



VALLE SAGRADO
VERDE

ANNUAL REPORT



VSV



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01

LETTER FROM OUR DIRECTOR

DEAR FRIENDS, ALLIES AND MEMBERS OF OUR COMMUNITY.

The year 2024 has been a period of great challenges and, at the same time, of achievements that consolidate Valle Sagrado Verde as a benchmark in ecological restoration and fire prevention in the Sacred Valley of the Incas. Our commitment to the regeneration of Andean ecosystems has allowed us to achieve significant environmental milestones, positioning Cusco as a model of leadership in community management of the territory.

At the national level, we have consolidated new strategic alliances, such as the signing of an agreement with the Municipality of Calca, which has allowed us to expand our reforestation, assisted natural regeneration, fire prevention and environmental education actions in more communities in the Sacred Valley.

One of the greatest challenges in 2024 was the fight against forest fires, with more than 550 incidents recorded in the province of Cusco. However, thanks to our 33 community brigades and prevention strategies, we managed to maintain zero fires in the district of Cusco and CP Huarán, and significantly reduce their impact in Ollantaytambo.

One of the most important moments of this year was receiving the Prince Talal Award of Saudi Arabia, an accolade that validates the significance of our work in the conservation and restoration of native forests. This award reflects the collaborative efforts of our organization, local communities, and strategic partners, who have made this impact possible.

In terms of ecological restoration, to date we have achieved:

- Approximately 25,088 hectares under monitoring in Ollantaytambo.
- 90,000 native trees planted, strengthening high Andean ecosystems and restoring degraded areas to this day.
- 1,131,300 m² (113.13 ha) of forest restored through our reforestation efforts.
- 37,710 m² (3.77 ha) of assisted natural regeneration, using strategic ecological pruning to promote healthy growth of existing forests.
- More than 550 people trained in forest fire prevention and sustainable land management.
- 1,200 hours of community service, with more than 200 participants, 70% of whom were women, promoting female leadership in environmental management.



Reforestation campaign in Cachicata - 2024

These achievements reaffirm our conviction that natural regeneration is key to adapting to climate change and preserving our ecosystems. Every tree protected, every brigade formed, and every community strengthened brings us closer to a greener, more resilient, and more sustainable Sacred Valley.



Joaquin Randall Weeks, Director of Valle Sagrado Verde

We thank all the people, organizations and allies who have made this impact possible. Let us continue working together for a future where the restoration and regeneration of our forests is a priority.

With gratitude and commitment,
Joaquin Randall

Founder and Executive Director
Valle Sagrado Verde



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VALLE SAGRADO
VERDE

02 INTRODUCTION

OUR MISSION, VISION AND VALUES

At Valle Sagrado Verde, we believe in a future where Andean ecosystems are sustainably regenerated, ensuring healthy forests, protected biodiversity and resilient communities.

MISSION



Create the tools and resources necessary for society -composed of individuals, businesses, governments, institutions, and communities- to better manage the environment.

VISION



To be a leading organization in environmental conservation and restoration, providing innovative tools and resources that enable people, companies, governments, institutions and communities to sustainably manage their natural environment. We aspire to build a future where ecosystems are resilient, biodiversity is protected and communities are protagonists in the regeneration of the Sacred Valley and other strategic territories.



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VALUES



Environmental Commitment – We protect native forests and promote the regeneration of ecosystems.

Community Work – We believe in the power of collaboration and local leadership.



Gender Equity – We promote the active participation of women in conservation.

Prevention and Resilience – We work to reduce the risk of forest fires and mitigate their impacts.



Ecological Regeneration – We promote the restoration of degraded ecosystems and the strengthening of biodiversity.



*Eudocia Huillca Velarde -
Brigadier of Rayán*



*Janet Vargas - Employee of
sponsor Antigua Casona*



*Vicentina Carpio Ayma - Brigadier of
Pilcobamba*

Context of the Year 2024: Environmental and Social Challenges

CHALLENGES



The year 2024 presented significant challenges to environmental conservation in the Cusco region. Climate change and human activities have increased the frequency and intensity of forest fires, affecting thousands of hectares of fragile ecosystems.



According to INDECI, the province of Cusco suffered more than 550 forest fires in 2024, which represented one of the most critical years for biodiversity and local communities. However, in the areas where Valle Sagrado Verde has actively worked, we managed to reduce the incidence of fires to zero.



In the Ollantaytambo district, the implementation of community brigades, ecological pruning and constant monitoring allowed a 65% reduction in fires compared to 2022, consolidating the district as a model of success in forest risk management.



Despite these challenges, the collective effort managed to generate positive impacts: we reforested, trained, prevented and restored ecosystems, consolidating strategic alliances and mobilizing hundreds of people committed to the sustainability of the Sacred Valley.



