

REFORESTAMOS -POR- NATURALEZA

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Protecting Peru's breathtaking biodiversity is not just up to the government: there are numerous legal mechanisms that allow ordinary citizens, families and communities to dedicate land to conservation, including cloud forests, tropical rainforests, dry forests, and Andean wetlands. These include private conservation areas, conservation or ecotourism concessions, among others. Together, these "privately protected areas" help connect state-run reserves, and foster a pro-conservation culture. In some cases, they protect species that are not otherwise protected by Peru's National Protected Areas System.

However, since these privately protected areas do not receive government funding, one of their greatest challenges is financing their conservation activities, like patrolling, maintaining trails, legal fees etc.

This led us to create *Reforestamos por Naturaleza* in 2014, a donation system based on adopting native trees growing in the privately protected areas. This platform allows anyone - individuals, or even enterprises - to support Peru's grassroots conservation movement. In return, the donor receives a certificate with a picture of their adopted tree, its geographic coordinates, and information about the species.

Each year, half of the funds collected through tree adoptions are transferred to the privately protected areas to implement their conservation activities. The remaining funds cover campaign costs.

This **report** summarizes what the privately protected areas that received funds between 2015-2019 were able to do thanks to the donations of over 2,000 people and over 30 enterprises.

S/ 50 200

implemented between 2015 and 2019, for

6

Conservation projects in

5

Privately Protected Areas in Amazonas, Loreto and San Martin

PRIVATE CONSERVATION AREA BOSQUE BERLÍN

Leyda Rimarachín and her family protect a cloud forest of almost 200 hectares (59 hectares are officially registered as a Private Conservation Area (ACP)). Together they protect endangered species such as the beautiful yellow-tailed woolly monkey and the night monkey. Leyda is a biologist, and what she loves the most is to discover new species and wonders of the forest, like orchids, monkeys and hidden waterfalls.

2016 Project

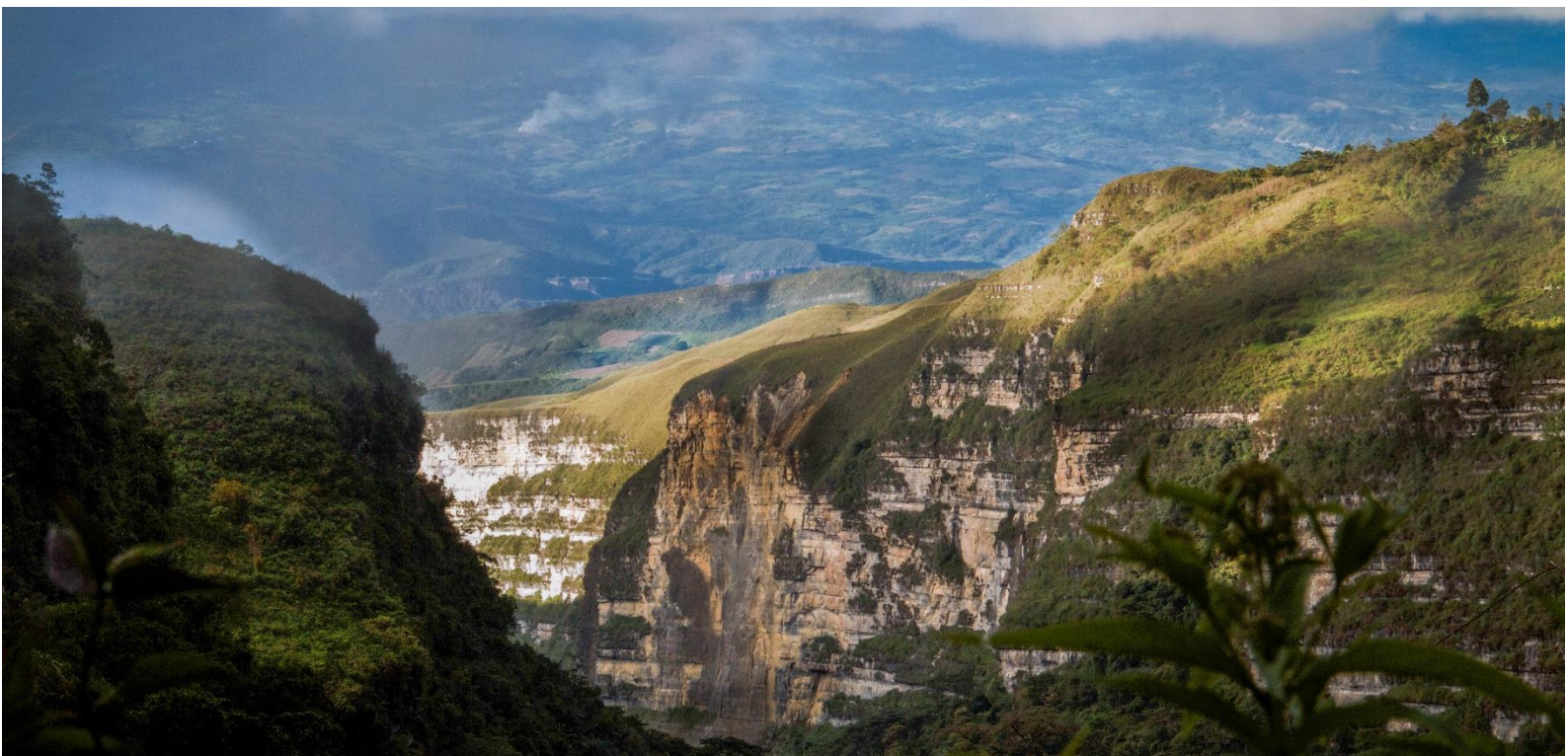
The first project was carried out in 2016 with a fund of S/ 10 525, from the adoption of 421 trees. The tourist lodge, located within the conservation area, was improved thanks to this project: painting of the ceiling, curing wood and painting the whole lodge, as well as making the division for 3 rooms to receive guests.

