’s waste:**

- **Community Organic Waste Farm.** In partnership with INIFAP, the National Institute of Forestry, Agriculture and Livestock Research, we created the first Community Organic Waste Farm in Baja California Sur and proved out our business model for kitchen waste collection and compost. The farm now accepts kitchen and garden waste from the broader community and is open for public drop-offs.
- **Schools.** In partnership with Colorado State University Todos Santos Center we created organic waste diversion programs at two local public schools in which the students create compost on school grounds with their food waste. This program is being expanded to other schools and is creating a community in which composting is the norm.
- **Businesses.** ACB trained roughly 100 people at local businesses on improving their waste management and these businesses are now diverting 56% to 78% of their waste away from the landfill. ACB is currently working with SETUES, the Secretary of Tourism and Economy in Baja California Sur, to greatly expand waste management training to local businesses.
- **Community Resource Hub.** We took all of our knowledge about diverting waste from the landfill and created the ACB [\*\*Community Resource Hub\*\*](#), a bilingual network of resources available to all, free of charge, that provides options to community members for diverting their waste from the landfill.

With the robust foundation that we created in 2024 we are ready. We are ready with some of the long-term solutions the town needs to divert waste from the landfill and prevent the fires, and we are ready with the sustainable programs the community needs to transform behaviors across generations. Thank you to our incredible sponsors, partners and volunteers for working with us to create this lasting legacy of impact, and for providing the continued support that is crucial in creating a zero waste future in which we can all breathe easy. We are excited to share with you more information about our 2024 achievements in these pages, and even more excited to continue expanding our capabilities and impact in 2025.

## Bryan Batson Jáuregui

BOARD CHAIR



# About the organization

Our **mission** at Alianza Cero Basura is to prevent toxic fires at the landfill and minimize its environmental impact by diverting waste away from the landfill into productive uses.

Our **goal** in doing so is to improve the health and wellbeing of our communities, our environment, and our economy, and to contribute as a community to the global climate agenda.

Our **strategy** is to inspire, educate and motivate all parts of our community to dramatically change the relationship we have with trash, to create a culture of shared responsibility.

Our **vision** is a community united to produce less waste, take responsibility for the waste it does produce, and support a circular economy in which waste is repurposed locally. We want to be the first zero waste community and first zero waste tourism destination in Mexico!





# Impact!

In 2024 we made tremendous progress in creating the practical programs and systems needed to reduce the amount of harmful waste that reaches our landfill.



**ORGANIC WASTE  
FARM  
ESTABLISHED**



**KITCHEN WASTE  
COLLECTION  
BUSINESS EXPANDED  
AND INTEGRATED  
INTO ACB**



**SCHOLAR GARDEN:  
INVISIBLE PET  
PROGRAM  
IMPLEMENTED AT  
SCHOOLS**



**GLASS COLLECTION  
CENTER CREATED AT  
MERCADO  
ORGÁNICO**



**COMMUNITY  
RESOURCE HUB  
CREATED FOR ALL  
SEGMENTS OF THE  
COMMUNITY**





**93,366 kg**  
**ORGANIC WASTE**  
**DIVERTED**

37,104 kg of  
kitchen waste

**15,764 kg**  
**INORGANIC WASTE**  
**DIVERTED**

9,250 kg through  
the Glass Collection  
Center at Mercado  
Orgánico

**35,380 kg**  
**SINGLE-USE PLASTIC BOTTLES**  
**POTENTIALLY AVOIDED**

3 new filling  
stations within  
our community

**5,135**  
**PEOPLE ENGAGED**

260 people  
trained in Zero  
Waste practices





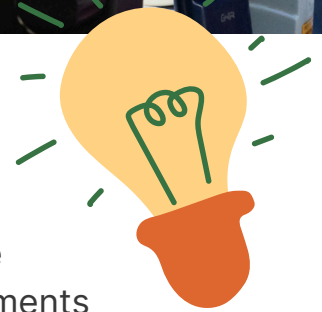
# Community Engagement

**Objective:** Create an informed, aware, and active community that enthusiastically embraces the zero waste practices available to us locally.





# School Engagement



In 2024 we continued our important work in the schools to inspire and motivate students, faculty and their families to engage proactively in the waste management system of our community. Some of our key achievements include:

## Program Formalized with SEP the Secretariat of Public Education

SEP formalized a program with the education council of Todos Santos and Pescadero to work with Alianza Cero Basura (ACB) to roll out a circular economy program in the public elementary schools of our community.

ACB trained 50 teachers and staff members at 3 schools on how to close the cycle of waste and promote circular economies.