03

ABOUT THE ORGANIZATION

HISTORY AND BACKGROUND



Escallonia resinosa - Chachacomo

Since its creation in March 2020, Valle Sagrado Verde has evolved from a reforestation initiative to a comprehensive organization dedicated to the conservation of Andean ecosystems. Inspired by the majestic Sacred Valley of the Incas, our goal has been to not only plant trees, but also to empower local communities in the management of their natural resources.



Back in 2020, our journey began with planting 30,000 trees and the integration of seven communities in our reforestation campaigns.

Inspired by the majestic Sacred Valley of the Incas, our goal has been not only to plant trees, but also to empower local communities in the management of their natural resources.

Our journey began with the planting of 30,000 trees in our first phase and the integration of seven communities in restoration actions. Over time, we expanded our work to more locations and diversified our strategies towards forest fire prevention, natural regeneration and reforestation with native species.



Dara Hidalgo - Volunteer with students from Santa Ana School - Reforestation in Huarán

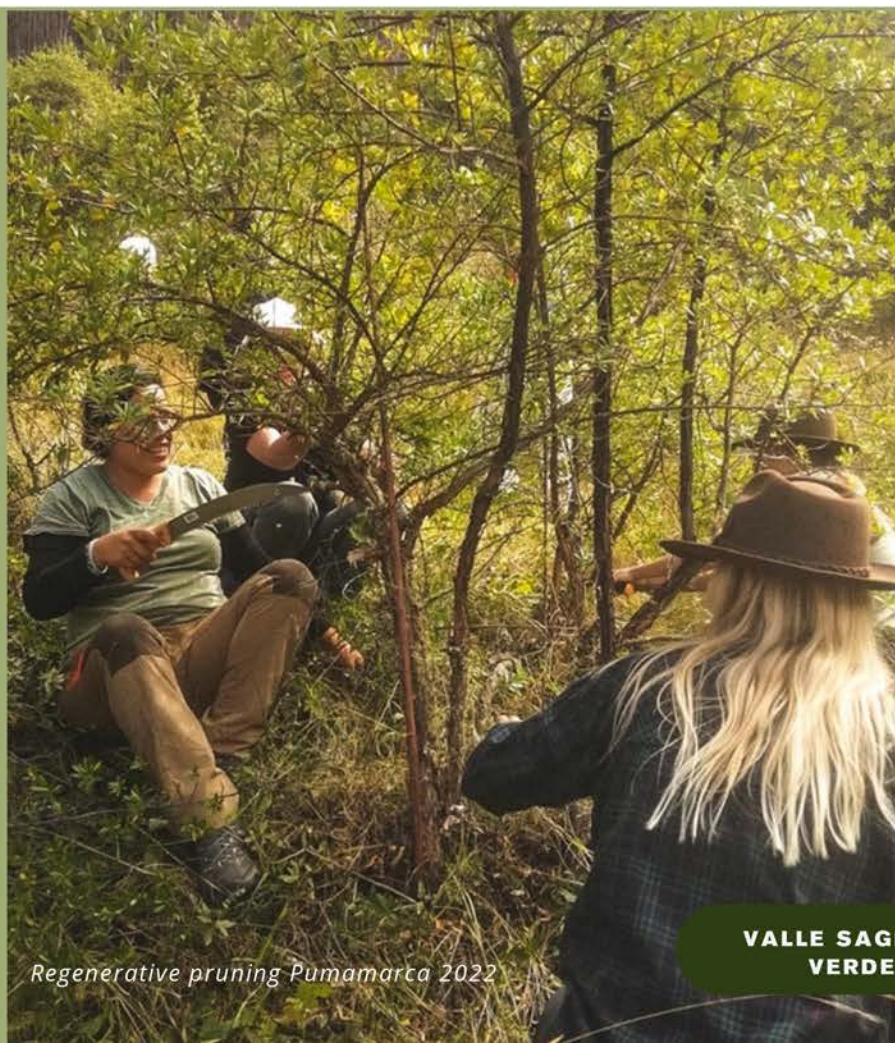
In 2022, in response to the growing threat of wildfires in the region, we formed 11 community brigades and adapted our approach to active conservation. This effort continued in 2023, with 27 brigades established and our impact expanded to 27 communities, all in collaboration with the Provincial Municipality of Cusco and private companies committed to sustainability.

In 2024, Valle Sagrado Verde reached a new milestone by receiving the Prince Talal Award of Saudi Arabia, international recognition for our work in environmental restoration. Additionally, we consolidated our presence in Cusco with the signing of new agreements, such as the one with the Municipality of Calca, which will allow us to expand our operations in the region.



Award ceremony in Saudi Arabia by Joaquin Randall, director, and Ana Benites, coordinator, with the Peruvian ambassadors, Ricardo Silva Santisteban Benza and Carmen del Rocio Azurin Araujo.

