

CENTRO DE ENERGÍA RENOVABLE Y
CALIDAD AMBIENTAL

ANNUAL MEMORY 2022

CERCA3)



Dear Community, another year of hard work and dedication by the CERCA team is coming to a close. During 2022, various challenges arose, which fortunately have been successfully overcome. Soon we will start a new year during which the resilience of our communities in the face of the climate crises will be tested. This situation motivates us to continue working on solutions to promote the energy transition and environmental quality in Baja California Sur.

We close 2022 by thanking all the people who collaborate with CERCA from advisory councils, volunteers and other citizens participating, especially our donors and board of directors for their support in carrying out the mission and vision of the organization.

Happy Holidays!



Dra. Jaqueline Valenzuela
Executive Director

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CERCA

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"SDGs"**

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EVENTS

January-July

August-December

THANKS

Sponsors





CERCA AND THE SDGS

CERCA is working with the following Sustainable Development Goals: zero poverty, health and well-being, quality education, clean water and sanitation, affordable and non-polluting energy, sustainable cities and communities, climate action and underwater life; in order to improve life and ecosystems in Baja California Sur.

WHAT DO WE DO?

We seek and promote solutions that improve the quality of life of South Californians, focusing mainly on promoting a transition towards the use of cleaner and renewable energy and on improving the quality of the environment in our cities and communities.

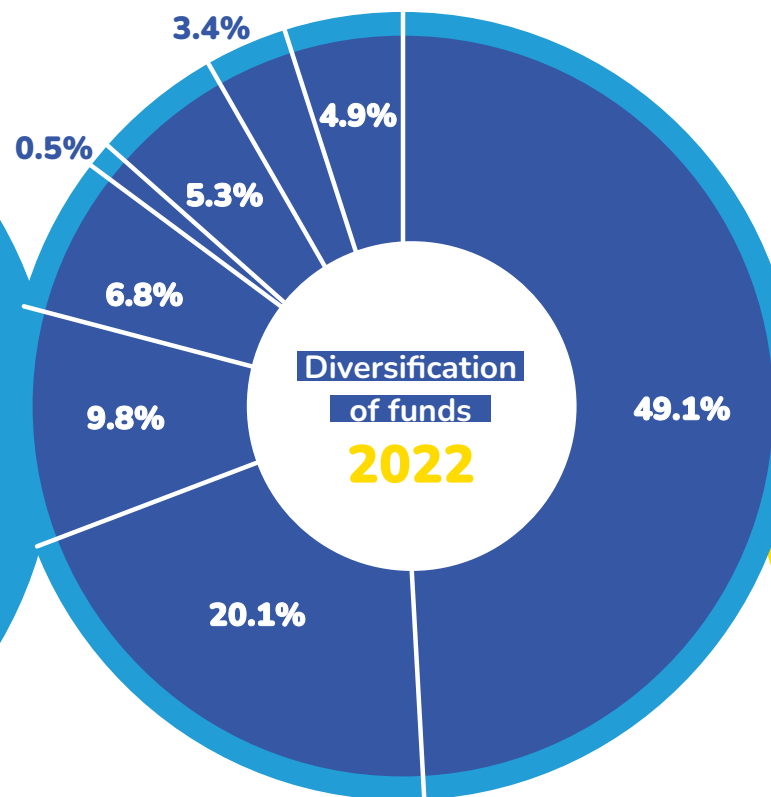
PROBLEM

Air pollution in the city of La Paz has increased considerably in recent years, resulting from economic development and population growth.



SUSTAINABILITY

261
consulting hours
donated to CERCA.



6,982
volunteer hours.

Increase in donations of **13.49%**
over the previous year. We increased the diversification
of donors by **80%** to reach 50.86% financial
sustainability.

