



# SUMMARY 2023





Every step taken in life, whether forward or backward, is a culmination of experiences and acquired knowledge. For us at Punta de Lobos Park, 2023 unquestionably marked significant progress in our conservation, environmental education, ecological restoration, sports initiatives, and collaborative efforts with the community in caring for this iconic space. This remarkable and windy point, with its stunning cliffs and diverse ecosystems, undoubtedly stands as a unique space on our planet, shared daily, in one form or another, by thousands of people. Our goal this year was to strengthen the educational processes to deepen the commitment to the conservation and protection of Punta de Lobos. We believe that when a community is informed, acquainted, and engaged with the dynamics of an environment, it creates a bond, thereby enhancing the sense of belonging and the will to protect it.

We obtained the land rights and administrative operations from the Punta de Lobos Park Corporation, which further protects, in perpetuity, what we now enjoy as the Park. We hosted the iconic Pan American Games Santiago 2023, the largest sports event in the history of our country, which undoubtedly will be a milestone in Pichilemu's projection. This event encouraged us to organize as a community and overcome this great challenge; we also made significant progress in the implementation of our park infrastructure, restoring the iconic access to the Morros. It was a year where we solidified our sustainability strategy, developing numerous activities open to the community. We highlight the education plan, which was consolidated both in terms of the number of activities and participants, as well as in content. Additionally, we emphasize on achieving active and concrete collaboration with local authorities, obtaining, for the first time, formal municipal contributions in funding for our activities and projects.

It was a year filled with affection and dedication in nurturing the park, with contributions from our dedicated team, volunteers, neighbors, children, and tourists who, on a daily basis, enjoy having a protected natural place like the Park. A year of growth and learning, where we value being actively and wholeheartedly involved in this open and perpetually protected space for everyone. Caring for our planet is not someone else's responsibility, but collectively ours. We invite you to explore our 2023 Review to gain deeper insights into our management approach, fostering a shared sense of responsibility and passion for safeguarding Punta de Lobos, our community, and the environment.

The work is not done yet; there are many ways to contribute because the coastline, as a living system, is constantly being saved.

*Join us, because Punta de Lobos Park is yours!*

**Punta de Lobos Park Team**





# 2023 METRICS

## Park Services:



**+600,000**  
VISITORS



**641 kg**  
OF GARBAGE  
COLLECTED



**80,472 lt**  
OF WATER SAVED THROUGH  
THE USE OF DRY TOILETS

## Environmental Education Plan:



**SECOND STAGE  
INTERPRETATION  
ELEMENTS**

- 3 NEW PANELS
- DIGITAL CAMPAIGN AND SIGNAGE REGARDING CACTUS PROTECTION
- 2 NEW ENTRANCE GATES



**4,236**  
ATTENDEES TO THE  
ACTIVITIES



**122**  
ACTIVITIES AT PUNTA DE  
LOBOS PARK

## Ecological Restoration Plan:



**601**  
PLANTS INSERTED  
INTO THE PARK



**110**  
CACTI PLANTED IN  
THE PARK



**320 mt<sup>2</sup>**  
SQUARE METERS  
INTERVENED WITH NEW  
PLANTINGS



**+24,000**  
CACTI IN THE PROCESS OF  
ACCLIMATIZATION AND GROWTH

## Trails and Infrastructure:



**DEVELOPMENT OF PARK  
INFRASTRUCTURE AND  
HIKING PLAN**

- DESIGN, TECHNICAL SPECIFICATIONS, AND BUDGET.



**FIRST MAJOR INFRASTRUCTURE AND RESTORATION  
INTERVENTION:**

- LOS MORROS ACCESS.
- SOLAR POWER SYSTEM FOR INFORMATION CENTER.
- ACCESS POINTS AND BICYCLE RACKS.
- 1,085 LINEAR METERS OF RENOVATED TRAILS (STAKES AND ROPES).

