



BLUOVERDA  
DEUTSCHLAND E.V.  
ANNUAL REPORT 2020

## CONTENTS

---

1.	ABOUT BLUOVERDA	3
1.1.	Our Mission	3
1.2.	Values	3
1.3.	Vision	3
1.4.	Strategic goals	3
2.	Project Development	3
2.1.	Pilot Project: Near-real-time Monitoring of Local Protected Areas in the Peruvian Amazon Region, PERU (2020 - 2022)	4
2.2.	“My Corona Free School” PERU (2020-2021)	4
2.3.	Containment of COVID-19 in indigenous communities in Peru	5
3.	Project Proposals	5
3.1.	Ursula Merz project proposal	5
4.	Development of trainings, workshops and events	6
4.1.	Online GIS workshop 1.0 “Project Monitoring and Reporting: Introduction to geographic methods using open-source software” (24. June - 10. July 2020)	6
4.2.	Online GIS workshop 2.0 “Project Monitoring and Reporting: Introduction to geographic methods using open-source software” (9. November - 11. December 2020)	6
4.3.	Webinar: How Brazil's right-wing populism is harnessing social media (12. November 2020)	6
4.4.	Webinar on Geographic Information Systems: practical applications for sustainable natural resource management (4. December 2020)	6
5.	Fundraising Campaigns	7
5.1.	Fundraising SOS Amazon Rainforest (May 2020)	7
6.	Partners	7
6.1.	IDESAM (Brazil)	7
6.2.	ARBIO AMAZONIA (Peru)	7
6.3.	WELTWEIT – Gesellschaft zur Förderung lokaler Initiativen e.V. (Germany)	7
6.4.	2811 (Germany and Latin America)	8
6.5.	Cerrito Azul (Peru)	8
6.6.	AIDER	8
7.	8	
8.	10	
9.	11	
	Revenues	10
	Expenses	11

# 1. ABOUT BLUOVERDA

---

## 1.1. Our Mission

Ecosystems in Latin America are maintained, enhanced and recovered with consideration and in support of sustainable livelihoods of local people. We do this by inspiring and building bridges between all interested actors.

## 1.2. Values

(We have) empathy, respect and kindness  
(We act with) transparency, motivation and engagement  
(Our actions are led by) research-based facts  
(We seek) excellence

## 1.3. Vision

A world in which humans and nature live in harmony

## 1.4. Strategic goals

BluoVerda helps develop sustainable pathways based on empathy and respect for nature. To do so, we work together with our partners in Germany and overseas to design, implement and support initiatives, establishing innovative and inclusive approaches, thereby achieving a balance between conservation, resource use and local livelihoods.

# 2. PROJECT DEVELOPMENT

---

In 2020, BluoVerda Deutschland e.V. started to implement numerous ongoing projects in Latin America related to empowering local communities for the benefit of people and nature.

## 2.1. Pilot Project: Near-real-time Monitoring of Local Protected Areas in the Peruvian Amazon Region, PERU (2020 - 2022)

Statement of Problem and Objectives: Aware of the increasing pressure on the remaining Amazon rainforest, the Peruvian government, calls for public and private action to protect and preserve forest ecosystems and to strengthen forest monitoring and supervision systems to reduce informal and illegal activities responsible for deforestation and forest degradation. In order to achieve forest conservation, the first step is to know how much forest there actually exists and how much of it has been lost. Only with this information, a forest can be protected and managed in a sustainable way. The project objective is to contribute to ongoing national forest conservation endeavors by developing a near-real-time (NRT), low-cost, and user-friendly forest monitoring system to detect deforestation and forest degradation processes at local scales in the Amazon rainforest. The forest monitoring system should be implemented in a first pilot project in a forest conservation unit (FCU) of 906 hectares in the Region of Madre de Dios. The FCU has been administered since 2010 by our project partner, Arbio Amazonia. At the same time, the methodology will be shared among other stakeholders, including public and non-governmental institutions engaged in local conservation.

