

The graphic features a blue background with a white sun-like shape on the left containing yellow rays. A blue wave-like shape is on the left, and a blue arc is at the bottom left. On the right, there are horizontal bars in yellow, white, and dark blue, with a large dark blue arc overlapping them. The text 'Annual Summary' is in white at the top right, and '2021' is in yellow at the bottom right.

# Annual Summary

2021



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A summary that broadly describes the evolution of CERCA during 2021.

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# Executive resume

After five years of citizen efforts to raise awareness on the importance of good health and environmental quality in Baja California Sur, positive outcomes have been achieved. Today citizens know and take action to prevent and control air pollution to improve air quality. Moreover, the involvement of different sectors for an energy transition has increased, which has been materialized in the collaboration of business chambers, academia, and organized civil society.

It is important to highlight that the substantial civic actions were headed by the youth of our state, an emerging conscious population that demands solutions to local issues with regional and global implications. Likewise, with our partner's scheme, more members of the local business sector are joining this initiative, stepping in and working together with the community to find solutions for Baja California Sur.

In this year 2021, despite the pandemic challenges, we managed to strengthen community and governmental relations; allowing us to work together with the current administrations to design and take action to improve the health and life quality of our state's residents, pushing forward a local horizontal energy transition focused on human rights and the conservation of our ecosystems.

*Dra. Jaqueline Valenzuela Meza*  
CEO of CERCA A.C.



## Board of directors



### New President of the Board of Directors of CERCA: John Martin Goebel

Martin Goebel has almost 35 years of experience in natural resource management and environmental sustainability. During 1983 and 1986 he was assistant director of the sciences department and director of conservation at The Nature Conservancy (TNC) and Conservación Internacional (CI); later, he became president of México's TNC and the World Wildlife Fund (WWF).

From 1994-2013 Martin was the founding President of Sustainable Northwest based in Portland, Oregon. In addition, he also helped fund The Oregon Sustainability Board where he assisted as trustee for many foundations including the Summit Foundation, Compton Foundation, and the Nature Conservancy Mexican Fund (funded by himself).

Recently, Martin funded Moebius Partners LLC, a specialized consultancy in monitoring philanthropies and private sector businesses that are looking to become socially and environmentally responsible.



### New Secretary of the Board of Directors: Andrea Victoria Inchaustegui

Andrea Inchaustegui is graduated from Universidad Autónoma de Baja California Sur (UABCS) with an engineering degree in Renewable Energy.

In addition to the collaboration in CERCA, engineer Inchaustegui works as the manager of a civil society organization named Registro de Cáncer de Baja California Sur A.C.



**“The Board of Directors closed the year with **FOUR** members”**



## Signing of collaboration agreement with the Tecnológico Superior de Ciudad Constitución (TECMN)

Within a year of joint work, CERCA A.C. will provide the supplies and resources needed to carry out training, workshops, and community activities developed by the organization members and TecNM students and teachers.

Our scientific civil environmental center, CERCA A.C, is characterized for always being open to young talents, offering them a place to develop new skills through research and social work. Our main goals are to improve environmental quality in Baja California Sur and contribute to civil empowerment by spreading knowledge on air quality, renewable energies sources, and energetic transition.



## Fifth-anniversary celebration of CERCA A.C.

Five years ago, a group of citizens of Baja California Sur decided to unite efforts to contribute to the air quality of the State, finding out that this can only be achieved through an energy transition.

To drive the energy transition, they came up with the determination to establish the Center of Renewable Energy and Environmental Quality (Centro de Energía Renovable y Calidad Ambiental) or CERCA A. C.