ACB is working with the elementary schools in Todos Santos to create a waste separation model to divert as much waste as possible from the landfill.

In 2025 we will work with SEP to expand the program to kindergartens and high schools.







## Expansion of the Scholar Garden Invisible Pet Compost Project

The students of Melitón Albañez Elementary School composted 218 kg of their lunch food waste, generating 380 liters of fertile soil. They planted a “scholar garden” on the school premises using seeds from the fruit they eat at lunch and the compost they create with their organic waste.

90 students and faculty members signed a pledge to take care of their invisible pets - the bacteria that makes compost - with the result that over 300 students were engaged in the project by the end of the school year.

The students of Melitón Albañez created a how-to guide for their scholar garden/invisible pet project and Miguel Hidalgo Elementary School is now creating their own scholar garden based on this manual. Other schools will soon follow suit.

The Scholar Garden / Invisible Pet Compost Project was publicized in local and national media, with the result that ACB was invited to join the Network of Scholar Gardens in Baja California Sur. ACB has emerged as the compost expert in this organization that meets monthly to provide expertise to schools creating onsite gardens.



## Expansion of Purified Water Stations in Schools

Our partner Water Ways Baja installed water bottle refill stations in two schools, Centro de Atención Múltiple (CAM#10) and Miguel Hidalgo Elementary School. These stations provide free, purified drinking water to 267 kids and the program teaches the next generation about the importance of avoiding single-use plastics.



## Business training

In 2024 we expanded our highly successful business program and trained an additional **47 staff members** at Hotel San Cristobal, DUM and Los Colibris Casitas to engage in zero waste practices and divert up to 70% of their waste away from the landfill. We expect to have an even greater impact with this program in 2025 with the implementation of a certificate program conducted in partnership with SETUES, the Secretariat of Tourism and Economy in Baja California Sur.

## Community Resource Hub

We took all the knowledge we have accumulated around diverting waste from the landfill and created the ACB **Community Resource Hub** (CRH), a bilingual network of local resources / local solutions available to all, free of charge. The CRH has informational videos, graphics, instructions, recommendations, tips and inspiration for how to minimize waste impact for households, organizations and events.

## ACB Community Party

Our Second Annual Community Party brought together more than **300 people and generated only 9 kg of waste**. Part of the #CuidemosTodos campaign to reignite pride in the town, the community party provided a space for community members to learn about the many projects and activities available for keeping our town clean and protected. Mural artist Ulises Martinez also led the collective effort to create a public mural based on one of the key messages in the Alianza Cero Basura song created by Los Hijos del Tropico.







## Adopt-A-Spot | Clean-ups

The Adopt-A-Program grew to **17 local businesses** in 2024, and that number continues to grow in 2025! Through this program local businesses from Los Cerritos to Las Playitas adopt public areas that they pledge to keep clean on an ongoing basis.

In addition to the hard work of the Adopt-A-Spot businesses, we had two highly successful Mega Clean-ups in 2024. In March **over 80 people** participated in the 2024 state-wide Cleanup BCS program at 8 local sites. Then in April Adopt-A-Spot and Earth Day cooperated on a large scale clean up in which **1,500 kg of trash was collected**, a whopping **500 kg** of which was diverted from the landfill and repurposed.

## Events

Each year we are involved in many of the community's festivals, markets and public events. In 2024 we expanded our reach and impact by creating a zero waste roadmap for event organizers, a set of instructions and checklists to guide organizers before, during and after their event to ensure that vendors, staff, volunteers and event attendees can apply good zero waste practices at every stage of the proceedings, thereby dramatically reducing the amount of harmful waste produced by large events. You can find this roadmap here in our [Community Resource Hub](#).

In 2024 we were engaged in the following public events:

- **Día de Muertos Festival**
- **Todos Santos Film Festival**
- **Gastrovino Festival**
- **Equus del Sur Family Fair**
- **El Pescadero Community Festival**
- **Mercado Orgánico Weekly Market**







**Two 2024 events were especially meaningful in connecting the community with zero waste principles:**

- Educational Circuit at the Baseball Stadium: Approximately 100 children and teenagers from the Tiburone Baseball Club gathered to learn about waste management from ACB.
- Sight is a Right Vision Clinic. This 4-day event provided free vision care services to over 2,200 community members who also learned about zero waste principles through our water bottle refill station provided by Water Ways Baja and our onsite event waste separation program.

**Accolades:** In 2024 Los Hijos del Tropico was invited to perform their Alianza Cero Basura theme song live on CaboMil radio and they and ACB team members were interviewed about the long term community impact of ACB.







