



Sustainability Guidelines: Peru

You are about to embark on a wonderful trip to the South American country of Peru, known for its stunning natural beauty and wildlife. Your trip will show you all that Peru has to offer, leaving you with a great appreciation for this country.

Environmental Issues:

Peru's natural beauty is, however, threatened by environmental challenges. The main environmental struggles that Peru faces are:

- Deforestation
- Desertification
- Soil erosion
- Air pollution in urban centers
- Pollution of rivers and coastal waters from municipal and mining wastes
- Depletion of fisheries as a result of over-fishing.

Environmental Initiatives:

Currently, *The World Wildlife Fund* is working with 20 indigenous communities in Peru's Condorcanqui province near the border of Ecuador, in the Peruvian Amazon, assisting the people with techniques to improve land use and natural resource management. This includes conducting a forest inventory and managing several sustainable cacao plantations.

The projects main objectives are:

- Strengthening of socio-organizational capacities of indigenous communities
- Reducing poverty levels of indigenous communities through sustainable management of natural resources
- Improvement of production systems in order to increase family income.

So far, there are 27 fish farms, 15 pilot fish farms, and 219 hectares being used for cacao plantations. The indigenous populations have begun realizing how important resource management is to the entire community.

On a smaller scale, Peru's Maria Elena Foronda Farro was awarded with the Goldman Environmental Prize in San Francisco in 2003. The award is given to grassroots environmentalists from six geographic regions, one of which being South and Central America. She is the co-founder of the environmental organization *Natura* in Chimbote, Peru and is honored for forming a community driven campaign to clean up Peru's fishmeal industry which is responsible for some of the worst pollution affecting Peru's coastline. 70% of the fishmeal factories are located in residential neighborhoods and the industrial waste causes major health problems for residents of Chimbote (the ^{third} most contaminated city in Peru).



Due to her persistence, eight Peruvian factories have become better stewards of the environment and she continues to fight for the environment in Peru and for better public health in Chimbote.

As a visitor to Peru you can make an effort to help mitigate the environmental struggles the country is dealing with. Be mindful of your water usage as pure drinking water is a precious commodity. When you visit the Peruvian Amazon enjoy all it has to offer but be respectful of the flora and fauna that call it home.