Furthermore, a panela (brown sugar) production center was built, with a roof, electricity and water, and the materials for the production process (steel sieves and colanders, wooden spatulas and molds, among others). A biological and cultural interpretation space, which is centered around conservation and the history of ACP Bosque Berlín, was also implemented.

2018 Project

The second project was carried out in 2019 with a fund of S/8 800, from the adoption of 352 trees. With this fund, the improvement of the tourist lodge was continued, an Ecolodge was designed, the structures were remodeled, and lighting through solar panels was implemented. Furthermore, the promotion of ACP Berlín started with the redesigning of the logo, inscription in Indecopi (the National Institute for the Defense of Competence and the Protection of Intellectual Property), printing of post cards, labels, and containers for the sustainable products of the area.

Finally, Leyda was able to register her reforestation areas and recovering forests with the National Forest and Wildlife Service (Serfor), as well as care for the trees she had planted throughout the area.



PRIVATE CONSERVATION AREA MILPUJ – LA HEREDAD

Perico and Lola Heredia Arce are a son and mother who live together in the Utcumamba River valley and protect a 17-hectare dry forest. Their work is important

because dry forests are not adequately represented in National Protected Area System.

2016 Project

The first project fund for ACP Milpuj – La Heredad was carried out in the year 2016, with S/ 7 275, corresponding to the adoption of 291 trees. Several activities were developed as part of the remodeling of the lodge: drawing up of the construction plan, fabrication of adobe bricks, selection, authorization and transportation of certified wood, construction of the roof with Andean tiles, and repair and plastering of walls. The aim of the project was to improve the tourist lodge, which brings financial sustainability to the conservation area.

Currently, ACP Milpuj – La Heredad is executing their second project with funds collected through Reforestamos por Naturaleza.



CONCESSION FOR CONSERVATION OJOS DE AGUA

More than 15 years ago, a group of farmers from Pucacaca wanted to conserve their water basins and biodiversity. They decided to ask the government for a conservation concession of more than 2400 hectares of forest in San Martin. The members of the Forests of the Future Ojos de Agua Association (ABOFOA) have since created one of the most successful examples of a conservation concession, protecting their forest from illegal logging.

2016 – 2017 Project

During 2016 and 2017, ABOFOA carried out their first project with a fund of S/ 6 625, corresponding to the adoption of 265 trees. They promoted the recuperation of deforested areas with endemic plants, implemented an ecotourism circuit. They constructed a beautiful canopy bridge and observation platforms to help tourists observe wildlife from up in the trees.

Furthermore, they cared for 1000 newly planted trees, and also marked the borders of the conservation area, which was registered in an online database.

Currently, ABOFOA is carrying out a reforestation project financed by Help Peru, through Conservamos por Naturaleza.



PRIVATE CONSERVATION AREA PARAÍSO NATURAL IWIRATI

Puerto Prado is the first native community that created their own private conservation area. They live along the banks of the Marañon River, in Loreto, in front of the National Reserve Pacaya Samiria, and they protect 100 hectares of forest. The community is special not only for having created their conservation area, but also because it is one of the few native communities headed by a woman, Ema Tapullima. Ema's efforts in promoting conservation and supporting her community have been rewarded by the government.

2016 – 2017 Project

Between 2016 and 2017, S/11 300 were raised by the adoption of 452 trees through Reforestamos por Naturaleza. With 30% of this fund, 500 native trees were planted in the ACP Paraíso Natural Iwirati, Puerto Prado community.

The remaining 70% of the fund was used to implement a running water system to deliver water to the 16 houses of the community. This project was possible thanks to the combined support between the Mar Adentro Foundation from Chile and Reforestamos por Naturaleza.

This was the first time the community households had running water, a very important step toward improved health and sanitation.



POR MI, QUE TODO EL MUNDO SIEMPRE



PRIVATE CONSERVATION AREA CAVERNAS DE LEO

"I'm blessed by life. I live in a land where everything grows, and here I have this cave, which I have a mission to protect" says Leo, a farmer who pays daily tribute to nature in a beautiful plot in the Amazonian jungle. He lives in the Omia district, in the Rodríguez de Mendoza province, formerly known as Omnia, which means: the lands which produce everything.

In 2014, he was awarded the title of Private Conservation Area (ACP) by the Peruvian Ministry of Environment. Although ACP Cavernas de Leo covers only 12.5 hectares, it is special because it houses the entrance to a large complex of caves around 40 000 square meters large, with 120-meter-tall ceilings, seven levels, and 1 300 different areas.

2019 Project

ACP Cavernas de Leo's first project received S/5 675 through the adoption of 227 trees. The fund was used to plant 750 native trees within the conservation area, and care for them to ensure successful growth.

Currently, ACP Cavernas de Leo is carrying out their second project with funds collected by Reforestamos por Naturaleza.

For more information:

www.reforesta.pe

www.conservamos.org