CERCA

ACHIEVEMENTS

2022

COLLABORATION AGREEMENTS

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AGREEMENT WITH INEEL

AGREEMENT WITH TEC

AGREEMENT WITH YOUTH
INSTITUTE

COPARMEX AGREEMENT



ACHIEVEMENTS CERCA 2022

WEBINARS AND FORUMS

EASTERN CAPE FORUM

URBAN DEVELOPMENT FORUM

MOBILITY FORUM

RENEWABLE ENERGY FORUM

DECENT HOUSING FORUM

WATER FORUM

SOLID WASTE WEBINAR

ENERGY WEBINAR

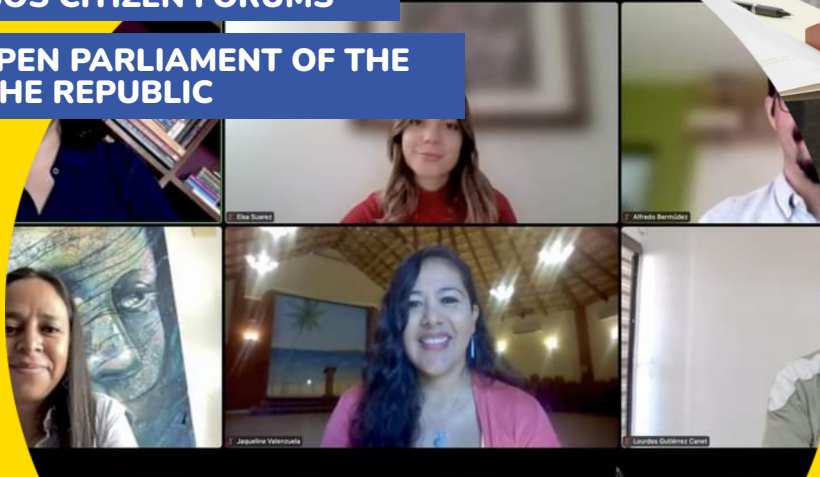
AIR QUALITY WEBINAR

ENVIRONMENTAL QUALITY WEBINAR

WATER QUALITY WEBINAR

COPARMEX LOS CABOS CITIZEN FORUMS

PARTICIPATION IN THE OPEN PARLIAMENT OF THE
SENATE OF THE REPUBLIC



WEBINAR

"La necesidad de fortalecer las acciones
orientadas a la mitigación del cambio climático
en el Estado de Baja California Sur"

LEGISLATIVE WORKING TABLES

LAW OF ECOLOGICAL BALANCE

MOBILITY LAW

CLIMATE CHANGE LAW

ACHIEVEMENTS CERCA 2022

MONITORING NETWORK

**COLLABORATION AGREEMENTS
TO START LOW-COST
MONITORING NETWORK IN LOS
CABOS.**

**COLLABORATION FOR THE
ACQUISITION OF REGULATORY
BOOTHS FOR AIR QUALITY
MONITORING IN BAJA
CALIFORNIA SUR FOR THE
MUNICIPALITY OF LA PAZ.**

