

la pitahaya

NIPARAJÁ'S NEWSLETTER
AUGUST, 2013



contents

WATER:	Awareness Campaign
LAND:	II Forum "Knowing sierras La Giganta and Guadalupe"
MARINE:	5th bike ride to Balandra
COMMUNITY:	18th Anniversary of Cabo Pulmo National Park
ORGANIZATION:	Coming Events...

Dear readers,

In this newsletter you will find information about our recent events and future activities.

Niparajá was born in 1990. Our mission since then has been to preserve the natural resources that distinguishes South Baja, establishing dialogue within the society, consulting and promoting scientific research and improving life quality in rural communities by assisting them to organize their priorities and needs in a way that benefits everyone and everything, respecting their cultural identities and teaching alternatives to maintain the environment for future generations of our state and country.

To accomplish our mission we work with a wide expectre of audiences. In South Baja and México we need that the model of social participation and sustainable usage of natural resources become triggers of prosperous communitites, not conflicts. Ous state offers unique oportunities to develop this models. Community organization, the creation of local habilities and fear trade, are essential to preserve ecosistems with natural services invaluable because reach so much further than their borders.

Recently we launched the campaing "Water doesn's come from the faucet, comes from the sierras, conserve them!". In regions as arid as ours, is fundamental to create collective awareness about the scarcity of this resource. Through a simple video, everyone can now know the origin of the water we use in town. The complimentary materials allows us to better understand how it is used and what should we do guarantee its supply in the near future.

Also, we hosted the 2nd forum "Knowing sierras La Giganta y Guadalupe: Values, Challenges and Strategies". For two years in a row, this forum creates an open space for dialogue between academy, rural communities y decision makers to acknowledge this situation about our state.

In honor of environment's day celebrations, we had our now traditional bike ride to Balandra and participated in the 18th anniversary of the Cabo Pulmo National Park.

If you want to know more about our work, feel free to navigate our website, Facebook and Twitter accounts. If you want to support our conservation actions, you can give a tax deductible donation online by clicking on the following button:



Thank you for being part of this effort,



Meredith de la Garza
Executive Director



Awareness campaign

Last april 8th2013, the Water Conservation Program launched its awareness campaign about La Paz's aquifer mainly water source, that is sierras Las Trincheras y El Novillo.

Our Water Conservation Program with the support of International Community Foundation, Gonzalo Rio Arronte Foundation and Mexican Fund for Nature Conservation launched a media awareness campaign about the origin of potable water in the city of La Paz entitled:

"Water doesn't come from the faucet, comes from the sierras"

Awareness Campaign Results

Objective

Inform the community about the importance of the main recharge area of La Paz's aquifer, located at Sierras Las Trincheras y El Novillo

Logo

HORIZONTAL - Rain over the sierras
VERTICAL - Human silhouette drinking raindrops
REPRESENTS- The water we drink is the water that rains over the sierras



Message

La Paz's potable water consumption comes solely from underground water that infiltrates mainly in these sierras, their conservation is vital

Slogan

Simple and precise, expresses "Water does not come from the faucet, it comes from the sierras ¡take care of them!" referencing both the water and the sierras in the same call to action

Massive Media



Spot tv 30sec
900 commercial breaks
Cable and local tv



2 spots 40sec
186 replays
5 stations



Movie theatre radio
3,220 replays
23 screening rooms



20 MUIPs for 60 days
Banner on 2 digital newspapers for 60 days

Social Network



26,538 people saw the publication



15,431 reached accounts
#DEDONDEVIENEELAGUA



Video Full HD 1:45sec
6,000 replays

Events



36 workshops
9 highschools
1,377 students



Photo Essay Contest
2 months = 60 participants
Students 16-25 years old



Expo Agua 2013
300 people
5 conferences



2 field trips with 35 students



Collaboration with CONABIO and UABCS on the 3rd Biodiversity week with the "Water Forum"



4 screenings of the documentary "Watershed: exploring a new water ethic for the new west"



"El Cirujito" water institute

Results

- Presence over the city during 2 months, launched april 8th 2013
- Conciousness on the urban use of water

- Colective awareness on the origin of our water
- Knowledge of the local water cycle and La Paz's semi-desert climate condition

- Successful coalition between non gubernmental organizations, private sector and government institutions on the campaign message difussion

www.niparaja.org/elaguaenlapaz



FONDO MEXICANO PARA LA CONSERVACIÓN DE LA NATURALEZA, A.C.
Institución Privada



International Community FOUNDATION



FUNDACIÓN GONZALO RÍO ARRONTE, I.A.P.



II Forum "Knowing sierras La Giganta and Guadalupe"

Last Friday May 3rd we hosted the second edition of the forum "Knowing Sierras La Giganta and Guadalupe: Values, Challenges and Strategies".

On Friday May 3rd, we organized the second Forum "Knowing the Sierras La Giganta and Guadalupe: Values, Challenges and Strategies". A space where communities, decision makers, researchers and all public interested in sustainable development of the Sierra converge and share news and ideas.

In this forum, experts presented various challenges that face the rural communities living in the sierras, shared their proposed solutions and presented successful examples of work done in various locations.

We had the presence of representatives of communities from Las Animas, Santo Domingo and Toris; ejido representatives from Tepentú and San Javier; governmental institutions such as BCS Semarnat, Conanp Northwest, Conafor BCS, Municipalities of La Paz and Loreto; academic institutions as CIBNOR and UABCS .

The Forum also represented an opportunity for dialogue between community representatives, students, academics and government officials whom attended the event; where we shared a free magazine featuring a comprehensive look at the life of a BCS rancher.



Check out the online version:





18th anniversary of Cabo Pulmo National Park

June 6th 2013 was the 18 anniversary of the proclamation of Cabo Pulmo Bay as a National Park.

June 6, 2013 18 years were met since the only coral reef in the Gulf of California was declared a National Park in the Bay of Cabo Pulmo, which means that thereafter has been regulated and monitored the delicate relationship man - reef to keep a minimum level of impact and thereby preserve the resources of this ecosystem.

For the celebration, people from the neighbor communities where invited to the park where activities for all ages took place.



5th annual bike ride to Balandra



June's first Sunday of the year, or the one closest to the International Environment Day celebration (June 5th), hosts the annual bike ride to Balandra, an event that has become a tradition in La Paz city.

The first Sunday of last June, with the occasion of the celebration of the International Environment Day we organized the now traditional bike ride to Balandra for the fifth consecutive year.

The aim of making a bike ride besides promoting the use of alternative ways of transport that benefit health and especially the environment, is to gather society to enjoy the emblematic beach of the city in a healthy and fun way able for the whole family.

With support from cyclists collective, municipal council office, Federal Police, Civil Protection and enthusiastic sponsors, we had an event guarded throughout the journey. With free transportation for those who can not pedal, hydration stops and live music concerts of local bands.

This year's celebration was even more special because Balandra was declared in November 2012 as Natural Protected Area ensuring the conservation and proper use and management of its ecosystems and biodiversity.



Coming events...



Friday August 30th - Las Ánimas rural community live auction at Centro Cultural La Paz.



SOCIEDAD DE HISTORIA NATURAL
Niparajá

Wed November 27th - Niparajá's 23rd anniversary