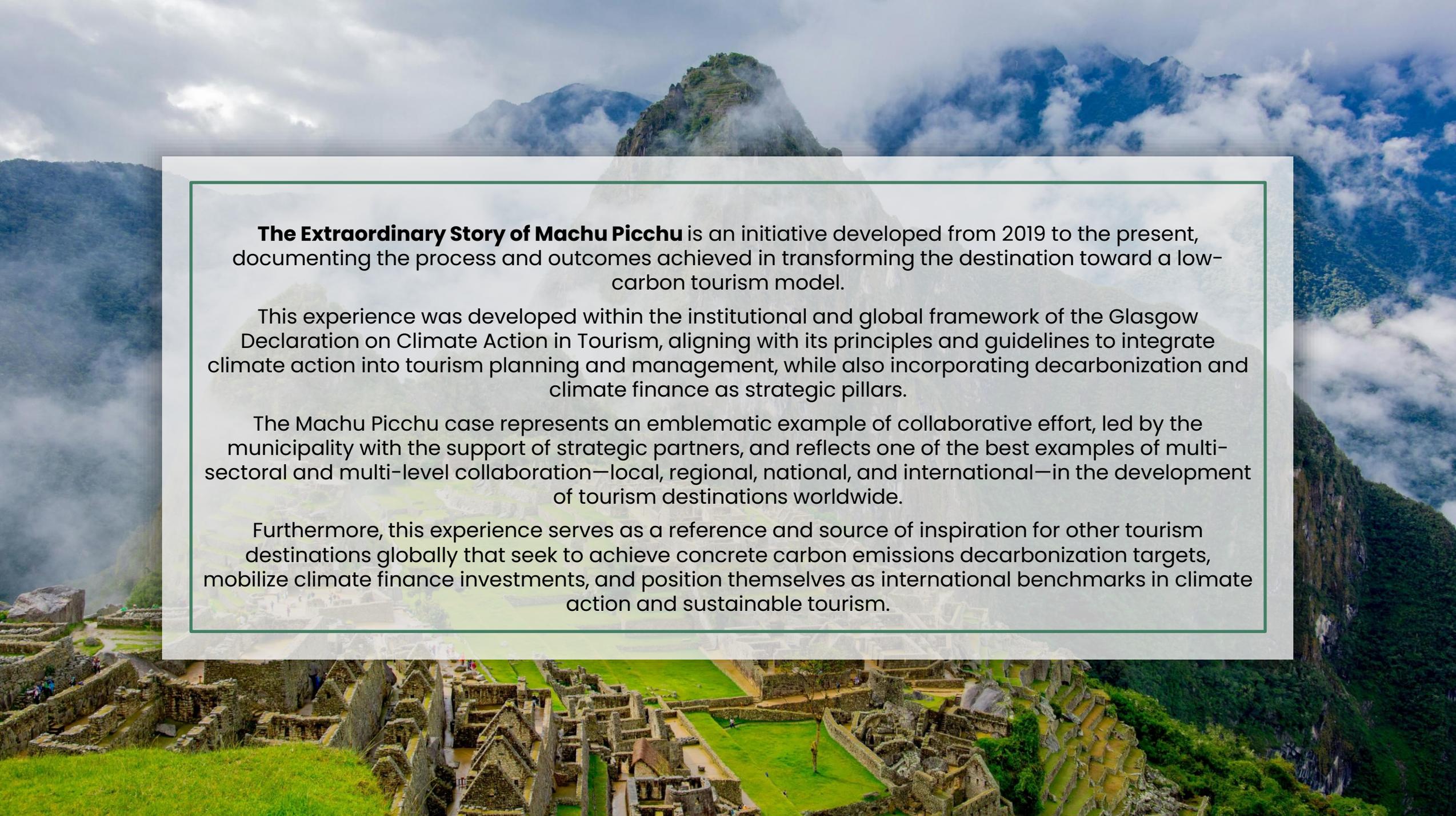


carbon<sup>®</sup>  
neutral  
CERTIFIED

# The Extraordinary Story of Machu Picchu

Climate and Nature Positive Action in Tourism



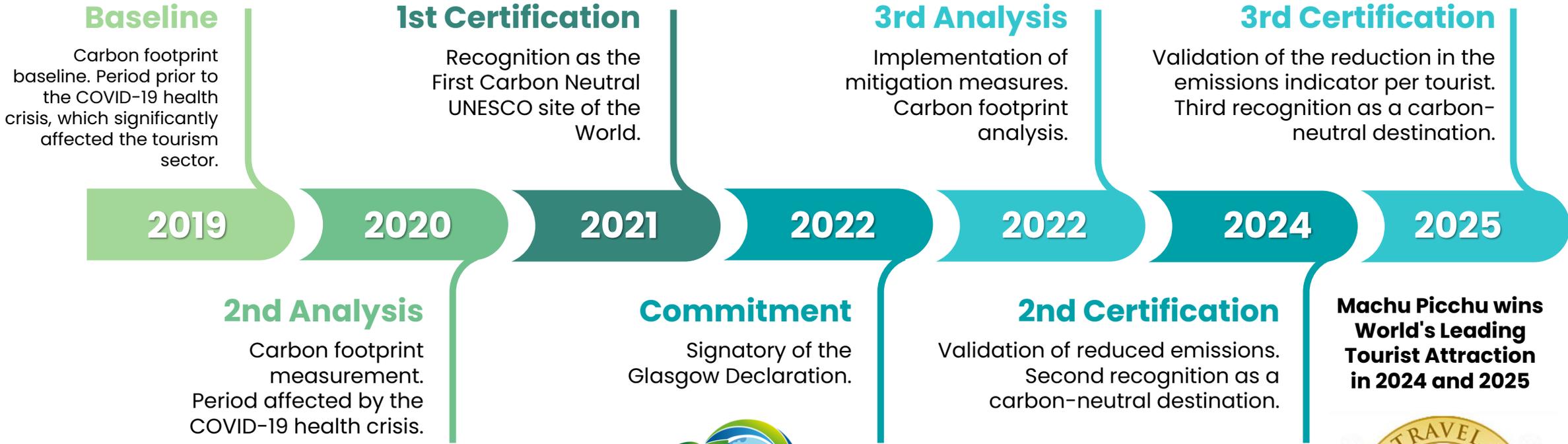
**The Extraordinary Story of Machu Picchu** is an initiative developed from 2019 to the present, documenting the process and outcomes achieved in transforming the destination toward a low-carbon tourism model.

This experience was developed within the institutional and global framework of the Glasgow Declaration on Climate Action in Tourism, aligning with its principles and guidelines to integrate climate action into tourism planning and management, while also incorporating decarbonization and climate finance as strategic pillars.

The Machu Picchu case represents an emblematic example of collaborative effort, led by the municipality with the support of strategic partners, and reflects one of the best examples of multi-sectoral and multi-level collaboration—local, regional, national, and international—in the development of tourism destinations worldwide.

Furthermore, this experience serves as a reference and source of inspiration for other tourism destinations globally that seek to achieve concrete carbon emissions decarbonization targets, mobilize climate finance investments, and position themselves as international benchmarks in climate action and sustainable tourism.

# Timeline and Context



**Glasgow Declaration**  
Climate Action in Tourism



# Multistakeholder Participation

## Public Sector

Regulation. Management. Local Governance.



## Private Sector

Resources. Expertise. Implementation.



## Business Coalitions

Integration.



## International

Guidance. Frameworks.