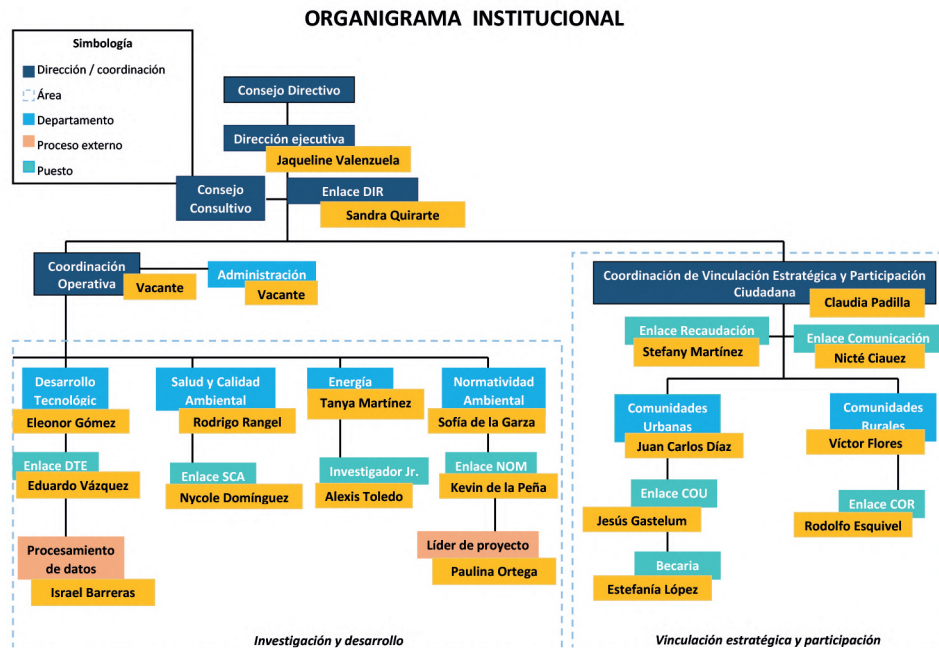


<https://www.elsudcaliforniano.com.mx/circulos/cerca-5-anos-generando-logros-ambientales-6493021.html>





# Operational Coordination



## Departments and organization areas strategical restructuration

With the assistance of a management consultant, the organization went into a restructuring process that involved the reorganization of job positions, activities, responsibilities, and communication channels.

Furthermore, new departments were created and the areas within the organization were strengthened.

## Strategic linking

### B.C.S State Congress

Collaboration with other civil organizations to present the "Environmental Agenda" to the political candidates during the 2021 election process.

### La Paz City Council

Meeting with La Paz major, Eng. Milena Paola Quiroga Romero, to discuss environmental and power generation subjects.

### Tourism, Economy and Sustainability Secretary of B.C.S. (SETUES)

Intended to present and promote air quality monitoring projects within Loreto and Todos Santos sites that have been acknowledged as part of Mexico's "magic towns" (Pueblos mágicos).

“We have received more than  
**20** different training programs”.

### Main courses and training

**Environmental Impact Assessment training (MIA).**

Imparted by Asdrubal Gutierrez Zamora García, Director of GEOBIOS.

**Basic Excel workshop.**

Provided by the “HOY ME CAPACITO” corporation.

**Current picture of the Civil Social Organizations (CSOs) in Mexico and their empowerment in an uncertain environment.**

Organized by the ORT University.

**Diploma course in specific actions to encourage gender perspective through the CSO.**

Developed by the Instituto Sudcaliforniano de la Mujer.

**Diploma course in ISO 50001.**

Organized by the Comisión Federal de Electricidad.

**Leading to accomplish effective collaborations.**

Conducted by the International Community Foundation (ICF).

**We are a seedbed of talent: creating new spaces for internships.**

Dozens of students of all academic levels are actively involved in the protection of the environment and the carrying-out of scientific research, through the different programs and opportunities that CERCA A.C. offers.

The different workshops, courses, and activities that are conducted at schools and communities allow young people to develop their abilities to transform the environmental civil scientific movement into a seedbed of talents.

**This year our “staff” grew up by 140%.**

**Going from 5 to 12 members.**



During 2021 we provided a workplace for:

- 15 social service providers.
- 3 Ph.D. students.
- 4 master students.
- 2 volunteers.

Moreover, there are 4 persons enrolled in the national program “Young people building the future” currently working at CERCA.



