

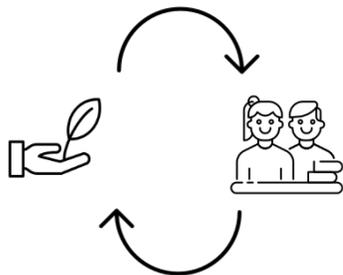
Impact / Reach Report Punta de Lobos Park 2019

The objective of this document is to report the impact that each specific project of Punta de Lobos' Park had during 2019. Measuring impact is of utmost importance to this organization since it is essential to ensure the efficient use of resources and maximize the potential social benefit of its projects. Although our intention is to carry out reliable and real impact measurements, this was the first year of operation of some projects, so we have not been able to collect the necessary data to measure impact yet. However, we can measure **reach** and aim for a 100% transparent management with constant measurement and reporting towards the future.

FPL's House:

Fundacion Punta de Lobos' House is a social and environmental lab, a space for collaborative work to promote networking, connecting the private and public worlds. In addition, the space seeks to be a vehicle that generates environmental awareness and knowledge by hosting a variety of talks, seminars, workshops and environmental education activities.

2019 was its first year of operation, successfully reaching the local community and visitors with quality content.



352
Students

Environmental Education Program:

Seeks to connect boys and girls with nature, teaching about the importance of protecting and caring for nature. The high flow of people in Punta de Lobos provides great potential to educate and push for change towards more sustainable living.

In these initial stages the objective of the project is to connect participants with nature by using the Park as an outdoor classroom. The aim is to make the program and data collection more complex in order to measure the learning outcome after the activities and to understand the impact it generates. For now, we are staying with the scope achieved during this year:

In 2019 the project reached 352 children. All of them from the 6th Region of Chile.

Maritime Concession:

In order to protect and manage Punta de Lobos as an integral coastal space, FPL is in charge of the maritime concession ensuring the safety, cleanliness and general care of its beaches.

During the summer season we receive approximately 256,000 people and thanks to the great work of education and protection of our Lifeguards we have not had any serious accidents in our 3 seasons as concessionaires.



**256.000
Beachgoers**

Park Design and Administration:

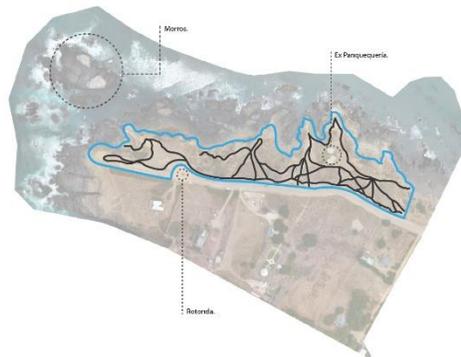
The project of Punta de Lobos has the Park as its core element, protected in perpetuity and with free access. Finding balance between uses and conservation efforts is a great challenge, so all design processes are being addressed with community members and users of the place, integrating the real needs of the territory.

Park Signage Design: Collaborative process where community members participated in two work instances. The elements installed allow us to communicate the value of local ecosystems and traditional activities.

Trail Design: A collaborative process that is still ongoing. Up to date, one instance of community work has been carried out to define the first aspect of the project and integrate the users needs.

In 2019, we estimated 522,000 visitors. This is based on a study carried out by FPL in which via observation on 7 occasions, we measured the flow of people.

**522.000
Visitors**



Park Rangers:

To maximize the park's educational potential and protect the safety of our visitors, the FPL team has two members who fulfill the role of Park Rangers, providing information about the site and its environmental value as well as promoting good practices within the park.

Cactus Re-Populating project:

In order to recover the original state of Punta de Lobos before human intervention, an innovative project is being undertaken to repopulate native and endemic cactus species of the region. This project also seeks to raise awareness about the importance and functions of native species.



**Maximizing potential
for
Education**

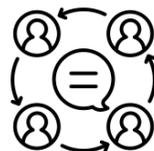


**11.000
Cactus**

Community:

Throughout the year we held several meetings with different groups from the community to address specific issues and support in any way possible.

We held two meetings with neighbors to discuss a change in the Regulatory Plan of Punta de Lobos. One meeting to address the use of jet skis with the surfing community. Several meetings with local commerce helping them to shift towards more sustainable practices. We organized a safety training workshop for local surf schools and lifeguards, among many other community support activities. Then only way in which we can sustain the park in the long term is through an empowered and involved community. Because of this we also encourage and organize volunteer work for the park and other locations in need of support.



Community gives the project long term Sustainability



**Reach of
800.000
people
approximately**

Social Media:

Another channel through which we seek to generate environmental awareness and promote good practices in natural areas is through social media. This has allowed us to reach a large number of people and we hope that this reach will be directly transferred to an improvement in the way people relate to the environment.

Involvement in Public Policies

Environmental Philanthropy:

In conjuncture with Amigos de los Parques, Geute Conservación Sur and others we take part in the organization of a network of NGO's working towards the establishment of the basic conditions to enhance Philanthropy on environmental matters. Chile doesn't have any tax incentives for selfless giving towards environmental issues.

Costa Chile:

CostaChile –short for Chilean Coastal Coalition, is a novel initiative gathering prominent NGOs working from the academic and private sectors on coastal issues. Its common goal is to impact public policy —at a national level— to effectively deliver an integrated coastal zone management (ICZM), and to protect critical areas to ensure a sustainable and sound development of the Chilean coastal zone in the long run.

Ley de Rompientes:

Working together with Fundación Rompientes and other local organizations we want to push for a law which allows for a legal protection of our **Waves**.