## Community Involvement:



**34**  
VOLUNTEER  
WORKDAYS



**251**  
PARTICIPANTS

## Social Media:



**29,550**  
FOLLOWERS



**1,327,400**  
ANNUAL REACH





# CONSERVATION MODEL

This model is based on the voluntary implementation of a Landtrust, by virtue of which the owner (Corporación Parque Punta de Lobos) establishes a series of voluntary obligations and prohibitions on the property that constitutes the Park; in favor of the owner or guarantor of the Land Trust, who is the Punta de Lobos Foundation (Landtrustee), which can demand compliance with such obligations and prohibitions both with respect to the owner who signed the constitutive contract of the Land Trust, and with respect to those who succeed him in the domain, indefinitely.

Thus, the Corporación Parque Punta de Lobos assumes the responsibility of managing and administering the Parque Punta de Lobos in line with what is defined jointly with the Punta de Lobos Foundation, within

the management plan and restricting itself to what is permitted in the Land Trust. On the other hand, the Punta de Lobos Foundation must supervise and evaluate compliance with the Land trust and the management plan, which in turn must be previously approved by it.

Together, the fact that the owner is a non-profit legal entity and made up of a group of people, allows for robust governance and greater legal protection in the long term. There is a periodic incorporation of partners (both natural and legal persons) that take place in decision-making through the General Assemblies, creating on one hand real community involvement, and on the other, providing the possibility of financing through the payment of memberships to ensure the sustainability of the conservation model in perpetuity.



## Operation and Transfer of Park Land:

In 2023, we made significant strides in the conservation model of the Park. As initially proposed, the area known as 'Mirador,' now recognized as the Park, was successfully transferred to the ownership of the Corporation Parque Punta de Lobos. This transfer grants autonomy in the development and execution of our operations as an institution. It stands as a historic milestone for the perpetual protection of Punta de Lobos and the sustainability of our model. The next phase in safeguarding the Park's territory involves the incorporation of the Real Right of Conservation.

## Partners of the Corporation Parque Punta de Lobos:

Currently, the Corporation Parque Punta de Lobos has Active and Associate Members. These are individuals or legal entities who actively participate in the decisions and overall plans of the Park through Ordinary Assemblies and their representation as members on the Park's Board of Directors, actively contributing to the preservation of Punta de Lobos. This ensures genuine community engagement in the operation and future of Punta de Lobos. We welcome all interested parties who wish to contribute.



# KEY ACHIEVEMENTS OF 2023



## *Jack Johnson visit:*

In early 2023, during his visit to the Surfestival, we organized an activity for over a hundred children of the community. On this occasion, we had the opportunity to play and learn about the ecosystem of Punta de Lobos with Jack Johnson, singer and surfer, who has been closely involved with our project since the beginning. During this event, we showcased the progress of our ecological restoration, education, and infrastructure projects. We extend our gratitude to Jack and Kim for sharing an inspiring message with the children of Pichilemu regarding the care of our planet, as well as for sharing some of their music at Punta de Lobos..

## *Save The Waves visit:*

In September 2023, we welcomed Mara Arroyo and Diego Sancho, members of the Save The Waves staff, an international organization dedicated to promoting and developing Surf Protected Area Networks. It is worth mentioning that through this organization, Punta de Lobos has been designated as a World Surf Reserve. On this occasion, we conducted a workshop with local authorities, addressing topics such as the future of Punta de Lobos as an ecological conservation area and ideas to continue protecting this iconic and worldwide recognized surf break. Various authorities from the municipality of Pichilemu and the O'Higgins Region

were present: Mayor Cristian Pozo, Provincial Delegate Carlos Cisterna, the Regional Secretary of Environment Giovanna Amaya, municipal councilors Tobías Acuña and Héctor Cornejo, representatives from the National Tourism Service, the Chamber of Tourism, surf schools, members of the Rompientes Foundation, among others. In addition to the above, in 2023 we jointly conducted a study on the Wave Conservation Index for Chile..

## *Alliance with the Illustrious Municipality of Pichilemu:*



In a historic milestone, Punta de Lobos Park and the Illustrious Municipality of Pichilemu have formalized their first cooperation agreement through a Municipal Grant, aimed at protecting the ecosystem of Punta de Lobos and supporting park operations by providing materials, infrastructure, equipment, and funds for the implementation of educational workshops open to the community. This joint effort promises to enhance the environmental sustainability of one of the main attractions of the district, ensuring a harmonious balance between tourism interests and the conservation of the natural environment. We appreciate the support of Mayor Cristian Pozo and the councilors of the municipality. We hope this is the first of many steps towards implementing close, collaborative, and ongoing work between the Municipality and the private sector.





