

An aerial photograph showing a dense mangrove forest on the left, with a large body of brownish water on the right. The forest is lush green, and the water has a textured, rippled surface. The word 'Annual' is written in large white letters across the middle of the image, overlapping both the forest and the water.

Annual

Report 2018



Working passionately for a
Cleaner
Panama

Message from the Chairman

Leading by example
to inspire collective change



by Daria Shevtsova on Pexels

“Think Globally, Act Locally”

It is a phrase commonly used but seldomly practiced. Marea Verde strives to lead by example, acting locally to make a difference, even if these actions are seemingly insignificant vis a vis the global challenges our planet faces.

The name of our organization, Marea Verde (Green Tide), was chosen to emulate the Marea Roja (Red Tide), our national soccer team. Why? Because everyone loves soccer with great passion, and we want to foster that same intensity and passion for a cleaner Panama.

We do not pretend to solve every garbage problem in the country, or forever defray coastal and river cleanups. We do, however, hope to inspire collective action for positive change, replace the constant criticism and complaints that pollute our social media, for proactive attitudes and demonstrative projects that provide an alternative way for a sustainable lifestyle.

As a young man I remember going for swims on Sundays in Avenida Balboa, just a few steps from the street landed you on a beautiful sandy beach. Today, the thought of bathing in the Bay of Panama is unthinkable.

In those days, milk was delivered in glass bottles, placed outside our home, where empty bottles would also be left for the milkman to take with him What will it take to return to basic and simple practices that are better for our environment? At the very least, innovation in sustainable and affordable packaging materials, regulations to enforce the use of these materials, private sector stepping up on their extended responsibility and informed consumers making smart choices on what they decide to buy. If all these things do not take place, the days of bathing in the ocean may be relegated merely into memories.

I believe we as humans will rise up to the challenge, and while we figure out the best ways to move forward, I would like to invite you to join our efforts. We can all work together and make a difference!

A handwritten signature in black ink, appearing to be the initials 'Caf'.



A photograph of a dense forest with many trees and green foliage. The text is overlaid on the image.

**What a
wonderful
first year!**



Message from the Executive Committee

We are delighted to work with an extraordinary team united in the purpose of a cleaner and healthier Panama. Together we have dreamt of ways to address the ever growing and ubiquitous plastic pollution, and set forth a number of pilot initiatives to contribute to the search for solutions and awareness.

Our initial set of projects focus on three main areas:

AWARENESS CAMPAIGN

With Dermal Arat XXI, we aim to project how garbage will pollute not only our environment, but also our culture.

ENVIRONMENTAL EDUCATION

In association with the Panama Audubon Society, we have implemented the Aulas Verdes (Green Classrooms) program in two public schools in the Matías Hernández watershed.

INNOVATIVE ACTIONS

Costa del Este's Mangrove Cleanup and Restoration via a strategic alliance with an at-risk social group.

"The Plastic Route" which demonstrates the viable use of recycled plastics in asphalt roads, thus potentially creating value for post-consumer plastics.

The floating barrier on the Matías Hernández river, to prevent floating garbage to reach the ocean.

Along the way, we have met, collaborated and learned from many wonderful people, organizations and institutions, and are particularly inspired and excited by the work being done by younger generations. We look forward to continue thinking and acting in novel ways, revealing power in unity and hope in change.

We are most thankful to our corporate sponsors, partner organizations and individual donors who have made possible all these achievements, our efforts would not have borne fruit without your support and interest.



Introduction

Marea Verde is a non-for profit organization established in 2017, committed to promote civic action and awareness on how to mitigate solid waste pollution in Panama's rivers and coasts. During our first 15 months we have implemented a number of pilot projects that showcase how we can all make a difference if we change our waste disposal habits to more sustainable ones. Contained in this report is a description of our projects, alliances, sponsors and financial status.

Much of this first year was also spent consolidating Marea Verde as a legal entity, creating its brand and establishing its digital identity. We worked on defining a mission and vision, on our social media footprint and on partnerships with organizations that shared our values and expectations.



Our Mission

Pilot projects that inspire civic action to reduce garbage pollution in Panama.

Our Vision

Support biodiversity conservation and a healthy environment by addressing garbage pollution in rivers, coasts and oceans.

by Mathew Schwartz on Unsplash



Our Goal

Work with communities, authorities and other stakeholders in the Matias Hernandez watershed to diminish and prevent garbage from reaching the Panama Bay and its wetlands.