Location: Madre de Dios, Peru

Duration: 18 months (1.11.20 – 31.3.2022)

Final Budget: EUR 43.995,60

Funding entity: CIM – Centrum für Internationale Migration und Entwicklung

Proponents: BluoVerda Deutschland e.V. (Germany), and Arbio Amazonia (Peru)

Contact Mariana Vidal ([m.vidal@bluoverda.org](mailto:m.vidal@bluoverda.org))

Status: Funding approved. Project ongoing.

## 2.2. “My Corona Free School” PERU (2020-2021)

Statement of Problem and Objectives: Within the context of the global pandemic, in this project, Weltweit e.V. and BluoVerda work together with the staff and children of Cerrito Azul - a center that provides education and training for children, teenagers and young adults with disabilities stemming from very low-income families in Lima (Peru) - and their families to develop and implement hygiene measures to help prevent the spread of Covid-19. Such measures include the development of a hygiene protocol (hygiene concept) for Cerrito Azul. For the hygiene protocol, we had contact with the Hans-Thoma Schule, a school for children with disabilities in Oberursel, Germany. Dedicated teachers from this school shared their experiences with Cerrito Azul and thereby inspired them greatly on how a hygiene concept that effectively contains the virus should look like. Ideally, this productive first contact of both schools will develop into a long-lasting partnership.

Location: Lima, Peru

Duration: 5 months (01.09.20 – 01.03.21)

Final Budget: 5.397,70 EUR

Funding entity: CIM – Centrum für Internationale Migration und Entwicklung

Proponents: Welweit e.V. and BluoVerda Deutschland e.V. (Germany), Cerrito Azul (Peru)

Contact: Kajo Stelter ([kajo@welt-weit.org](mailto:kajo@welt-weit.org)), Mariana Vidal ([m.vidal@bluoverda.org](mailto:m.vidal@bluoverda.org))

Status: Funding approved. Project finished. Reporting pending.

## 2.3. Containment of COVID-19 in indigenous communities in Peru

Statement of Problem and Objectives: Within the context of the global pandemic, in collaboration with AIDER, we are actively containing the spread of Covid-19 in several indigenous communities in Peru. This includes 3 communities in the Ucayali region, the Roya and Callería Indigenous of Shipibo Conibo, and the indigenous people of Cataibo. The main project objective was to contain the spread of Covid-19 virus in selected indigenous communities. We aimed to educate and raise awareness of the importance of hygiene, water and sanitation (WASH) as a protective measure against the spread of the Coronavirus. Additionally, supplies for hygiene and health protection (e.g. water filters, water containers, water purification products, containers and other supplies for latrines) have been provided to the families of these communities. The educational activities mostly regard raising awareness of WASH. As these communities live quite rural, various methods have been used to ensure that the hygiene protocols were communicated effectively. For example, the communities in the Shipibo conibo region communicate with each other through the communities’ loudspeaker. This loudspeaker has been used to spread awareness of hygiene measures in their local language.

Location: Ucayali region, Peru

Duration: 3 months

Final Budget: 6400 Euro

Funding: Stiftung Nord-Süd-Brücken

Proponents: Bluoverda Deutschland e.V. and AIDER Peru

Contact: Patrícia Gallo ([p.gallo@bluoverda.org](mailto:p.gallo@bluoverda.org))

Status: Funding approved. Project implemented. Financial Reporting and Accounting to be approved by funding agency.

### 3. PROJECT PROPOSALS

---

In 2020, Bluoverda Deutschland e.V. has submitted a project proposal as well.

