





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







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.

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.





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





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.













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





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

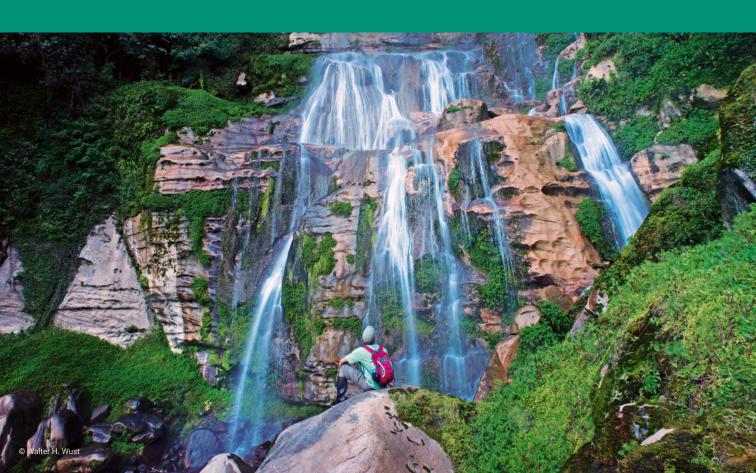
countries represented in our alumni network





CAMPAGNS & 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.

RÍOSLIBRES

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.

ACELERADORES POR NATURALEZA

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

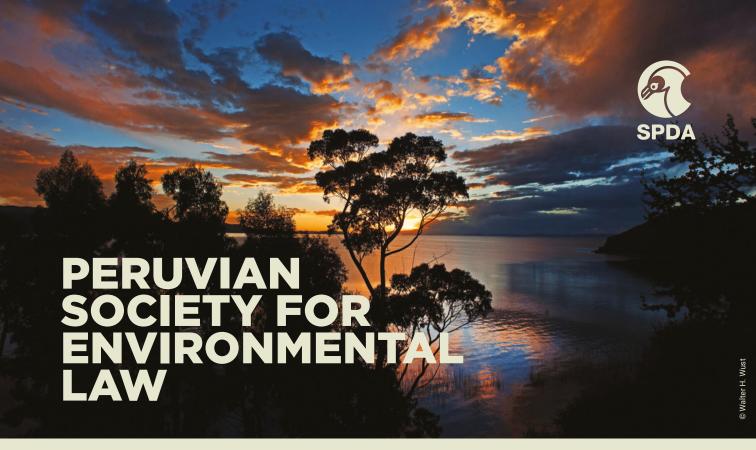
+100 partnerships

with companies committed to conservation

47 surf breaks legally protected







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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