# Reduction, Separation and Diversion

**Objective:** Keep harmful waste out of our landfill by delivering clear, specific information to guide the community and create practical solutions that support local circular economies.



We work to deliver the critical information needed by the community to reduce, separate and divert waste via our [Community Resource Hub](#), our presence at community workshops, markets and events and our collaboration with businesses and schools. In 2025 and beyond we will expand our research into more product alternatives as well as recruit more Agent Zero's to spread the word! Some key achievements in 2024 include:



## Glass Collection Center at Mercado Orgánico

Prior to the creation of our glass collection center in mid-2024 there was no place available locally to repurpose all glass regardless of condition, color or size. Our Glass Collection Center meets that need and the glass received at the center is either reused locally in the community or sent to be transformed into new glass products by Omega Recicladora. In 2024 we sent 10 tons of glass to be repurposed and we expect that number to be much higher in 2025.

## Purified Water Filling Stations

In partnership with Water Ways Baja we continue to promote alternatives to single use plastic bottles in our community. The water stations not only directly reduce the number of plastic water bottles purchased and discarded, they also contribute directly to overall behavior change. 3 new water bottle refill stations were established and as many as 35,380 single-use plastic water bottles were avoided in 2024.

**Accolades:** In 2024 Alianza Cero Basura was featured in AFAR Magazine for our Waste Wise Business All Stars Directory that allows travelers to support businesses who are doing the hard work of transforming the community into a zero waste tourism destination.





A large pile of organic waste, including food scraps and vegetable peels, is shown in a brown container. A hand is reaching into the pile, which contains various items like lettuce, carrot peels, and other food waste. The container has several circular holes along its edge.

# Organic Waste

**Objective:** Divert organic waste from the landfill and into the production of high-quality soil and soil products for use in our community.





## “Building Local Climate Resilience Through a Community-Led Organic Waste System”

Diverting organic waste into composting and farming is the single greatest impact any household or business can make in reducing the amount of harmful waste that reaches the landfill. Our Community Organic Waste Farm is therefore essential to all our other programs as it provides the practical solution for waste diversion needed by local businesses, schools and households. In addition to the farm, we also foster partnerships with area composters and promote composting in the community. All of these resources are available in the Organic Waste section of our **Community Resource Hub**.

In 2024 we focused most of our effort on establishing the Organic Waste Farm including the following:

- Signed a collaboration agreement with INIFAP (National Institute of Forestry, Agriculture and Livestock Research) to put the farm on two hectares of their experimental land and partner with their researchers and testing lab.
- Held a workshop with key players in Baja Sur's organic waste sector including farmers, scientists, composters, state agencies and waste managers.
- Established 4 composting techniques at the farm to process organic garden waste, palm remains and kitchen waste. These techniques include Windrow, Vermicomposting, Hügélkultur and SIRDÓ. INIFAP scientists test our compost.
- Migrated the Kitchen Waste Collection business to the farm.
- Acquired equipment and built key infrastructure. The farm now has a work truck, a palapa shade structure, water storage, security reinforcements, a portable worm bed, hügélkultur trenches, and a desk / bucket washing station made from reclaimed wood.





## Organic waste received since the farm began intake in June 2024:

Kitchen  
Waste  
2,593 kg

Garden  
Waste  
36,000 kg

Manure  
844 kg

Sawdust  
1,000 kg

While we made tremendous progress with our Farm startup in 2024, we also navigated several startup challenges including thefts, vehicle breakdowns, and work disruptions due to smoke from the burning landfill.

We are now building on the lessons learned and foundations established. In 2025 our work in progress at the Farm includes:

- Scaling up organic waste intake and processing
- Optimizing the production of compost, mulch, worm lixivate and worms
- Distributing Farm products locally to help repair our soil
- Integrating the Farm with our Community program
- Continuing to innovate and scale techniques and strategies to divert organic waste from the landfill to benefit our community as comprehensively as possible

**Accolades:** In 2024 Alianza Cero Basura was named a Key Player in both the Compost and Waste Nothing Nexi of Paul Hawken's Regeneration Nexus system. This is a tremendous honor in recognition of the important, long term work we are doing in the community.





# Financial Overview

Our first full year as a completely independent NGO was equal parts challenging and rewarding as we significantly increased both our income and expenses. Due to many factors, including the pause in fundraising during our transition to Donataria status (the legal right to directly accept donations and provide factura for them), our expenses exceed income causing us to dip into our reserves for the first time.