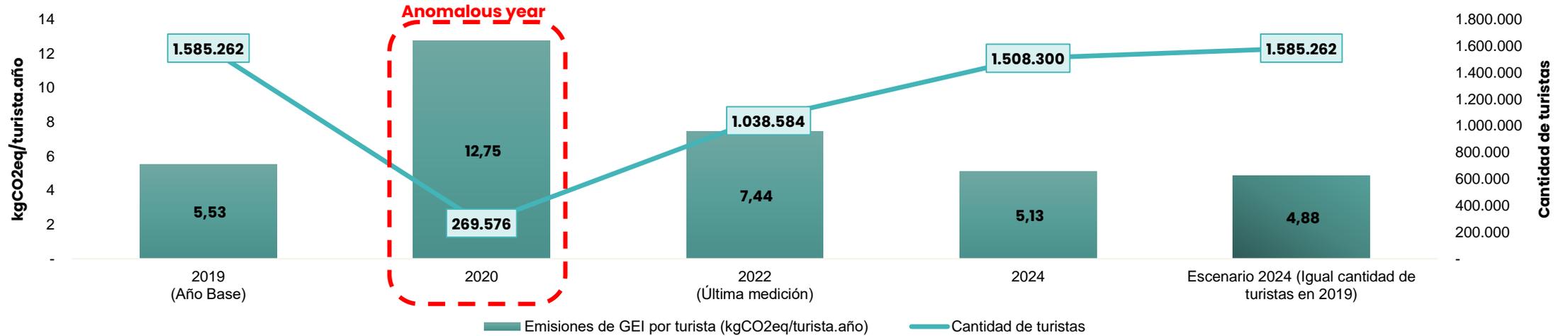


United Nations Framework Convention on Climate Change



# Machu Picchu's Results and Targets

## Comparison of the GHG Indicator per tourist (2019, 2020, 2022 and 2024)



## Monitoring and Targets Indicators (2019 - 2030)



# Scaling Up Machu Picchu Experience (International)



**Carbon Neutral Certified**  
Since 2020



**Climate Neutral Certified**  
Since 2024



**Carbon Neutral Certification in progress**



EL ALTO (PERU)  
**Carbon Neutral Certification in progress**



**Carbon Neutral Expected for 2026**



PANTANAL (BRA)  
Expected 2026



PETRA  
JORDANIA  
Conversation in progress with PETRA



Conversation in progress



Belize  
**Carbon Neutral Conversation in progress**



CATARATAS KAIETEUR (GUYANA)  
Preparing Value Proposition to Climate Positive

# Scaling Up Machu Picchu Experience (National)





## Over \$5 million in spontaneous media coverage

[United Nations World Tourism Organization](#) - The First Carbon Neutral Wonder of the World

[Revista Exame](#) - Machu Picchu é o primeiro destino turístico carbono neutro do mundo

[CNN Latinoamerica](#) - Machu Picchu será la primera maravilla del mundo reconocida como "carbono neutro"

[Lonely Planet](#) - How Peru plans to make Machu Picchu completely carbon neutral

“Since 2021, Machu Picchu Carbon Neutral has generated an estimated **USD 5 – 12 million** in cumulative **reputational and ESG** signaling value, positioning the site as a global reference for climate-aligned heritage tourism.”





# Proposal

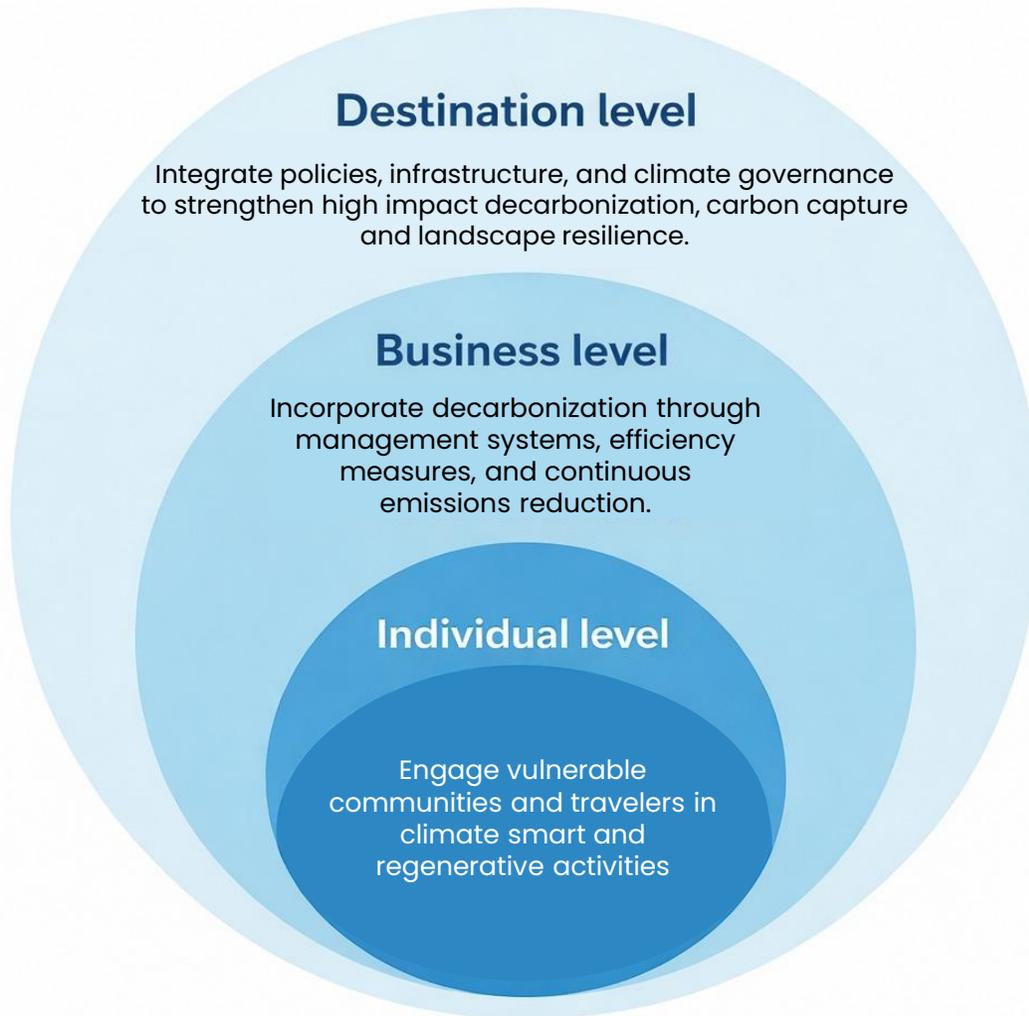
Machu Picchu has emerged as a global leader in climate action in tourism, built through sustained, multi-sectoral efforts with measurable results and strong credibility. The next opportunity is to deepen local engagement and build the expertise and scale needed to secure long-term sustainability—and position this model for replication across other UNESCO World Heritage sites.