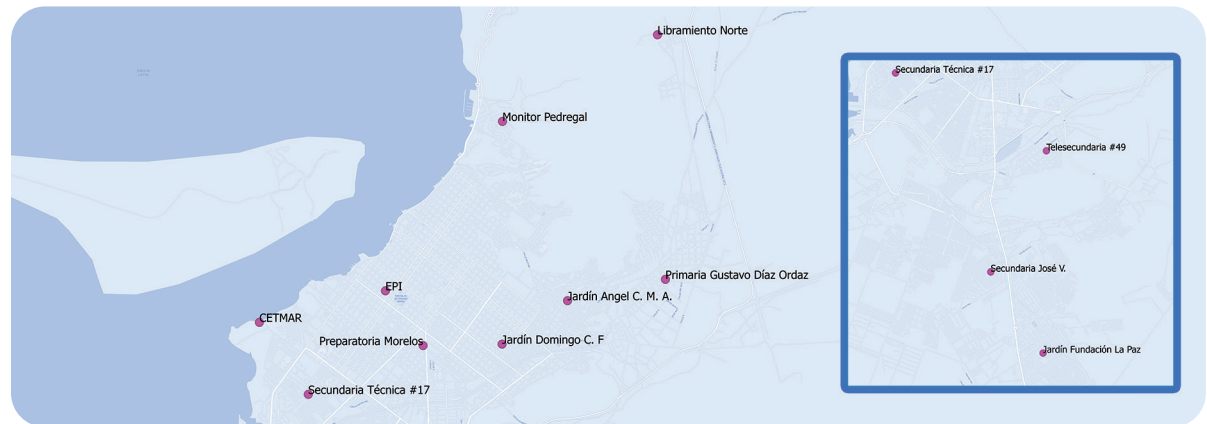




# Health and environmental quality

## La Paz monitoring Citizen network Expansion and improvement.

- We added 4 devices, reaching a total of 12 set monitors.
- 3 meteorological stations.
- 3 particle collectors.



## 9 types of research and finished reports.

- Discrepancies between the published values in PROAIRE and INEM.
- Heavy metals and contaminant compounds found in San Buto beach.
- CFE dispersion and monitoring tendencies by CFE booths.
- Most contaminated areas in La Paz during February 2020.
- Historical pollution peaks in the month of February.
- Systems of emission control report.
- Quarterly report of air quality.
- Morbidity in La Paz BCS 2019-Recent.
- Analysis of the track of emissions in San Carlos.



**"We installed the first monitor at San Buto's community"**

**Video:** Citizens and experts are worried about the contamination of the Bahía de la Paz.

<https://www.facebook.com/MeganoticiasBCS/videos/552478179069708/>



## Contents developed

- Heat map that includes the pollutants track.
- Map of PM10 dispersion from central CCI to La Paz, B.C.S.
- Design of survey to evaluate pollution perception (atmospheric and solid).
- Maps of pollution patch movement in San Buto.
- Health research database enlargement, with the support of a Ph.D. student from CIBNOR.
- Design of a research methodology to assess potentially contaminated sites.
- Action plan to evaluate the pollution's odor impact at the community of Comondu, BCS.
- Development of a research method for an odor perception survey.
- Database of diseases related to atmospheric pollution in La Paz.

**“Design and development of an air quality monitor and a particle material collector”.**



### AClima mobile monitor calibration

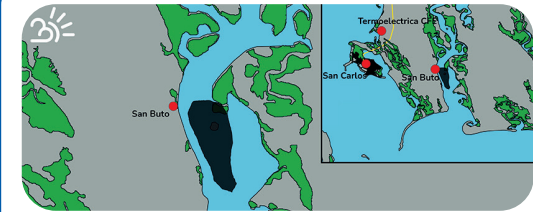
Monitors O3, NOx, SO2, CO, CO2, and Black Carbon for 24 hours.

### Training received:

**Climatic change and air quality.**  
Instituto de Investigación de San Luis Potosí

### Conducted workshops:

**Climatic change and environmental monitoring.**  
**Monitor installation.**



## Research and studies in rural regions:

### Contaminated sites inspection.

San Carlos, El Cardonal y San Buto.

### Research and exploration trip.

San Buto.

### Sampling and analysis of pollutants.

San Carlos, Comondu.

### Contamination report delivery to authorities.

San Buto.

### Environmental perception survey application.

San Carlos.

### Odor perception survey application.

San Carlos.

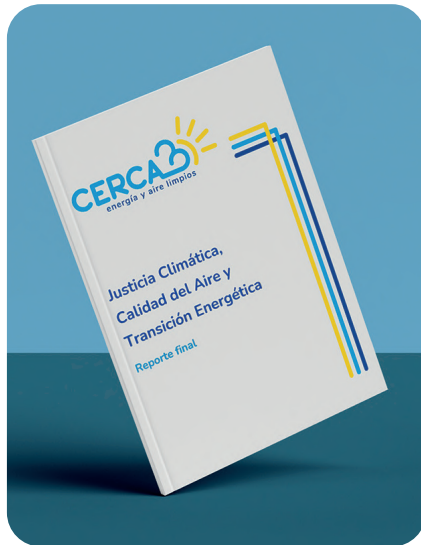
### Environment phenomena in San Buto report elaboration.

