



## THE FIRST WONDER OF THE WORLD TO RENEW ITS 'CARBON NEUTRAL' CERTIFICATION

- *In 2021, the Inca Citadel became the first tourist destination to receive this important certification from Green Initiative.*
- *As part of this initiative, a set of decarbonization actions were implemented, including the installation of a PET plastic and cardboard compactor plant; a biodiesel plant to process waste oils from restaurants and casinos; an organic waste pyrolysis plant, among others.*

**Lima, June 2024** - Machupicchu renews its certification as the First Carbon Neutral Wonder of the World, an international certification granted by Green Initiative, the leading climate certification company in the tourism sector, which recognizes the fulfillment of its decarbonization goals and international commitments.

This achievement was possible thanks to the collaboration between the public and private sectors, who together achieved this valuable result. On one side, the driving group formed by the Municipality of Machupicchu, Grupo AJE through its brand Cielo, Inkaterra, and Tetra Pak (which recently joined to promote the recycling of post-consumer Tetra Pak packaging), and the allied group consisting of World Xchange, Luz del Sur, Bosques Amazónicos (BAM), Latam, PROMPERÚ, and the National Chamber of Tourism of Peru (CANATUR).

It is important to highlight that the certification took the carbon emission results from 2019 as a baseline and focused on stimulating actions for reduction, treatment, and proper management of the generated waste, as well as regeneration actions of the landscape in the Inca Citadel, and awareness among the inhabitants, businesses, and hotels, with the aim of implementing a circular economy model and mitigating the carbon footprint.

*"We are proud to announce that Machupicchu renews its 'First Carbon Neutral Wonder' certificate. This achievement represents a significant milestone in our effort to promote circular economy models and sustainable cities, where for example, we give new life to bottles, such as Cielo Alcalina which is made 100% from recycled bottles," says Jorge López-Doriga, Chief Communications and Sustainability Officer in AJE Group.*

In this line, four processes were implemented to reuse recoverable waste: the installation of a PET plastic and cardboard compactor plant; a biodiesel plant to process waste oils from restaurants and casinos; an organic waste pyrolysis plant that allows generating "biochar" or natural charcoal, and two glass crushers to turn bottles into sand for construction and ornamentation, as well as manual handlers for bales at the collection center, waste segregation points throughout the municipality, ecological restoration with 6,596 native trees planted, among others.



"As a pioneer of regenerative tourism in Peru, Inkaterra is committed to conserving the natural heritage of Machupicchu," states José Koechlin, founding president of Inkaterra. "This alliance is a success story about the goals that can be achieved when public and private sectors work hand in hand. With the support of the local community, the first destination in Latin America with a circular economy has been achieved. We Peruvians enjoy the privilege of having this cultural and natural heritage of humanity, which entails the great responsibility of caring for it for future generations."

In addition to the pyrolysis plant, this circular economy model allows giving new life to recoverable waste, such as plastic, cardboard, Tetra Pak, and glass, as well as the treatment of oil that was not previously disposed of properly, generating pollution of rivers. For the first case, a compacting plant was implemented that avoided 35.32 tCO<sub>2</sub>eq carbon emissions; while for the second, a pilot plant was used to convert vegetable oil into biodiesel, avoiding 5.52 tCO<sub>2</sub>eq. carbon emissions.

*"The result achieved in Machupicchu is the result of significant collaborative effort; however, it is necessary to attract more financial and intellectual capital, with the help of national and international actors, to expand and scale up the accumulated experience. The world needs references in climate action in tourism, and Machupicchu can be a great laboratory for climate action and circular economy of global interest," states Tatiana Otaviano, Head of Relationship Management at Green Initiative.*

*Finally, Mónica Montes, Sustainability Manager of Tetra Pak Andina, specifies the valuable role that the actors in the recycling chain in the country have played in achieving such an important achievement. "At Tetra Pak, we firmly believe in shared responsibility, so the contribution of major allies such as AJE, Inkaterra, the State, among others, allows the renewal of the certification of Machupicchu as a Carbon Neutral Destination to be a testimony of success. From Tetra Pak, we will continue with the commitment to make our packaging contribute to the circular economy and significantly reduce our carbon footprint, thus contributing to a better future," commented the executive.*

Today, June 27, within the framework of the anniversary of being chosen as one of the Seven Wonders of the Modern World, the Inca Citadel is once again certified as "Carbon Neutral Destination." This effort has been recognized globally by UN Tourism, UNESCO, UN Climate Change, and UN International Trade, as well as recognitions from international organizations like Lonely Planet, which highlighted it as one of the 'Top 10 Best World Tourism News in 2021, among others.

**Hashtags:** #SharedValue #CarbonNeutralDestination #MAPICarbonNeutral

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