## Inauguration of the Second Stage of Environmental Interpretation Elements:

Throughout much of 2023, we worked alongside the Ibáñez Atkinson Foundation and TRIVAL on the development of the second stage of “Elements of Interpretation” or signage for Punta de Lobos Park. The primary aim of this project is to encourage behaviors and attitudes that support habits beneficial to the conservation of this and other areas. It aims to convey messages that inspire empathy and cultivate a sense of connection to the region, thus aligning with the objectives, values, and principles of Punta de Lobos Park.

It is worth mentioning that the first stage of this plan was carried out in 2018, and as a continuation of the project, three specific elements were planned, designed, and implemented in 2023:

**1. Access Portals or Totems:** These installations aim to highlight the importance and considerations that tourists should have when entering a protected natural area.

- 2. Digital and Signage Campaign:** Named #SacaCactus, this campaign aims to stop or reduce the destruction and theft of cacti in the Park.
- 3. Educational Panels:** This allowed us to complete the series of panels covering topics such as Geology, History, and the formation of the waves at Punta de Lobos.

Just like our other projects, we facilitated various interactive community sessions to define these elements and their designs. Subsequently, we worked meticulously and thoughtfully on the details of each one, which were inaugurated on November 21, 2023.

We extend our sincere gratitude to everyone who contributed to this process, especially the team at the Ibáñez Atkinson Foundation and TRIVAL for their invaluable support in making this endeavor possible. We invite you to discover, learn, and take care of these new elements in the Park!



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## Pan American Games Santiago 2023:

During October 2023, Punta de Lobos served as the venue for the surfing discipline of the Santiago 2023 Pan American Games. Undoubtedly, this was one of the largest and most significant sports events in our country. As Punta de Lobos Park, we recognized the importance of this event for our community and were committed to contributing to its success. While hosting the event, we remained true to our principles as a conservation and coastal protection project, seeking collaborative solutions to ensure the preservation of our work over the years.

Eighty-eight athletes from 15 countries, along with thousands of spectators, gathered in Pichilemu to enjoy the incredible waves of Punta de Lobos during an amazing sporting competition. Undoubtedly, the Santiago 2023 Pan American Games were a historic occasion for Pichilemu, especially due to the outstanding performance of local surfers like Rafael Cortéz, who won the silver medal in the longboard category. This marked the first national medal in the discipline of surfing at the Pan American Games. Additionally, Estela López advanced to the final round of the repechage. From Punta de Lobos Park, we extend our heartfelt congratulations to both athletes and the entire Team Chile.

The organization of these games highlighted the importance of prior coordination and planning among all involved actors to manage expectations and understand the implications that an event of this magnitude requires and demands from a community. While it is true that there were aspects where anticipation was not achieved among the event organizers, this represented a rich learning opportunity that also underscored the need for collaboration in caring for this place for the local community, and authorities fostering greater cohesion

among local actors to showcase our beloved Pichilemu in the best possible way.

Having served as the venue for the games was a great opportunity for the Park, which led to obtaining resources for the implementation of improvements included in our Infrastructure and Hiking Plan. These contributions were the starting point for carrying out the first major intervention in the Park, allowing for substantial advances in the restoration of this beautiful place. We find it pertinent to inform readers that 100% of these funds received were designated for Park improvements.

The most notable intervention involved the renovation of the access to the Morros, an exclusive area for surfers, fishermen, and gatherers, which was under constant threat from erosion. A comprehensive approach was taken to address the erosion issue. This included the construction of a minimally invasive staircase designed for long-term durability and the establishment of a single access point, joined with ecological restoration efforts in the area. Additionally, improvements were made to the park's trails and cliff closures, the integration of bicycle racks, the installation of a solar energy system, provision of a defibrillator (AED), supply of tools, and enhancements to the safety measures at the information center.

We extend our heartfelt thanks to each individual who contributed to these endeavors with their time, expertise, and commitment. A special acknowledgment goes to the dedicated team and volunteers who lent their support. Ultimately, we believe that the rewards of hosting these games will manifest in the future, owing to the favorable positioning attained by Pichilemu. This positioning was achieved through the exemplary presentation of the commune's geographical landscape and culture.