#### 3.1. Ursula Merz project proposal

**Project title:** Our common future: An environmental education programme for the protection of wildlife

**Project description:** Bluoverda's knowledge of project development and CIWY's ongoing work on environmental education brings together the experience of both organisations to develop an environmental education project for young people and children. The aim is to raise environmental awareness of biodiversity conservation and the need for sustainable agricultural practices in harmony with nature in the Ambue Ari Park area. Therefore, a school near Ambue Ari Park will be selected for implementation and all activities will be carried out at the school and in the park. The lessons learned by the teachers will enable them to repeat the experience with new students in the coming years. It is also a pilot project with the potential to repeat the experience in other schools.

Location: Ambue Ari Park, Santa Cruz - Bolivia

Duration: 2 years

Final Budget: EUR 29,700

Funding: Ursula Merz Foundation

Proponents: Bluoverda Deutschland e.V. and Comunidad Inti Wara Yassy (CIWY)

Contact: Marolyn Vidaurre ([m.vidaurre@bluoverda.org](mailto:m.vidaurre@bluoverda.org))

Status: Rejected (on grounds of current Covid-19 and to be revised in 2021)

### 4. DEVELOPMENT OF TRAININGS, WORKSHOPS AND EVENTS

---

In 2020, Bluoverda Deutschland e.V. has also developed and conducted workshops and training activities.

#### 4.1. Online GIS workshop 1.0 "Project Monitoring and Reporting: Introduction to geographic methods using open-source software" (24. June - 10. July 2020)

Using a learning-by-doing approach, this digital workshop addressed theoretical and practical knowledge on selected tools and methods to generate spatial information for monitoring and

reporting project activities and outputs. This 3-weeks training was co-organized by BluoVerda, our partner in Germany Weltweit e.V., and the Institute of International Forestry and Forest Products, Chair of Tropical and international Forestry, of the Technical University of Dresden and it was powered by the social enterprise 2811. Financial support by: DAAD, Germany.

#### 4.2. Online GIS workshop 2.0 "Project Monitoring and Reporting: Introduction to geographic methods using open-source software" (9. November - 11. December 2020)

Inspired by the success of the first online workshop and per request of the Institute of International Forestry and Forest Products, Chair of Tropical and international Forestry, of the Technical University of Dresden, we organized a second training in 2020. This 5-weeks training course introduces QGIS and Open Foris, two open source tools and their application for the monitoring and reporting of projects. This 5-weeks training was co-organized by BluoVerda, our partner in Germany Weltweit e.V., and the Institute of International Forestry and Forest Products, Chair of Tropical and international Forestry, of the Technical University of Dresden and it was powered by the social enterprise 2811. Financial support by: DAAD, Germany.

#### 4.3. Webinar: How Brazil's right-wing populism is harnessing social media (12. November 2020)

In this webinar, Prof. Prutsch (LMU Munich) Ursula Prutsch analysed media strategies. She used some examples to show the importance of social media as platforms and networks for right-wing extremist ideas, what careers they produce and what ideologies are spread. Finally, she referred to the contacts of right-wing extremist groups in Brazil with those in the USA and Germany. This webinar was organized in cooperation with SEBIT (Sächsische Entwicklungspolitische Bildungstage).

#### 4.4. Webinar on Geographic Information Systems: practical applications for sustainable natural resource management (4. December 2020)

How can Geographic Information Systems (GIS) help us combat problems such as water scarcity, deforestation and land degradation? How to use GIS for project monitoring and reporting? In this webinar, researchers and practitioners will present how they are using GIS systems in innovative ways to foster sustainability. This event was organized as part of the training course "Project Monitoring and Reporting: Introduction to Geographic Methods" co-organized by the Chair of Tropical and International Forestry of the Technical University of Dresden, BluoVerda Deutschland e.V., Weltweit e.V. and powered by 2811. Financial Support: DAAD, Germany.

