

Annual Report

2025

CERO
BASURA
BCS

Cultivating Circular Communities



Letter from the Board Chair

It's happening!

2025 was a milestone in our journey towards creating Mexico's first zero-waste community, and our progress is a testament to the power of community-driven action.

Thanks to the passion and dedication of our team, volunteers, partners and neighbors, 2025 was a year of meaningful growth and profound impact. We increased the amount of organic waste diverted by 33%, nearly tripled the amount of compost produced, grew the number of schools participating in our program by 40% and directly engaged over 6,500 community members. These achievements and others outlined in this report demonstrate that our community is uniting around a shared vision, driving a profound transformation in our collective relationship to trash.

Our financial situation has similarly reached a pivotal turning point. In 2025 we transitioned from a start-up phase to an established, independent organization anchored by a proven track record and a sustainable operational pace.

2025 was the year Alianza Cero Basura BCS proved that a small, community-led NGO can be both operationally efficient and environmentally effective. We stabilized our finances while doubling our physical impact, laying a solid foundation for sustainable growth in 2026 and beyond. Thank you to our incredible sponsors, partners and volunteers for working with us to create this lasting legacy of impact. We are excited to share with you here more details of our 2025 achievements and our plans for 2026.

Bryan Batson Jáuregui
Board Chair



Executive Summary

Mission, Objective and Strategy

Alianza Cero Basura is building a zero-waste community from the ground up, one that is locally-rooted in Todos Santos and El Pescadero, regionally-connected across the Baja peninsula, and globally inspired. Our mission is to divert harmful waste away from the landfill into productive uses to prevent toxic fires and maximize environmental impact. Our objective in doing so is to improve the health of the community, the environment, and the local economy. Our strategy is to inspire, educate, and motivate our entire community to change its relationship with trash, while creating many of the means for it to do so.

We are creating a culture of shared responsibility.

In 2025, we focused on strengthening community systems, expanding education, and proving our circular economy model.



Key Achievements



Opened the Organic Waste Community Farm to the general public and increased processing capacity by 61%.



Maintained weekly organics and glass drop-off stations at local markets.



Expanded our school composting program and solidified our leadership role within the Baja California Sur Network of Educational Gardens.



Hosted the first municipal multi-waste recycling event in Todos Santos, "Más que Reciclar."



Formally joined the BCS Circularity and Prevention of Food Waste task forces.



**Organic Waste
Diverted**

118,346 KG

(↑20%)

**Glass Bottles
Repurposed:**

774

(↑290%)

**Compost Produced
(first full year):**

4,399 KG

(↑290%)

**Waste Redirected to
Recycling:**

19,065 KG

(↑21%)

**People Directly
Engaged:**

6,502

(↑27%)

**Single-use plastic
bottles avoided:**

36,697

(↑21%)

**Schools Actively
Participating:**

7

(↑40%)

**Businesses &
Partners
Collaborating:**

50+

About Us

Alianza Cero Basura is a community-powered response to a pressing local crisis. Funded and fueled by the people of Todos Santos, Pescadero and beyond, we create practical, on-the-ground solutions needed to manage waste responsibly amid rapid growth. Our model is built not just for the community, but by it, transforming participation into tangible progress toward our zero-waste vision.

In 2025, we consolidated and optimized our programs and internal structure. Our strategic pillars of waste reduction, waste separation and final disposal provide the framework for every project. The foundation of our strategy is to first reduce the amount of waste we generate. The critical next step is separation at the source, which enables materials to be repurposed locally—either reused directly or transformed with minimal energy. This allows for our final step of transforming trash into a vital resource for our community.

Under this strategic structure, we have consolidated our work into three core programs:



Education and Zero-Waste Culture

Promoting the knowledge and practice of healthy habits for our community and environment within schools, businesses, events, and community gatherings.



Waste Systems Management

Documenting the traceability of the waste produced and guiding large waste generators toward appropriate final disposal channels.



Organic Waste Management

Building a model of local transformation and a circular economy from the waste stream our community produces the most—kitchen and garden waste, which constitutes over 60% of our total waste.

Education & Zero-Waste Culture

Growing the Next Generation of Environmental Stewards

In 2025, we deepened our commitment to education, working with students, teachers, and families to make zero-waste practices a way of life.