# PROGRAMS 2023

## 1. Ecological Restoration Plan

With the aim of protecting and enhancing the ecosystems wellbeing of Punta de Lobos, we are implementing our Ecological Restoration Plan. This plan adopts a holistic approach to interventions, integrating scientific, cultural, and historical considerations. Community participation and engagement stand as pivotal elements in the project's implementation. As for the propagation of native flora, our emphasis lies on ethically sourcing seeds collected directly from the site.

During the year 2023, the Ecological Restoration efforts focused primarily on carrying out the first major intervention for soil containment and the introduction of native flora in the area of the Morros access. Additionally, trenches were dug for water retention and soil decompaction in sectors experiencing greater erosion.

### SIGNIFICANT MILESTONES

**Community Engagement for Restoration and Protection:** We organized 34 volunteer days, with the participation of 251 individuals. These events foster a sense of belonging and learning among participants. Additionally, they provide crucial assistance for the Park's restoration

efforts. We highlight the collaborative work carried out with the University of O'Higgins and the Pontifical Catholic University.

**Soil Recovery:** In 2023, we utilized 676.6 kilograms of organic material sourced from park pruning to create mulch for restoration zones. This initiative not only prevented waste but also enhanced soil moisture retention and fertility. Additionally, we produced around 44.5 cubic meters of substrate, used for transplanting in our greenhouse and nursery, as well as for the extensive intervention conducted in the Morros access area.

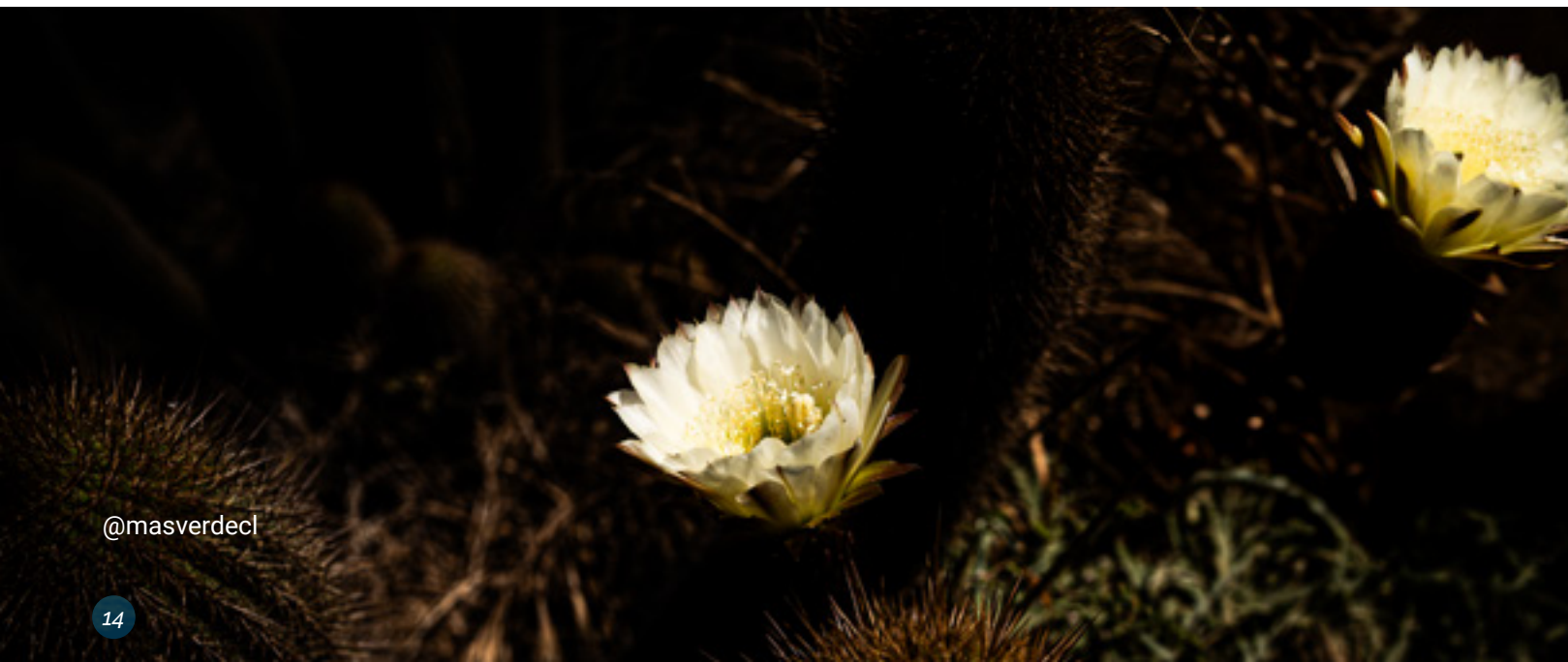
**Restoration of Native Vegetation:** We continued with the tasks of reproduction, transplantation, and care of various plant species. Regarding the three species of native cacti present in Parque Punta de Lobos – "Cactus de los Acantilados" (*Leucostele bolligeriana*), "Quisco Rosado" (*Eriosyce subgibbosa*), and "Tanumé Cactus"