## 5. FUNDRAISING CAMPAIGNS

---

### 5.1. Fundraising SOS Amazon Rainforest (May 2020)

In the context of the COVID-19 pandemic, BluoVerda Deutschland e.V. in cooperation with the Initiative Latinxs Leipzig promoted a fundraising campaign for raising funds to promote activities aimed to sensibilise indigenous families in Colombia and Peru on topics related to hygiene, water, and sanitation, as well as to implement basic but effective strategies to prevent the further spread of the coronavirus. Within this context, the money raised in the campaign was used by BluoVerda as its own resources (10% of the project value) to apply for funds (Nord-Süd-Brücken Foundation)

to carry out the project together with AIDER-Peru. BluoVerda Deutschland e.V. has raised 400 euros in this campaign. The project was implemented and successfully executed.

## 6. PARTNERS

---

We are proud to have a growing network of partners in Latin-American. It is important for us to keep a fluent communication with them and so better understand the impact of our activities abroad. The current partners of BluoVerda Deutschland e.V., include:

### 6.1. IDESAM (Brazil)

IDESAM is an organization that promotes the sustainable use of natural resources in the Brazilian Amazon. It implements viable alternatives for environmental conservation, forest management, the improvement of rural livelihoods, and the mitigation of climate change.

Currently, BluoVerda and IDESAM are collaborating in the development of project proposals for strengthening youth through the implementation of agroforestry systems in the Uatumã Reserve, State of Amazonas, Brazil.

<https://idesam.org/en/>

### 6.2. ARBIO AMAZONIA (Peru)

Known as one of the most diverse forests in the world, the rainforest in Madre de Dios is undergoing record-breaking deforestation. Arbio, our partner organization on site, promotes the conservation of tropical rainforest in Peru and works hand in hand with native communities and private actors to safeguard and maintain this unique ecosystem.

BluoVerda and Arbio aim to work together to develop monitoring systems to support conservation, locally. The objective is to offer low-cost, near-real-time monitoring options for forest users to visualize changes in the forest cover and thereby identify potential threats, including deforestation processes.

<https://www.arbioperu.com/en/>

### 6.3. WELTWEIT – Gesellschaft zur Förderung lokaler Initiativen e.V. (Germany)

Weltweit provides holistic assistance to local initiatives to ensure the well-being of humans and nature in the most vulnerable areas of the world. They work together with overseas students providing them useful assistance in seeking for financial sources, in the development of their project ideas and assistance throughout the project implementation phase.

Weltweit has been a great partner for exchanging information on project ideas, technical solutions and funding sources. We have created a shared funding data base that we expect to keep using in the years to come. In 2020 we want to further collaborate by i.a., organizing a workshop on topics related to land use monitoring using GIS technology.

<http://welt-weit.org/>

### 6.4. 2811 (Germany and Latin America)

2811 Social Enterprise UG is a purpose-driven company working in the field of climate action education, applying social innovation to adapt to deliver sustainable solutions to the consequences

of the climate crises. Founded in Berlin in 2020, our products for climate action make learning about climate change and green solutions accessible to students and educators in Germany, Europe, Latin America and Africa. The 2811 platform builds human capacity for climate action by enabling dynamic, friendly and meaningful learning, while connecting with activists and experts from around the world. Participants in our programs find a space for learning, a like-minded community and techniques to reduce ecological anxiety by taking action in their own neighborhoods. Students discover how to connect to other young people to become climate change innovators, and teachers find practical materials for their classes that helps them meet the growing demand from students to better integrate climate change issues into their lessons.

<https://2811.cl/>

#### 6.5. Cerrito Azul (Peru)

Cerrito Azul is a center that provides education and training for children, teenagers and young adults with disabilities stemming from very low-income families in Lima (Peru).

<http://www.centrocerritoazul.com/>

#### 6.6. AIDER (Peru)

The Association for Integral Research and Development - AIDER, is a Peruvian non-governmental non-profit organization (NGO), founded in 1986 and whose mission is to harmonize environmental conservation with sustainable development in forest ecosystems. AIDER promotes the conservation and recovery of forest ecosystems in the country for more than 30 years, generating environmental, social and economic benefits in favor of local communities, small producers, local governments and companies.