**The next phase focuses on three priorities:**

- Continued emissions reductions.
- Business and community capacity-building.
- Targeted ecological restoration.



# Multilevel Approach



Guide prepared in collaboration with AECID, and CANATUR. Document presented in the context of the Circular Tourism project.

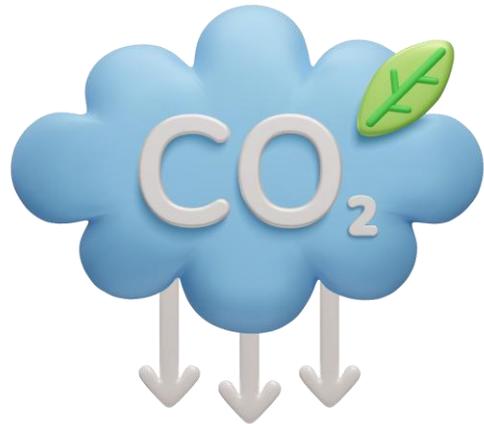


Guide prepared in collaboration with UN Climate Change, UNCTAD, UNEP and Travel Foundation. Document presented at COP 27 - November 2022 (Egypt).

<https://www.oneplanetnetwork.org/knowledge-centre/resources/climate-action-guide-tourism-businesses-and-destinations>

# Challenges & Opportunities

**Continue and strengthen decarbonization efforts led by the Municipality of Machu Picchu**



**Increase SME's and vulnerable communities' engagement**



**Support the 1 million trees ecological restoration initiative led by SERNANP**



# Component 1: Destination Level

**Support high impact decarbonization activities led by the municipality**



**Engage in national and international collaboration for scaling up Machu Picchu Climate and Nature Positive Expertise**



**Proactive participation at Machu Picchu's 3<sup>rd</sup> Carbon Neutral Certification Ceremony and 2<sup>nd</sup> Global Climate Talks Event (Expected August 2026)**



# Decarbonization in Practice (Examples)



**Pyrolysis of organic waste**



**TetraPak waste collection and recycling**



**Waste collection using electric vehicles**



**PET waste compaction**



**Biodiesel production**



**Glass pulverization**

# Component 2: Business and Community Engagement

## Capacity Building for Local SMEs to Integrate Climate and Nature Positive Best Practices



### Target:

- 100 entrepreneurs trained
- 10 entrepreneurs applying best practices and monitoring decarbonization impact

## Raise awareness for youth in Machu Picchu to proactively engage communities in climate and nature positive actions



### Target:

- At least 100 youth with improved knowledge to engage in climate and nature positive opportunities for jobs and incomes.
- At least two led initiative promoting climate and nature practices in Machu Picchu positive