Delivered to the COEPRIS



# Energy

## 9 studies and reports were performed



1. Possible solutions proposal for the issues within the sector, targeted to the citizens on the election process 2020-2021.
2. Oil, minerals and general load port movement in La Paz, San Carlos, Loreto and Santa Rosalía, B.C.S. (2018).
3. Oil, minerals and general load port movement in La Paz, San Carlos, Loreto and Santa Rosalía, B.C.S. (2020-2021).
4. The economic impact of the 2019 electric blackouts.
5. Climatic justice, air quality, and the energy transition project.
6. Electricity use and generation in Baja California Sur.
7. Air quality report of the “magic town” of Loreto, BCS.
8. Air quality report of the “magic town” of Todos Santos, BCS.
9. Standard pollutants inventory emitted by the electricity centrals in La Paz.

## Collaborations:

### Business coordinator council.

Solution proposition to the electric system presented to the 2020-2021 electoral process candidates.

### Deputy Mapi Moreno.

The staff of CERCA holds a meeting with Deputy Mapi Moreno to talk about social and environmental key topics.

### Instituto Municipal de Planeación (IMPLAN) “Municipal Planning Institute”

During the citizen consultation for the Municipal Development Plan, the proposals developed to mitigate climate change were presented.

### Center of Technologic Studies of the Sea No. 30 (CETMAR #30).

We developed an agreement that allows us to collaborate for the benefit of the young population of San Carlos to promote environmental education to encourage the sustainable development of the locality.



### The ecological schedule

Urgent energetic transition, a south Californian sight.

<https://ecologica.jornada.com.mx/2021/07/18/transicion-energetica-urgente-una-mirada-sudcaliforniana-9832.html>

### Energy today

The electric system of BCS: historical deficit and a predictable energy collapse.

<https://energiahoj.com/2021/05/21/sistema-electrico-bcs-deficit-historico-y-un-predecible-colapso-energetico/>



**We conducted the workshop “Preguntar nunca fue tan fácil” (asking was never easier)**

- 18 conducted sessions.
- 236 certifications were given.
- 165 transparency requests generated by the citizens.



**Training**

**Annual Operations Certificate (COA).**

In this session we studied Annual Operations Certificate’s relevant topics, what are they, where to find them, what information do they contain, who approves them, who is obligated to have them, and their importance in the mitigation of negative environmental impacts of companies.

**Diploma in energy efficiency**

Our director, Ph.D. Jaqueline Valenzuela, successfully concluded the energy efficiency certification generating the opportunity to conduct new training for our staff and to the public.

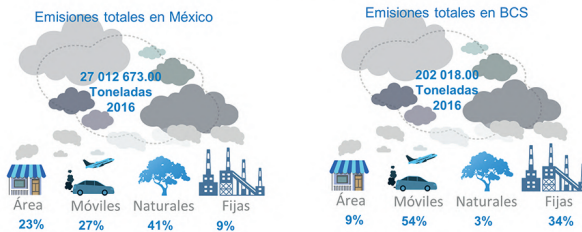
**" We exercised our right to information. We sent 103 transparency requests".**

**16 popular science articles.**

We redacted 16 popular science articles addressing energy, air quality, and energy transition topics.



**Contaminación de BCS en el contexto Nacional**



**Generated contents:**

- Criteria pollutants in Mexico and BCS’s municipalities by the source of emission.
- Total percentage of emissions by source for BCS.
- Criteria pollutants per person by State (SEMARNAT, 2019).
- Emission per person on BCS’s municipalities (SEMARNAT, 2019).



# Urban communities

## Project: Climatic justice / Young people on climatic action

- Virtual session: "A right for citizenship".
- Virtual session: "Environmental law and climatic change"
- Virtual session: First Baja California youth meeting "Fighting against climatic change".
- Workshop: Monitor assembling.
- Cycling: I'm monitoring.
- Climatic picnic in La Paz. Activities to promote togetherness and raise awareness.
- Climatic picnic in Los Cabos. Activities to promote togetherness and raise awareness.
- Cleaning in Los Cabos. Estuary of San José.
- Climatic picnic in La Paz. Energy tour and transformational leadership workshop.
- Creative Emissions. Drawing contest for a thematic mural painting.
- Virtual voting to choose the Creative Emissions contest winner.