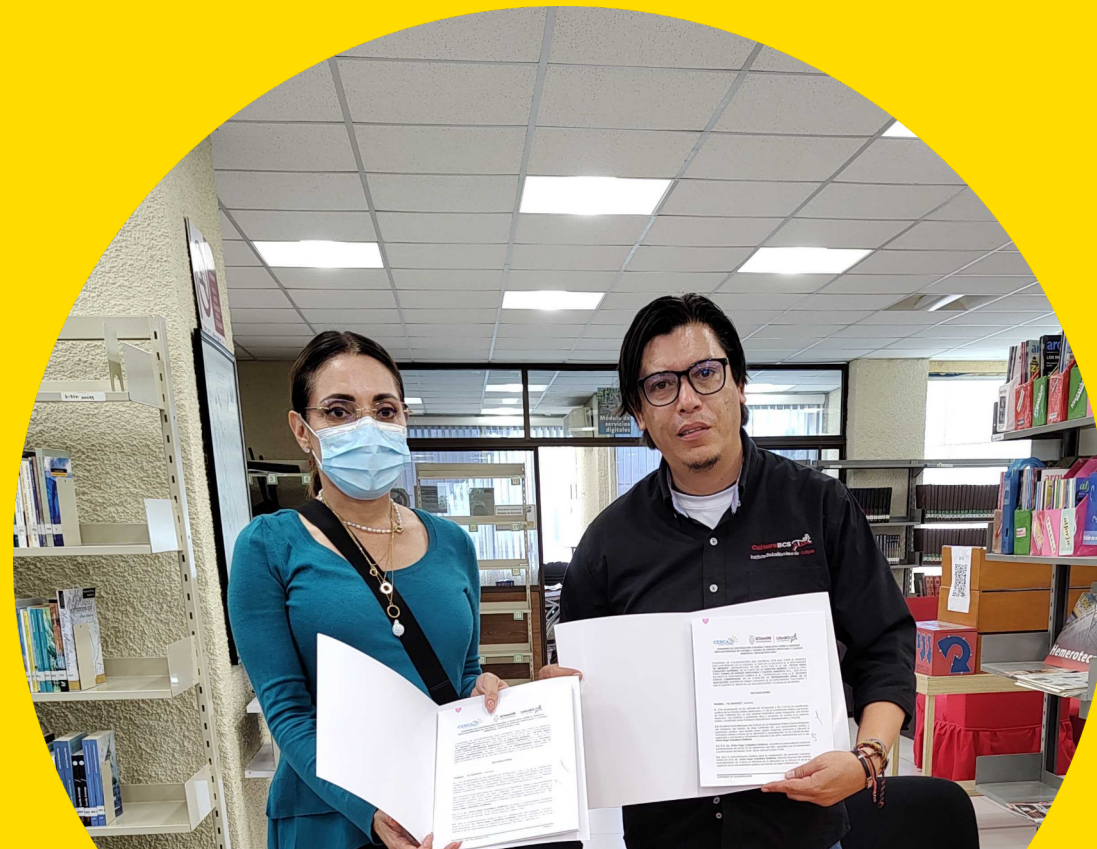
MUNICIPAL WORKING TABLES

**MUNICIPAL ENERGY
EFFICIENCY PROGRAM**

**WORKING GROUP FOR THE
ACQUISITION OF
MONITORING BOOTHS**

AIR QUALITY REGULATIONS

**INTEGRAL WASTE
MANAGEMENT AND
MANAGEMENT PROGRAM**



Science on Wheels

Field visits to **14 communities** isolated from the **BCS electricity grid**, project financed by **COSCYT**.



Signing of agreement with the municipalities of La Paz and Mulegé; negotiations and regular meetings with the municipalities of Loreto, Los Cabos and Comondú.

Updating the **installed capacity** of the **Baja California Sur Electric System** through the year 2022 with **86.5%** fossil energy capacity and **13.5%** renewable energy installed capacity.

The installed capacity in the Baja California Sur electrical system grew 49%, this is a historic increase, which also includes progress in renewable energy by including the operation of 3 renewable energy plants in the municipalities of La Paz and Comondú.

Energy

ACHIEVEMENTS



With the updated diagnosis of the installed capacity of the electrical system, CERCA has promptly informed the population of its progress, with more than **50 participations in local** and national media and with a total of **204 media publications** on issues related to the energy transition, achieving a reach of **300,675 people**.



For the first time we reached communities isolated from the regional electricity grid; identifying in them an opportunity to be the first **sustainable communities in BCS**, which will be an example to follow for the sustainability of energy and environmental resources and the first to be truly prepared for the challenges that the climate crisis presents us.

Promotion of the campaign
**"Acércate al
Paraíso"** through the call for
photographic expression with the
contest "Acércate al Paraíso, BCS
a través de la imagen" with the
participation of 22 photographs
with a focus on nature and
environmental issues.

6,982 hours
donated to CERCA by
social service agencies,
professional organizations
and volunteers with about
60 people
involved.

52 activities,
workshops and
outreach events with
the community, with
a reach of **3,517**
people.



ACHIEVEMENTS





ACHIEVEMENTS

276% increase in the communities that we impact through workshops and activities.