## Promote Linkages Between Local Tourism SME's and International Operators Willing to Support Climate- and Nature-Positive Tourism in Machu Picchu

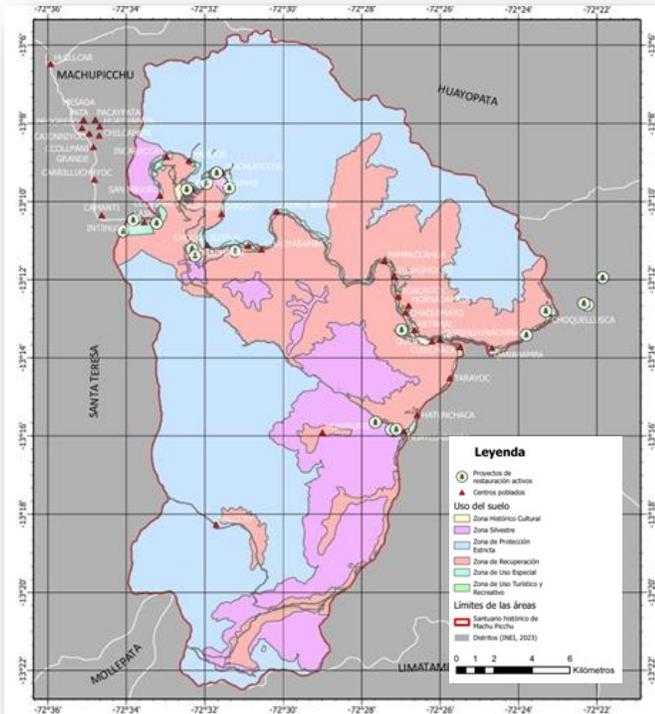


### Target:

- 10 B2b linkaged established with international tour operators.
- Project outreach disseminated in at least one international event.

# Component 3: Ecological Restoration

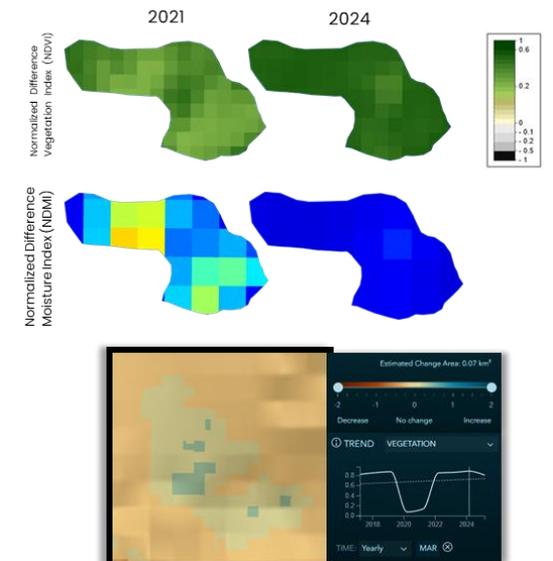
Identify high impact areas for improving ecosystem services and landscape connectivity



Select 5–20 native species under predefined criteria including: (i) growth rate and successional strategy; (ii) commercial value; (iii) functional ecological role; and (iv) carbon capture



Plant 1000 trees and track restoration outcomes using scheduled field monitoring to assess sapling survival and mortality against predefined thresholds and trigger adaptive actions.



# One Million Trees Machu Picchu Project



The **One Million Trees Machu Picchu Project** is a long-term ecological restoration initiative aimed at improving ecological resilience in the area surrounding the Historic Sanctuary of Machu Picchu and its surrounding region.

The project prioritizes the planting of native species, selected based on their ecological role, altitudinal adaptation, and contribution to key processes such as soil stabilization, water regulation, and habitat provision for local fauna.