Today, we represent Cusco and Peru on national and international stages, reaffirming our commitment to the protection of Andean ecosystems and the resilience of communities in the face of climate change.



Regenerative pruning Pumamarca 2022

MAIN AREAS OF ACTION

Today, we represent Cusco and Peru on national and international stages, reaffirming our commitment to the protection of Andean ecosystems and the resilience of communities in the face of climate change.

1. FOREST FIRE PREVENTION

Forest fires are a constant threat to Andean ecosystems. Our prevention work has made it possible to reduce fires in the areas where we operate, thanks to the implementation of community brigades, training and constant monitoring.

KEY ACTIONS:

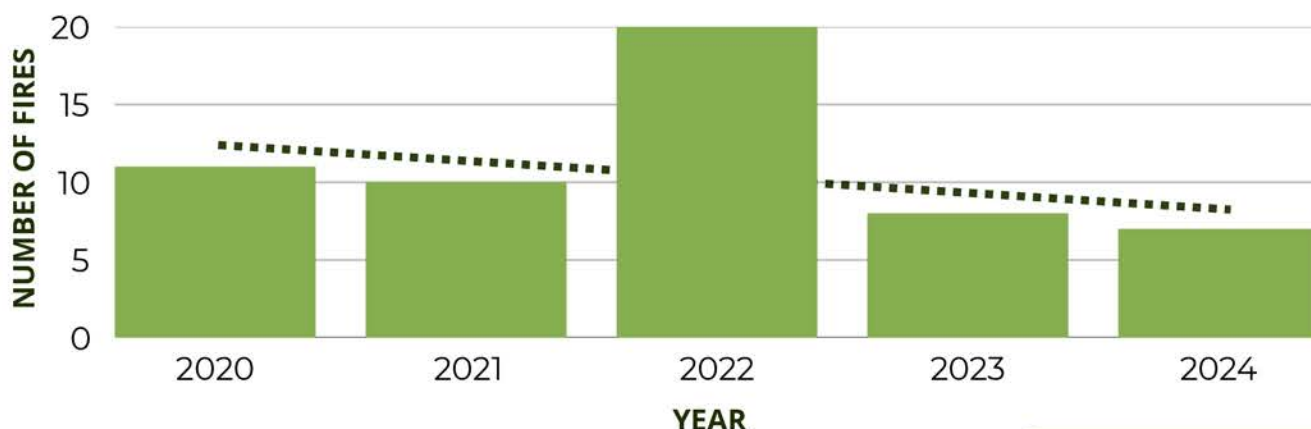
- Training and capacity building of community forestry brigades.
- Awareness days for communities.
- Ecological pruning to reduce combustible material.
- Monitoring and early warning systems in vulnerable areas.

IMPACT IN 2024:

- The province of Cusco recorded more than 550 forest fires, but in the areas where we operate we achieved zero fires.
- In the Ollantaytambo district, the incidence was reduced by 65% compared to 2022.
- More than 550 people trained in fire prevention and response.

EMERGENCY REPORTS FROM SINPAD* DUE TO FOREST FIRES - OLLANTAYTAMBO

*THE NATIONAL INFORMATION SYSTEM FOR RESPONSE AND REHABILITATION



2. NATURAL REGENERATION AND ECOLOGICAL PRUNING

Natural regeneration is a key strategy to strengthen forests and minimize the impacts of climate change. Through regenerative pruning, we facilitate the recovery of native species and promote healthier and more resilient ecosystems.



Nelly Ccoiso Vega - Rayán Brigadier



Before



After



Before



After

KEY ACTIONS:

- Regenerative pruning of native trees to strengthen their growth.
- Community forest management to reduce fire risks.
- Work with native species essential for Andean biodiversity.

At Valle Sagrado Verde, we facilitate and promote best practices, encouraging municipalities, communities, and institutions to take an active role in environmental management, leveraging their own resources to achieve sustainable change.

IMPACT IN 2024

- 25,088 hectares under monitoring, approximately Ollantaytambo
- More than 3,000 trees managed through regenerative ecological pruning in various communities of the Sacred Valley, promoting assisted natural regeneration on an area of approximately 37,710 m² (3.77 ha).
- 70% female participation in pruning tasks, consolidating women's leadership in the restoration of Andean ecosystems.
- 1,200 hours of community work, actively involving more than 200 people in conservation, reforestation and sustainable land management actions

25,088 Ha

Approximately 1,000 hectares under monitoring in Ollantaytambo



37,710 m²

Assisted natural regeneration in communities



70%

Female participation in work



20%

Community service hours

3. REFORESTATION WITH NATIVE SPECIES



Reforestation in Huarán 2024 - Santa Ana School

Reforestation is one of our main strategies to restore degraded ecosystems and promote ecological corridors. At Valle Sagrado Verde, we focus on native species adapted to the Andes, ensuring a long-term impact.