SANDRA

Activista "Justicia Climática"

ASEGURA QUE LA CUMBRE DEL G20 DEJA "INSATISFECHAS" EXPECTATIVAS SOBRE CLIMA. PERO 8:04



### Televisa News

Young activists ask the government to act against climate change.

<https://noticieros.televisa.com/videos/jovenes-activistas-demanan-al-gobierno-de-mexico-por-cambio-climatico/>

## Petitions in change.org

### Aire Limpio para La Paz BCS (Clean air for La Paz BCS)

Created in February 2021

17,500 signatures were obtained.

### Transición Energética para BCS (Energy transition for BCS)

Created in July 2021.

44 signatures were obtained.

## Project: My school is against climate change.

Within the actions to fight against climate change in BCS, we join forces in a collaboration agreement between SEP, CERCA y CosCyt.



## Future 2050

The future 2050 citizen group is composed of young people and their parents, with the common goal to work for environmental protection.

### Activities

**- Climatic Pictionary:**

Design of a board game.

**- Case admission:**

The lawsuit proceeded and was admitted by the court.

**- First climate change citizen mural painting.**

Prepared in collaboration with the action groups fighting for a future 2050 and action for the environment in BCS.

**- Climatic picnic**

Activities with Puerta Cortés partner and a group of families at the resort's kids club, including an Air pollution workshop for the resort's staff, aimed to strengthen links.

**- Families 2050 activity.**

Visit the San Carlos community families on September 16. A contest with the "Bicigenerator" was performed. On the day after, we visited and completed some activities at "El Cardonal" community, a location that has been exposed to contamination.



## Creation of the Facebook group "Environmental choyeros"

To promote dialog on environmental protection topics.

### Events and collaboration with OSCs

**- Bioart:**

Solar cinema and bit generator.

**- Community of El Centenario:**

Workshop on climate change and solar cinema.

**- The seasoning of life (El sazón de la vida):**

StandUp in Casa Cultural el Huevo

**- Xmas festival in Plaza Paseo:**

Bicigenerator and fundraising.

**- ECOPosada La Paz:**

Bicigenerator and fundraising.

**- Capuchino café:**

Solar cinema with the support of Mar Libre association and the Red de Cineclubes.

### Collaborations



BCSICLETOS  
COLECTIVO DE CICLISMO URBANO



CAPUCHINO  
Café



CASA  
CULTURAL



MarLibre





# Rural Communities



**Brigades to raise awareness  
and encourage environmental  
civil complaints**

April 19 to May 3 of 2021  
La Paz, Baja California Sur  
**11 field trips**  
**13 neighborhoods visited**  
**1624 civil complaints collected**



## **Exploration, socialization, and first encounters with BCS's rural communities**

- **Exploration and recognition walk with the local community**  
Neighborhood of Estero
- **Awareness day**  
The neighborhood of Marquez de León.
- **Energy rally**  
San Carlos, El Cardón and San Buto communities.
- **Territory exploration with a journalist of Expansion press to investigate the local energy poverty.**  
San Juanico



“Presentation of CERCA’s project as a national success example of PRECEDE-INAI projects”



“We applied 59 environmental health perception surveys in La Paz, Baja California Sur”.

## Workshops and activities to promote the energy transition in BCS

### Brigades in La Paz

- 27 groups created
- 54 sessions
- 124 persons successfully finished the workshop
- Linking with 10 neighborhood and community leaders.



### San Buto and Puerto San Carlos

- 2 groups created
- 4 sessions
- 10 persons successfully finished the workshop
- Linking with 1 leader of each community



“We designed, managed and concluded **4 new CERCA’s projects**”





# Strategic linking and civic participation department

**119** + strategic meetings carried-out

- **Greenpeace.**  
Coal and fuel oil communication campaign
- **Interdisciplinary research center for integral regional development (Centro Interdisciplinario de Investigación para el Desarrollo Integral Regional, CIDIIR-Oaxaca).**  
Solar collectors for SMEs
- **Mexican Climate Initiative (ICM).**  
Energy transition strategies.
- **Center for Marine Biodiversity and Conservation (CMBC).**  
Environmental quality collaboration meeting with CMCB.
- **Arriving BCS State Legislature.**  
Positioning of energy transition agenda with the XVI BCS state legislature.
- **Iniciativa Bahía La Paz (Bay of La Paz Initiative).**  
Carried-out meetings to work in a collaborative way to improve Bay of La Paz air quality.
- **María Elena Martínez Delgado, Executive President of ISLA (Conservación del Territorio Insular Mexicano A.C.)**  
CERCA's collaboration in the Sustainable Touristic Destinations project and the development and inclusion of biodiversity protection criteria.

