



SUMMARY 2025

*Conservation is a community effort
The park doesn't take care of itself*



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The protection cycles of **PUNTA DE LOBOS**



Patricio Mekis R.
PPDL Executive Director

There are places that seem eternal. Punta de Lobos is one of them.

Its waves, its landscape, and its coastline convey a sense of permanence that is difficult to explain. But behind that apparent naturalness lies something that often goes unseen: the constant work that allows a place like this to continue existing as we know it.

Punta de Lobos is also one of those rare places where nature, sport, and culture converge on a single wave. For decades, fishermen, surfers, visitors, and the local community have forged a deep connection with this space. It was precisely from this connection that this project was born: to protect access to this unique place and safeguard one of the most extraordinary waves in the world.

The first five years of Punta de Lobos Park were focused on something essential: protecting the area. This included acquiring the land and designing a conservation model that would safeguard this coastline forever.

The past five years have been the implementation cycle, moving from design to action. Today we can see concrete progress in ecosystem restoration, environmental education programs, park activation and infrastructure, and growing community

participation. Designing and managing a space like Punta de Lobos also involves managing something more complex: different interests, uses, and expectations coexist in the same place. An important part of this cycle has been learning to find that balance, developing programs and working methods that allow us to care for the place without losing its essence.

The data presented in this summary—square meters restored, thousands of people participating in activities, events like Lobos Por Siempre, and new strategic alliances—shows one thing clearly: ***protecting nature generates real benefits for people and for the territory.***

Because Punta de Lobos is not just an extraordinary landscape.

It is also a great natural sports stadium, where every year thousands of people come to walk its trails, contemplate the sea, or enter the water to surf a wave that has marked generations.

Conservation only works when it's built collaboratively. Along this path, we've fostered more active participation from individuals, organizations, and local authorities. For example, by working alongside the municipality and residents on restoration projects in areas like Infiernillo and Petrel. Realizing the value of our coastal ecosystems requires precisely that: ***radical collaboration.***

If we all enjoy this space—its trails, its scenery, and its waves—why should its care fall on only a few? Strengthening the sense of belonging and shared responsibility is one of the most important cultural challenges moving forward.

Pichilemu is and will continue to be an extraordinary destination. Every year, its coastline attracts thousands of people who come to enjoy its beaches, its natural beauty, and its waves. This very success challenges us to build a vision for future development that allows us to grow without losing what makes this territory unique and ensures that our open and freely accessible natural spaces can be sustained over time.

Looking ahead, we understand that a new cycle is beginning. The challenge now is to strengthen the park's sustainability and autonomy, so that the model can be scaled and replicated for the future of our coastline. Punta de Lobos still has much to protect, and the challenge of safeguarding our shoreline is ongoing.

None of this would be possible without the commitment of the team driving this project, the support of partners, donors, and strategic alliances, and the participation of thousands of people who feel this place is their own. To all of them, thank you!

To all who enjoy this space —surfing its waves, walking its coast or simply looking at the sea— ***the invitation is open: be an active part of its care.***

Because Punta de Lobos Park belongs to everyone.

“*Protecting Punta de Lobos is not just about caring for an extraordinary landscape; it is about ensuring that this territory continues to belong to everyone.”*



01 | Conservation MODEL



LEGAL PROTECTION, SHARED SUSTAINABILITY

Punta de Lobos Park is based on a conservation model that combines legal protection, governance and community.

Its protection is guaranteed by a Real Right of Conservation (DRC) registered on the land belonging to the Punta de Lobos Park Corporation. This legal instrument establishes clear rules to protect biodiversity, the landscape, traditional activities, and free access to the beaches, ensuring their protection in perpetuity. The Punta de Lobos Foundation oversees compliance with the DRC and the approved management plan, which was developed together with the local community.

However, legal protection is only one part of the model.

The true sustainability of the park is built through its community: partners, allied organizations and public institutions that, through their participation and contribution, allow the operation to be sustained and its care to be projected into the future.

At Punta de Lobos Park, we believe that conservation depends not only on legal tools, but also on an active network of committed individuals. The more this network grows, the stronger and more sustainable the model becomes.

AND WHAT IS THE DRC?

A legal tool to protect in perpetuity.

The Real Right of Conservation (DRC) is a legal tool in force in Chile that allows for the protection of a territory through permanent obligations and restrictions registered in its title deed. In the case of Punta de Lobos, the DRC safeguards its coastal biodiversity, its landscape, its surf breaks, and free access, ensuring that these values are maintained over time.

One of the most significant milestones this year was the formalization of a Conservation Right (DRC) over the lands of the Parque Punta de Lobos Corporation, legally consolidating a protection model that safeguards the coastline in perpetuity.

But the DRC is more than just a legal instrument. It is a tool available to any landowner or organization seeking to protect natural landscapes in Chile, strengthening a conservation network driven by civil society.

Protecting nature is not only a technical decision.

It is a collective one.

“

The Conservation Easement (DRC) is not only a legal instrument; it is an invitation to embrace the protection of our territories as a shared responsibility. Punta de Lobos is proof that it is possible. The challenge now is for there to be many more.



LEGENDA:

- ZONA ESPECIAL DE INTERES CULTURAL
- ZONA CASA MEDIOR
- ZONA DE CONSERVACIÓN Y RECUPERACIÓN
- ZONA DE USO RECREATIVO Y TURÍSTICO