BluoVerda and AIDER is working together for developing projects and initiatives with the strategic objective of validate models of forest and environmental management for the sustainable use of natural resources, the enhancement of ecosystem services, capacity building and innovation in low-carbon business models in landscapes and forests, involving local populations, the state, civil society and the private sector.

<http://www.aider.com.pe/>

## 7. MEMBERSHIPS

---

The year 2020 began with eight (08) ordinary members (Ordentliche Mitgliedern/innen) and six (06) supporting members (Fördermitgliedern). Along the year, we gained two new members: one ordinary and one supporting member. Also, two ordinary members changed their status to supporting members.

Following Figure 1, we can observe that at the moment half of our members come from South America and the other half comes from Europe. Moreover, the majority of members are female. Figure 2 shows the countries, which our members come from related to the number of members (Bolivia (2), Brazil (1), Colombia (1), Ecuador (1), Germany (7), Peru (2), Poland (1), Venezuela (1)).

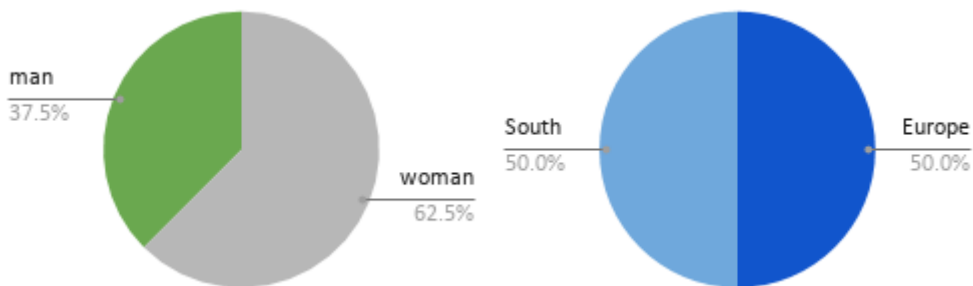


Figure 1. Rate of members (women/men)

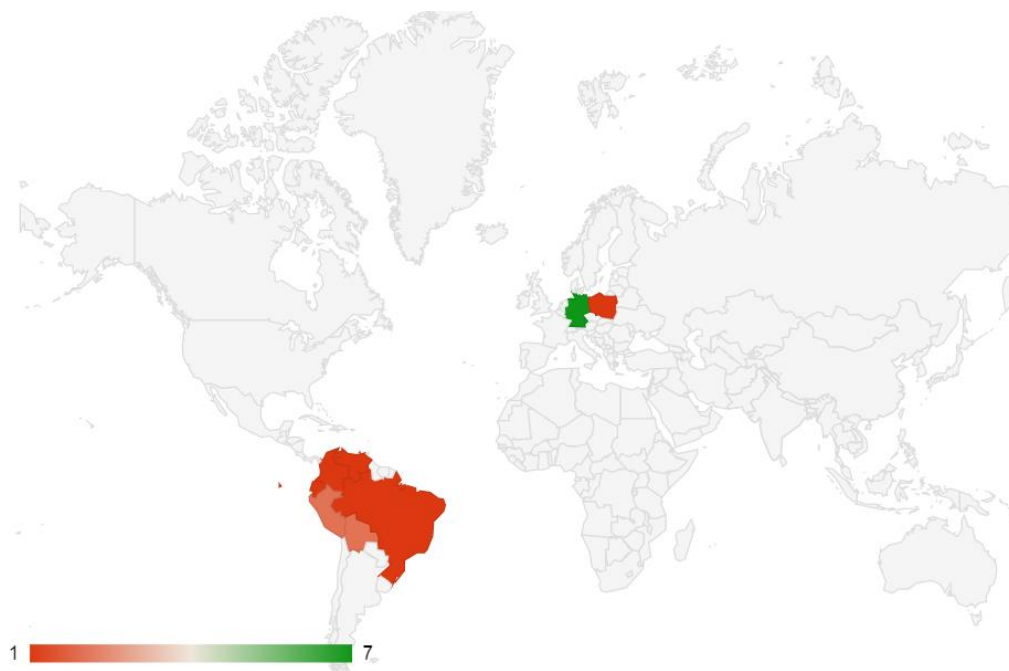
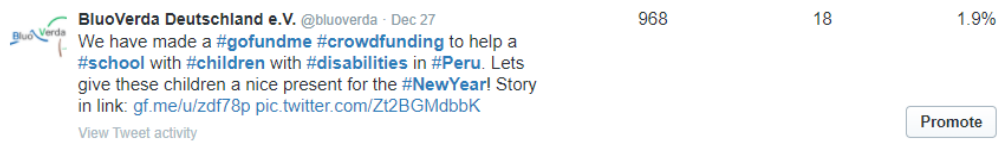


