



1. Title.

**Environmental education is for everyone!
Connecting children and young people in vulnerable situations in the conservation
and protection of birds in the state of Quintana Roo, Mexico.**

2. Project manager (Give name, contact information and relevant qualifications and experience).

Biól. Jonathan Ruben Nochebuena Jaramillo/ director and founder of AMCAH Asociación Mexicana para la Conservación de las Aves y sus Hábitats A.C. (Mexican Association for the Conservation of Birds and their Habitats).

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Jonathan Ruben Nochebuena graduated in biology from the Universidad Autónoma Metropolitana Unidad Xochimilco in Mexico City. His social service focused on the phenological study of neotropical birds within the marshes of Santa Alejandrina in Minatitlán Veracruz, where he specialised in the capture, identification and marking of birds. He has also worked on several projects dedicated to the conservation of birds in different habitats in Mexico; from the grasslands of northern Mexico to the jungle in Quintana Roo.

Biologist Jonathan Nochebuena has been working in Isla Contoy National Park since 2014 in different programmes focused on bird monitoring. In 2019 he founded AMCAH A.C. Through this association he established the first neotropical bird banding station in the Mexican Caribbean, a bridled tern banding programme and an environmental education programme focused on children and young people in vulnerable situations called **Environmental education is for everyone!**

Thanks to his initiatives and extensive experience with birds within the Mexican Caribbean he has received the 2020 David S. Lee Caribbean Bird Conservation Fund Award for the project "Establishment of a long-term migratory bird banding programme in Isla Contoy National Park, Mexico" and this 2024 he received the award again for the programme "Help us help the Bridled Tern to return home".

He also received the 2022 E. Alexander Bergstrom Memorial Research Award for researchers from Latin American Institutions. He won this award as a researcher for AMCAH A.C.

4. Purpose (Describe the desired outcome of the project).

AMCAH A.C. is a non-profit civil association that focuses on the study of the conservation of birds and their habitats in Mexico. The main axes of our work are: scientific research, the implementation of conservation actions, the strengthening of environmental education and



social participation to achieve an equitable and full socio-environmental environment, from which society obtains several benefits.

For the past two years AMCAH has carried out the environmental education programme Environmental education is for everyone! an initiative focused on children and young people in vulnerable situations who live in various institutions in the city of Cancun, Quintana Roo. In this programme we carry out recreational and awareness-raising activities on the protection of birds and the biodiversity of the Yucatan Peninsula.

With the help of small donations and a rounding up programme through the 7-Eleven Mexico network, we have developed some didactic materials that have supported us in our play activities:

- Puzzles of emblematic birds of the Yucatan peninsula.
- A didactic game: Identify the parts of a bird!
- A didactic game: arm the word!
- A waste separation game.
- A game of snakes and ladders focused on birds.

However, there is a lot to be done!

5. Description and Methods (This should be the heart of your proposal. Give any background you feel is appropriate and describe what you propose to do and what methods you will use).

Thanks to the programme Environmental Education is for Everyone! during these two years, children and young people in vulnerable situations in the city of Cancun, Quintana Roo have been able to develop skills and knowledge useful for the care of the environment, waste management, the importance and knowledge of the birds of the Yucatan Peninsula.

This year we want to continue with our programme, with monthly visits, interactive games, regular outings to observe birds in the institutions, among other recreational activities. We also want to integrate more institutions and/or schools in the city and give them educational material as a thank you for supporting children and young people in vulnerable situations and for being part of our programme Environmental education is for everyone!

For this reason, we are asking for your support to send us a poster that will contain the design of ten species of common birds of the Yucatan Peninsula.

The poster will be given to the institutions we visit and at the same time will have an educational purpose, we believe it will be a very important tool to reinforce knowledge and also a way to raise awareness not only among children and young people in the institutions but also among workers, teachers and managers about the importance of protecting birds and their ecosystems.



Poster design.

The poster design will be elaborated by the **biologist-illustrator Isain Contreras, director of Grallaria Mex. visual arts.**

The poster will include the following features:

1. The title and slogan will use text and messages that promote and indicate the importance of birds within the Yucatan Peninsula.
2. It will feature 10 designs of the most common birds of the Yucatan Peninsula. All birds along with their scientific name, standard English name, common name and Mayan language name.
3. The logo of AMCAH A.C. and CCBC as the main sponsor of the didactic material. The graphic design will be done in Mexico City and the printing will be done in Cancun with the help of a well established public relations, marketing and communication company.

6. Timetable (Give the anticipated times for meeting key stages in the project).

N°	Activity	Feb	March	April	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2	Preparation and presentation of the proposal	X	X									
3	Submission of the proposal to CCBC		X									
4	Poster design and display			X								
5	Poster printing				X							
6	Visit and poster distribution to the groups of vulnerable children and young people.					X	X	X	X	X	X	X
7	Report delivery											X

7. Budget (Give itemized breakdown of use of funds).

We are requesting \$1,000 from CCBC to produce a poster that will contain the design of ten common bird species of the Yucatan Peninsula.

Concept and description	Unit	Price per poster US\$	Cost calculation in US\$	Cost
Poster design and display	1		\$280.00	\$280.00
Printing of 80 posters on latex quality glossy vinyl substrate with adhesive backing.	80	\$9.00	\$720.00	\$720.00
			Total	\$1,000.00

8. Matching funds or resources (Give any additional funds or resources available for your use).

The implementation of our environmental education programme Environmental Education is for Everyone! is supported by small donations that help us with field trip supplies and transport.

9. Continuity: (Do you anticipate the project continuing after expiration of the grant? If so, how will it be supported?)

The programme will continue through AMCAH A.C. We will continue to give talks and workshops on environmental education to children and young people in vulnerable situations in the city of Cancun, Quintana Roo and we will integrate more institutions in our mission.

Some of our activities