TÍTULO: FUNDACIÓN PUNTA DE LOBOS
RUE: 45.110.443.2

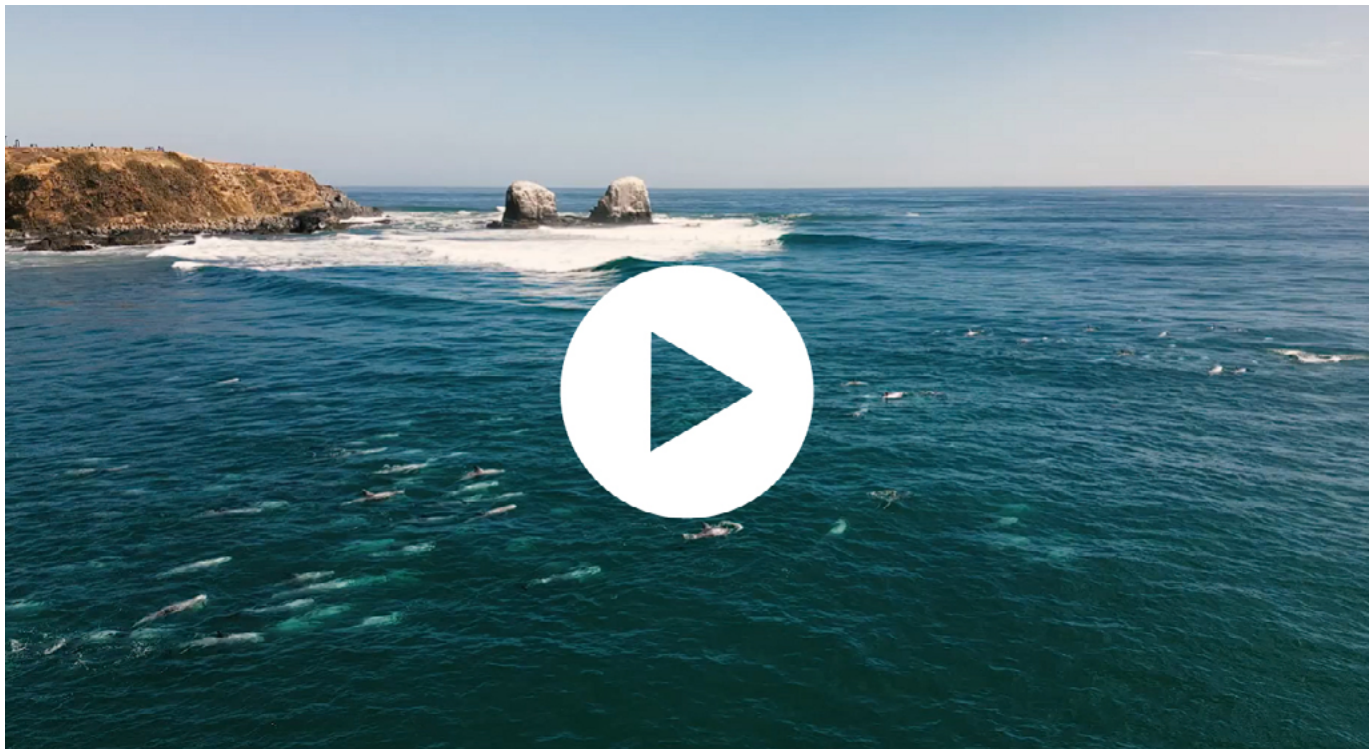
UBICACIÓN: PUNTA DE LOBOS, COMUNA DE PICHILEMU, PROVINCIA DE CARDENAL CARO, REGIÓN DEL LIBERTADOR BERNARDO O'HIGGINS

FECHA: 17 DE NOVIEMBRE DE 2025

ESCALA: 1:750

FECHA: _____

LÁMINA: _____



02 | IMPACT

PARK SERVICES



VISITORS

2025

+600.000

since 2022

+2.400.000



**KG OF GARBAGE
COLLECTED**

2025

245

since 2022

1.709



**LITERS OF WATER SAVED
THANKS TO THE USE OF
DRY TOILETS**

2025

93.822

since 2023

268.166

ENVIRONMENTAL EDUCATION PLAN



**ATTENDEES AT
THE ACTIVITIES**

2025

6.174

since 2022

23.791



ACTIVITIES
GUIDED TOURS/SCIENCE AND
WELLBEING/TALKS AND FAIRS

2025

240

since 2022

683



**AGREEMENTS
WITH EDUCATIONAL
ESTABLISHMENTS**

2025

1



**GRADUADOS DE
LA ESCUELA DE
GUARDAPARQUES**

2025

14

since 2024

30



**GRADUATES OF THE
PARK RANGER SCHOOL**

2025

20

Ecological Restoration Plan

	Plants reproduced	2025 1.071	since 2022 8.506
	Plants inserted	2025 1.773	since 2023 4.286
	Square meters intervened	2025 1.033	since 2023 2.482
	RE projects outside the park	2025 2	• Petrel: 390 plants inserted / 553 mt2 intervened • Infiernillo: 410 plants inserted / 305 mt2 intervened

Hiking and infrastructure

	meters² of restored southern trail	2025 264	
	linear meters of perimeter replacement	2025 62	since 2024 1.019

Community involvement

	days of volunteering	2025 28	since 2023 99
	volunteers	2025 658	since 2023 1.410
	professional internships	2025 9	
	Cooperating Partners	2025 56	since 2024 100
	Active Partners	2025 9	

Digital media

	followers	2025 34.823	+26%	2022 27.600
	reach	2025 1.820.000		since 2023 5.332.967
	website visitors	2025 8.300		since 2024 12.600

03 | Collaboration for **CONSERVATION**



In 2025, Punta de Lobos Park consolidated its collaborative work with private and public institutions, key partners who contributed not only resources, but also strategic direction to protect, restore and educate about the care of this unique territory.

These alliances reflect that conservation is a shared task and open to more people and institutions throughout Chile.

IBAÑEZ ATKINSON FOUNDATION

Education that sows the seeds of the future

The support of the Ibáñez Atkinson Foundation made it possible to implement the Nature Educates program in Pichilemu, expanding the educational impact of the park and strengthening the link between community and nature.

Raising awareness today is ensuring conservation tomorrow.

**IBAÑEZ
ATKINSON**
FUNDACION

See more:



MUNICIPAL GRANT

Operational efficiency and sport in service of conservation

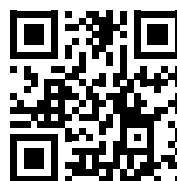
In 2025, the Municipal Grant from the Illustrious Municipality of Pichilemu made it possible to strengthen the operation of the Punta de Lobos Park and support the realization of the Lobos por Siempre championship.

This support was key to ensuring the daily management of the park and promoting an event that links sport, identity and coastal conservation.

Protecting the territory requires both ongoing operations and spaces that actively engage and mobilize the community.



See more:



Conservation needs a long-term vision, but also concrete support in the present.



SAVE THE WAVES

Strengthening the coast, activating the community

Thanks to the support of Save The Waves Coalition, through the World Surfing Reserves fund, during 2025 we made progress in the ecological restoration of the Infiernillo sector, strengthening the recovery of the coastal ecosystem and activating community participation.