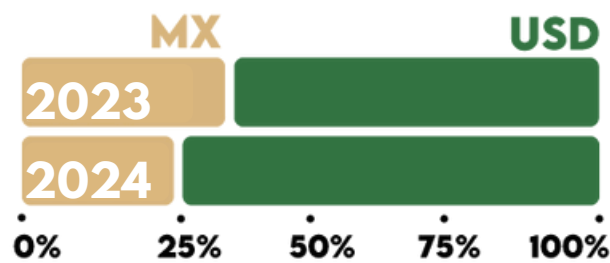
**\$3.3 Million MXN**  
Income (up 32.4% from 2023)

**\$3.4 Million MXN**  
Expenses (up 41.8% from 2023)

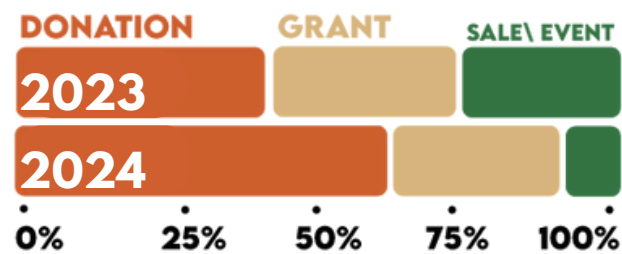
## Income

In 2024 we further increased the proportion of income originating in US Dollars, demonstrating both our continued reliance on US donors and grantors and our continued foreign exchange risk as we must convert USD to MXN. We also had a reduction in the amount of income from events and product sales, which will be a key focus area in 2025.