School Programs

Expansion of the Invisible Pet (Mascota Invisible) Program:

The Invisible Pet (Mascota Invisible) Program is the highly successful program in which elementary school kids feed and care for the invisible bacteria that turns their organic waste into compost.

At **Melitón Albáñez School**, the project grew from 6 to 12 student groups, with a maintenance staff member stepping into a leadership role. They diverted 437 kg of organics and produced around 80 kg of compost. Students now manage seed sowing, transplanting, watering, and harvesting.





We had our first successful replication when **Miguel Hidalgo Elementary** launched its own Mascota Invisible program. They completed a very successful first six months, processing a total of 755.95 kg of organics. The school also received a Pollinator Garden in-kind contribution from WWF allocated specifically for acquiring native plants from the region and tools.

Water Station Expansion:

In partnership with **Water Ways Baja** and **Hotel San Cristóbal**, we improved water refill stations in three public schools, greatly reducing the amount of single-use plastic bottles they generate.



Teacher Training:

We held a waste-management workshop for teachers at **La Lechuza Kindergarten**, started to work with **Vista al Mar School** and held a waste-management seminar for **BCS Autonomous University (UABCS)** and **Environmental Science students at Colorado State University (CSU)**.



Book Publication:

UABCS, in collaboration with the Baja California Sur Network of Educational Gardens, published "Cultivando Espacios Vivos de Aprendizaje," documenting the ACB Invisible Pet Program and other Educational Gardens.

Community Programs

Alianza Cero Basura sponsored the following community programs in 2025:

Marine Life & Waste Talk:

UABCS researcher Pablo Hernández presented “Waste Management Helps Marine Life” to **120 students from CSU** and two local high schools, **CECYTE** and the **Palapa School**.

Plastic Upcycling Workshop:

We held a workshop on single-use plastic management at CSU with 12 people from our community, creating fish sculptures from plastic waste in partnership with artist Antonio Lucero.



Innovation:

Students from public high school “CONALEP La Paz” presented a prototype bicimáquina, a bicycle-powered machine for shredding organic waste, to members of the Baja California Sur Network of Educational Gardens, a session hosted by local elementary school Melitón Albañez.



Events & Festivals

The 2025 Cero Basura BCS Aloha Cup, created in partnership with the Surf Association of BCS and **Mario Surf School**, was an incredible success. It brought together eight teams of four surfers and more than 500 people from our community around their favorite local sport and a shared vision of a zero waste future. Families, entrepreneurs, academics and athletes participated, joining their neighbors in the movement toward a healthier, more resilient, circular local economy. Also, the event diverted 17 kg of recyclables and 47.25 kg of kitchen waste from the landfill.



The number of events and festivals committed to reducing their waste footprint is expanding rapidly each year. More and more events are using the guidelines we created for event waste management and doing the hard work of using reusable materials, separating the waste they produce, and taking responsibility for its final destination. The **GastroVino Festival** continues to be a leader in this area, and in 2025 diverted approximately 500 glass bottles from the landfill and ensured that all vendors at the festival used compostable containers. **Natura**, a local responsible waste management company, has been a great partner to them in this effort.



Waste Systems Management

Building Systems for Every Stream

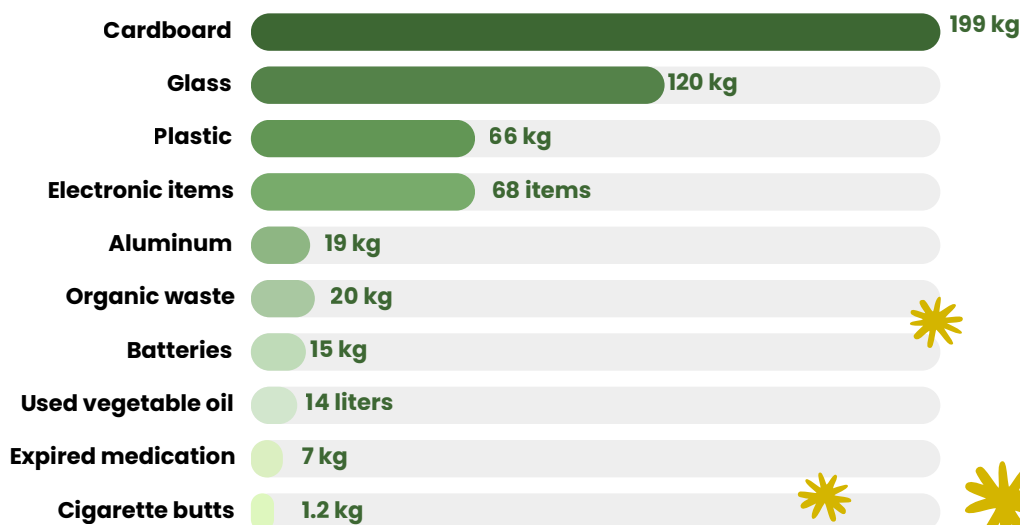
Weekly Community Presence:

We maintained a weekly drop-off station for organic waste and glass at local markets in Todos Santos, and opened a glass drop-off center for the Pescadero and Cerritos communities at Shaka's Restaurant.



First Municipal Multi-Waste Recycling Event:

In partnership with the municipality, we hosted the first event of its kind in Todos Santos, collecting:



Community Clean-Ups:

We mobilized the community to achieve great results in the statewide Megalimpieza with Clean Up BCS: **132 volunteers collected 3.5 tons of trash across 12 locations** achieving a threefold increase in waste collected versus 2024.



Business Waste Management:

Local businesses Hotel San Cristóbal, Dum, and Los Colibris continued their responsible waste management programs, keeping an estimated 33 tons of solid waste out of the landfill in 2025.



Organic Waste Program

From Waste to Resource: The Farm as a Circular Model

Our Community Organic Waste Farm is the physical heart of our circular economy—a place where waste becomes soil, and soil becomes life.



*“Diverting **93,185 kilograms of organic waste** from the landfill is equivalent to avoiding approximately **37.3 metric tons of CO₂**, equivalent emissions, based on the IPCC 2006 Guidelines, Volume 5, Chapter 3.”*



Our goal is for the ACB Organic Waste Farm to become Baja's first large-scale center for organic waste management. Our mission is to maximize organic waste diversion from the landfill through local transformation that returns nutrients to the productive cycle. We currently test and refine four different composting techniques capable of processing diverse organic streams. This experimental, adaptive approach allows us to continuously optimize our methods, always with the same goal: removing the waste that accounts for more than 60% of landfill volume from the equation entirely.

Composting Techniques Scaled: We advanced four methods—Windrow, Hugelkultur, Vermicompost, and SIRDO—with Windrow and SIRDO showing the highest growth.

Composting Techniques – Weight Summary

May 2024 - Dec 2025 ● 19 Month Performance Overview

Technique	May-Dec 2024 (kg)	Jan-Dec 2025 (kg)	% Increase	Total (19 months)
 Windrow	10,054	32,068	▲ +219%	42,122
 Hugelkultur	24,530	22,300	▼ -9%	46,830
 Vermicompost	360	739	▲ +105%	1,099
 SIRDO	726	2,409	▲ +232%	3,134
 TOTAL	35,670	57,516	▲ +61%	93,185

Community engagement at the farm:

-  We hosted over 30 educational workshops, welcoming large groups from UABCS, CSU, and Instituto Gardner from Cabo San Lucas.
-  Our network of gardener-users expanded significantly. These partners play a crucial role by diverting palm and garden waste from the landfill, preventing these flammable materials from entering the harmful waste stream.
-  We integrated the farm into strategic regional initiatives. Our participation in the ICF-led Baja Food Waste Solutions Roadmap positions the Farm as a benchmark and key stakeholder in the peninsula-wide circular economy strategy.





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Kitchen Waste Collection Service

New research demonstrates why kitchen waste is such a high priority for us. In 2025 the US Environmental Protection Agency completed a study that demonstrates that food waste comprises roughly 24% of U.S. municipal solid waste (MSW) landfills, serving as a primary source of landfill methane emissions. Landfilled food, which is the largest source of landfill methane, causes 58% of these emissions. Therefore the strongest correlation to our mission comes from building a system that keeps all food waste out of our landfill, and thereby significantly reducing emissions and fires.



In 2025 we grew our average monthly kitchen waste received by 242% and offered the service year round – irrespective of weather or holidays!