SAVE
THE
WAVES
COALITION

See more:



*Save The Waves Coalition is part of the global network of **World Surfing Reserves**, an initiative that protects iconic waves like Punta de Lobos, recognized for its biodiversity and surfing cultural value.*





04 | Our PROGRAMS

ECOLOGICAL RESTORATION PROGRAM, RESTORATION THAT STRENGTHENS THE ECOSYSTEM

Eight years of sustained work can transform a landscape

The visible transformation of Punta de Lobos Park between 2017 and 2025 is the result of a long-term Ecological Restoration Plan designed to recover biodiversity, stabilize soils and strengthen the resilience of the coastal ecosystem.

Restoration is not just about planting. It's about understanding the land, prioritizing native species, managing threats, and supporting the process until the ecosystem can sustain itself again.

Restoration is a long-term decision.

And also a shared task.

2018

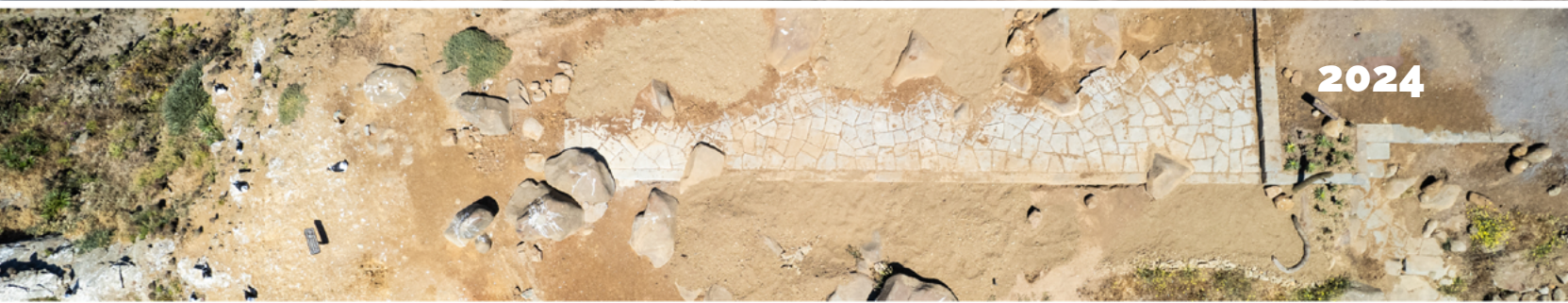


2025





2023



2024



2026

Mirador Piedra Rajada - Evolution since 2023: This area of the park was, for many years, one of the most affected by erosion and soil loss during the rainy seasons. For this reason, in 2024 an intervention was carried out to stabilize the terrain and support its recovery. Today, this space is undergoing a regeneration process, with the growth of native species and cacti declared conservation species of the park. It also offers a privileged spot to take in spectacular sunsets.



Sector El Triángulo - Evolution 2024-2025: During 2024, one of the main intervention areas was the sector known as El Triángulo. Once the plants' establishment capacity was observed, and following natural succession processes, we decided to introduce cliff cacti in 2025. Today, it is possible to observe the growth of native species and the progressive recovery process that is bringing life and biodiversity back to this sector of the park.

DURING 2025, WE PROJECTED WHAT'S COMING

A roadmap for restoring the coastal ecosystem

During this year, the Ecological Restoration Plan of the Punta de Lobos Park was consolidated as a technical and strategic instrument that organizes, projects and strengthens the work developed since 2017 in the territory.

Its objective is to contribute to the recovery and maintenance of the ecological integrity of the Mediterranean coastal ecosystem, strengthening its biodiversity, resilience and capacity to support native species of high conservation value.

The plan establishes a long-term approach based on:

- Well-preserved coastal reference ecosystems.
- Distinct Intervention categories tailored to each level of degradation.
- Priority conservation of cacti in the threatened category.
- Adaptive management based on continuous monitoring.
- Active community participation.



CONSERVATION AND RECOVERY ZONES

Active Restoration; where we do act through gradients of intervention, which we define as:

Passive Restoration; where we let the ecosystem recover naturally and in its own time.



Low Restoration:

Intervention applied in stable soils with good conditions.

- Includes control of alien species and direct planting of native species, incorporating amendments as needed.



Medium Restoration:

Moderate intervention.

- Includes soil incorporation, creation of stone walls and application of mulch according to the slope characteristics and direct planting.



Restoration:

Intensive intervention in critical areas with degraded soils.

- Includes dense planting, incorporation of large volumes of substrate, construction of stone walls and containment structures (basalt slabs) to slow runoff.

Monitoring



Adaptive Management



Community Participation



By 2030, we envision Punta de Lobos Park as a more ecologically resilient landscape, with greater native vegetation cover and a community firmly established as co-stewards of its restoration.

PETREL WETLAND: COLLABORATIVE RESTORATION IN A KEY ECOSYSTEM

Together with the Ibañez Atkinson Foundation and the Pichilemu Department of Environment and its Wetlands Guard team, we advanced the restoration of the Petrel Wetland, one of the most emblematic ecological systems in the Pichilemu commune.

During **14 days of collaborative work**, we intervened in **553 m²** and inserted **390 native plants**, reinforcing the recovery of its vegetation and its ecological functionality.

The Petrel Wetland is a living ecosystem that requires ongoing care.

This restoration is another step in a commitment that must be sustained over time by the entire community.

IMPACT IN FIGURES



390 NATIVE PLANTS
PLANTED



14 DAYS OF
TEAMWORK



533 M² TREATED

In partnership with the Department of the Environment and wetland rangers.



.The rehabilitation of the Petrel wetland is key to protecting the ecological heart of the commune.

**IBAÑEZ
ATKINSON**
FUNDACION



RESTORATION IN INFIERNILLO

A coastline that is coming back to life

Another major milestone this year was the completion of the project in La Caletilla de Infiernillo, carried out together with the Municipality of Pichilemu and with the support of the World Surfing Reserves Management Fund of Save the Waves Coalition.

The intervention allowed the restoration of **305 m² of coastline** and the insertion of **410 native plants**, exceeding the projected goals and achieving an **estimated survival rate of 90%**.

In addition to the ecological restoration, the project formalized a collaboration agreement with the municipality, strengthened ongoing maintenance efforts, and activated environmental education and citizen science initiatives across the commune.

Infiernillo is envisioned as a replicable model of coastal restoration at a community scale, whose care and monitoring must continue over time.

IMPACT IN FIGURES



410 NATIVE PLANTS
PLANTED



90% ESTIMATED
SURVIVAL RATE



305 M² TREATED

Collaborative work with the community and municipality.



