



MAIYA

ENVIRONMENTAL EDUCATION
& RESEARCH CENTER



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.



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.



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.

What is the solution?



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

Which is our Value Proposal?



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



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



- ✓ **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.*



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 responsible projects for hotel employees or guests.*
- *Logistics and Planning for Academic Trips*



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

Social Value Proposition (beneficiaries)



Business Value Proposition (clients)

Creation of
Corporate
Socially
Responsible
Programs

That strengthen
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 Benefits

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





Social and Environmental Costs:

Carbon emissions during commutes and disposable items from events.

Social and Environmental Cost Reduction Strategy:

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

Social and Environmental Impact



- ✓ **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>



Satisfied Costumers



Be the
CHANGE
you want to
SEE
in the
WORLD



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