Despite the pandemic conditions, our team remained active with online activities. Later we fortunately were able to return to schools and outdoor events, we participated in fishing waste tournaments, for the first time we made a direct alliance with the foreign community and we reached the rural communities of BCS. With the **“Acércate al Paraíso” campaign, we achieved 2,400 reactions** on social networks, 82 comments, 43,180 shares, 28,500 people reached on Facebook, 30,000 people reached on Instagram and more than 2,000 people who attended our activities in person.

ACHIEVEMENTS

Expansion of the monitoring network to the municipality of Los Cabos. Installation of air quality sensors in places frequented by cars.

Information was generated on the main health conditions derived from exposure to critical air pollutants, to create the health map on the airelimpiobcs.org.mx page.

A **collaboration** was carried out with three researchers from **UNAM and IPN**, in which studies and measurements were carried out on the emissions of atmospheric pollutants by power generation plants, through remote sensing equipment.



Thanks to the CERCA Technological Development technical team, the **Air Quality Monitoring Network** was expanded to the municipality of Los Cabos. In the same way, by understanding the various impacts of electricity generation plants, we expanded our study categories, now the monitoring areas include soil, water and waste. With this information, we will be able to better understand the need to urgently move away from the use of fossil fuels in all anthropogenic processes. Similarly, thanks to the support of our external collaborators, we were able to use innovative devices such as thermal cameras and devices for the analysis of marine sediment samples. Lastly, we closed the year with the successful collaboration for the acquisition of air quality regulatory booths by the BCS state government.



ACHIEVEMENTS

In the fire at the La Paz landfill on February 13, **CERCA** was the only entity that alerted the public and informed about the main risks associated with the health of the population.

Thanks to that, the CRIT suspended work so as not to expose the girls and boys who attend that Rehabilitation Center.

CERCA EVENTS 2022

**“Wine night for
the the air you
breathe”**

Silent auction in
collaboration with the
sommelier Otto
Hernández.

**Shooting of the
documentary
“Acércate al
Paraíso” to make
visible the climate crisis**

**“The World's
Aquarium is the
Air You Breathe”**

Recreational race of 5 km.

**Sticky
Nights**

**First congress of
Sustainable Los
Cabos**

that seeks to work hand in hand
with local development,
improve the quality of life of the
localities, take care of the
environment and promote
tourism activities.

Launch of the campaign "Acércate al paraíso"

Presentation of the documentary premiere which highlights the problems to be dealt with and the people involved.

"First Fishing Waste Tournament"

A collaboration was carried out with the Instituto Sudcaliforniano de la Juventud and FONMAR to carry out the first fishing waste collection tournament that promotes environmental awareness among the sector and fishing communities.

"Evenings with La Palomilla"

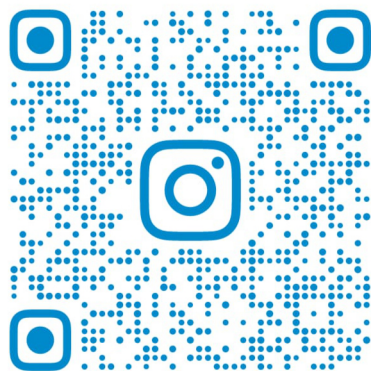
Seeks to know and provide a space for the Esterito community where they can integrate and empower themselves in the face of the environmental and social problems they face in their locality.

Marlin Fishing Tournament

To support rural communities in the municipality of Los Cabos that are not connected to the electricity grid.

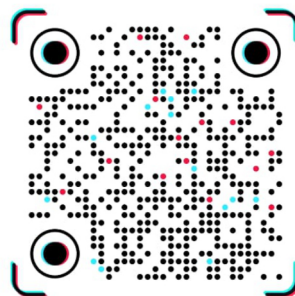
Sticky Nights

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CERCA



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 TikTok



Centro de Energía Renovable y Calidad Ambiental
Energía y aire limpios



@CERCABCS

SIGN OUR PETITION change.org

THANKS



Todo lo que importa®



COMUNAL



STRATEGIX4



Marie