- **Microgrids**  
Project of development of local schemes of electric generation.
- **CICIMAR and UABCS.**  
Active collaboration with local academic and research centers (UABCS and CICIMAR) to gather further knowledge of La Paz air and environmental quality.
- **Reunión con director de servicios públicos municipales.**  
Se presentaron proyectos consisten en el aprovechamiento de residuos sólidos para generar electricidad y actualización de luminarias.
- **Ph.D. Deneb Peredo, UABCS's University Social Responsibility unit coordinator.**  
Cooperation agreement signed with UABCS to develop different activities, including the organization of environment-related thematic panels.
- **#Asíomáscarbón (#Enoughmorefossilfuels).**  
CERCA works with different nationwide organizations to share awareness messages to boost the reduction of fossil fuel-based energy production.
- **José Guadalupe Ojeda Aguilar, Special Adviser to the Executive Office.**  
CERCA was called by the BCS state government to participate in the elaboration of the State Development Plan for our environmental knowledge.
- **Secretariat of Tourism of BCS (SETUES).**  
Air quality monitoring projects in the magic towns of Loreto and Todos Santos.
- **New Fortress Energy.**  
We presented our mission and vision and discussed the present and future projects of the association.



## Received training

- **Pre-COP Forum. What to expect in face of the climate change international Glasgow meeting.**  
Economic Commission for Latin America and the Caribbean (CEPAL).  
Presentation by José Luis Samaniego.

## Generated contents

- **Research protocol to assess the effects of pollution on the local population.**

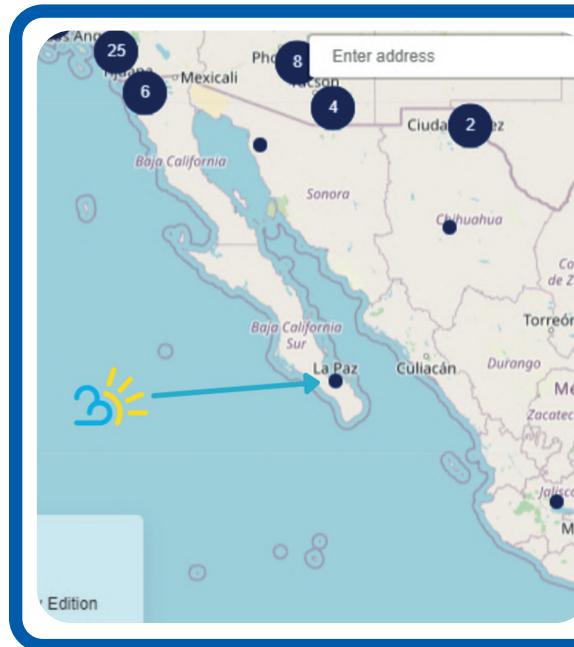


# Technological Development



## First panoramic monitoring camera installed in La Paz, BCS.

CERCA achieved the installation on strategic placement of the first panoramic monitoring camera that continuously measures the air quality.



## Implementation of the LoRaWAN

A Low Range Wide Area Network (LoRaWAN) gateway was implemented to allow remote communication with the air quality monitoring devices in areas with no Wi-Fi connection.

## Corporate website redesign





# Environmental normativity

**22 complaints were presented to PROFEPA**



**1 complaint regarding the accident at the Thermoelectric Central in February.**



**10 related to contaminant emissions of the CFE and cruises in La Paz.**

**“We identified development projects related to the construction of a cruise terminal in Pichilingue’s port presented in the Ecological Gazette of Semarnat.”**

**We sent 14 transparency requests to CFE**

- Updated data of the CFE booths up to January 2021.
- Reports following inspection and verification visits of Punta Prieta Central.
- Updated operating license of Punta Prieta Central.
- Environmental license of BCS Internal Combustion (CCI-BCS).
- CFE’s booths data with flags.

**Following and supporting of 5 environmental complaints**

**102 claims**

made to the Observatory on Digital Environmental Justice reporting extremely bad air quality for PM<sub>2.5</sub>.



