

Ayllu Cuenca

Camiperezmora05

Universidad del Azuay

Awareness Campaign: Re:Wild Your Campus, Free It from Pesticides

Many college campuses use synthetic pesticides to maintain green areas and gardens. However, recent studies show that these products cause serious negative effects on biodiversity and human health.

Re:Wild Your Campus is an initiative that seeks to eliminate the use of synthetic pesticides on U.S. college campuses. This campaign is inspired by their work to foster a shift in awareness about environmental stewardship on college campuses by highlighting the risks of pesticides and the available eco-friendly alternatives. Although it is a US certification, we believe we can implement it on our Universidad del Azuay campus.

Effects of Synthetic Pesticides

- Synthetic pesticides are not thoroughly tested for their effects on animals, insects, and other non-target organisms. Although they are applied to control specific pests, they have broad and long-lasting impacts:
- Only 0.1% of pesticides kill the target pest; the rest disperses into the environment, affecting beneficial species.
- They drastically reduce biodiversity, resulting in fewer insects, fewer underground channels, and therefore a greater risk of flooding.
- They cause compacted and less fertile soils, unable to retain water or allow for the natural decomposition of organic matter.
- They can remain in the soil for decades, affecting the health of those who live and work on campus.
- Prolonged exposure is associated with respiratory, hormonal, and neurological problems in humans.

Campaign Objective

To raise awareness among the university community about the environmental and health risks of synthetic pesticides and to encourage the adoption of organic gardening and maintenance practices in campus green areas.

Proposed Actions

1. Parks and Green Spaces Office

- Phase out the use of synthetic pesticides on campus gardens, lawns, and trees.
- Train staff in ecological landscape management, using compost, mulch, and biological control.

2. University Composting Program

- Propose the implementation of a composting system within the university, using organic waste generated in cafeterias, green areas, and biology labs.
- The compost produced can be used to fertilize the university garden and campus gardens, reducing the use of chemicals.

3. Community Outreach

- Share the campaign on social media using hashtags like #RewildElCampus #SinPesticidas #VidaEnElSuelo.
- Organize educational visits to the campus garden for schools and local communities.

Mail to my University:

Kind regards.

My name is Camila Pérez Mora, and I am part of the Ayllu Cuenca 2025 group, currently participating in the Project Green Challenge, an international environmental sustainability initiative. I am writing to you because you are part of the University Council, and we believe your support is key to advancing initiatives at our institution. As part of today's challenge, we want to share with you a proposal that we consider very valuable for the ecological future of our university: the Green Grounds Certification.

The natural spaces and landscape of our campus are an essential part of our identity and the appreciation we have for this institution. Obtaining this certification would recognize not only the beauty of our surroundings but also the university's commitment to responsible soil management, human health, and environmental resilience.

The certification, promoted by Re:Wild Your Campus, establishes a model of land care that eliminates the use of synthetic pesticides and encourages organic practices. This contributes to improving soil health, reducing water consumption, increasing carbon sequestration, and protecting biodiversity. It would also strengthen institutional sustainability initiatives and enhance the campus's image as a beacon of environmental commitment among the community and its students.

You can learn more about the program and its benefits at the following link and the pdf that is in the mail.

<https://www.rewildyourcampus.org>

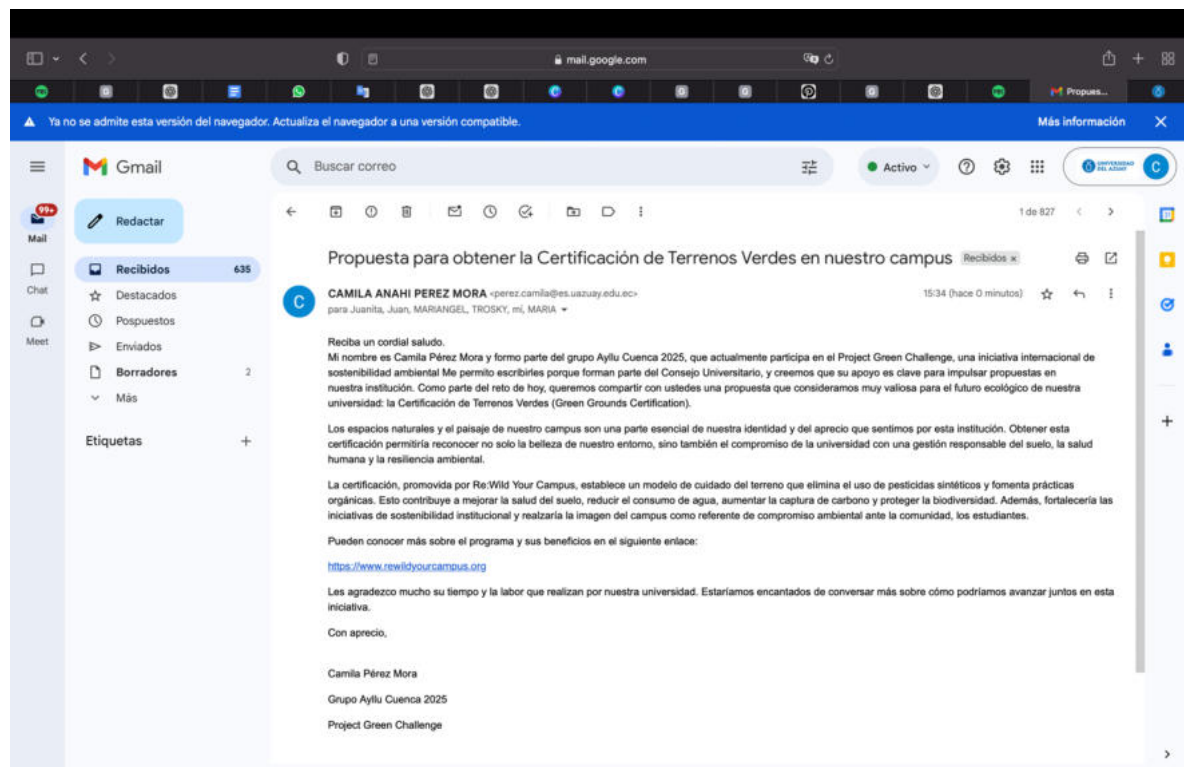
I am very grateful for your time and the work you do for our university. We would be delighted to discuss further how we can advance this initiative together.

With appreciation,

Camila Pérez Mora

Ayllu Cuenca 2025 Group

Project Green Challenge



Link to the Insta Post:

<https://www.instagram.com/p/DP2AZ0ljwQY/?igsh=MTE3OXJ6ZmVuY2R6eQ==>

Photos of 3 posters:



