



CONSERVAMOS POR NATUREZA

Driving citizen-led solutions for nature





CONSERVAMOS POR NATURALEZA

We are an initiative of the Peruvian Society for Environmental Law (SPDA) that strengthens and scales citizen-led conservation efforts. For over a decade, we have supported communities, young leaders, private initiatives, and grassroots collectives that are transforming how conservation is done in Latin America.

We combine legal tools, creative communication, citizen campaigns, and leadership development to generate local impact. Our work is grounded in an affective, inclusive, and replicable approach that connects people, places, and solutions.

www.conservamos.org



A high-angle photograph of a waterfall cascading down a rocky cliff into a pool of water. The surrounding area is densely forested with various green plants and trees. The text is overlaid on the left side of the image.

DRIVING CITIZEN- LED SOLUTIONS FOR NATURE



Across Peru and Latin America, millions of people are already protecting their territories, restoring ecosystems, and embracing more sustainable ways of life. However, these efforts often face legal, technical, and financial barriers that limit their ability to grow and endure.

That's why we focus on creating the skills and conditions needed to multiply the impact of citizen-led conservation initiatives.

In a time of global biodiversity and climate crises, solutions must be connected to people. Conservation is a daily, collective, and transformative act.

OUR WORK

We build collective conservation solutions grounded in a positive, practical, and action-oriented vision.

1. Citizen-led conservation

We strengthen and scale conservation led by citizens and communities in Peru.

2. Innovation for conservation

We drive citizen innovation to protect strategic ecosystems like surf breaks and free-flowing rivers.

3. Urban action

We promote reconnection with nature from cities by encouraging sustainable lifestyles.

4. Grassroots leadership

We train and empower a new generation of leaders across Latin America.





OUR APPROACH

We act from a place of collective commitment, respecting diverse knowledge and realities. We believe in collaborative solutions based in science, rights, and participation to build a more just and sustainable future.

- **Active citizenship** as the driving force of conservation
- **Scalable and replicable models:** our tools and campaigns inspire beyond borders
- **Strategic communication** that inspires and mobilizes
- **Multisectoral alliances** with communities, companies, governments, universities, and civic groups
- **Real impact:** we restore, protect, and advocate with and for people

1. CITIZEN-LED CONSERVATION

In Peru, more than 40,000 people from indigenous and rural communities, associations, and local governments voluntarily protect over 2 million hectares of valuable ecosystems. These grassroots actions complement government efforts, help curb deforestation, and foster a culture of conservation.

We scale the impact of these initiatives through legal and technical support, regulatory improvements, capacity-building, network coordination, and access to sustainable financing.

+ 60,000

native trees reforested with local communities

+ 650,000

dollars donated to voluntary conservation projects through our Reforestamos por Naturaleza campaign





What we aim:

- **Improve** regulations and strengthen governance for Private Conservation Areas and other voluntary conservation mechanisms.
- **Provide** legal and technical assistance to establish and manage conservation areas.
- **Boost** financial sustainability through ecotourism and fundraising campaigns.
- **Restore** degraded areas by strengthening local tree nurseries and promoting native tree reforestation.
- **Support** local livelihoods through agroforestry systems.
- **Build** response mechanisms for threats like wildfires through training and public awareness.

2. INNOVATION FOR CONSERVATION

Where traditional legal and institutional tools fall short, we activate citizen-driven innovation to protect ecosystems in new and creative ways. From grassroots community organizing to campaigns that bridge science, sport, and culture, we support strategies that are inclusive, scalable, and rooted in local realities.

By mobilizing collective action and building unconventional alliances, we champion solutions that expand the conservation toolbox and inspire others across the region to do the same.

We apply this approach through initiatives like:

- **Surf break conservation** using the world's first legal tool to register waves as protected marine ecosystems.
- **Protecting free-flowing rivers** combining research, legal reform, and public engagement to safeguard iconic rivers.







Surf Break Conservation

Peru is the only country with a legal system to protect waves through official registration. The “*Ley de Rompientes*” (The Surf Break Law), implemented through the Hazla por tu Ola campaign, is an innovative marine conservation tool led by an organized and committed citizen base.

47 surf breaks protected

in the *Registro Nacional de Rompientes* (National Register of Surf Breaks)

A photograph of a wooden pier extending into the ocean. The pier is made of dark wood and has several people standing on it. There are some yellow and blue containers on the pier. The ocean is a deep blue, and white waves are breaking in the foreground. The sky is not visible.

What we aim:

- **Legally protect 100 surf breaks** by 2030 through national registration.
- **Effectively manage protected surf zones** and improve surrounding public spaces.
- **Develop and implement a response protocol** for threats and emergencies.
- **Share and replicate Peru's model** in other Latin American countries.