Figure 2. Countries of origin from BV members

## 8. MARKETING (STILL NEEDS TO BE UPDATED)

---

- The website is working on a static - mode since 29.08.2020 while a new website is being developed. The contract with STRATO.DE was cancelled on 29.08.2020 and the new one will be hosted in Hetzner. The reason for changing to a new website was to offer the content on the website in different languages (English, German, Spanish and Portuguese). Some of the content has been updated and further developed; as well a contact form and donation platform will be included on the new website.
- BluoVerda's Facebook, reached 324 followers and 312 likes. (until April 2021)
- BluoVerda's Twitter account has a total of 34 followers. Monthly 1-3 tweets made.  
Top tweet Dec 2020:



- BluoVerda's opened an Instagram account
- BluoVerda's Blogpost is running on the WordPress platform. On 2020 had 954 views, 502 visitors, and 9 blog posts published:
  - Second Workshop on GIS. By Leonard Holl
  - Die „Initiative Latinxs Leipzig“ in Kooperation mit „BluoVerda Deutschland e.V.“ ruft zur Solidarität mit den indigenen Gemeinden Amazoniens auf. By Patrícia Gallo
  - From wildmarkets to landscape degradation: the link between biodiversity, climate change and emergence of new diseases. By Mariana Vidal Merino
  - I don't believe in climate change. By Patrícia Gallo
  - The rain won't come. A story about climate change and how it affects the livelihoods of farmers in the Andes. By Mariana Vidal Merino
  - Workshop on GIS. By Gabriela Huidobro
  - The story of Guadalupe. By Marolyn Vidaurre
  - 4.1 million hectares of forest destroyed by fire in Bolivia. By Marolyn Vidaurre
  - Happy New Year! Enjoy the fireworks! Let's have fun collecting garbage! By Gabriela Huidobro

## 9. FINANCES

---

The financial report can be found in Table 1. Bluoverda Deutschland closes the year 2020 with an annual output of 9,528.28 €. This is the result of 24,637.94 € as Incomes, Expenses up to 15,109.66 €, and Donations for 2,535.94€. We are ending the year with a benefit.

Table 1 Balance of Bluoverda Deutschland e.V. finances for 2020

<b>Bilanz Bluoverda Deutschland e.V.</b>	<b>2020</b>	<b>%</b>
<b>Erträge</b>	<b>€ 24,637.94</b>	<b>100.00</b>
Aufnahmegebühren (once-only payment)	€ 100.00	0.41
Mitgliedsbeiträge	€ 750.00	3.04
Projekte	€ 21,252.00	86.26
Spenden, insgesamt	€ 2,535.94	10.29
<i>davon:</i>		
<i>Nicht zweckgebundene Spenden</i>	<i>€ 2,135.94</i>	
<i>Zweckgebundene Spenden</i>	<i>€ 400.00</i>	
<b>Aufwendungen</b>	<b>€ 15,109.66</b>	<b>100.00</b>
Marketing material (Website, Visitenkarten)	€ 44.55	0.29
Bürobedarf	€ 27.99	0.19
Bank fees	€ 106.12	0.70
Rechts- und Beratungskosten	€ 20.00	0.13
Projekte	€ 14,881.00	98.49
Sonstige Aufwendungen	€ 30.00	0.20
<b>Saldo</b>		<b>€ 9,528.28</b>