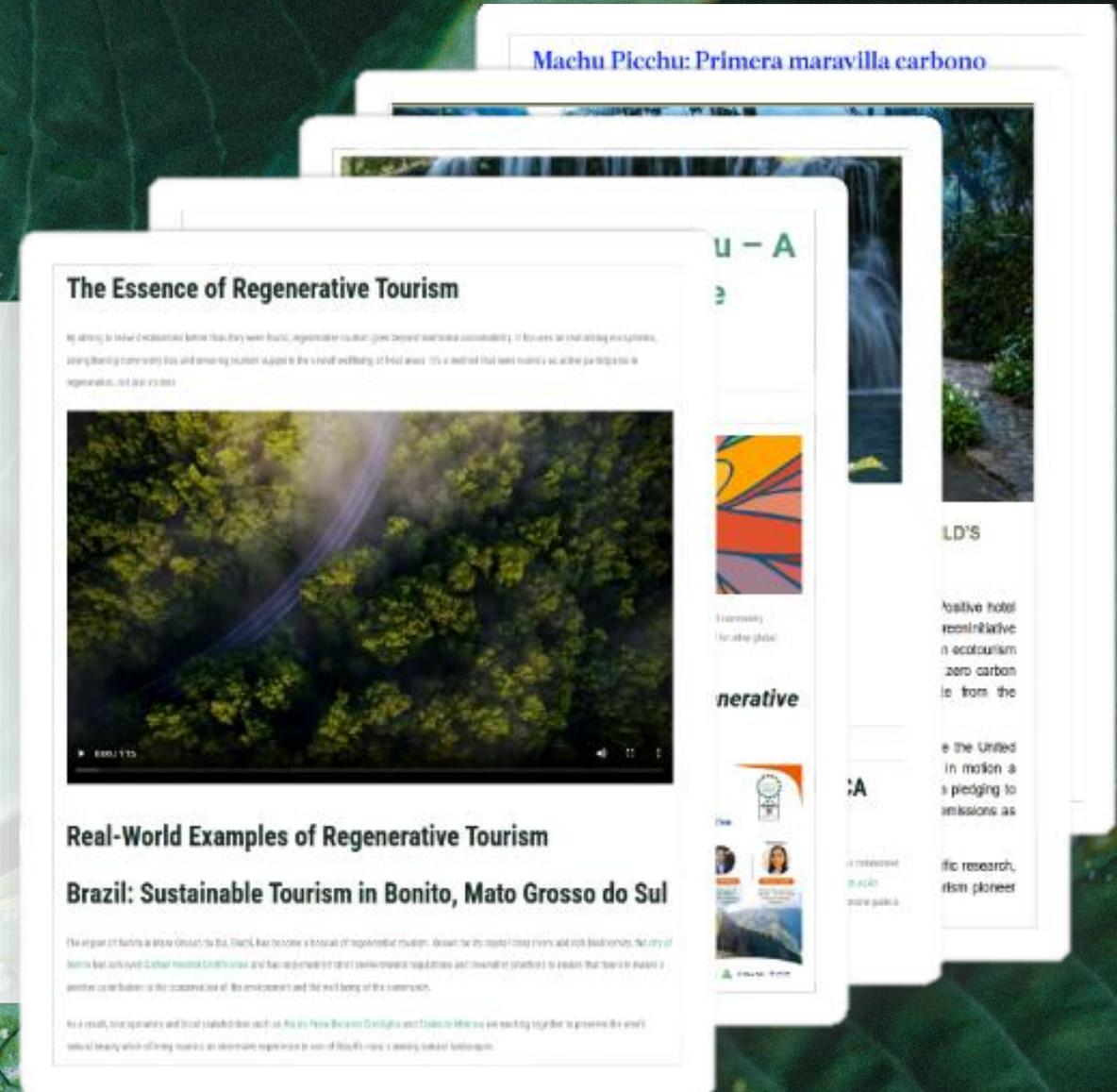
Implementation is carried out in coordination with local stakeholders, communities, and institutional partners, promoting responsible land management and community ownership of the restoration process.

The project integrates technical criteria, monitoring, and reporting, allowing for the tracking of survival, growth, and recovery indicators, as well as associated benefits for local communities.



