

Cartagena Mangrove Heritage
Program: STAGE II- after
STAGE I- (2014-2019); Doctoral
thesis, National University of
Colombia; with two results
Phase 1- Design of the TRIÁDA
Environmental Gover

Cartagena Mangrove Heritage
Program: STAGE II- after
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Phase 1- Design of the TRIÁDA
Environmental Governance
Model, and Phase 2- Results in

the Pilot Area.

Country: ?? Colombia · Cartagena de Indias **Category:** Clean Industry **CT Taxonomy:** CT-AF-006 — Marine & Coastal Ecosystems **Impact Areas:** Circular Economy, Nature-Based **Stage:** Prototype **Team Size:** 10.0
Website: <https://planetaazulcaribe.github.io/> **Funded:** True (250000.0)

Elevator Pitch

It is the tour business, TRIÁDA MODEL, with aquatic electro-mobility from the energy transition, through mangroves, connecting "the Cartagena World Heritage Site", with the "Other Cartagena" and reaching "the Deep Cartagena".

Climate Problem

Respond to Climate Change, educating the communities around the Ciénaga de la Virgen, from adaptation, conserving the mangrove and mitigating global warming, restoring destroyed areas, capturing carbon and producing oxygen.

Solution

Teach about mangrove ecosystem services; converted into a conscious tourism offer; as a business between TRIÁDA actors (Communities, Professionals and Companies), without depending on the institutions and around the Social State of Law.

Revenue Model

Income is generated from five possibilities offered by this type of projects: 1) International Cooperation; 2) Calls; 3) Mandatory National Legal Standards and Agreements; and 4) Carbon and Biodiversity Credits; 5) The tourism business.

Target Market

Companies that have or want to have some relationship with the mangrove ecosystem areas of the city of Cartagena, taking part in their conservation and restoration, supporting their sustainable use, from the TRIÁDA Model, as protectors and benefactors.

Social Impact

People of African Descent, Migrants, People Living in Extreme Poverty, Women, LGBTQI+ People

Demand Evidence

In a world that is increasingly aware of the environmental reality we live in, every company needs to be competitive, developing sustainable activities within the company and towards processes with other actors in the territory, including its clients.

Competitors

Given the current environmental reality, we are all competitors in these types of processes; Therefore, we must change the perspective. From competitors we must become allies; Only by working together will changes for Sustainable Development be achieved.

Founder Expertise

The Environmental Governance Model, TRIÁDA: Phase I-; Three Lines of Action and Six Strategies, Phase II-, from (2014-2019), Completed for adjustments in each case; and three missing: Phase III- Implementation; Phase IV- Replication and Phase V- Scaling.

External Support

For the doctoral research work (2014-2019), it was with Swiss international cooperation (AVINA, VOLKART, and INTETEAM); (2025-2026), is being developed with German cooperation, BMZ, GESPA-FUPAC; New resources are required for (2027-2030).

Team

3 professionals in Education, applying Pedagogical Strategies: waste management and Biodiversity; 3 strengthening Productivity, training traditional businesses and the new natural tourism business; and 3 the Social Team. 1 Team coordinator.

Founder

Luis Fernando Sánchez Rubio