KEY ACTIONS

- Planting of native trees such as Queuña, Huaranhuay, Tara and Molle.
- Monitoring and maintenance of reforested areas.
- Involvement of families and schools in reforestation activities.

IMPACT UNTIL 2024

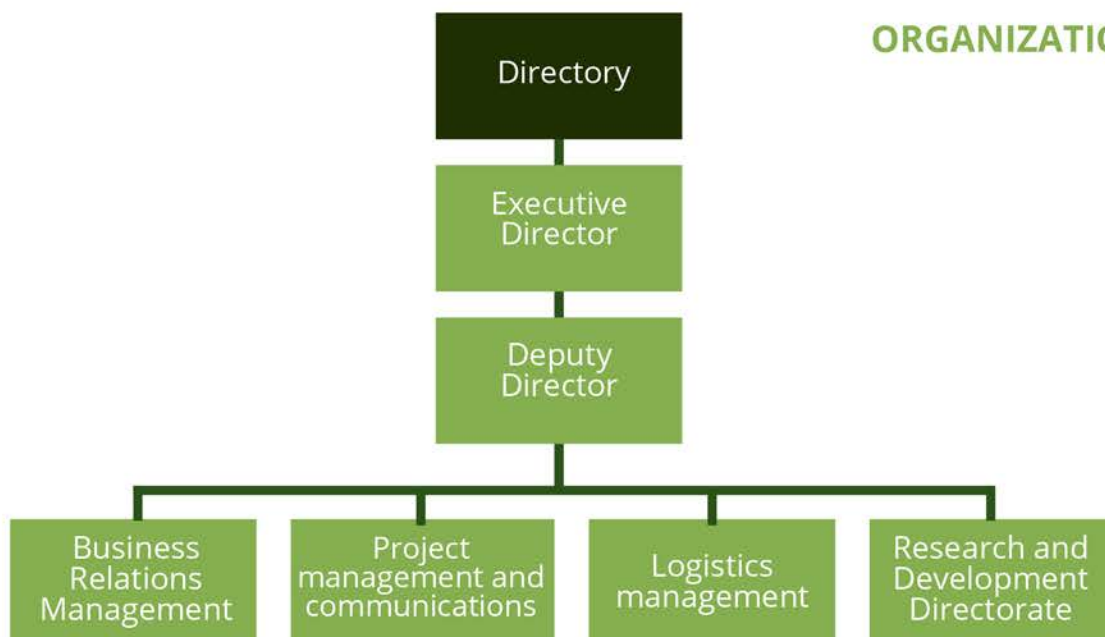
- 90,000 trees planted, contributing to the recovery of high Andean ecosystems and the restoration of degraded areas.
- Assisted natural regeneration on 37,710 m² (3.77 ha) through strategic ecological pruning, promoting healthy growth of existing forests.
- Work in Ollantaytambo and Huarán, with direct impact on local communities through community brigades, reforestation and sustainable forest management.
- Creation of ecological corridors and strengthening of biodiversity, facilitating connectivity between forest fragments and promoting ecosystem resilience.



VSV Forest Nursery - El Albergue

OUR TEAM AND PARTNERSHIPS

ORGANIZATION CHART



OUR TEAM



Executive Director
Joaquin Randall Weeks



Coordinator
Ana Luz Benites Tito



Field Specialist
Dara Taiz Hidalgo Año



Communications Officer
Devorah Orozco Davila

STRATEGIC ALLIANCES

Partnerships have been key to scaling our impact and strengthening the sustainability of our actions.

OUR MAIN ALLIES INCLUDE:

1. Local municipalities: Provincial Municipality of Cusco, Provincial Municipality of Calca, District Municipality of Ollantaytambo.
2. Government institutions, SERFOR and INDECI, SERNANP, MIN CULTURE, USAID.
3. International organizations, The Prince Talal Award of Saudi Arabia, recognized our impact in 2024.
4. Founding partners: El Albergue Ollantaytambo, Destilería Andina y Antigua Casona.



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04 IMPACT ON COMMUNITIES

IMPACT ON COMMUNITIES

One of the fundamental pillars of Valle Sagrado Verde is the active participation of communities in ecosystem restoration, fire prevention and regeneration of native forests. We believe that true environmental impact is only possible when communities are leaders of change and take ownership of the necessary tools to protect their environment.

Throughout 2024, we worked closely with local residents, community associations and forest brigades, strengthening the resilience of ecosystems and promoting an inclusive approach in which women and young people have been the protagonists of the process.