# Relevant links

- [Green Initiative](#)
- [Green Initiative World's Leading Sustainable](#)
- [Green Initiative Semi-Finalista Green Projects Innovation Challenge](#)
- [Machu Picchu: the First Carbon Neutral Wonder of the World](#)
- [A Climate Action Guide for Tourism Businesses and Destinations](#)
- [Regenerative Tourism Webinar](#)
- [A New Horizon in Tourism: Regenerative Tourism](#)
- [RJs Cristo Redentor leads the way climate action and sustainable tourism for a resilient future](#)



# Ecological Restoration in Practice

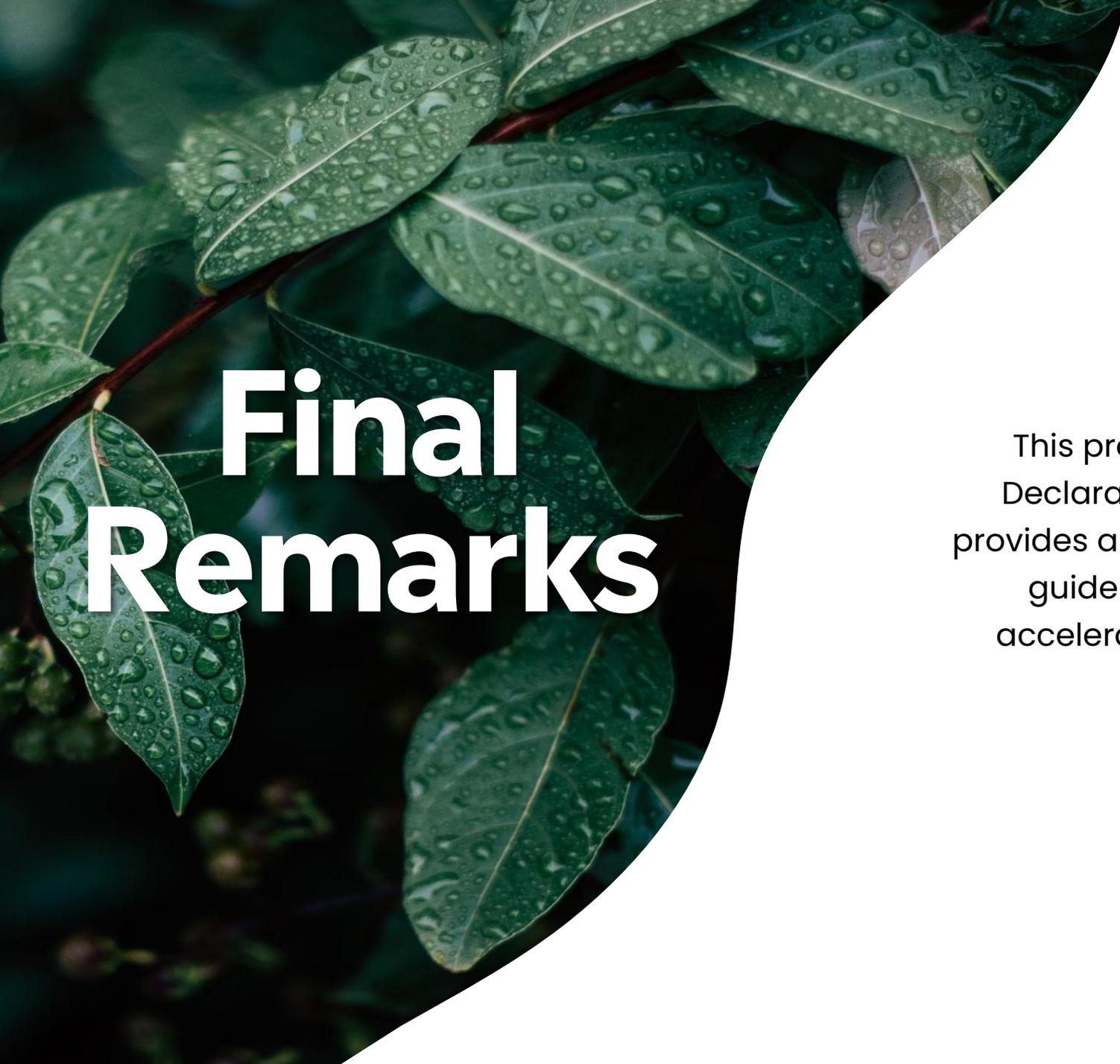
**MAPFRE- Sowing a Better Future: An Ecological Restoration Project in Madre de Dios**



**Green Initiative and Adidas Ecological Restoration project in Tambopata, Peru**



**MAPFRE stands out with over 900k views**



# Final Remarks

This project illustrates how the Glasgow Declaration on Climate Action in Tourism provides a consistent technical framework and guidelines that inspire destinations to accelerate progress towards climate and nature positive impacts.





# Thank you!

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For a Climate & Nature Positive Planet