Protecting free-flowing rivers

We work to protect iconic rivers through research, legal advocacy, and public awareness.

Our goal is create a legal framework that recognizes and conserves free-flowing rivers, respecting their unique values and promoting more sustainable development

**10,000
people
informed**

about the impact of damming
the Marañón River



What we aim:

- **Conduct** applied research to support legal proposals.
- **Advocate** for a national law on free-flowing river conservation.
- **Promote** public awareness and value for rivers through storytelling and outreach.

3. URBAN ACTION

Cities generate the highest environmental pressures in Peru, and their impacts eventually reach even the most remote natural areas. **Promoting sustainable cities improves urban quality of life and is a key strategy for nature conservation nationwide.**

We address major urban threats—like plastic and light pollution—and promote sustainable mobility to transform how people interact with their everyday environments.

+ 20,000
people engaged in our
events and public
activations

We supported
**the first
Peruvian law**
to regulate light pollution





What we aim:

- **Light pollution:** Reduce excess artificial lighting that harms biodiversity and human health.
- **Plastic pollution:** Cut down plastic use and improve waste management to protect rivers, soils, and oceans.
- **Sustainable mobility:** Promote low-emission, active transportation to reduce urban carbon footprints.
- **Public spaces:** Promote accessible and healthy public areas as essential infrastructure for resilient cities.

4. GRASSROOTS LEADERSHIP

Conservation also requires knowledge, tools, and leadership. Through programs like Aceleradores por Naturaleza and our scholarships opportunities, we offer hands-on training for those who want to lead conservation initiatives.

We also create open-access content designed to help more people learn, replicate, and strengthen their own projects.

**+ 100
participants**
strengthened their
conservation tools through
Aceleradores por Naturaleza.

**+ 10 Latin
American**
countries represented in
our alumni network



A photograph of three young boys sitting in a dugout canoe on a calm river. The boy in the middle is wearing a white shirt with a large blue number '8' on the back. The boy on the right is wearing a dark green shirt with red and white stripes on the sleeves. The boy on the left is wearing a red shirt and is holding a black object, possibly a phone or a small camera, up towards the trees. The background is a dense, lush green forest with many trees and branches. The water is dark and reflects the surrounding greenery.

What we aim:

- **Catalyze** Conservation Leadership through Programs like Aceleradores por Naturaleza
- **Support** conservation leaders through scholarships
- **Build** partnerships with universities, schools, and learning centers
- **Develop and share** open-access educational tools and content
- **Amplify** the voices of those leading conservation on the ground

CAMPAIGNS & INITIATIVES

Through campaigns and collective action, **we connect those who care with those who act.** We create opportunities for meaningful participation and build bridges between citizens and frontline conservation efforts—transforming concern into impact.





www.hazla.pe

Peru's largest beach cleanup campaign, mobilizing thousands in a powerful act of citizen science, bringing thousands of volunteers to produce a national report on beach pollution.



www.hazlaportuola.pe

A campaign to protect surf breaks as marine conservation areas, using Peru's unique Surf Break Law to safeguard their recreational and cultural value.



www.reforesta.pe

A campaign that invites everyone to support restoration by adopting native trees and helping regenerate cloud forests through community-led nurseries and reforestation.

RÍOS LIBRES

www.conservamos.org/rioslibres

A campaign to protect Peru's free flowing rivers—including the Marañón, Amazon, Putumayo, Napo, and Ucayali—through legal reform, advocacy, and research.



www.conservamos.org/aceleradores

A training program for emerging environmental leaders across Latin America, designed to strengthen their skills and amplify local impact in their territories.

PEDALEA SEGURO

An initiative to promote and raise awareness about safe bicycle use in urban settings as a sustainable mode of transport.

LA RUTA NATURAL

A communication and education initiative that invites people to reconnect with nature through responsible tourism and the stories of those who protect Peru's natural heritage.

OUR IMPACT

13 years protecting the natural heritage we have a responsibility to care for.

+ \$650,000

donated to conservation initiatives in Peru

**+4,000
volunteers**

cleaning beaches and rivers every year

43 scholarships

for young professionals to conserve nature

**+20,000
attendees**

at CxN events

**+100
partnerships**

with companies committed to conservation

47 surf breaks

legally protected







PERUVIAN SOCIETY FOR ENVIRONMENTAL LAW

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We defend nature and our right to a healthy environment

The **Peruvian Society for Environmental Law** is a nonprofit civil organization founded in 1986. Its mission is educational and scientific, focused on the protection of the environment, the promotion of the right to a healthy environment, and the sustainable use of natural resources for their conservation, proper management, and improvement.

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