Our Team



Board of Directors



Felipe Motta
President



María Cristina Salazar
Vice President



Mirei Endara
Secretary



María Dolores Cabarcos de Humbert
Treasurer



Federico Salazar



Francisco Arias



Alberto Motta



Robert Zauner



Rosabel Miró



Alfonso Bodden

Executive Committee



Mirei Endara
Secretary



Sandra Watemberg
Project Manager



María Dolores Cabarcos de Humbert
Treasurer

Staff



Sandra Watemberg
Project Manager
(full time)



Projects



Mangrove Cleanup and Restoration

When the Costa del Este community was established, approximately 20 years ago, there were no mangroves surrounding its coasts. Today, we have a well-established mangrove forest, that complements the migratory shore bird feeding areas in the Bay of Panama.

However, these mangroves have retained over the years, much of the garbage flowing out from neighboring rivers. The large volume of trapped plastics looked like there was snow on the ground. The mangroves were drowning in garbage, and showing some mortality.

We are unsure if the mortality is due to the mounting garbage levels, but are certain it is not the preferred or natural state. The objective of this project is to restore the mangrove ecosystem and its many ecological services, by eliminating the garbage and plastics stuck in them.

To this end, we partnered with the Fundación Jesus Luz de Oportunidades (FJLO), a not for profit dedicated to providing second chances to youth gone astray. With FJLO we are able to have a crew of 6 pick up garbage from the mangroves every day of the week since October 2017. By the end of the 2018, more than 60,000 jumbo bags of garbage had been collected, and positive signs such as mangrove regeneration and the return of birds such as the White Ibis, were visible within a couple of months.

Two other strategic partners make this project possible, Panatruck and Hormigon, as they donate trash pick-up and transportation to landfill service.



“Aulas Verdes” Environmental Education Program



“Aulas Verdes” or “Green Classrooms” is the Panama Audubon Society’s (PAS) environmental education program. PAS has successfully implemented this program in several public schools in Panama, including in the neighboring Juan Diaz river watershed. The program trains fifth and sixth grade teachers on the importance of mangroves, biodiversity, food chains, recycling, etc., and provides them with a complete toolbox to help them implement the program in their schools. Additionally, the program includes a visit by students to the Casco Viejo mangroves.

Marea Verde adopted 2 public schools in the Matías Hernandez watershed to participate in this program, Estado de Israel and the Carlos A. Mendoza schools, training 16 teachers and reaching 426 students.

We expect the Aulas Verdes program to provide us with insight and community good-will for the long-term solutions needed in garbage pollution.





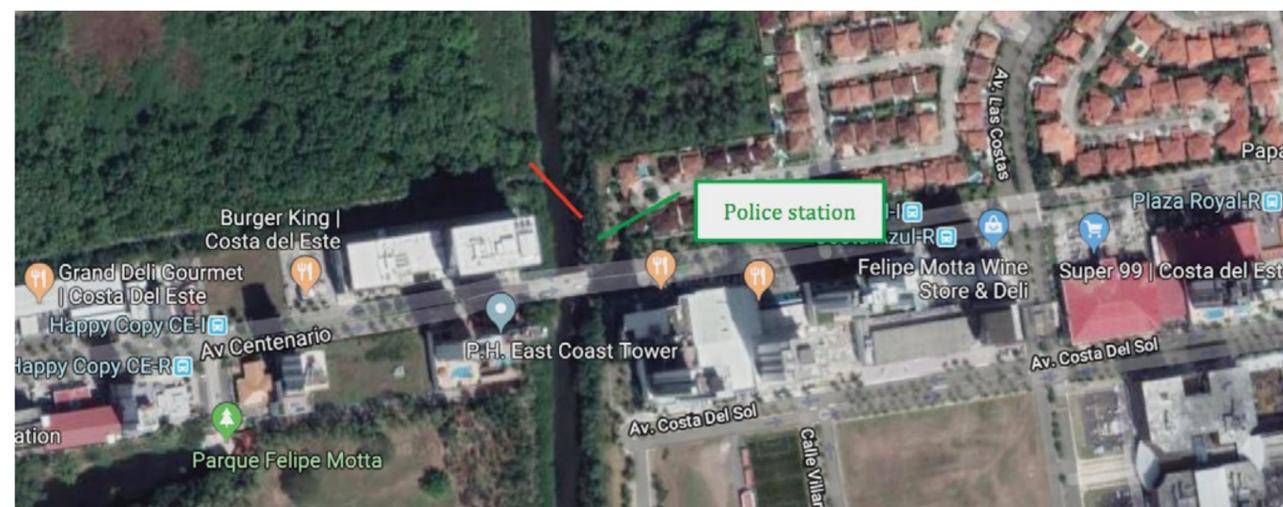
Floating Barrier over the Matías Hernández River



Preventing garbage and plastics flowing in the Matías Hernández river from reaching the mangroves and ocean has been a priority since day one. After analyzing different alternatives on how to best go about this challenge, given the limited data we had from the river and its garbage, we opted for a basic floating barrier consisting of a series of 10ft and 3ft booms connected by steel chains, and anchored on either side of the river.

