



SUSTAINABLE
DEVELOPMENT

Environmental Guardians Of Barú And San Andrés:

This environmental education program is aimed at children and youth ages 8 to 16 in San Andrés and in the communities of Ararca, Santa Ana, and the Barú communities in Cartagena. Its objective is to promote caring for the environment and good practices in the community, fostering an understanding of the leadership role we can take in protecting our surroundings and biodiversity through educational workshops and environmental campaigns.

The program is delivered through fun, educational workshops on environmental topics and is implemented in partnership with Colombia's National Natural Parks in Barú, the National University, and the Botanical Garden of San Andrés.



Impact Collective Barú 2030

- **Círculo de Turismo Sustentável**
- **Rotas de Turismo Comunitário e Projeto +Vida Barú**

Through alliances within the Sustainable Tourism Circle, the aim is to contribute to Barú Island being recognized as a Sustainable Tourism Destination in Colombia by 2030, fostering community participation, promoting local culture, and conserving the environment. This circle is currently working on two projects: Community Tourism Routes, in which five community tourism initiatives on Barú Island have been comprehensively strengthened, benefiting 30 local participants.

These initiatives were consolidated into three main routes located in Santa Ana, Ararca, and Coraves, with an offering focused on cultural and nature experiences. The process included technical training for tourism service providers, provision of equipment and improvements to key spaces, as well as the development of new offerings in Playa Blanca and Barú Pueblo. Furthermore, progress was made in creating valuable connections that allow these routes to be showcased and strengthened as drivers of local development and sustainable tourism. Additionally, the +Vida Barú project was implemented, a commitment to sustainable tourism and the productive strengthening of local organizations.

Barú boasts new community-based tourism experiences with an environmental focus that drive the island's economic development, demonstrating that responsible tourism is the main engine for the well-being of our partner communities.



Impact Collective Barú 2030 -Blue Economy Project

Through the Environmental Circle, actions are being coordinated to ensure that by 2030 Barú will be an island that protects its natural resources and responsibly manages its waste, mitigating climate change. For this reason, we participate through partnerships in the implementation of the Blue Economy project, which seeks to promote the conservation of strategic ecosystems such as mangroves and foster sustainable production models associated with biodiversity, while also encouraging the circular economy and the responsible use of natural resources on Barú Island.

In 2025, progress was made in structuring this initiative, increasing its visibility on international platforms, and securing technical and financial cooperation for its implementation.

We currently have two community tourism routes that involve five local organizations focused on culture, cuisine, ecotourism, artisanal fishing, and traditional practices. It also features active involvement from the community councils of Ararca, Santa Ana, the Barú communities, Playa Blanca, and the Juntas de Acción Comunal (Community Action Boards) of Ararca and Santa Ana.

In addition, the initiative is supported by eight family, business, and private-sector organizations listed below:

1. Fundación Santo Domingo.
2. Fundación Hernán Echavarría Olózaga.
3. Puerto Bahía.
4. SPEC and its foundation, Promigas
5. Hoteles Decameron.
6. Grupo Argos.
7. Valorem.
8. PEI.



FUNDACIÓN
Decameron