Our kitchen waste collection service continues to grow, driving meaningful habit change within our community. As client Teresa Martínez shared, ***“When I started separating food scraps, I realized how much I was wasting, so I started cooking only what we really need.”***



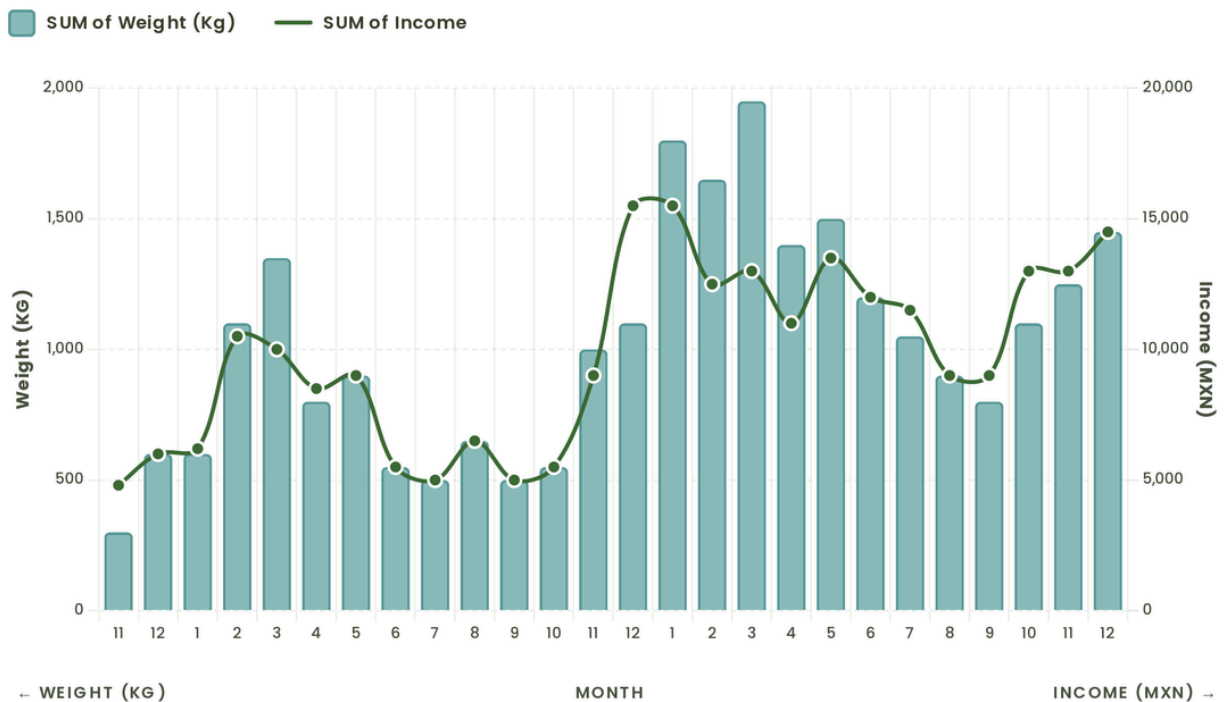
Since October 2023 when we incorporated the kitchen waste collection business into Cero Basura, we have increased the number of active clients by **75%**, and now serve over **80 clients**, including households and businesses.

In addition to our collection service, we now have kitchen waste drop-off sites at both our Organic Waste Farm and **Mercado Ranchero/Mercado Organico**. We will further expand these options in 2026.



As shown in the graph below, the amount of kitchen waste we collected, as measured by weight, increased substantially between November, 2023 and December, 2025, as did the income that Cero Basura earned from providing this service.

Kitchen Waste Diverted (Nov '23 – Dec '25)



Products & Distribution:



Closing the Loop with Local Products: In 2025, its first full year of production, our organic waste farm generated **4,399 kg of compost**, **267 kg of biofertilizer**, and **50+ liters of lixiviado**. All products were sold to local clients or donated to local schools. These outputs replace synthetic fertilizers, restore soil health, and demonstrate a fully circular model in action.

We launched a bilingual product [brochure](#) to help promote the products to interested community members, agricultural producers, and others.



Partnerships & Strategic Networks

Stronger Together: Building a Regional Movement

In 2025, we expanded our alliances, aligning our local work with broader state and national efforts.