## 2 developed methodologies

- Following up on procedures file before SEMARNAT.
- Identification of legal reforms

### 3 reports and support content produced

- Climate justice, air quality, and energy transition.
- Collection of data obtained from the Environmental Impact Assessment (MIA) of the API-BCS project.
- Summary of the claims were CERCA has been involved for presentation in the Comunidad con Jóvenes en Acción Climática program (Community with youth in climate action).



El Sudcaliforniano (local press company).  
 "Paceños" carry-out legal actions against CFE.  
<https://www.elsudcaliforniano.com.mx/local/municipios/pacenos-emiten-acciones-legales-en-contra-de-la-cfe-6290699.html>

## 18 training courses taken by the team.

- Seminar in renewable energies in Mexico.
- Basic documentation for an effective environmental defense workshop.
- Webinar: renewable energy and energetic justice in Latin America.
- Online press conference: Mexico's stackings in face of COP-21
- Practical guide for an effective engagement in environmental impacts Assessments
- Webinar: Compliance for CSOs.
- Webinar: GHG inventories and science-based targets (SBT), steps, and experiences for local climate action.
- Transparency and climate change workshop.
- Webinar: Understanding emissions for strategic planning: A review of national greenhouse gas inventories.
- Webinar: The role of forests in climate change (WRI y Reforestamos México).
- Workshop: The right to access public information and the protection of personal data.
- Webinar: Towards a fair conversion from coal in the electric generation of Coahuila (ICM).
- Environmental law for CSOs
- Data protection rights workshop.
- Public information access rights workshop.
- Workshop on environmental law and its implementation in Mexico
- Training in data protection for organizing workshops.



# Fundraising

## 12 New Partners



CAPUCHINO  
Café



### First Corporate Partner!



"El Sudcaliforniano" (local press). CERCA joins efforts with local companies to push the energy transition.  
<https://www.elsudcaliforniano.com.mx/circuitos/cerca-suma-es-fuerzos-con-empresas-locales-para-una-transicion-energetica-6913550.html>



## Received training

Virtual conference “Fiscal reform and its impact to not-for-profit civil society organizations”.

## Articles and tools to facilitate the incorporation of new donors

- New distinctive badge for partners.
- Design and fabrication of a signature keychain.
- Fundraising kit for partners.
- Online registration form.

## Strengthening of fundraising activities

With this objective in mind, we have created the “Strategic linking and civic participation department” with the highly qualified and well-experienced professional M.B.A., M.A. Claudia Padilla in charge.



## Corporate website design: socioscerca.org.mx





# Communications

## Logo renewal.

Before



Now



## New corporate image with a brand-new color palette



**Encabezados:**  
Nunito Bold 18.  
Alineado a la izquierda

Bloques de texto:  
Roboto Regular, 11pt. Justificado con la última línea alineada a la izquierda.

**Ícono**  
Artículos promocionales y espacios reducidos, donde el logotipo completo es ilegible.

\*Citas, frases destacadas, palabras en inglés y títulos de otras publicaciones.  
Roboto Italic, 11pt. Entre comillas ("...")\*



Pantone 2388 C

C: 100% M: 69%  
Y: 0% K: 0%  
#0050B5



Pantone 2191 C

C: 75% M: 11%  
Y: 0% K: 0%  
#00A3E1



Pantone 7548 C

C: 0% M: 11%  
Y: 100% K: 0%  
#FFD800



Pantone 3255 C

C: 58% M: 0%  
Y: 30% K: 0%  
#2CD5C4

## Articles designed to support the sensibilization efforts

- **Support figures.** With basic CERCA's information and a practical guide to making an environmental complaint.
- **Flyer with the process to file an environmental complaint.**
- **T-shirt with CERCA's logo.**
- **Name badges.**
- **Caps.**



## Special designs for the partner's network

- **Diplomas**
- **Price-like badges**
- **Slides for potential partners**
- **Triptych**
- **Banner for the register form**

## Writing and publishing of two informative articles.

## Social networks

We have **778 new followers** reaching a total of **4 032 use**

Organic increase of followers	Followers	
	New	Total
Facebook	575	2887
Instagram	99	429
Twitter	55	667

We designed and posted **1 188 social media publications** and **203 787 reactions**.

Shared content	Publications	
	Quantity	Reach
Facebook	496	98,201
Instagram	273	29,105
Twitter	352	26,804

Creation of official TikTok account gaining **49 followers and 19 677 reproductions**.