HIKING AND INFRASTRUCTURE PROGRAM – PROTECTED PUBLIC USE MANAGEMENT

The sustained increase in visitors demands responsible management of the territory. During 2025, we strengthened infrastructure, improved trail delineation, and expanded maintenance efforts to balance open access with environmental protection.

 *Managing usage does not limit access:
it makes it sustainable over time.*

Park rangers: the operational heart of the park

During 2025, the park ranger team at Punta de Lobos Park was consolidated, strengthening its capacity to safeguard, guide, and educate within the territory.

The team, composed of 4 full-time rangers, expanded to 6 during the peak season, operating under a shift system that ensures continuous coverage of the park and the appropriate use of the space.

Their work is key to the sustainability of the conservation model: they guide visitors, protect sensitive areas, support ecological restoration efforts, and promote best environmental practices on site. They also manage the Information Center, which functions as a merchandising point as well, contributing to the park's financial sustainability.

Through their daily presence in the field, they help facilitate coexistence between visitors, the local community, and the natural environment, fostering the care and stewardship of the territory.



Geocell installation: Stabilize to preserve

During 2025 we made progress in the installation of **geocells on the southern perimeter of the park**, restoring **264 linear meters** of path and areas exposed to visitor traffic.

Geocells help stabilize the soil, reduce erosion, and regulate pedestrian flow, especially in sensitive areas where uncontrolled traffic can rapidly degrade the ecosystem.

Its installation was made possible thanks to the coordinated work with **monthly volunteers**, strengthening a management where infrastructure and the community advance together.



Restoration of trash-trapping panels: Prevention is also protection

With the support of the **Municipal Grant**, we restored and reinforced **62 linear meters of perimeter replacement of garbage-catching panels**, a key infrastructure to contain waste carried by the wind and protect restored areas.

This intervention not only improves the cleanliness of the environment, but also prevents waste from impacting ecologically sensitive areas.

As with the installation of geocells, this action was supported by monthly volunteers, demonstrating that the management of public use is built with an active presence.



ENVIRONMENTAL EDUCATION PROGRAM: EDUCATION THAT BUILDS ENVIRONMENTAL CULTURE

Long-term conservation depends not only on interventions in the territory, but also on work with the people who inhabit and visit it.

For this reason, during the year the different pillars of the environmental education area were strengthened through scientific research, educational programs, and activities open to the community across all age groups

Science and well-being

As part of the Science and Well-being programs, an Eco-Educators Network was consolidated with 20 active members through five annual gatherings focused on the exchange of experiences among teachers and environmental educators, as well as on their ongoing professional development and training.



Naturaleza Educa en Terreno: Building an Environmental Culture from the Classroom

Punta de Lobos Park led the implementation of the **Nature Educates in the Field** program in Pichilemu, an initiative promoted by the Ibáñez Atkinson Foundation aimed at integrating environmental learning into formal education by connecting the school curriculum with the local territory.

The program engaged students from Divino Maestro School, Ciruelos School, Digna Camilo Aguilar School, and Pueblo de Viudas School, who participated in hands-on learning experiences in wetlands and coastal ecosystems. Through these activities, students explored topics such as biodiversity, ecosystem services, and ocean literacy, fostering a deeper understanding of their natural environment and its conservation.

IMPACT IN FIGURES



627 IN-PERSON
ATTENDEES



33 ACTIVITIES HELD



4 PARTICIPATING
EDUCATIONAL
ESTABLISHMENTS

WHAT IS THIS PROGRAM LOOKING FOR?

- ✓ CONNECT SCIENCE AND LOCAL EDUCATION, BRINGING ENVIRONMENTAL KNOWLEDGE INTO THE CLASSROOM THROUGH DIRECT EXPERIENCES IN THE OPEN SPACE, IN A PLACE THAT REWARDS THE ACKNOWLEDGMENT OF THE NATIONAL ECOSYSTEMS, MAINLY THE WET LANDS.
- ✓ STRENGTHEN TEACHERS' CAPACITIES THROUGH EXPERIENTIAL AND PLACE-BASED LEARNING METHODOLOGIES.
- ✓ FOSTER A SENSE OF BELONGING AND STEWARDSHIP AMONG CHILDREN AND YOUNG PEOPLE TOWARD THEIR NATURAL ENVIRONMENT.
- ✓ INTEGRATE RESTORATION, MONITORING, AND ENVIRONMENTAL EDUCATION WITHIN A SHARED CONSERVATION FRAMEWORK THAT CONNECTS LEARNING WITH ACTION.



Naturaleza Educa extends the reach of the park's conservation model to the school, strengthening the social base that sustains long-term protection.

**IBAÑEZ
ATKINSON**
FUNDACION



Park Ranger Summer School:

The Park Ranger Summer School brought together children and young people aged 8 to 12 from the local community in a free educational program focused on understanding, appreciating, and protecting local ecosystems, as well as learning about their history and conservation.



16 PARTICIPANTS

Among the participants' favorite topics were flora and fauna, ecological restoration, data collection and citizen science, geology, environmental conflicts, territorial mapping, surfing, and ocean safety, reflecting a strong interest in understanding both the natural environment and the challenges involved in its conservation.

Trekking and Landart activity - Graduation.



Guided Tours

As part of the education program, various tourism and outreach activities were formalized with the goal of promoting environmental awareness and strengthening connections with the coastal ecosystem. Key initiatives included:

- 1. Guided tours open to the general public.**
- 2. Educational and environmental awareness workshops.**

Through these experiences, participants were encouraged to develop a deeper understanding of the relationship between people and nature, promoting responsible practices, ecological balance, and the protection of the natural environment.

The guided tours explored topics such as the history of Parque Punta de Lobos, the ecological and cultural significance of the territory, and the importance of its world-class wave as both a natural heritage asset and a symbol of local identity. Participants also learned about the main threats facing the coastal environment and the actions being taken to mitigate them. The tours concluded with a visit to the Cactus Greenhouse, providing an opportunity to deepen learning and strengthen connections with local biodiversity.

