



EXECUTIVE SUMMARY OF THE PROJECT

Executive Summary: Yaku Sumaq

FINALIST IN PROJECT GREEN CHALLENGE 2024

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1. Executive Summary

Project Overview

Yaku Sumaq is an educational and environmental initiative developed within the framework of the Project Green Challenge 2024. The project seeks to foster ocean awareness and sustainability through active citizen engagement, with a strong emphasis on developing student-led environmental leadership. Grounded in innovative pedagogical strategies, it empowers young participants to become agents of change within their communities, promoting the protection and sustainable use of marine ecosystems.

Objectives

- i.) To develop youth leadership through ocean literacy, environmental monitoring, and awareness campaigns.
- ii.) To build an informed and engaged school community committed to marine conservation and sustainable development.
- iii.) To facilitate experiential learning that connects students and teachers to the ocean, fostering the transfer of environmental knowledge to broader society.

Implementation Timeline

Strategic Partnerships

The success of Yaku Sumaq was made possible through collaboration with diverse actors from academic, youth, institutional, and private sectors.

January	Project preparation, including school selection and formation of strategic alliances.
February	Execution of a five-week workshop series on sustainability, active citizenship, and ocean conservation.
March	Beach cleanup at Los Pescadores (Chorrillos) and participation in the PUCP Education Week 2025 Student Colloquium.

Table 1: Project Implementation Timeline

Academic Support

- **Pontifical Catholic University of Peru (PUCP):** Provided an academic advisor specialized in education to ensure pedagogical quality.
- **RUA PUCP:** Offered a team of volunteers who facilitated the workshops.
- **Clima de Cambios:** Supplied educational materials that enriched workshop content.

Youth Organizations

- **Por Mi Parque Lima:** Contributed interactive materials, supported outreach via social media, and boosted volunteer engagement.
- **Conciencia Marina:** Led an educational workshop on marine pollution and SDG 14 (Life Below Water).

Institutional and Private Sector Involvement

- **Private Sector Partner:** Funded part of the project, provided customized T-shirts, and mobilized corporate volunteers for the cleanup.
- **Municipality of Lima:** Offered logistical support for the beach cleanup, including transportation and waste collection assistance.
- **Vocaciónate:** Delivered methodological tools to enhance student engagement and motivation.

Key Outcomes and Transformative Potential

Yaku Sumaq successfully cultivated environmental leadership in youth, connecting sustainability goals with meaningful educational practices. Its blended methodology—linking theory, experiential learning, and local relevance—ensured student ownership of environmental actions.

The project demonstrated strong replicability due to its flexible, scalable design, and it effectively engaged a network of partners within a short period. These attributes position Yaku Sumaq as a model for environmental education initiatives across Peru and beyond.

Challenges and Lessons Learned

Initial challenges included securing institutional support, maintaining student engagement, and managing logistical aspects of the cleanup event. Despite limited experience, the team responded with creativity, adaptability, and strong collaboration.

Workshops required thoughtful planning to balance content delivery with interaction. The beach cleanup faced delays and coordination issues, yet ultimately succeeded through teamwork and perseverance.

Future Outlook

Yaku Sumaq aims to expand its impact through the development of an educational manual and the creation of a student-led volunteer organization at PUCP. This group will ensure the project's continuity, promote environmental activism, and support new sustainability initiatives.

Conclusion

Yaku Sumaq illustrates how education and collaboration can drive environmental transformation. Through the empowerment of youth and the active involvement of multiple stakeholders, the project has laid a foundation for long-term change.

Its integration of academic rigor, community engagement, and environmental action makes it a promising reference for future initiatives focused on ocean conservation and sustainability education.