### Income

In the year 2020, the total income amounted to 24,637.94. From this, 0.41% (100 €) corresponds to admission fees (Aufnahmegebühren), 3.04% (750€) corresponds to membership fees (Mitgliedsbeiträge), 10,29% corresponds to donations (Spenden) (2,535.94 €), and the largest revenue was derived from projects with an 86.26% (21,252€). Donations with a specific purpose were 110 €.

Revenues from donations (with their corresponding amounts) are pictured in Figure 1. Included are company donations and private donations.

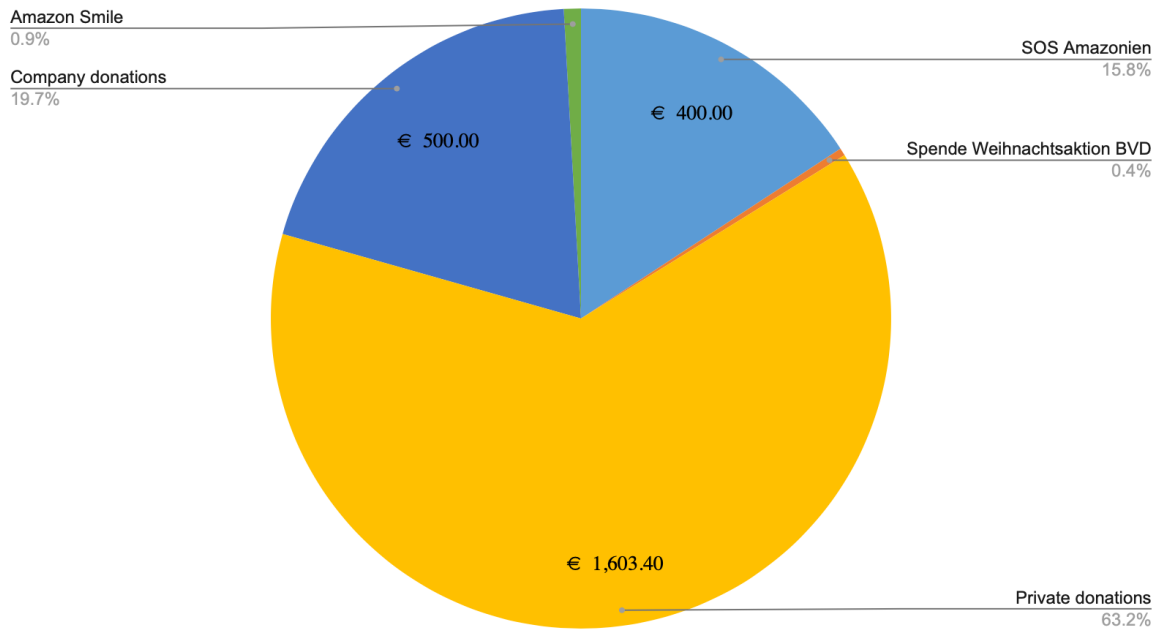


Figure 1. Donations received by BluoVerda Deutschland e.V. during 2020

## Expenses

The total expenses for the year 2020 were 15,109.66 €. The Verein does not have staff (Mitarbeiter\*innen) therefore there are no personnel costs to account for. In the same way, expense allowances were not paid for the Vorstand members, all are working in an honorary capacity.

An amount of 6,392.00 € for the CIM - GIZ Peru Project that was accounted as an income in 2020, has already been transferred to the corresponding project and will be accounted as an expense in 2021.