(*Eriosyce aspillagae*) – we conducted repotting work to provide them with more space for development, totaling over 24,000 units in various stages of growth. Additionally, we constructed 16 cultivation beds to facilitate the final stage of ex situ growth for 1,648 Cactus de los Acantilados units. As for other plant species, we successfully reproduced five new species. This involved transplantation to ensure more space for growth, followed by the necessary care before transferring them to the Park. In total, we have approximately 6,500 units of native plants.

### CONCLUSIONS, CHALLENGES, AND PROJECTIONS FOR 2024

The year 2023 brought significant learning opportunities. We have observed how by restoring the original flora that once existed in this ecosystem, we also recovered

the Park's original biodiversity. This encompasses not only plant biodiversity but also ecosystem services, such as soil stabilization and providing habitats and food for wildlife. For the year 2024, we aim to continue with restoration processes and major interventions, including water runoff management, while strengthening community involvement as a conservation tool.



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## 2. Environmental Education Plan:

Our Environmental Education Plan aims to highlight coastal ecosystems, foster community participation in conservation efforts, support educators, facilitate the acquisition of environmental knowledge and attitudes, and promote human well-being.

In pursuit of these objectives, Punta de Lobos Park is established as an educational hub, focused on generating and disseminating knowledge about coastal ecosystems, empowering citizens as stewards within the local community, and enhancing human well-being through contact with nature. Therefore, during 2023, we conducted various activities with the aim of promoting community involvement in the care of the Park and coastal areas in general. These activities included workshops and talks led by local and national experts, collaboration with educational institutions on the Science and Well-being program, interpretive

excursions for diverse audiences, the creation of the Eco-Educators Network, and the development of the Park Ranger School curriculum.

### SIGNIFICANT MILESTONES

**Interpretive Excursion:** A total of 67 interpretive activities were conducted at Punta de Lobos Park, attended by 2065 individuals, with the notable participation of 49 educational establishments. During these outings, we delved into the park's history, surf culture, and local ecosystem, concluding with a visit to our greenhouse to learn about the ecological restoration plan.

**Eco-Educators Network:** We carried out the formation of the Network, comprised of teachers from 16 educational institutions. By the end of 2023, the network had 32 members and hosted 6 in-person meetings. The initiative

was created with the intention of bringing together teachers from the community, providing them with ongoing training, and fostering collaboration among them.

**Outdoor Education:** In 2023, the Science and Well-being program was launched, which aims to link the science learning objectives of the MINEDUC curriculum with the strategies for school coexistence, well-being, and mental health currently included in the Educational Reactivation Plan. We conducted 5 sessions with schools in the community.

### CONCLUSIONS AND CHALLENGES 2024

The consolidation of the education plan has significantly strengthened our impact on raising awareness for ecosystem conservation in Punta de Lobos. Engagement

with educational institutions, groups of elderly adults, and neighbors demonstrates our commitment to environmental education and cultivating community integration towards the care and preservation of the Park.

