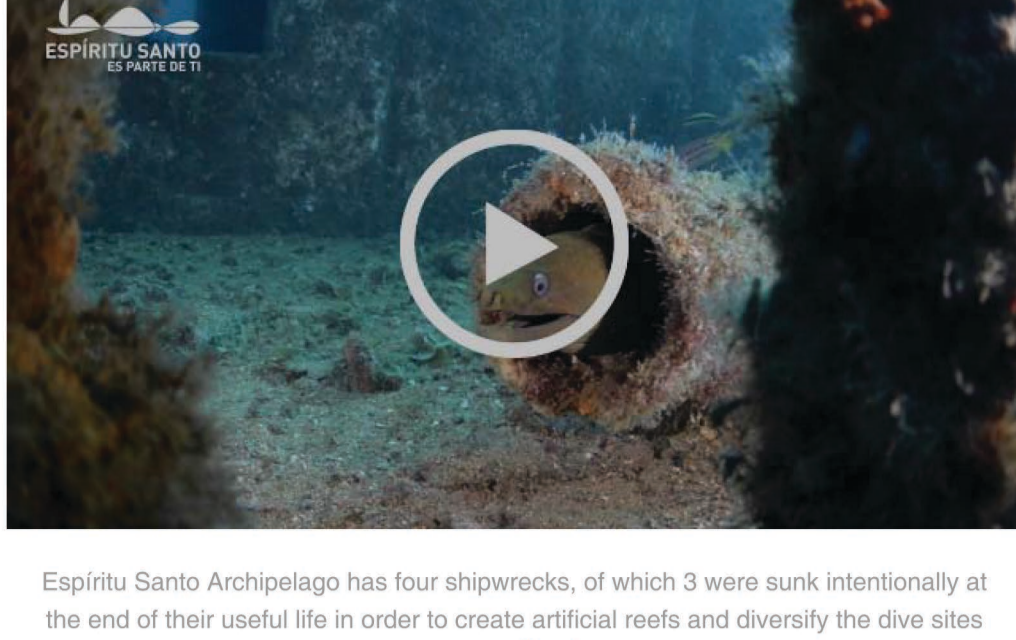


"Espíritu Santo es parte de ti" is a local, grassroots campaign that aims to involve the La Paz community in the recovery of the depleted reefs and reef fish populations in Espíritu Santo Archipelago National Park.



Espíritu Santo Archipelago has four shipwrecks, of which 3 were sunk intentionally at the end of their useful life in order to create artificial reefs and diversify the dive sites in the area. [Read more](#)

*You cannot truly defend or look after what you do not love, and you cannot love what you do not know.*

Despite the fact that the Espíritu Santo Archipelago is very close to the city of La Paz, many people from La Paz have never been there, or even looked at a reef underwater. To get people from La Paz closer to this outstanding ecosystem, this year we produced 15 short videos about Espíritu Santo Archipelago – its history, areas of special interest and its people and animal life.

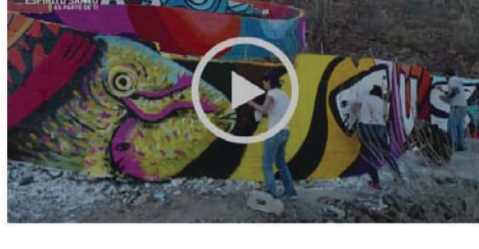
### Video Gallery

#### California Sur

We joined 35 organizations and businesses in a campaign to stop the use of single-use plastics in restaurants and stores, encouraging them to reduce the use of straws and find environmentally friendly alternatives to styrofoam containers and plastic bags.

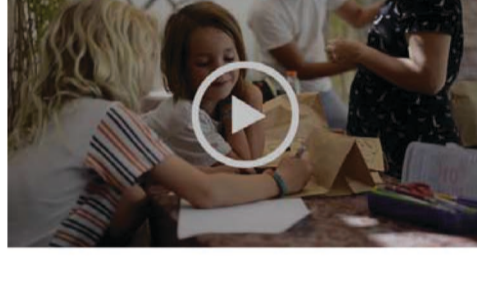
As a result of the joint efforts of all the members of the Deplastify initiative, the government approved reforms to the Law of Ecological Equilibrium and Protection of the Environment, which restricts the sale, use and giving of plastic bags, styrofoam containers and plastic straws.

[Read more](#)



We organized the painting of a huge mural, with the message "clean your beaches", by more than 100 volunteers from the community, appealing to the public to take their litter home and keep the beaches clean.

On Earth Day we and Kindergarten kids invited people at the supermarket to change their plastic bags for paper bags that the kids decorated with their own drawings. As part of the activity we made a video that was widely shared on our social media.



#### Parrotfish protection

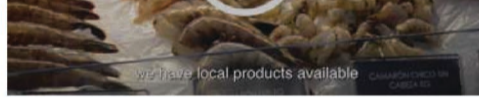
Parrotfish play a vital role in the health of reefs. They graze on the algae that grow on the reefs, preventing the suffocation of corals and creating space for other organisms. Parrotfish poop also gives us the beautiful soft white beaches that we all enjoy so much. [Read more](#)

Although it is not illegal to consume, sell or buy parrotfish most of the parrotfish sold at the market and in restaurants are killed by illegal fishing methods. [Watch video](#)

To protect parrotfish from over-fishing we initiated a campaign at the beginning of 2017 to encourage people to stop eating them altogether.

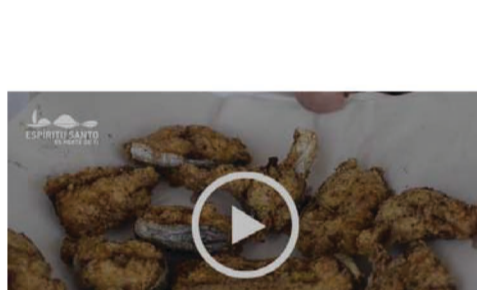
#### Parrotfish-free restaurants and supermarkets

We have encourage vendors, restaurant owners and chefs in La Paz to not serve parrotfish and become promoters of the campaign. To date, 47 restaurants and 4 major supermarkets in La Paz and Los Cabos have agreed to not serve parrotfish and to share our message with their clients and the public through our videos on social media.



One of the top supermarkets in San José del Cabo used to sell parrotfish on their fish counter. We talked with the manager about the importance of this fish, and they decided to join us and stop selling it in their store.

The owner of one of the first taco stands in La Paz knows about the importance of keeping our reefs healthy in order to continue to be able to buy the seafood that he needs for his delicious tacos.

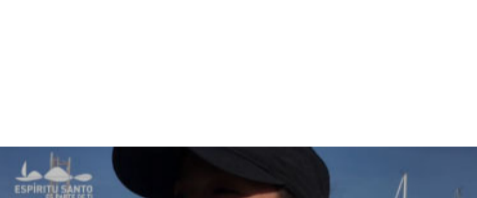


#### The parrotfish goes to school



In early summer this year we visited 10 schools (over 1000 students) and presented a photographic exhibition and a talk about the importance of the parrotfish for the reefs.

We launched an art competition where the students helped us to share the message by generating multi-media communication materials. We took the winners on a day trip to Espíritu Santo



**Multiplying efforts**  
Teacher Ramon Ibarra's students have now visited several elementary schools to promote the protection of the parrotfish to young children.

#### The next step: Parrotfish protection by law

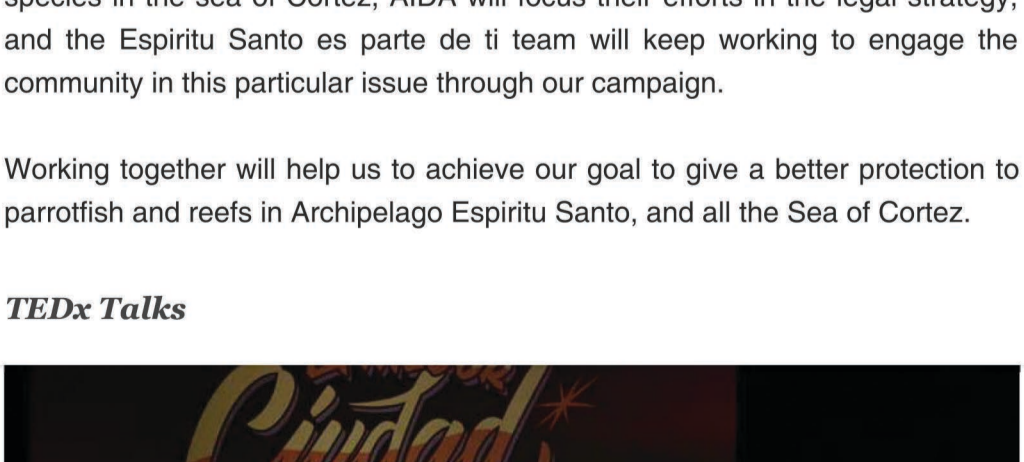
This december we started a collaboration with the Interamerican Association for Environmental Defense (AIDA), who this year requested that the Mexican government include ten species of parrotfish in the national registry of protected species, under Official Mexican Law 059, which is currently being updated. All of the species included in this first draft live in the Caribbean sea.

This year we will work together with AIDA and the Universidad Autonoma de Baja California Sur to meet all the requirements needed by the government to include the species of parrotfish that live in the waters of Archipelago Espíritu Santo and the Gulf of California under this law. The requirements include scientific data, and public engagement.

The university will work on gathering all the scientific data of the parrotfish species in the sea of Cortez; AIDA will focus their efforts in the legal strategy; and the Espíritu Santo es parte de ti team will keep working to engage the community in this particular issue through our campaign.

Working together will help us to achieve our goal to give a better protection to parrotfish and reefs in Archipelago Espíritu Santo, and all the Sea of Cortez.

#### TEDx Talks



In September our campaign director was invited to give a talk at the first ever TEDx talks to be organized in La Paz.

Besides the talk, we projected a short movie to show the community of La Paz how close Espíritu Santo Archipelago is to the city, how our actions affect the living creatures of the reefs, and how their well-being is connected to ours.



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