Rayán Community in Ecological Pruning 2024

COMMUNITIES BENEFITED

UNTIL 2024

We have worked with over 33 communities in the Sacred Valley on fire prevention, forest regeneration and reforestation. Some of the main communities benefited include:

- Cusco District – Zero forest fires thanks to community prevention and monitoring work.
- C. Palomar – Zero forest fires thanks to community prevention and monitoring work.
- Perolnuyoc Basin (Socma- Pilcobamba- Rayán) - Zero forest fires thanks to community prevention and monitoring work.
- Ollantaytambo District – 65% reduction in the incidence of fires, formation of brigades and reforestation days.
- C.P Huaran – Forest restoration and ecological pruning to strengthen the resilience of native species.
- Calca Province – Expansion of the reforestation program in partnership with the local municipality.
- 15 additional rural communities – Involved in regenerative pruning and ecosystem protection.

In these locations, we achieved the training of environmental leaders, the involvement of more than 200 people in community tasks, and the training of 550 people in fire prevention and forest management.

SUCCESS STORIES

Women lead the regeneration of the Sacred Valley

By 2024, 70% of the people involved in regenerative pruning work were women, mainly women between 30 and 60 years old. Their leadership has been key to the success of the natural regeneration program, ensuring that conservation practices are passed down from generation to generation.

Story of Rosa Quispe Huamán, leader of the Pilcobamba Brigade:



"In previous years we had fires in our community, and we didn't know how to deal with them. Thanks to the training provided by Valle Sagrado Verde, we can now respond quickly and we know what to do to protect our trees. Regenerative pruning also taught me that the forest can be recovered with our own hands. I feel happy to contribute to nature and for the community work we do together."

Community forest brigades: a successful model

In 2024, our forest brigades managed to prevent fires in Pilcobamba and Palomar, areas that had been vulnerable to fire in previous years. Technical training and community empowerment allowed local brigades to lead early response actions.



Story of Flor Reyes Nuñez, leader of the Palomar brigade:

"For years now, our community of Palomar has not had any arson attacks thanks to the good organization of our community and the training provided by Valle Sagrado Verde, and today we continue to maintain our firm commitment to caring for our nature."

Restoring ecosystems with community participation

Our natural regeneration strategy has enabled regenerative pruning of over 3,000 trees, ensuring the health of key species such as Queuña, Tara and Molle. Communities have played a key role in this process, dedicating over 1,200 hours of community work to ensure the success of the program.

Testimony of Albino Ttito Solis, leader of the Pachar brigade in regenerative pruning:

"I never imagined that pruning trees could be a way to save the forest. Now I understand that it is a way to strengthen native trees and prevent fires. In addition, working as a community has brought us closer together. I feel proud to have contributed to the recovery of our forests."

As a brigade, we are proud to contribute to reforestation and pruning, since due to the previous fires that occurred years ago we must do something and to recover that lost area, what better way than reforestation and carrying out ecological pruning."





Testimony of Cecilia Hilario, leader of the Socma brigade in regenerative pruning:

"In the Socma community we have worked very hard with Valle Sagrado Verde and in 2024 we had zero fires thanks to that. In addition, the community learned how to take care of the environment to prevent fires and also through reforestation and ecological pruning, for all that we feel at peace with nature since it is important to maintain the care of our native forests."

Measurable Impact on Communities

The 2024 results demonstrate that when communities have tools and knowledge, they can lead change:

0%

Zero fires in the Cusco district, CP Huarán, C.Socma, C. Palomar and C. Pilcobamba thanks to the work of the community brigades.

65%

65% reduction in fires in Ollantaytambo through prevention and rapid response strategies.

3.77 HA

37,710 m² of forest intervened through assisted natural regeneration, strengthening biodiversity and reducing the risk of fires.

550

550 people trained in sustainable land management and fire prevention.

90000

90,000 trees planted, contributing to the ecological restoration and conservation of high Andean ecosystems.

70%

70% participation of women in assisted natural regeneration. VSV put women in a leading role, consolidating their role in community environmental management.

These numbers reflect the tangible impact of Valle Sagrado Verde in regenerating ecosystems and protecting communities from forest fires.

Testimony of Nohely Diaz, Director of Civil Defense - Municipality of Cusco:

We are working in each community, where they commit to carrying out their practices with the necessary care. These brigades have to prevent fires, raising awareness in their assemblies, monitoring the entire landscape they have and if they see any sign of fire, they act immediately, thanks to the framework agreement we have with the Provincial Municipality of Cusco and Valle Sagrado Verde.



REGENERA TEAM; FRAN HAJEK, ENRIQUE ZUNIGA, BRIAN MARTELL, AND THE VSV TEAM; JOAQUIN RANDALL AND ANA BENITES

Alliance with Regenera and Logros in Piscacucho

This year, we strengthened our relationship with Regenera, joining as Landscape Allies to promote ecological conservation and restoration. Thanks to this Agreement, we initiated concrete actions in Piscacucho, strengthening the protection of key ecosystems and promoting landscape regeneration with the local community.