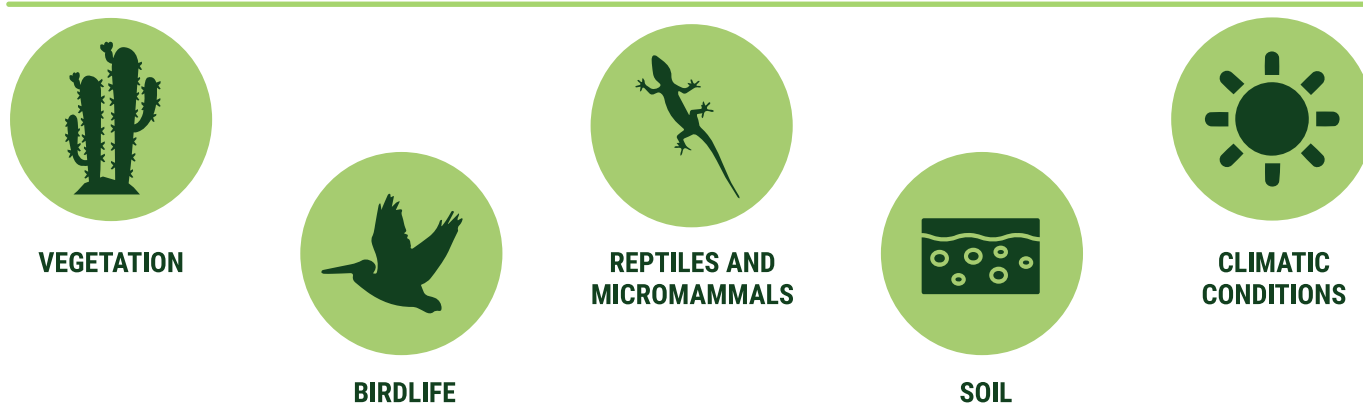
These initiatives continue to promote environmental education and foster meaningful connections between people and the coastal ecosystem.



Ecological Monitoring Plan

During the course of 2025, the Punta de Lobos Park developed and began the implementation of its **five-year Ecological Monitoring Plan**, with the support of **FIA** and the technical advice of **ROC (birds)**, **Chilean Nature (terrestrial fauna)** and **Francisco Escalona (flora)**.

The plan establishes a baseline and defines clear indicators to evaluate the effectiveness of the Ecological Restoration Plan, measuring changes in:



This plan has an approach based on three fundamental attributes: **Composition, structure and function**, allowing us to assess whether the ecosystem not only looks better, but also becomes more resilient and sustainable.

To implement this, permanent plots, photo points, seasonal monitoring and five-year measurable targets were established — such as increasing native species, reducing bare soil, and strengthening natural regeneration — consolidating an evidence-based management model.

More than just recording data, the Monitoring Plan allows for adjusting decisions, strengthening restoration, and projecting long-term conservation.





A Day Around the Sea: Oceanic culture that connects community and territory

On June 28, 2025, Punta de Lobos Park, in collaboration with the Ocean School, held the third edition of “A Day Around the Sea,” a free event that invited the community to reconnect with the ocean through art, science, and environmental education.

The event included **11 activities** —workshops, artistic interventions, film, a play, a sensory room and an opening ceremony— bringing together approximately **430 people** during the day, in which **7 educational establishments from the commune also participated**, strengthening the link between childhood and territory.

Highlights included the play “*Ruco de la Mar*”, a cooking workshop featuring seaweed and coastal wild foods, a screening of David Attenborough’s documentary *Ocean*, and the educational intervention “*El Grifo*” by the Park Ranger School, focused on socio-environmental conflicts associated with plastic.

The event was supported by Patagonia, the Ibáñez Atkinson Foundation and The Nature Conservancy, along with 12 local collaborators, consolidating an active territorial network around ocean culture.

“ The ocean is not just to be contemplated: it is to be learned from, celebrated and protected as a community.





Scientific research: To conserve is also to understand

SIMONA Costa — Science applied to the territory

During 2025, the Punta de Lobos Park strengthened its connection with the **SIMONA Costa project (Monitoring and Anticipation System of Coastal Resilience)**, an applied research initiative funded by FONDEF R&D that integrates universities, scientific centers and local actors to strengthen the management of the coastline in Pichilemu.

The system combines **real-time monitoring via coastal cameras, oceanographic modeling, and data analysis**, allowing observation of coastline evolution, wave behavior, and morphological changes in beaches and estuaries. This information translates into concrete tools for anticipating risks associated with climate change, erosion, and extreme events, providing evidence for land-use planning and risk management.

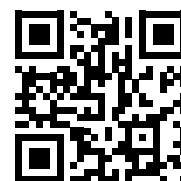
One of the highlights of the year was the **closing seminar for the FONDEF R&D SIMONA Costa project**, held on April 22nd in the Pichilemu Municipal Auditorium. This event showcased the project's main results, the visualization platforms developed, and their practical applications for local authorities, the community, schools, and territorial organizations.

Strategic contribution of the program

- Real-time coastal monitoring.
- Anticipation of risks and extreme events.
- Data for territorial planning and management.
- Collaboration between science, municipalities, and local organizations.



See more:



CR2 – Climate monitoring from Punta de Lobos

The Punta de Lobos Park and the **Center for Climate Science and Resilience (CR2)** of the University of Chile consolidated a strategic alliance to position Pichilemu as **a new strategic point of climate observation in continental Chile**, integrating it into an international atmospheric monitoring network.

This initiative is part of a long-term scientific effort to measure **greenhouse gas (GHG) concentrations**—such as carbon dioxide (CO₂) and methane (CH₄)—under clean ocean air conditions, without direct influence from urban or industrial sources. Samples are taken weekly in the La Pancora area and sent to **NOAA's Global Monitoring Laboratory in Boulder, USA**, where they are integrated into international databases used to monitor climate change on a global scale.

The location of Punta de Lobos is especially relevant due to its direct exposure to air masses from the South Pacific Ocean, enabling measurements that reflect the regional atmospheric background. This makes Pichilemu a key point within the global climate observation network.

The role of Punta de Lobos Park in this initiative is active and permanent: coordinating the sampling, safeguarding the technical protocol in the field, providing local logistics and strengthening the capacities of its team to integrate these measurements into the environmental management of the territory.

“ Measuring the air helps us better understand how to care for our coast and our climate.



COMMUNITY INVOLVEMENT: COMMUNITY THAT SUSTAINS THE MODEL

The protection of Punta de Lobos Park is not based solely on legal instruments or technical plans, but on an active community that participates, learns and is committed to the territory.

During 2025, the community engagement program evolved into a more sustainable model, combining community, corporate, and professional volunteering, strengthening local ties and expanding the park's support network.