Key Collaborations:

-  Circularity & Food Security Task Force: Joined a strategic group for Baja California Sur and Baja California.
-  Academic Partnerships: Strengthened ties with **UABCS** and the **Baja California Sur Network of Educational Gardens**.
-  Municipal Partnership: Co-hosted the first multi-waste recycling event with the Todos Santos municipality.
-  Business Alliances: Collaborated with **Hotel San Cristóbal** on school water stations and local waste reduction.
-  Knowledge Exchange: Visited Ensenada to share and learn about mid-scale composting models: **Hagamos Composta**, to compare their kitchen waste collection system; **Abonanza**, which has a small-scale compost production combined with other regenerative actions; and a large-scale compost production in a restoration project to recuperate olive trees.

Our Team



Carla
Executive Director



Jaresy
Organic Waste Program
Coordinator



Dulce
Education and Culture
Program Coordinator



Mayra
System Operations
Program Coordinator



Daniel
Farm and Collective
Operator



Antonio
Education Program Member
from CSU Todos Santos



Esmeralda
Organics Collective
Administrator



Paula
Content Creator



Mariana
Administrator

Challenges & Learnings

We continue to actively evaluate and learn from our experience in order to improve our process, increase our efficiency, advance our outcomes and better help the community. Some of our key learnings from 2025 are:



- Operational Scaling: Managing the increase in organic waste required process optimization.
- Data Collection: Consistent metrics across all programs need strengthening.
- Funding Mix: We continue to diversify income streams to ensure long-term resilience.
- Community Adoption: Engaging new community spaces remains an ongoing effort.
- Community Ownership is Key: Programs thrive when participants help design and lead them.
- Flexibility in Composting: Different techniques work for different materials and scales.
- Partnerships Accelerate Impact: Public and private alliances open new doors.

Financial Overview

2025 Summary: From Start-Up to Sustainability

In 2025, Alianza Cero Basura BCS transitioned from a phase of rapid capability building into a phase of optimization and stability. While our mission remains steadfast—diverting harmful waste away from the landfill to prevent toxic fires and maximize environmental impact—our financial health has reached a pivotal turning point. We have successfully evolved from a start-up environment to an independent organization with a demonstrated track record of success and a stabilized "run-rate" for our current scope of operations.



1. Financial Evolution

(2021–2025)

Our five-year financial trajectory reflects the typical lifecycle of a small organically growing NGO, moving from initial research to rapid scaling, and finally to operational maturity.



2021–2022 (Research & Pilots):

We began with a modest operational budget (Income: **\$830k** MXN in 2021) focused on auditing waste and launching initial pilots.

2023–2024 (Building Capabilities):

We experienced aggressive expansion, tripling our team size and income. However, 2024 was a year of heavy investment in infrastructure and team building, resulting in our expenses slightly exceeding our income as we built necessary capacity.

2025 (Optimization):

This year marks our stabilization. We achieved a slight revenue increase to **\$3.46M** MXN, but significantly reduced expenses to **\$2.95M** MXN. This correction brought our C:I ratio down to a healthy **85.33%**, generating a reserve that ensures organizational resilience.

2. Key Changes: 2024 vs. 2025

The comparison between 2024 and 2025 highlights a strategic shift from "spending to grow" to "optimizing for sustainability."

Doing More with Less:

While our expenses decreased by approximately **\$450,000 MXN** year-over-year, our impact metrics skyrocketed. For example, organic waste diverted increased by **33%** and soil product production increased by **290%**. Glass drop-off increased by **93%** and our social media following increased by **41%**

Labor Efficiency:




We successfully reduced the proportion of our costs attributed to salaries from **57%** to **50%**. This was aided by the onboarding of "Agent Zeros"—community volunteers and partners—allowing us to gain capacity without linear cost increases.

Management & Administration:

2025 expenses included non-recurring costs in excess of **\$100k** MXN that will reduce the proportion of this expense in 2026. Top items include taxes (\$254k MXN), accounting and bookkeeping (\$141k MXN), Bank/Platform fees (\$82k MXN), and Rent (\$70k MXN)

3. Revenue Analysis: Diversification and Sustainability

Our income strategy in 2025 focused on reducing reliance on singular funding streams and proving the economic viability of waste diversion.

