

ANNUAL MEMORY



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We feel very honored for the trust placed in the work we do which has made us a model for promoting resilience in La Paz and Baja California Sur and is vital for the well-being of the people and the planet.

During 2023 we have worked on very important projects. Many people are unaware that 63 communities in our state are disconnected from the electrical grid. We are working to provide clean and renewable energy under a community and responsible model to more than 400 people, starting with Puerto Chale, a fishing community two hours north of La Paz. It's a small start, but for this community it's a big win. In difficult times, such as the recent Hurricane Norma, the community health center and the local mayor's office functioned without any problems and it was possible to care for the victims. This is resilient progress. To date we have traveled more than 4,000 kilometers in the state benefiting 12 communities in our low-emission vehicle. We want to complete more energy solutions for rural communities in 2024. We also want to expand our air quality monitoring network, environmental education, and our efforts to include the energy transition in public policies and state plans. This is all part of our action-driven vision and strategy.

We wish you a happy holiday.

Jacqueline Valenzuela
Executive Director





The Center for Renewable Energy and Environmental Quality, better known by its acronym in Spanish as CERCA, is a scientific-environmental citizen center. CERCA is involved with different sectors of the community, such as academia, the private sector, different levels of government, other civil organizations and the population in general.

The operation of the organization is carried out by a professional and socially committed team, with experience in health and environmental quality, energy transition and community development, which makes it possible to achieve the success of our projects to improve the quality of life of the citizens of Baja California Sur.

MISSION

To have a state with diverse sources of energy and increasingly cleaner transportation where the quality of the environment, the health of our citizens, the resilience and prosperity of Baja California Sur are gradually improved.

VISION

Achieve the transformation of energy sources in the state of Baja California Sur and all polluting sources to have a positive impact on air quality and the public health of our communities and cities

ENERGY TRANSITION ACHIEVEMENTS



We promote, implement and develop projects that involve alternatives to produce energy without fossil fuels. These alternatives have been implemented in rural communities without access to electricity and also to diversify sources in urban communities that already have a supply with the existing electrical grid.

Events were held with the Solar Kiosk in Puerto Chale such as Solar Cinema, Presentation of floating dock in the community, Community Soccer Tournament, Day of the Dead Festival, social and cultural events in general. We participated in the State protocol event for the delivery of photovoltaic systems to isolated communities without access to the electrical grid.

400

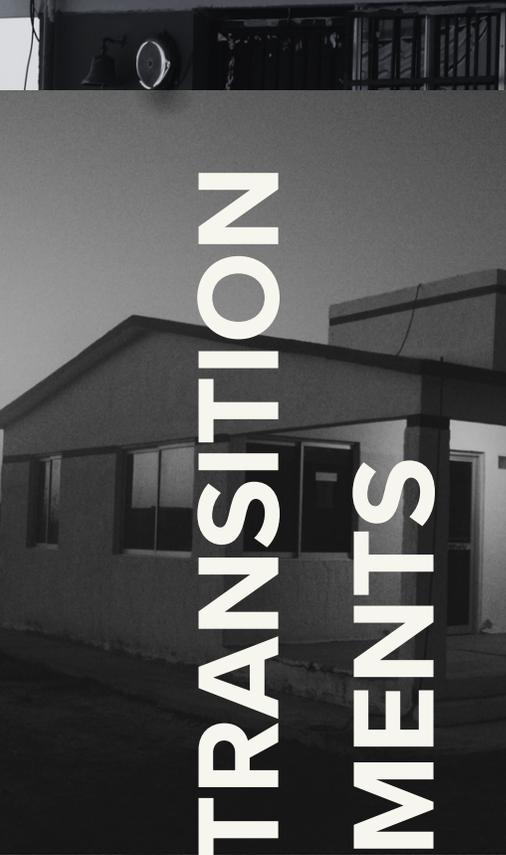
People benefited

Delivery of a Solar Kiosk to the fishing community of Puerto Chale in the municipality of La Paz, electrifying the subdelegation and the health house. This energization has had a positive impact plus 10 community events, with a direct reach of more than 400 people who have directly benefited from this clean, local and community energy solution.

500

People benefited

Design of the first Municipal Energy Efficiency Program for the municipality of La Paz. With the aim of saving energy in the town hall buildings and with this action, contribute to the mitigation of pollutants in our municipality



ENERGY TRANSITION ACHIEVEMENTS



The Solar Kiosk in Puerto Chale, with a governance model based on community empowerment.

CITIZEN PARTICIPATION ACHIEVEMENTS



The communities department at CERCA is responsible for forming links with the different sectors of Southern California society, encouraging environmental awareness.

43 environmental education workshop activities, community outreach events with technical data and science dissemination, radio and television interviews.

On average, we inform 11 people daily, 365 days a year.

4,097

People directly impacted by CERCA material.

5,582

hours donated to CERCA through social service scheme, professional practices, volunteering and advisory council.

11 communities isolated from the BCS electrical network were visited in a project financed by COSCYT.

The Innovation Seminar project for young people sought to impact the 5 municipalities of the state and their rural communities without electrification, working to **reduce energy vulnerability** with the formation of productive projects to solve problems in these areas.

339

Boys and girls from schools, 12 sessions with 21 workshops, 87 activities and 70 hours taught.

- **Science on wheels**

288

Young people between 16 and 29 years old.

- **Innovation Seminar for Youth**

1,070

Youth

- **Youth Activism**

CITIZEN PARTICIPATION ACHIEVEMENTS



More than 4000 km traveled in our state working with communities in conditions of energy vulnerability. And the design of an innovative empowerment model with youth for transgenerational involvement with 6 sustainable and sustainable projects.



ENVIRONMENTAL HEALTH ACHIEVEMENTS



Environmental health

Identify, investigate and publicize the health effects derived from environmental problems. It is also in charge of developing projects and methods for detecting environmental risks, as well as proposing innovative solutions that go hand in hand with sustainable practices that guarantee the good of society.

Use of our technical data for work tables on State Laws, Sustainable Mobility Law, Climate Change Law and Ecological Balance Law. Likewise, to sanction the main fixed source of pollution in the municipality of La Paz and the entry of a citizen Amparo for health effects due to the poor quality of the air in La Paz.

6

Projects

- Publication of articles: Disclosure "potentially contaminated sites", "Emissions to the atmosphere by power plants in Baja California Sur"
- Health survey for campaign in population exposed to pollution
- Odor perception survey in rural communities affected by various sources of pollution
- Carbon footprint report for the tourism sector
- Ancón: Criterion pollutant monitoring report
- Coscyt: Environmental education: Toxicokinetics, contamination route

3

Collaborations

- COSCYT Pollution Forum Participation: Are we still in time?
- Agreements: NIPARAJÁ, REDSPIRA, CANCER REGISTRY, SCHOOLS
- HEADQUARTERS OF MONITORS, UNIPAZ, COSCYT, EMA, ENCELIA.
- International impact of our air quality monitoring data in one of the most important media: El País.<https://elpais.com/america-futura/2023-11-04/nos-ahogamos-asi-nos-mata-respirar-aire-contaminado.html>

2

Devices

- Device that shows the status of air quality monitors in real time
- Device that captures particles from the air

4

Advances in the monitoring network

- Quarterly and annual reports for partners that analyze and describe the monitoring network to inform the population/partners about BCS air quality.
- Growth of air quality monitoring network in Los Cabos.
- Compilation of photographs taken by the visual monitoring camera, with the purpose of making visible the pollution that exists from fixed sources in La Paz, BCS, as well as giving a visual approach to impact the society of BCS.
- Trajectory model that collects daily emissions from fixed sources in the city of La Paz.

ENVIRONMENTAL HEALTH ACHIEVEMENTS



Environmental health 

International impact of our air quality monitoring data in one of the most important media: El País.



Read note

We share with you some of the most relevant data from our network outreach, increasing our digital community interested in energy and environmental health issues in Baja California Sur.