RADIO PROGRAM ENVIRONMENT

THIS YEAR, OUR RADIO PROGRAM HAS STRENGTHENED ENVIRONMENTAL EDUCATION IN THE COMMUNITIES OF THE SACRED VALLEY, ADDRESSING KEY TOPICS SUCH AS FIRE PREVENTION, REFORESTATION, AND CONSERVATION. WITH THE PARTICIPATION OF LOCAL EXPERTS AND LEADERS, WE HAVE FOSTERED GREATER AWARENESS AND ACTION FOR THE ENVIRONMENT.



RADIO PROGRAM HOSTED BY: BRIGADIER ELMER PUMA AND LUIS EDUARDO



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MANAGEMENT & TRANSPARENCY

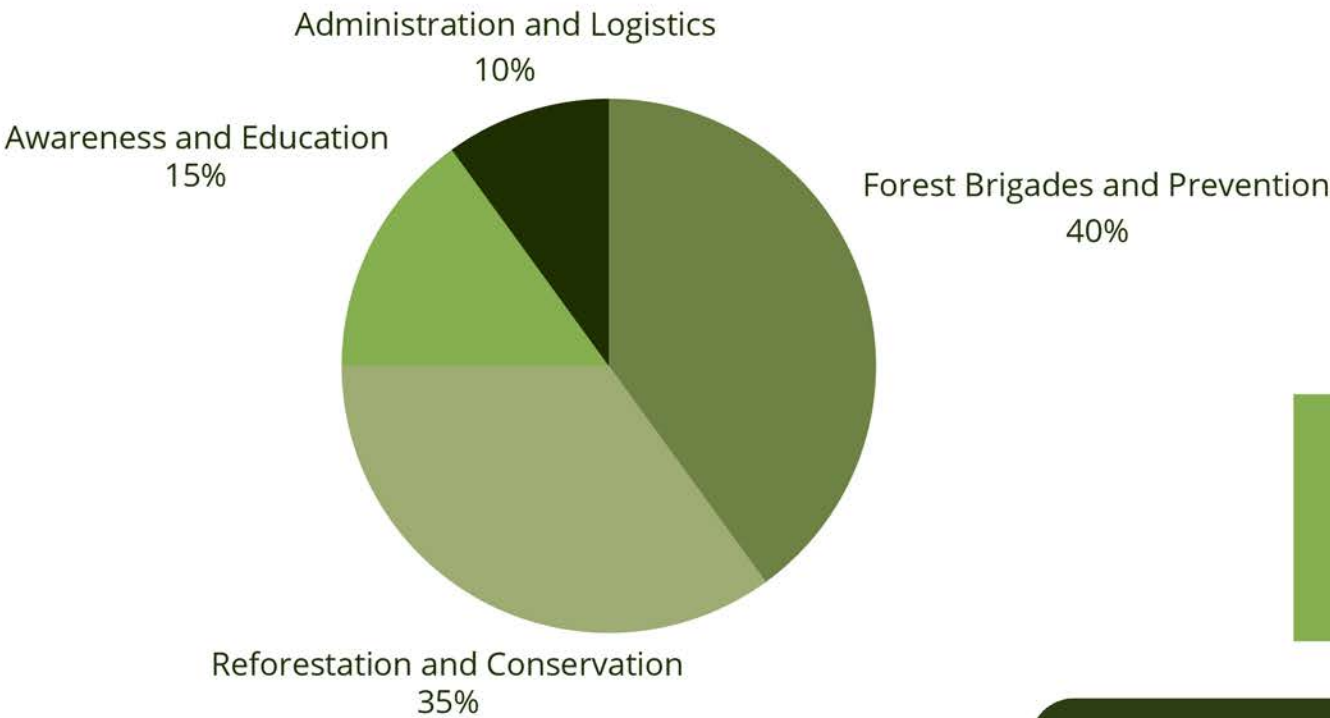
VSV FINANCIAL REPORT 2024

Financial Report 2024 - Sacred Valley Green	
Income and Expenses	
Concept	Soles (S/.)
Income	S/ 101,615.11
Expenses	S/ 75,099.82
Cash balance	S/ 26,515.29



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Distribution of Expenses 2024 - Sacred Valley Green		
Summary of Expenses		
Category	Amount in Soles (S/.)	Percentage
Forestry Brigades and Fire Prevention	S/ 30,039.93	40%
Reforestation and Ecological Conservation	S/ 26,284.94	35%
Environmental Awareness and Education	S/ 11,264.97	15%
Administration and Logistics	S/ 7,509.98	10%
Total Expenses	S/ 75,099.82	100%



SOURCES OF INCOME:



Ollantaytambo Hostel E.I.R.L.



Three Compadres S.A.C.



Kindle Journeys



Hotelera del Valle S.A.C.



Brewery of the Valley S.A.C.



Natural Products



Quality Travel International



Terra Andina Explora Peru S.A.C.