Monthly and community volunteering: The heart of Local engagement

In 2025, **28 volunteer days** brought together more than **650 people** to care for Punta de Lobos Park. What began a few years ago as occasional gatherings has now become a regular monthly event, eagerly anticipated by many families and residents of the community.

Each session involved hands-on work in the field: installing geocells to stabilize the southern perimeter, restoring and maintaining the litter-trapping panels, propagating native plants, weeding cactus beds, and supporting trail restoration and maintenance efforts. Together, these actions quietly uphold the parks ecological balance.



Volunteering ceased to be a one-time activity. It transformed into a way of inhabiting the park.





Patagonia Mentorship: From Shared Values to Strategic Support

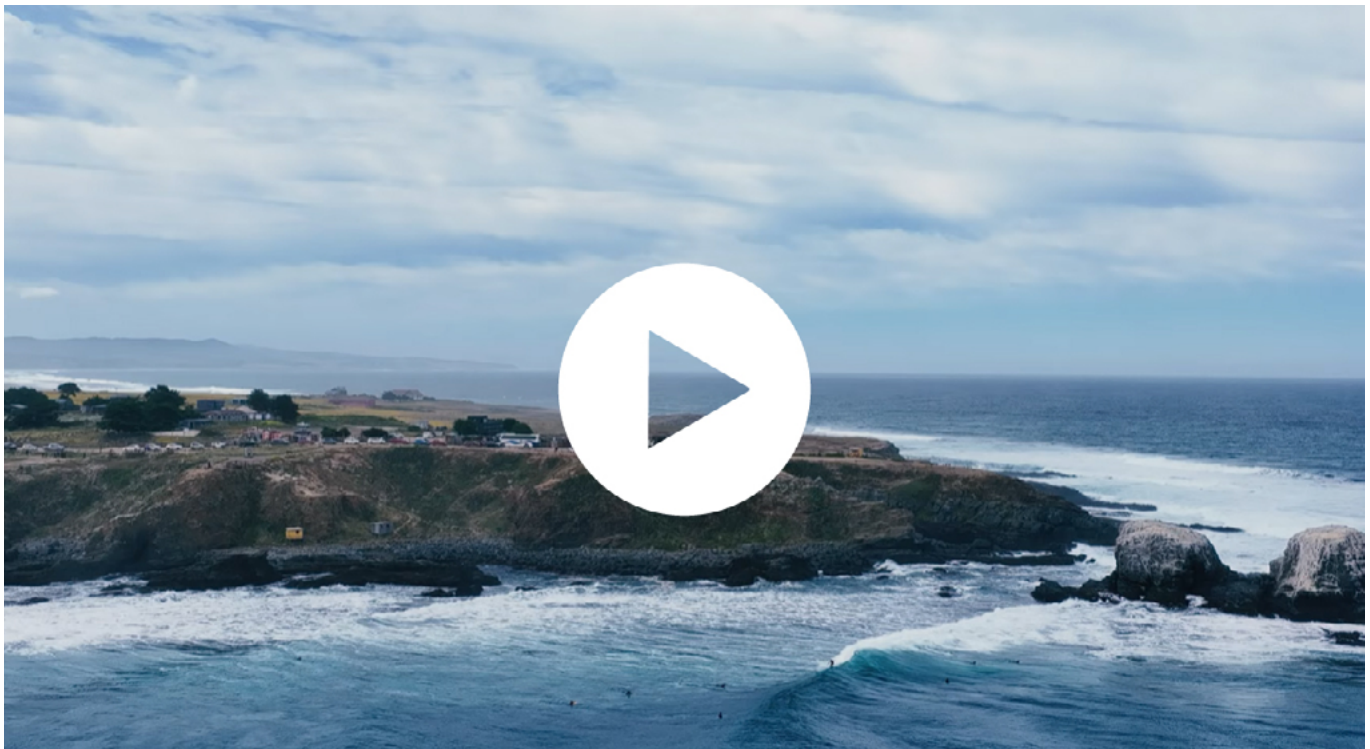
The relationship between Patagonia and Parque Punta de Lobos did not begin in 2025. It has been built over many years on a shared conviction: protecting natural landscapes requires consistency, commitment, and meaningful action.

What began as a collaboration focused on coastal conservation gradually evolved into something deeper. This shared journey took a new step forward with the implementation of a **pilot mentorship program**, through which the Patagonia team contributed its expertise to help strengthen key areas of the park's operations.

The focus was not on directing the project, but on supporting it. Together, the teams examined how members engage with the park, how visitors experience the Information Center, how the organization communicates its purpose, and how it cares for its internal team. It was an exercise in bringing an external perspective grounded in shared values and a common mission.

This pilot program opened a new dimension of involvement: professional knowledge transfer as a tool for strengthening the park's long-term sustainability. It represents a partnership that goes beyond support—one that learns, grows, and builds alongside the territory and the community it serves.

 *When purpose is shared, collaboration evolves.*





Professional Internships and Volunteer Programs: The Park as a Space for Learning and Specialized Contribution

During 2025, we strengthened our professional internship and volunteer program, welcoming students and professionals who contributed their expertise to the development of the park's initiatives.

Beyond providing operational support, the program enabled the incorporation of technical perspectives in areas such as ecological restoration, environmental education, communications, and organizational management. Each internship and volunteer placement became an opportunity for mutual learning: participants gained hands-on experience while contributing valuable analyses, recommendations, and applied work that directly supported the territory and its conservation goals.

In total, the program hosted **five** professional internships and **three** specialized volunteer placements, reinforcing the park's capacity while fostering the next generation of environmental and conservation professionals.



