

Our Impact 2025

Achievements and Activities

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MAYA KA'AN

DONDE LA TIERRA LATE



For the first time, community-based tourism **has been recognized at the national** level for its contribution to the country. The **Federal Government** has positioned Maya Ka'an as a flagship initiative in the development of new public policies.



We strengthened the positioning of **Maya Ka'an** through the participation of community-based tourism enterprises in **Tianguis Turístico 2025**, **Adventure Travel México (ATMEX)**, and the **International Tourism Fair (FITUR Madrid 2025)**. The destination **was showcased alongside benchmarks such as Holbox, Riviera Maya, and Cancún**, standing out for its sustainable and community-driven tourism model. This visibility was further enhanced through connections with promoters, agencies, and influencers at national and international levels.

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We participated in **Terra Madre Americas**, a gastronomic festival promoted by **Slow Food** that celebrates sustainable food systems, featuring the Caribbean spiny lobster as its central symbol, sustainably harvested in the Sian Ka'an Biosphere Reserve.



We trained **8 community-based enterprises in Ecotourism Best Practices**, which establish clear guidelines to promote ecosystem conservation and sustainable territorial development.



We collaborated with local cooperatives in the design of **two sustainable tourism experiences** in Tihosuco and Punta Allen, led by local hosts: a guided visit to Hacienda Lal Kaj and a gastronomic workshop focused on the Caribbean spiny lobster.



Amigos de Sian Ka'an participated in the **launch of the Indigenous Tourism Network of Quintana Roo, IK LU'UM**, held in the community of Sabán—an event that marks a new momentum for tourism rooted in identity, community leadership, and a forward-looking vision for the state.

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Solar Energy

We developed the **management model for the solar power plant in Punta Allen.**

Two enterprises in Punta Allen installed photovoltaic systems, joining the transition toward renewable energy.



Waste Management

We recovered **1.42 tons of plastic**, strengthening the work of women recyclers.



Mangrove Restoration



At El Playón, within the Sian Ka'an Biosphere Reserve, we built **500 tarquinas (artificial islets or material deposition zones)** to facilitate reforestation, planting more than **10,000 red mangrove propagules.**

We monitored blue carbon indices, water quality, and hydraulic dynamics in restored mangrove areas, recording a decrease in water salinity that has favored mangrove recovery and the return of local fauna.

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+240

Bird species recorded on eBird by community and children's groups.



+17 mil

Birds observed through community monitoring.

In **Maya Ka'an**, monitoring birds, mangroves, and other environmental indicators is a key tool for understanding the health of our ecosystems, evaluating conservation efforts, and generating information that supports decision-making and community resilience.



Accreditation of 7 members of the Punta Allen **Community Center for Underwater Research and Monitoring (CECIMS)** in diving for the strengthening of marine conservation.

WATER GOVERNANCE

26

Communities in Maya Ka'an with water governance.

73

Water quality samples collected at 42 sites (5 cisterns, 5 cenotes, 7 lagoons, and 25 wells) across 27 Maya Ka'an communities.

177

Ecotechnologies installed for rainwater harvesting and wastewater treatment.

431

People participated in activities related to the construction and maintenance of ecotechnologies, water quality monitoring, and environmental education.



Rainwater Harvesting

- More than **508,000 liters of water** harvested.



Filtros de agua

- 44 water filters delivered in 15 communities.

Wastewater Treatment

- More than **1.85 million liters of water** treated through constructed wetlands and safely returned to nature.
- **24 hotels** in Cozumel assessed to improve sanitation governance.
- **80,000 residents** of the Municipality of Felipe Carrillo Puerto will benefit from the development of comprehensive sanitation plans to prevent the contamination of aquatic ecosystems.





Idea ask

Instituto de Educación Ambiental
de Amigos de Sian Ka'an



- With the 4th edition of the Diploma **Program in Wastewater Treatment Plant Operation**, 28 operators strengthened their skills to improve the operational efficiency of the systems under their responsibility.
- We supported the **Yucatán Peninsula Basin Council** in delivering the first **Diploma Program in Water Culture for Educators**, with the participation of 30 elementary-level teachers from across the Yucatán Peninsula.
- We designed the **Diploma Program in Conservation and Sustainable Use of Cenotes**, aimed at strengthening the capacities of diverse social sectors to contribute to the proper use and protection of these water bodies.



Diploma Programs

We strengthened inter-institutional alliances with Basin Councils and Secretariats of Education across the Yucatán Peninsula.

ASK PRESENCE



We were awarded the 11th edition of the **Xochitla Award** for environmental protection and education for sustainability in Mexico.



We formalized a cooperation agreement with the **Netherlands**, represented by Ambassador **Wilfred Mohr**, focused on the exchange of knowledge and best practices in water management, climate change adaptation, and nature-based solutions.



We established a collaboration agreement with the **Secretariat of Environment, Biodiversity, Climate Change, and Energy of Campeche (SEMABICCE)**, led by **Jocelyn Durán Murrieta**, to strengthen conservation actions, environmental monitoring, and sustainable territorial management in the state.

