# IRONMENTAL EDUCATION & Research center FN\





# Who are we?

The

Maya Environmental Education and Research Center, México.

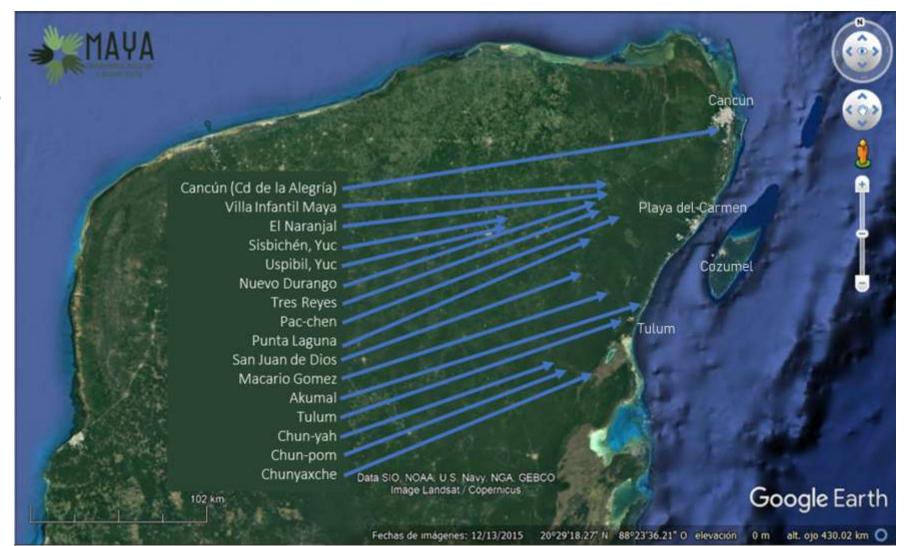


What do we do? We create **Corporate Social** Responsibility programs for hotels and Voluntourism experiences for the tourist segment of Meetings and Events.



# Why do we do it?

Because we believe that the tourist sector can execute sustainable actions that contribute to the wellbeing of the local community.



#### Where we do it ?



# What is the problem?

The lack of connection between the wellness and revenue created by tourism and the needs of repairs and maintenance of public infrastructure outside the tourist áreas.





## What is the solution?



To sponsor makeover projects for community spaces, with the support of corporate volunteers and tourists from the Meetings and Events segment during their visit to the Riviera Maya.



Which is our Value Proposal?



To connect companies and corporate tourists with local communities to contribute bridging the socioeconomic gap between the Riviera Maya and the real Maya area.



✓ Desing and development of Corporate Socially Responsible programs, specially for each sponsor, adjusting to their interests, times and budgets, and they can get involved remotely!

## **Key Activities**







 Networking with Maya villages to start up empowerment and entrepreneurial programs.





#### **Key Activities**

✓ **Logistics** and Travel planning for **Academic Field** Trips and educational circuits for highschool and university students, including activities for specialized fields.





Maya families living in the villages surrounding the hotel areas near Cancun, Tulum and the Riviera Maya.

#### **Beneficaries Profile**





**Benefactors profile** 

Hotels and tourist companies, Travel agencies, meetings and event planners, and guests from the Meetings, Incentives, Conferences and Events segment.







- Sales of consulting services for the design of corporate socially responsable projects for hotel employees or guests.
  - Logistics and Planning for Academic Trips





## **Social Value Proposition (beneficiaries)**

Improvement in sociocultural wellbeing of the people living in the Maya Villages, by strenghtening their social attachments and improving their access to education and training.





#### **Business Value Proposition (clients)**

Creation of Corporate Socially Responsible Programs

That strenghten their Brand and local impact, and contribute to the return of social investment.





## **Relationship with Clients**

Direct Remotely Personalized Co-Creative

## **Distribution Channels**

B2B – Business to Business Product > Buyer > Consumer





## **Social and Environmental Impact**

#### Social and Environmental Benefits

Improvement of the community infrastructure and the social strenght of the Maya villages and other vulnerable areas.





# **Social and Environmental Impact**

#### **Social and Environmental Costs:**

Carbon emissions during commutes and disposable ítems from events.

#### Social and Environmental Cost Reduction Strategy:

Digitalize the developing stages of the projects and create zero-waste events.





- 15 Maya villages in North Quintana Roo Mexico have been supported.
- ✓ 200 bicycles for students starting Highschool.
- ✓ **500** school kits for children age 5-12 every year.
- ✓ 6 refurbished schools and 3 homes for school teachers rebuilt.
- ✓ Alliances with over 50 tourist companies, hotels and civil associations.
- ✓ Free medical attention and medicine for over 500 people a year.
- ✓ 7 fundraising sports events and several multicultural events and markets.
- ✓ **500** holiday gifts for elders and children every year.
- ✓ Neutering procedures for **200** cats and dogs, in Maya villages.
- ✓ Scientific and educational circuits for 3 international universities.
- ✓ 1 computer room with 6 computers and free wifi connection.

#### + info: Web: https://meercenter.wixsite.com/mexico



# Results







<u>+ info:</u>

https://meercenter.wixsite.com/mexico

Social Networks: @meercentermx