### Communication strategies and new contents design

- 4 icons: one for each program.
- 1 logo for the citizen network involved in the monitoring
- 40 illustrated templates for institutional contents

### Carrying-out of virtual campaigns

- **Digital environmental justice observatory (Observatorio Digital de Justicia Ambiental - OBDIJA)**

Incentivize the citizens to denounce crimes or damages to the environment

- **“Respira mientras puedas” campaign (Breath while you can)**.

Raise awareness and attract attention of the local youth on our air quality and its effects.

- **Dissemination of CERCA’s petitions created on Change.org**

Sending of periodic invitations to sign any of the three 2021 active petitions.

- **Commemorative days**

To connect problems and specific solutions regarding the present environmental situation.

- **Pathway of pollutants**

Raise popular awareness on the air pollutants extent provoked by the electricity generation plants.

- **Data diagnosis**

Motivate users to read the document “2021 La Paz’s energy and air quality assessment report”.

- **2021 environmental agenda**

Bringing up to the attention of candidates of public offices that there is a spread interest among citizens to fight to reduce pollution.

- **Active participation of youth**

Reminding the public that pollution is in detriment of their basic human rights and individual guarantees.

- **Institutional marketing**

To make our activities and achievements evident to the population

## Photographic and video evidence

- **64 photos of different CERCA’s activities**
- **70 photos and videos showing Punta Prieta, CCI and ships emitting gases to the atmosphere**

## 127 mentions or appearances in media

**93 local interventions**  
**32 national**  
**1 international**

**4 in television**  
**87 in the local press (digital or printed)**  
**7 in radio**  
**1 podcast participation**  
**33 social network videos**

**77 interviews given by Ph.D. Jacqueline Valenzuela Meza.**

## Email marketing

- **12 news bulletins** sent by e-mail and instant messaging platforms.
- **4 sent emails** to promote the use of digital platforms for filling up environmental complaints

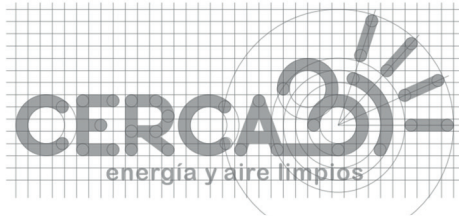
## Staff training

- **Use and identification of the new corporate image elements and design**
- **Social media content generation workshop.** The 2 sessions were recorded and are available on the cloud.



# Timeline

## January



CERCA's logo and corporate image renewal.

## February

- "Monitoreando ando": Air quality monitor's manufacturing workshop and bike tour.
- Submission of a complaint to the Federal Attorney for Environmental Protection (PROFEPA - Procuraduría Federal de Protección al Ambiente) regarding CTPP February's incident.



## March

- 2021 La Paz's energy and air quality assessment report.



## April

- Participation in the Webinar: "Mobile sources emissions", organized by the Corporate Coordinating Counsel.

-Interview addressing the relevance of World Environment Day.



## May

- Article published in "Energía Hoy" (EnergyToday): BCS Electric Grid: Historical Deficit and a Predictable Energy Collapse.
- Submission of ten complaints to the PROFEPA regarding polluting emissions from CFE and ships (mainly cruises) in La Paz.

- Collaboration agreement with the Technological Superior Institute of Ciudad Constitución (Tecnológico Superior de Ciudad Constitución)

- Presentation of the environmental agenda to the local and regional candidates.

## June

- Exploration walk with the Esterito community.

- Presentation of the new CERCA's President, John Martin Goebel, to the directive council at the association.



## July

- Informational webinar “Energy, life quality and community in Baja California Sur”



## August

- Training workshop of CERCA's team in relevant topics to the organization.
- Meeting with CFE superintendence in search of collaboration towards energy savings.



## September

- Redesign of web site: cerca.org.mx.



## October

- Exploration and research visit to Puerto San Carlos, BCS.
- Formal opening of the PROSEDE program by the INAI.



## November

- Third visit to Puerto San Carlos, El Cardonal community and San Buto.
- First scouting in San Juanico.
- First monitoring camera was installed in La Paz, BCS.



## December

- First edition of a series of fundraising events with our communitarian partners.
- Presentation of the webinar “La Paz air quality”, in which the data obtained from the mobile monitoring devices of Aclima Inc. was shown to federal, state, and municipal authorities, as well as academics of different research centers and universities.