PRESENCIA ASK



Active Participation In

Yucatán Peninsula Basin Council:

Serving as President of the Council, we participate in its auxiliary bodies (local basin committees) and provide technical information for integrated water management and the conservation of associated ecosystems.

Advisory Councils of 8 Natural Protected Areas:

From these participatory spaces, we provide technical expertise, follow up on conservation actions, and strengthen participatory governance.

Quintana Roo Tourism Advisory Council:

We participate by promoting the integration of sustainability and community-based tourism criteria into sector planning and decision-making.

Destination Management Organization of Maya Ka'an:

We contributed technical knowledge and over 10 years of experience in developing the Maya Ka'an destination alongside local communities, maintaining a vision of conserving biodiversity and promoting Maya culture through community-based tourism.

National Advisory Committee for Environmental and Natural Resources Standardization (COMARNAT):

We contribute technical knowledge and field experience to the review and strengthening of environmental regulations, with an emphasis on ecosystem conservation and sustainable use of natural resources.

Institutional Collaboration

We participated in the Sustainable Tourism Master Plan 2050, providing technical guidance to integrate sustainability criteria and a community-based approach.



¡Gracias!

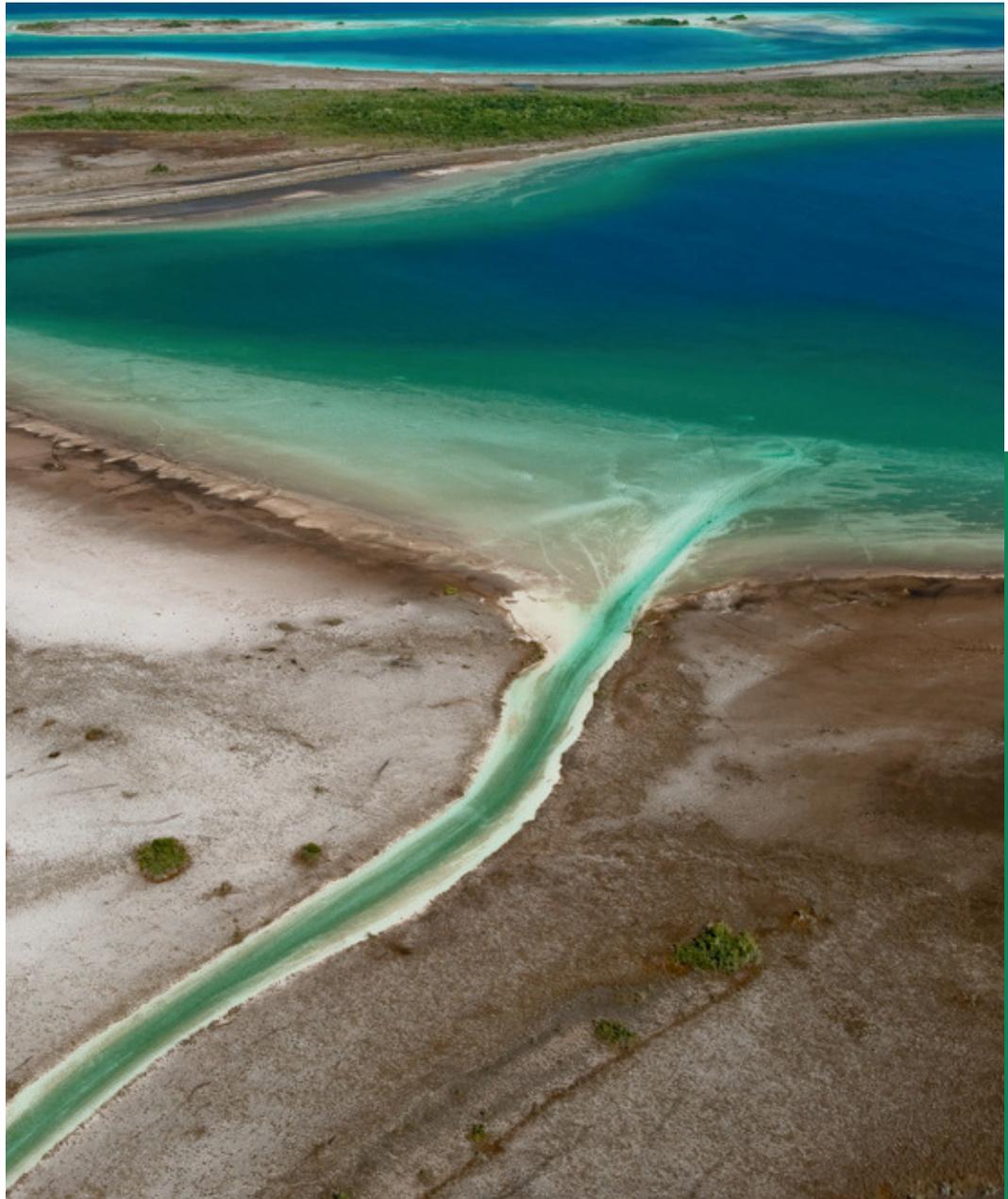




*Four decades
defending nature,
strengthening communities,
and working toward
sustainable development.*



GET TO KNOW US



2025

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