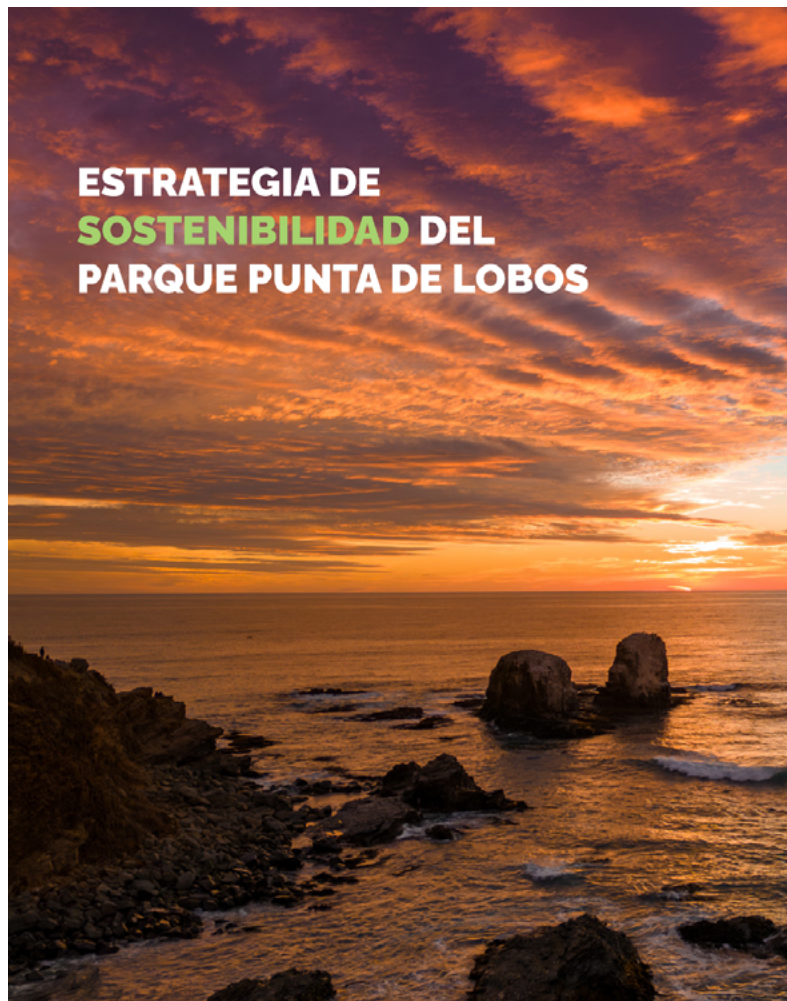
SUSTAINABILITY: DIVERSIFY TO PROTECT

During 2025, Punta de Lobos Park developed and consolidated its Sustainability Strategy, a strategic framework aimed at ensuring the continuity of the park and its programs over time. This strategy is structured around two complementary pillars: community involvement, as the structural basis of the conservation model, and financial sustainability, as an enabling condition for strengthening management and projecting the park's long-term impact.

Through these pillars, the park seeks to consolidate active territorial governance, diversify its sources of income, and progressively move towards greater operational autonomy.

The development of this strategy was made possible thanks to the support of **The Nature Conservancy (TNC)**, whose contribution allowed the systematization of the experience accumulated by the park and the structuring of a management model that articulates community, conservation and financial sustainability.

This strategic framework not only guides the future development of Punta de Lobos Park, but also seeks to serve as a reference for other coastal conservation initiatives facing similar challenges in the territory.



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New merchandising: Identity that funds conservation

We've launched a new line of **Punta de Lobos Park merchandise** inspired by the connection between surfing, nature, and coastal conservation. Designed by Rosario Canihuante, @co-ladeballena, and made from environmentally responsible materials like **organic cotton**, its aim is to **"protect this place forever"**.

The collection includes several t-shirts and sweatshirts with designs created to accompany those who love the park both on and off the water, reflecting its surfer spirit and its value as a protected landscape. Each piece is not just a garment, but a **way to express commitment: 100% of sales go directly to the park's conservation**, supporting restoration, education, and public use management programs.

This launch — is available at the Information Center, in partner stores such as Ruco Surf Shop or the Alaia Hotel— not only reinforces a collective identity, but also turns each person who wears a garment into an **ambassador for the conservation of Punta de Lobos**.



Partner community: Towards a solid base of 200 committed people

Being a member of Punta de Lobos Park is not just a membership: it is a monthly contribution that supports free access, ecological restoration, environmental education and the team that takes care of the territory every day.

Today we have 56 active members who have enabled us to make progress in each of our impact metrics. But the challenge is greater. Our goal is to build a community of at least **200 committed individuals**, capable of providing stability and long-term sustainability to the conservation model.

Each new partner not only strengthens the park's financial sustainability, but also reinforces something deeper: the conviction that protecting Punta de Lobos is a shared responsibility.

Joining as a partner transforms the connection with the park into a permanent commitment.

Help us in our work and be part of this great conservation effort.

Become a Member:



NEW STRATEGIC ALLIES

Subaru: Partner in conscious mobility

In June 2025, Subaru became the **official conscious mobility partner of Punta de Lobos Park**, supporting responsible access and logistics management for environmental activities, volunteer work, education, and park events. This partnership strengthens the connection between outdoor culture and the protection of the coastal ecosystem, promoting both conservation and the outdoor lifestyle that defines Punta de Lobos.

Beyond supporting operations, Subaru brings visibility to the conservation cause and helps position the park as a benchmark for responsible access and conscious management of the coastline.



Corona: Conservation in a Centenary Context

AB InBev Brewery, through its **Corona brand**, sealed an agreement to support the conservation of Punta de Lobos Park as part of **the brand's 100th anniversary celebration**.

This two-year commitment includes concrete actions such as **reforestation with native flora, restoration of trails, protection of unique species** — such as reptiles and migratory birds — and the permanent operation of a team of park rangers.

The launch day included volunteer activities with local authorities, community organizations and collaborators, reinforcing that private-community collaboration can be a real engine for conserving, restoring and protecting an emblematic landscape for Chile.



Hilti: Technology at the service of conservation

In 2025 we started a **new conservation alliance with Hilti**, based on a shared conviction: when the private sector and conservation come together, the impact multiplies.

Through this collaboration we strengthen key areas of the park such as **ecological restoration, trail maintenance and sustainable infrastructure development**, integrating tools and technology that allow us to improve the quality, safety and durability of our interventions on the ground.

It's not just about equipment. It's about raising the standard with which we care for the park.