The challenge for 2024 is to enhance the program by increasing community participation and diversifying educational activities and experiences. We will prioritize promoting the Science and Well-being program to become a support for teachers and educational institutions. Additionally, emphasis will be placed on strengthening partnerships with scientific research entities, focusing on generating relevant information for the local community.



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## 3. Infrastructure and Hiking Plan:

Punta de Lobos is one of the main tourist attractions in the district of Pichilemu, receiving annually more than 600,000 tourists. However, this significant foot traffic leads to substantial compaction and erosion of the land, highlighting the need to seek a balance between conservation and use of the area. Our hiking trail and infrastructure initiative aims to preserve Punta de Lobos for generations to come, supporting its present and future use, and allowing all visitors to enjoy the park.

### SIGNIFICANT MILESTONES

**Development of the Infrastructure and Hiking Plan:** This year, we achieved the completion of the entire infrastructure project for the Park. Through collaborative design, rigorous research, and the development of materials meeting criteria for minimal intervention and long-term durability while enhancing Park accessibility, we successfully accomplished our goal. The estimated cost of the project is approximately 850 million pesos (1 million dollars app).

**Plan Presentation to CORE:** On July 19, 2023, a session of the Regional Council of the O'Higgins Region was

held at the Punta de Lobos Foundation House to present our infrastructure plan and request support for its financing. The plan was met with great acceptance and willingness for endorsement from the councilors and participants. It was agreed to evaluate the legal feasibility and financing options to collaborate on the infrastructure for the Park.

**First Intervention / Materiality Testing:** As part of our collaboration with the Santiago 2023 Pan American Games, we undertook a significant intervention at the Park, primarily focused on enhancing the access to Los Morros. This involved constructing stairs, mitigating erosion, and reintroducing native species. Additionally, we conducted trials of new materials for fencing, perimeter closure of viewpoints (utilizing stainless steel webnet mesh), anchoring systems (eco-foundations), balustrades for trails, and the application of geocells on heavily eroded paths. This intervention serves as a cornerstone for demonstrating the infrastructure, anchoring systems, and materials we envisage for the future.

**Solar Energy System:** Another significant achievement in terms of the Park's infrastructure was the installation of an off-grid solar energy system at the Information Center. Thanks to the donation from Rising Sun Chile company, we managed to install 10 solar panels aimed at supplying power to the current Information Center and, in the future, providing energy to the Interpretation Center and Museum of Marine Sciences, a project seeking funding and to be constructed in the former pancake house sector.

### CONCLUSIONS AND CHALLENGES 2024

Creating a future-oriented vision and a detailed plan for the Park's infrastructure, shaped in partnership with the community, establishes a robust groundwork for seeking collaborations and funding for this endeavor. We aspire to identify avenues of cooperation (both in management and financing) with the public sector to progressively advance our infrastructure plan. Our aim is to accomplish at least one phase of this plan in 2024.



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## Collaborators:

All the progress, learning, and impact achieved in 2023 would not have been possible without the support and assistance of the team at Punta de Lobos Park, and all those who contributed in one way or another to generate what this summary reflects. The work mentioned here is carried out with care and respect for the place, aimed at protecting our planet Earth.

Special thanks to our Donors, Collaborators, and Partners. We hope to continue making a positive impact and protecting our coastal environment.