Site selection was another challenge in it by itself, as there were a number of characteristics that needed to be met: collect the most amount of garbage possible, which meant proximity to the river mouth, accessibility for personnel to enter the river and trucks to collect garbage, and an area with security and the neighbors' consent for the activity. An appropriate site was finally chosen next to the Costa del Este's police substation.

Lastly, but not least, the necessary permits and authorization formalities were obtained. Since this project was new to the authorities, it took some extra effort in defining the type of permits needed.

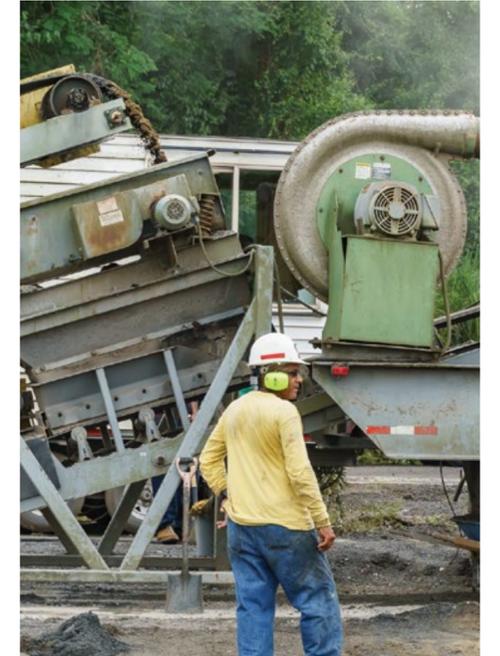


“The Plastic Route”



The reason there is so much plastic pollution is the low or non-existent value of single-use plastic. If post-consumer plastic had demand, there would not be any plastic in our rivers or coasts. The aim of this project - “The Plastic Route” – is to create local demand for used plastics, increasing its value and providing incentives for people to recycle it instead of disposing it on the streets or rivers.

This project demonstrates the use of recycled plastics in asphalt roads as used in other countries like India, and the Netherlands. Our partners for this project are the Ministry of Public Works (MOP), Panama’s Recycling Chamber, Red Ecológica, Fundación Trengo and Agua Bambito. MOP provided the machinery, asphalt and human resources. Red Ecológica donated over 6 tons of shredded recycled plastic. Fundación Trengo and Agua Bambito provided the resources to hire two asphalt experts from the University of Costa Rica, who had laboratory and theoretical experience modifying asphalt with plastics. Panama’s Recycling Chamber hosted an event about this initiative, where our consultant, Luis Guillermo Loría-Salazar, presented their lab tests and experiences regarding the use of recycled plastic in asphalt mixtures. Lawmakers from different Panamanian political parties participated and took interest in the project.



The first demonstrative trial took place in mid-November, and consisted of 200m of modified asphalt at 1% of the mixture replaced with plastics, an equivalent of 13,000 plastic bottles, and another 200m at 2% of the mixture replaced by plastics, or approximately 19,500 plastic bottles. In total, approximately 32,500 plastic bottles were used on the 400m of modified asphalt road.

Due to technical errors not pertaining to the use of recycled plastics in the asphalt mix, further trials were set for 2019.

DERMAR ARAT XXI Awareness Campaign



by Angel Silva on Unsplash

One of Panama's most renowned indigenous groups is the Gunas, who inhabit the northeast coast and San Blas archipelago. Their hand made textiles called "Molas", are used in the women's traditional shirts, but also as souvenirs, hangings and other prints. Molas typically depict natural elements found in their surroundings. When thinking of a Panamanian cultural expression, the mola is often in the top of mind.

DERMAR ARAT XXI, which means Marea Verde 21 in the Guna language, is a campaign that consists of a series of silk and modal scarves that utilize the traditional nature-inspired mola designs with foreign elements such as plastics, straws, cans and the similar. This is to say that the status quo will end up contaminating even our culture and art in the 21st century.

This campaign was launched in November with Franklin Panama, the only boutique that has authorization from the traditional Guna authorities to print mola designs on textile. The proceeds from the sale of the scarves help finance our cleanup projects, as well as support the Guna Congress activities.

Local and international influencers such as Miss Panamá Rosa Iveth Montezuma, Isabella Eisenman, and Kelly Talamas, have sported our scarves, helping us spread the message and impact more people.





Steps in consolidating Marea Verde



Legal status

The Ministry of Government of Panama legally recognized Marea Verde as a not-for-profit on June 6, 2018 by Decree #189-PJ-189. It was inscribed in the Public Registrar's Office on June 21, 2018.

Digital Identity

On April 2018 we launched Marea Verde's digital identity in Instagram, Facebook, and Twitter. Through these platforms we seek to create awareness and engage the public in sustainable habits. Our content communicates the progress on our projects, shares relevant news on environment, provides tips on how to manage better our garbage and/or recycle, and promotes environmental campaigns and actions.

Our Brand

Our logo encompasses the following elements:

- Passion - heart
- Ocean – water waves
- Color green – universal color of the environment

The heart shape also includes our initials in its outlines, with the "M" in upper part, and the "V" in the lower part. We are grateful to our digital agency Newcycle and to Jorge Heilbron for creating this beautiful logo.

Volunteerism

"World Cleanup Day"
in San Miguelito

On September 15th of 2018, in celebration of "World Cleanup Day", we organized a cleanup in two different sectors of the San Miguelito community, upstream of the Matías Hernández river. The activity was meant to foster community engagement and a healthier environment. San Miguelito is an area with deficient trash collection and severe waste disposal problems. Over 100 volunteers participated in this event, including sponsor companies' staff, local authorities, likeminded not for profits, and residents from the area. In all we collected 29.1 tons of garbage during the event. The activity was showcased on different media channels, causing a great impact and highlighting the reality of many a community in Panama.

Corporate Sponsors

by Annie Spratt on Unsplash

Below is a list of corporate sponsors that support our projects and activities.

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DISTRIBUIDOR AUTORIZADO

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FUNDACION
ALBERTO MOTTA



VALOR
DEVELOPMENT

SIGSA
Sistemas de Generación, S.A.

FURNITURE CITY
Cuesta poco ser feliz

IIASA CAT
EL EQUIPO DEL
PROGRESO

delta

Riba Smith

SH3 INGENIERÍA

NOVEY

Home
BASICS

PROVIENDA
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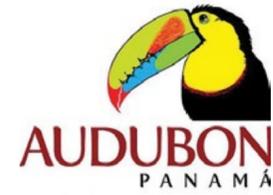
Fundación
Sus Buenos
Vecinos

Thank you for believing in our team and projects!

Strategic Alliance



by Annie Spratt on Unsplash



2018 Audited Financial Status

Financial Balance Sheet As of December 31, 2018

Assets	Notes	2018	2017
Current Assets			
Cash	4	\$141,982	\$113,914
Accounts Receivable	5	\$10,322	0
Total Current Assets		\$152,304	\$113,914
Total Assets		\$152,304	\$113,914

Liabilities	Notes	2018	2017
Current Liabilities			
Accounts Payable	6	\$2,488	0
Accumulated Expenses Payable	7	\$7,983	0
Total Current Liabilities		10,471	0

Patrimony	Notes	2018	2017
Accumulated Excess in Income Expenses		\$141,833	\$113,914
Total Liabilities and Patrimony		\$152,304	\$113,914

2018 Audited Financial Status

Income and Expense Statement For the year that ended on December 31, 2018

Income	Notes	2018	2017
Donations Received		\$173,443	\$121,000
Total Gross Income		\$173,443	\$121,000

Costs	Notes	2018	2017
Projects		\$122,711	\$7,086
Total Costs	8	\$122,711	\$7,086
Total Net Incomes		\$50,731	\$113,914

Expenses	Notes	2018	2017
General and Administrative Expenses	9,10	\$22,812	\$7,086
Total Expenses		\$22,812	0
Net (Loss) Profit for the Year		\$27,919	\$113,914

A person with long dark hair, shirtless and wearing black shorts and blue shoes, is swinging on a rope over a river. The person is captured mid-swing, with their feet just above the water, creating a splash. The background is a dense, lush green forest with many trees and vines. The overall scene is vibrant and natural.

Thank you!

#SomosLaMareaVerde