SPECIAL THANKS FOR YOUR DONATIONS:

1 Jeana Kimball & John Weeks

2 Trinity Envoys

3 QN Travel Perú

4 Ayni School

5 George Fletcher

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CONTRIBUTION TO THE SDGs



CONTRIBUTION TO THE SDGS

Since its inception, Valle Sagrado Verde has worked in alignment with global sustainability principles, actively contributing to the United Nations 2030 Agenda and the Sustainable Development Goals (SDGs). Our focus on environmental restoration, fire prevention, natural regeneration, and community education has allowed us to impact several of these goals.

CLIMATE ACTION (13)



LIFE OF TERRESTRIAL ECOSYSTEMS (15)



GENDER EQUALITY (5)



Walter Tica - Socma Brigadier



Qori Sonqo Mountain - Socma



VALLE SAGRADO
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07

CHALLENGES & PERSPECTIVES FOR 2025

CHALLENGES AND PERSPECTIVES FOR 2025

CHALLENGES FACED IN 2024

The year 2024 represented a period of consolidation and achievements for Valle Sagrado Verde. However, challenges are also identified that require strategic planning for 2025:

01

INCREASE IN FOREST FIRES IN CUSCO:

More than 550 forest fires were recorded in the region, highlighting the need to strengthen community brigades and prevention strategies.

02

LIMITATIONS IN ECOSYSTEM REGENERATION:

Although regenerative pruning has been carried out on more than 3,000 trees, climatic factors and human pressure continue to affect the forests' ability to recover.

03

WATER MANAGEMENT FOR REFORESTATION:

Water scarcity in certain seasons represents an obstacle to the survival of seedlings, which makes it necessary to implement efficient irrigation strategies and select strategic areas for reforestation.

04

SUSTAINABILITY OF COMMUNITY BRIGADES:

Ensuring the continuity and effectiveness of the brigades requires constant training, adequate equipment and sustained financing.

05

EXPANDING THE SCOPE OF ENVIRONMENTAL EDUCATION:

Despite the campaigns carried out, it is necessary to improve the dissemination of information and the participation of the population in environmental awareness activities.

STRATEGIC OBJECTIVES FOR 2025

- Based on the challenges identified, strategic objectives have been established to strengthen prevention, restoration and environmental education actions in the coming year:



Formation of the Rayán Community Brigade

1. EXPANSION OF FOREST BRIGADES

- Increase to 50 active brigades in key communities.
- Train community leaders to strengthen the autonomy of the brigades.

2. EXPANSION OF FOREST BRIGADES

- Restore 40 hectares of forests through regenerative pruning.
- Promote the recovery of native species such as Queuña, Tara and Molle.

3. REFORESTATION WITH NATIVE SPECIES:

- Implement water conservation techniques to improve seedling survival rate.

4. STRENGTHENING ENVIRONMENTAL EDUCATION AND AWARENESS:

- Increase the number of sensitized communities from 15 to 25.
- Conduct two annual training sessions, combining technical and practical training.
- Ensure a learning level of 75-80% in assessment tests.

5. COMMUNITY INCLUSION AND PARTICIPATION:

- Ensure that between 30 and 50% of brigade members are women and young people.
- Ensure that 100% of brigades have trained community leaders.

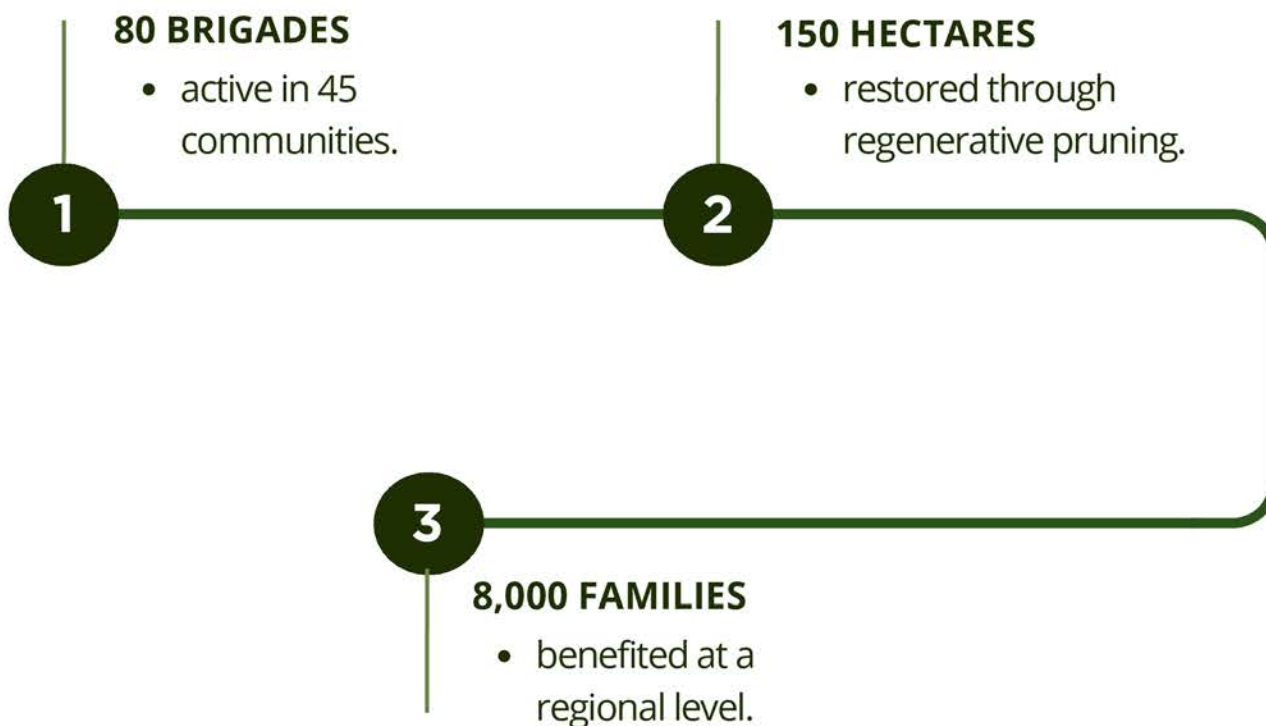
6. MONITORING AND IMPACT EVALUATION:

- Publish an annual technical report with ecological and social impact indicators.

CHALLENGES AND PERSPECTIVES FOR 2025

PROJECTION TO 2027

- The objectives set for 2025 are part of a progressive growth plan with clear goals for 2027:



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- 2025 will be a key year for the consolidation of restoration and prevention programs, as well as for the implementation of replicable models of community management and environmental conservation.



Qori Sonqo Mountain - Socma



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COLLABORATIONS & STRATEGIC ALLIANCES

PRINCIPAL SPONSORS AND PARTNERS - HATUN PADRINOS



ANTIGUA

SPONSORS - PADRINOS PROGRAM



SPONSORS - COMPADRES PROGRAM



SA Expeditions

SPONSORS - COMPAÑEROS PROGRAM



INSTITUCIONAL AGREEMENTS



STRATEGIC PARTNERS





VALLE SAGRADO
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09 ANNEXES

Campañas
de
reforestación

PHOTO COLLECTION OF THE ACTIVITIES

- A selection of images is included documenting the main activities carried out during 2024, such as:



FOREST FIRE PREVENTION:

- Photographs of community brigades in action, training and ecological pruning.



- Fire prevention training in Huayroncoyocpampa - July 12, 2024.

FOREST FIRE PREVENTION:

- Photographs of community brigades in action, training and ecological pruning.



- Fire Prevention Training in Palomar - July 19, 2024.



Fire prevention training in Cusco
August 2, 2024.

Reforestation: Photos of native tree planting events in different communities.



Reforestation in Balconpata - December 1, 2024.



Reforestation in Huarán - December 5, 2024.





Socma Reforestation - December 15, 2024.



Reforestation in Pilcobamba - December 20, 2024.



Reforestation in Palomar - December 22, 2024.

Natural Regeneration: Images of the impact of regenerative pruning and restoration of degraded areas.



Regenerative pruning in Pilcobamba - May 11, 2024.



Regenerative ecological pruning in Rayán - June 30, 2024.



Ecological pruning at Socma - June 30, 2024.



Ecological Pruning with PNP of Cusco and Ollantaytambo - July 4, 2024.

Education and Awareness: Photographs of training sessions, workshops and environmental awareness events.



Formation of Rayan Brigade - May 16, 2024.

Education and Awareness: Photographs of training sessions, workshops and environmental awareness events.



Swearing-in of Cusco brigades - May 25, 2024.



Swearing-in of Cusco brigades May 25, 2024.



Awareness and fundraising in Pachar - September 30, 2024.



Representation of the Sacred Valley Green at Interclima Cusco - November 15, 2024.

Community Participation: Portraits of brigade members, volunteers and community leaders involved in the programs.



Anniversary Parade in Ollantaytambo - October 29, 2024.

VISIT TO THE PALOMAR - WAQAYWILKE COMMUNITY WITH THE REGENERA TEAM (24/05/24): Photograph of our visit to the community



RADIAL PROGRAM PACHAMAMANTA YACHASUNCHI: Programs broadcast every weekend through Stereo Urubamba (Announcers Elmer Puma and Luis Bedoya)





VALLE SAGRADO VERDE

CREDITS AND CONTACT

EDITORIAL TEAM AND CONTRIBUTORS

The preparation of the 2024 Annual Report has been possible thanks to the work of the Valle Sagrado Verde team, with the support of various institutions and partners.

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