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synthesi

LA PLAYA  
Vinos con Propósito

PARLEY

The Nature  
Conservancy



EL RUCO  
SURF SHOP

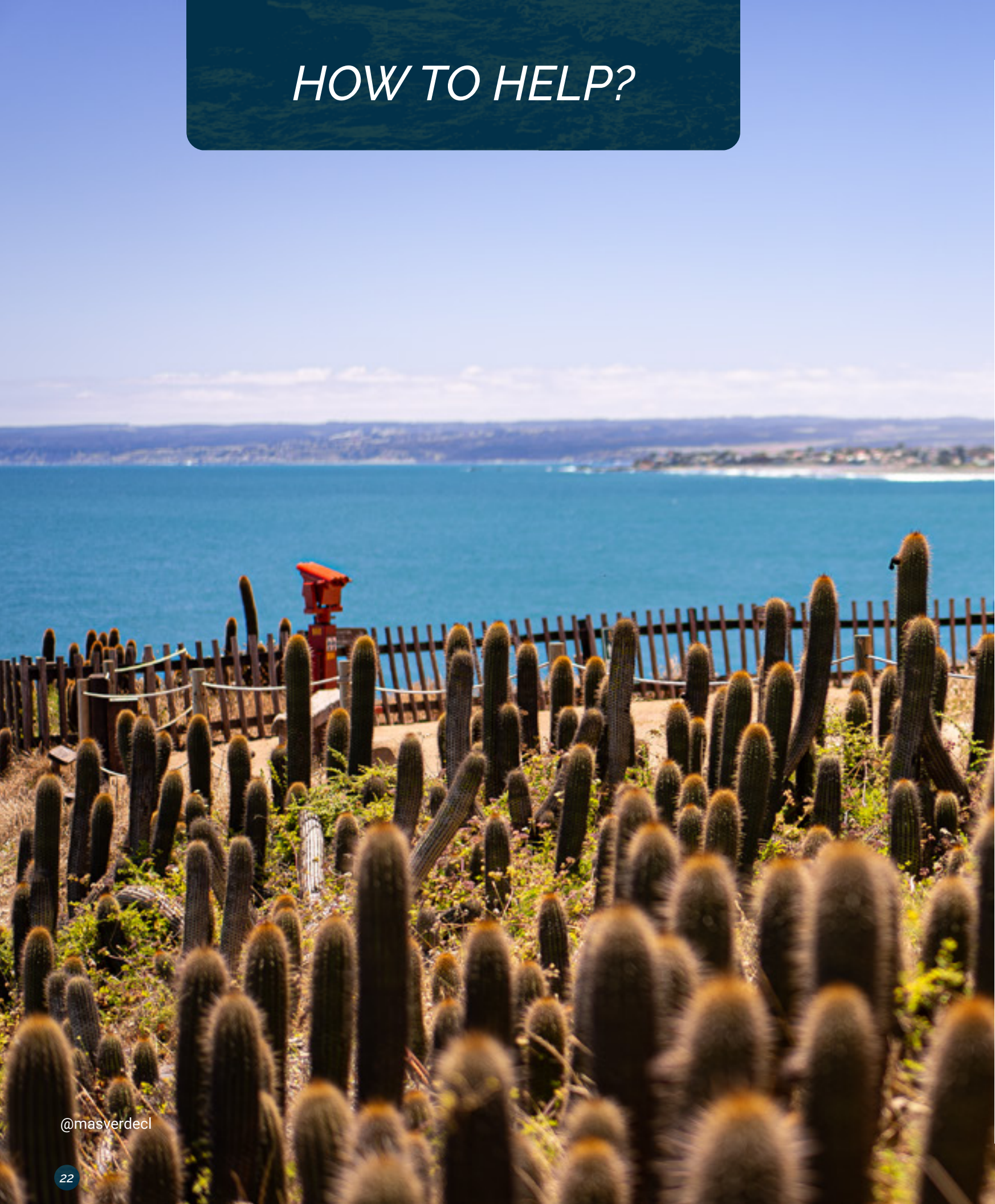
VIEJO LOBO  
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# HOW TO HELP?



Do you want to sign up?



Direct  
Donation QR  
Button



**Volunteering:** The volunteers of Punta de Lobos Park are an essential part of the sustainability of our actions. On our website, you can find a form to join the Park's volunteer network. Be part of the conservation efforts, we invite you to participate!

**1% for Punta de Lobos:** Join us in caring for the Park that gives us so much daily! If you own a business in Pichilemu or are passionate about coastal conservation, consider participating in our campaign by donating 1% of your annual sales. Your contribution will help sustain the Park and become part of a network of organizations dedicated to preserving this iconic location. For more information, reach out to us at [info@puntadelobos.org](mailto:info@puntadelobos.org).

**Strategic Alliances:** We establish partnerships with organizations committed to coastal conservation, whose contributions sustain Park services and our educational and restoration projects.

**Donations:** Join us in making a monthly or one-time donation at any level. Your support helps us sustain our efforts to protect Punta de Lobos. Visit the DONATE section on our website for instructions on how to contribute.

For direct assistance, visit our website or reach out to us via email.

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