-  The Emergence of Sales: For the first time, "Sales" became a distinct revenue category, contributing **7%** of our total income. This includes proceeds from repurposed glass vasos, compost, worm leachate, biofertilizer, composting buckets, and merchandise (t-shirts, hats). Our target is to grow this sustainable revenue stream significantly in 2026.
-  Kitchen Waste Services: We have monetized our core service. Income from kitchen waste collection and drop-offs increased by **60%** in 2025 and is on track to grow exponentially in 2026. This directly supports our mission to reduce methane emissions—the primary cause of landfill fires —by keeping food waste out of the dump.
-  Currency Exposure: Approximately 59% of our funds originate in USD. While this is a decrease from **73%** in 2024, it continues to expose us to FX risk that we must manage carefully (an effective rate of 18.05 in 2025 vs 16.94 in 2024).

4. Strategic Outlook and Risks

As we look toward 2026, we are in a strong position, but specific challenges require attention:

Donor Concentration:

In 2025, approximately 80% of our income came from 10 key sources. Donor retention and close engagement with these key supporters are critical for the coming year.

Funding Innovation:

Our current financials cover our "run-rate"—the cost to maintain current operations. To invest more deeply in infrastructure and expand into new sectors (such as promoting waste reduction, targeting businesses and engaging local neighborhoods), we must source income above this baseline.

Community Partners:

In-kind donations decreased from **\$296k** to **\$155k**, reflecting a lower reliance on partners for basic operations, but highlighting an opportunity to re-engage the community for material support in 2026.

Conclusion

2025 was the year Alianza Cero Basura BCS proved that a small, community-led NGO can be both operationally efficient and environmentally effective. We have stabilized our finances while doubling our physical impact, laying a solid foundation for sustainable growth in 2026.

Jenny Sutton

**Financial Controller and Persona Morale
(Legal Representative)**





Our Supporters & Partners

Legacy



- ☆ Alumbra Innovations (CHAMPION level)
- ☆ Hotel San Cristóbal (CHAMPION level)
- ☆ David and Cindy Higgins
- ☆ Chip Conley Foundation

Guardians



- ☆ Jack and Leigh Russo
- ☆ Amanda & Philip DuBois
- ☆ Todos Santos Eco Adventures
- ☆ Erica Andrea Berger
- ☆ Nelson Family Life Foundation
- ☆ Mario Surf School
- ☆ Jenny Sutton
- ☆ Docecuarenta Café
- ☆ Mrs. Cheryl V. Myers
- ☆ Cuatro Vientos
- ☆ AFEET
- ☆ Travesías DMC & Viajes

Protectors



- ☆ Water Ways Baja
- ☆ Mark Roberts
- ☆ Baja House Hunters
- ☆ Therese O'Neill
- ☆ Kim Horner
- ☆ Jennifer Nichols
- ☆ Robyn Shapiro
- ☆ Gail Bosch
- ☆ Alberto Penney
- ☆ Romex
- ☆ Jill Talladay
- ☆ Alvin Bondi
- ☆ Kate Paul
- ☆ Milan Ronnow
- ☆ La Katrina Surf Shop
- ☆ Angela Zancanaro
- ☆ Twelve Paws
- ☆ Erika Britney
- ☆ Alfredo Marron
- ☆ Barracuda Cantina
- ☆ John O. Batson
- ☆ Kitty & Tom Johnson
- ☆ Johnny Wahba
- ☆ Nicole Marchant
- ☆ Diego Canales / Casa
- ☆ Peyote
- ☆ Santa Barbara School of
- ☆ Mosaic Arts
- ☆ Sergio Jauregui



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

- Instituto Nacional de Investigación Forestal, Agrícola y Pecuaria (INIFAP)
- Caitlin Allen
- Marla Orenstein
- Loraine Littlefield
- Sara "la bombera "
- Profesor Bryan
- Deborah Hilgenberg
- Catherine L'Italien
- Patrick Maillé
- Denise Duble
- Teresita Martínez
- Cesar Caballero
- Rory Rennison
- Chava Tzemach
- Denise Anderson
- Vivian Glyck
- Colleen Suche
- Omar Contreras/Septic Truck
- Day of the Dead Festival
- Delegacion de Todos Santos
- El Faro Beach Club
- El Mirador
- GastroVino Festival
- Guaycura Boutique Hotel
- Los Hijos Del Tropicico
- Mercado Orgánico
- Mercado Ranchero
- Natura
- The Tree Huggers
- Caballo Loco





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

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