Lobos por Siempre: When Waiting Becomes a Celebration

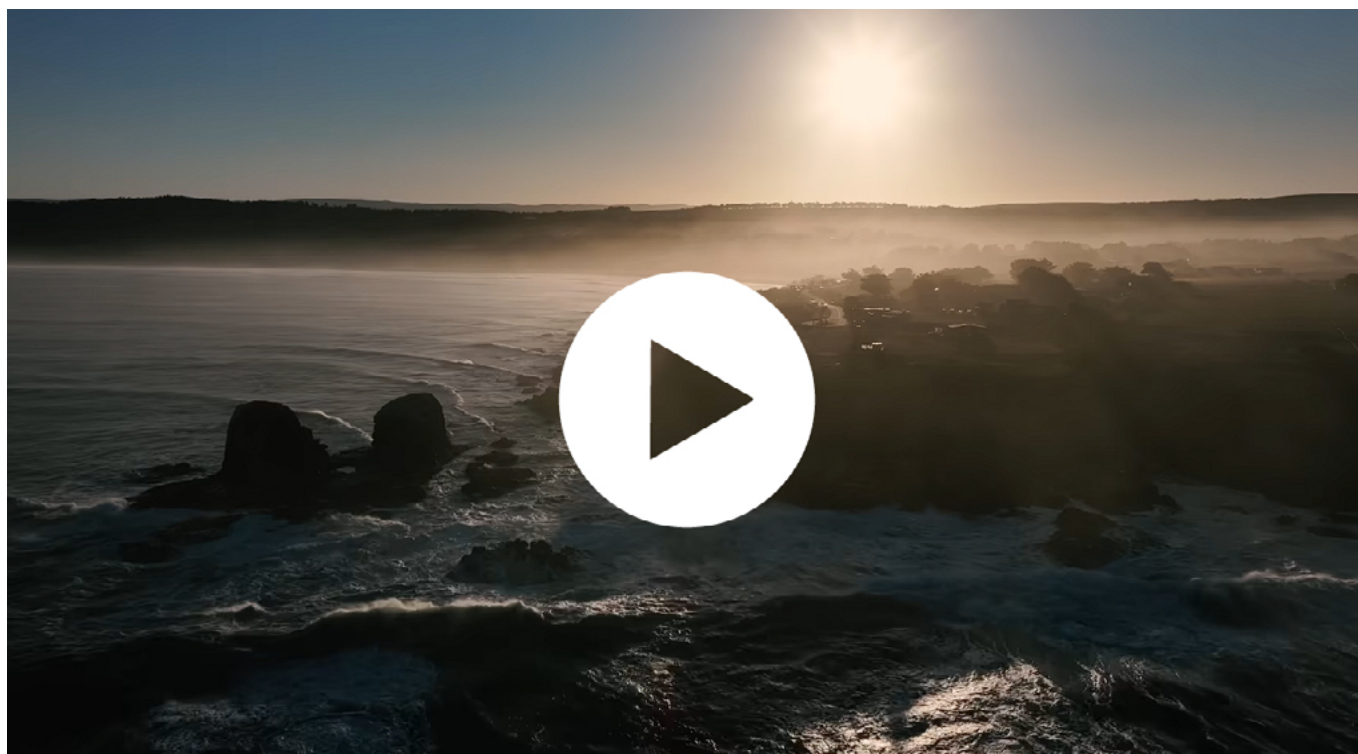


Lobos por Siempre is part of the history and identity of Punta de Lobos. Originally created around the anticipation of major swells, the event took a new direction in 2025 by choosing not to depend exclusively on wave conditions.

Although the expected large swell never arrived, it inspired the creation of a new gathering: **“The Celebration”**, an expanded version of the event that complemented the federated surfing competitions while broadening its focus to include community engagement, local entrepreneurship, and environmental education.

Over the course of three days, the park became a vibrant meeting place for surfing competitions, local fairs, a farmers' market, surf gear exchanges, workshops, and open community spaces that brought together sport, coastal culture, and sustainability.

More than 5,000 people participated in this edition, reaffirming that Lobos por Siempre transcends the pursuit of the perfect wave. It has become a point of convergence where local identity, sport, and coastal conservation come together, strengthening the connection between the community and the natural heritage of Punta de Lobos.





We thank our collaborators:

**IBAÑEZ
ATKINSON**
FUNDACION

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LA PLAYA
Vinos con Propósito

 **ALAIA**
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EL X RUCO
SURF SHOP

• CERVECERÍA DEL MAR •
VIEJO LOBO
PUNTA DE LOBOS • PICHILEMU

 **EL BARCO**
SURF SUPPLY


casaverde
PICHILEMU

05 | ¿How can I HELP?

Active programs and ways to participate

Volunteering: Volunteers at Punta de Lobos Park are an essential part of the sustainability of our activities. You can find a form on our website to join our volunteer programs.

Internship and Professional Volunteer Program: Punta de Lobos Park is also a training ground. Through internships and professional volunteer opportunities, we connect talent with the local area, integrating technical expertise into the park's day-to-day conservation work. If you are looking to contribute from your field, this is your place.

Corporate Volunteering: When purpose is lived on the ground. More than a one-time activity, these opportunities allow external teams to connect with the park's mission through direct experience. Corporate volunteering not only contributes work hours; it fosters understanding, bonds, and, in many cases, partnerships that go beyond the day itself. Opening the park to organizations that share its values strengthens the network that sustains conservation.

Interested? You and your organization can also be part of it.

Supporting Member: Be an active part of caring for Punta de Lobos. By purchasing any of the three monthly memberships, you become a supporting member of the park, committing to its care and conservation. Being a supporting member of Punta de Lobos Park gives you the right to speak; you can express your opinion on certain actions and/or decisions at General Assemblies and you will be kept informed of all the activities carried out by the Corporation.

1% For Punta de Lobos: Collaboration for conservation!

If you own a business in Pichilemu or are interested in coastal conservation, we've created a campaign to support the park's operations by donating 1% of your annual sales. This will allow you to become part of the network of organizations committed to protecting this iconic location. If you're interested, please contact us directly at info@puntadelobos.org

¿Do you want to sign up?



¿Do you want to sign up?



Become a member:



Strategic alliances: We generate strategic alliances with organizations committed to the care of the coastline; their contributions help us to sustain the park's services and our educational and reforestation projects.

Recurring donations: We invite you to make a monthly or one-time donation of any amount. These contributions help us plan and sustain our efforts to protect Punta de Lobos. You can find all the instructions for making your donation in the DONATE section of our website.

Tourism Services: We offer different tourism options focused on environmental education and the conservation of the coastal ecosystem. Experiences include guided tours, visits to the cactus garden, and corporate volunteering programs. Each activity promotes conscious tourism, connecting people with nature and the care of the territory.

Donate:



See more here:



To channel your help, go directly to our website or write to us through one of our contact methods.

✉ info@puntadelobos.org

🌐 www.puntadelobos.org

📷 [@parquepuntadelobos](https://www.instagram.com/parquepuntadelobos)

