

Guardianes del Bosque by Mamapán - Not Assigned/Unknown

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Country: El Salvador · AHUACHAPÁN **Category:** Not Assigned/ Unknown **Impact Areas:** Circular Economy, Nature-Based **Stage:** Prototype **Team Size:** 3 **Website:** <https://mamapan.travel>

Elevator Pitch

Create a community network where:

1. Families sort their waste
2. Mamapán serves as a link to an educational center
3. Waste is turned into tangible benefits

Climate Problem

Our startup addresses a critical environmental issue: the pollution and degradation of forest ecosystems caused by poor waste management in rural communities located near natural and tourist areas.

Solution

We work directly with families and community leaders to implement simple systems for sorting and collecting recyclable materials—such as plastic, glass, aluminum, and organic waste—through educational programs.

Revenue Model

One of our main sources of revenue will be the integration of the program into Mamapán's tourism offerings. Visitors will be able to contribute through voluntary ecological contributions, reforestation activities, and more.

Target Market

Our target market consists of rural communities, socially conscious travelers, tourism companies, and organizations committed to sustainability and climate action.

Social Impact

Indigenous Peoples, People Living in Extreme Poverty, Women

Demand Evidence

There is a need for action because the problem is already directly affecting rural communities, ecosystems, and local tourism activities. We have identified early interest from residents, tourism stakeholders, and environmental organizations seeking solutions.

Competitors

We don't have any competitors in our area.

Founder Expertise

I have learned that tourism can be a powerful tool for protecting nature and strengthening communities. Through Mamapán, I have worked to connect people with meaningful experiences in the forest, culture, and wellness.

External Support

For now, we are relying solely on our own revenue.

Revisión #3

Creado 2026-05-25 17:45:28 UTC por Angelica Diaz

Actualizado 2026-05-28 22:33:21 UTC por Angelica Diaz