### Income by Original Currency



### Income by Source



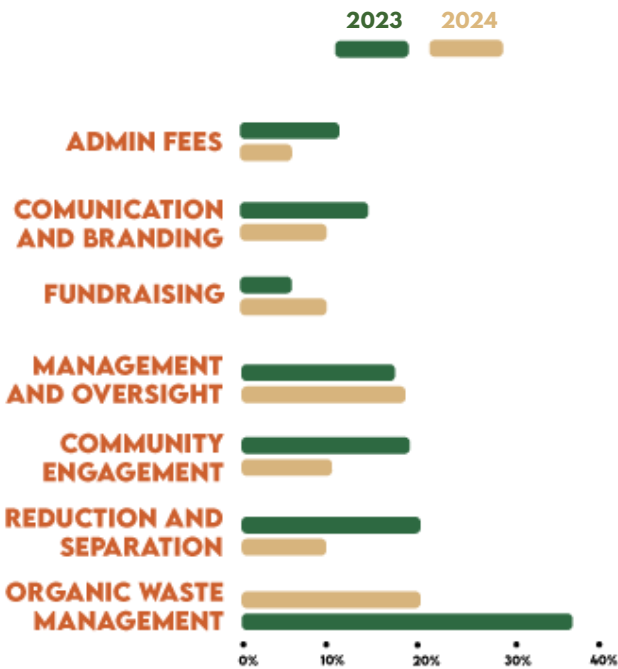


# Financial Overview

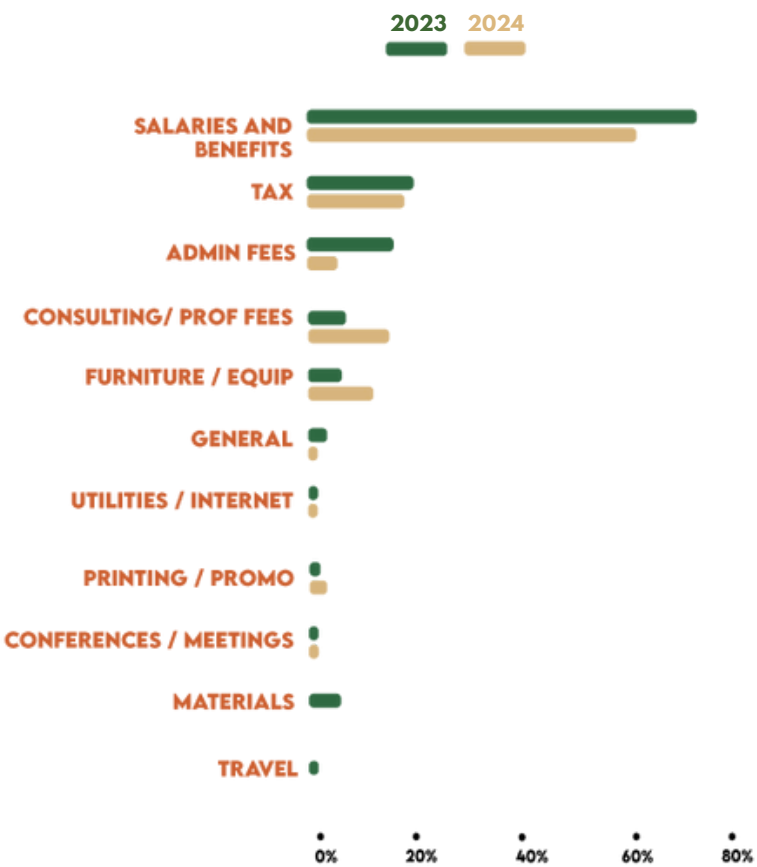
## Expenses

In 2024 the biggest increase in program spend was the Organic Waste Program, where we began realizing our dream of a community-wide solution for the diversion and management of organic waste. In 2025 we will continue to prioritize this work by not only increasing the investment but by optimizing the current processes and infrastructure while scaling our operational capabilities.

Expenses by Program / Function



Expenses by category





# 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 for Todos Santos and El Pescadero. Our 2024 supporters include:



The Green Room  
Villa Santa Cruz  
Joyce Maggiore  
Guillermo Marrero



Alumbra Innovations  
Foundation  
Hotel San Cristobal  
Waterways Baja



Chip Conley Foundation  
Cindy and David Higgins  
Colorado State University  
Todos Santos Center  
Modern Elder Academy  
Todos Santos Eco Adventures



Amanda DuBois  
Aeropilates  
Marimar Higgins



Alvin Bondi  
Andrea Park  
Anne Patsy  
Baja Adventure Company  
Becca Diederich  
Belen Robledo Cao  
Caitlin Allen  
Carlos Diaz Castro  
Carmen Gutierrez  
Christopher Day  
Claire Pogue  
Claudia del Pino  
Cornelia von Rittenberg  
Dive Ninjas  
Gail Bosch  
Heather George  
Heather Howard  
Jan Turner  
Janine Wall  
Jazmin Almada

Jean Spurr  
Jennifer Nichols  
John Schadler  
Johnny Wahba  
Ken and Susan Churchill  
Kim Kita  
Kyle & Sharon Gross  
Latitude Encounters  
Lee Purser  
Lisa Jackson  
Lisa Welsch  
Lorraine Littlefield  
Marjolein Brugman  
Marie Kennedy  
Marie Maxwell  
Marina Garnica  
Mauricio Duran  
Michael Gaines  
Michael McFadden  
Milan & Jeff Ronnow

Nancy Skallerup  
Omega Azul Seafood  
Perla Garnica  
Ran Batson  
Raul Hernandez  
Rosa Necoechea  
Santa Barbara School of Mosaic Arts  
Sonya Bradley  
Susan Schaefer  
Suzanne Taylor  
Sylvia Aroth  
TECA  
Thelma Esquitin  
Therese O'Neill  
Todos Santos Private Transportation  
Travesías DMC & Viajes  
Tres Galline  
Veronica Ruiz



# Supporters and partners

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

Adrian Orozco  
AFEET  
Agundez Sportfishing  
Aldo's Gym  
Cabo Mil Radio Station  
Cabo Sails  
Casa 1880  
Casa Bougainvillea  
Cerritos de Suenos  
Club de Baseball Los Tiburones  
Colectivo Zenda  
Cuatro Vientos  
Day of the Dead Festival  
Delegacion de Todos Santos  
Docecuarenta  
Dos Marias Day Spa  
Dum Restaurant  
El Almendro Wellness Center  
El Faro Beach Club  
El Mirador  
Equus del Sur  
GastroVino Festival  
Guaycura Boutique Hotel  
Hilo Rojo Stores  
Hotel So Far So Good  
Jenny Sutton  
La Comuna Coffee Shop  
La Esquina Coffee Shop  
Liz Hammond  
Los Hijos Del Tropico

Mercado Organico  
Mike Brinkman  
Mini Super Munchies  
Monic Brissette  
Natura  
Nestor Agundez Cultural Center  
Nomad Chic  
Over the Edge Baja  
Palma Serena  
Paradero Hotel  
Rancho Corazon  
Ricardo Amigo Real Estate  
Romex  
Sergio Jauregui  
Sol Azul Oysters  
Soultide  
Sun Garden Products  
Teatro 6  
Teatro Pescadero  
Tendencia Magazine  
Teresita Martínez  
The Hotelito  
The Refill Shop  
The Three Mojitos  
Todos Caballos  
Todos Santos Film Festival  
Tribu Pescadero  
Ulises Martinez





***Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has.***

**—Margaret Mead**