↑ 43%

Reach growth compared to 2022 on Instagram

52.1k

People connected with the CERCA account on Facebook

27.8k

People watched our videos on TikTok

37

New organic followers on Twitter

These are the fundraising events supporting the “Sustainable Rural Communities” project, which seeks to improve the quality of life of those rural communities that do not have a connection to the electrical grid since the lack of electricity affects their productive activities and quality of life.

ART auction with CAUSE

February 23 in Puerta Cortés
La Paz BCS

Run CON CAUSA way

April 13 in Luxury Avenue Mall
Los Cabos BCS



October 14 and 15 in IGY Marina
Los Cabos



PIANO CONCERT THE MUSIC OF MY LIFE WITH PURPOSE

November 17 in Café Docecuarenta
Todos Santos BCS

CHRISTMAS TREE LIGHTING AT THE SHOPPES AT PALMILLA



December 16 in Shoppes at Palmilla
Los Cabos BCS

TESTIMONIALS

CERCA came to our community proposing projects and activities with children and young people. Seeing the commitment that they had to our community, as well as the commitment that I have as an individual and as an authority in this community, we gladly accepted the projects.

Afterwards, a photovoltaic program was proposed to us in our subdelegation and the Health Center. I am very grateful for this great support from all these great people with a big heart, helping the entire community, not only in Puerto Chale, as they focus on other communities with this project.

We have taken another step in serving the inhabitants of Puerto Chale by giving them the electric service at night and in the afternoons that is required.

At the health center, the doctor can now connect his computer to be able to attend to the patients who go there for their consultations every 15 days or every 8 days, depending on the schedule they have for visiting our Community.

The subdelegation office has provided service at night thanks to the work that you as a foundation have done in that community and all the benefits we have had from this electrification.

Once again, I thank you with all my heart on behalf of the Community, on behalf of myself as an authority and personally as a resident of this Community, thank you very much for the great support you gave us.

Ramón de la Toba - Subdelegate Puerto Chale

Teachers face one of the greatest challenges of high school academic programs: bringing the proposed curriculum to reality, finding a way for students to relate it to situations in their daily lives. This, at the discretion of each teacher, is carried out to the extent that circumstances allow, and on our campus – 03 of the COBACH DE B.C.S “Esterito” – we also try to work transversally when possible, to enrich the student experience and on many occasions, make their efforts more efficient.

In the proposal that CERCA presented to us, we were able to find an excellent opportunity to apply this way of working that was not foreign to us, but this time focused on an environmental and social issue that has been affecting the area for years, but that this semester coincidentally affected our community in an extraordinary way: the terrible state of the drainage system in the vicinity of the campus. And although the effects derived from this hurricane season were added to our already old problem with sewage, which hindered the fluidity of the project, I believe that interesting things were achieved: we were mainly involved with the undersigned, from the Language and Communication area, with the location of the primary sources of information, so the Humanities teacher could coordinate the application of a survey; the Mathematics teacher worked with the statistics derived from said survey; all of the above, with first period students. This part, it seems to me, despite the inconveniences that arose during the semester, ended positively. Regarding the third semester students, we sought to involve them through literary creation, also under my responsibility, and I was able to witness the creation of several good narrative proposals.

Unfortunately, with the fifth semester students we could not achieve what we had planned, mainly due to suspensions. In these two semesters, it was also not possible to carry out transversal work with the other teachers; However, I believe that the experience of the first semester will allow us to base similar projects in the future, since we were already able to verify that we were capable of doing so.

I am left with a very positive impression for allowing us to participate in new dynamics and for the school community in general to be linked with sectors of society that can provide us with enriching knowledge and methodologies; and of course, generate synergies by also contributing what is within our reach. I thank you very much for taking us into consideration for this project, and I hope it is the first of many collaborations.

Sincerely, Lic. Cristina Ortuño

MEET OUR PARTNERS AND DONORS



Endless thanks to all our collaborators, advisory and director boards as well as our donors

HAPPY HOLIDAYS



BE A CLOSE PARTNER



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