



PROYECTO 100 X 100 MÉXICO



**FURMEX**  
Fondo Unido Rotario de México, A C

Ciudad de México, July 8, 2019

REINER JAHN  
PROJECT COORDINATOR MEXICO

Roger Sims  
Project Coordinator H2H

Herewith we request and express the intention to be considered in  
Project 100 x 100.

1) APPLICANT INFORMATION:

Rotary Club IXTAPA  
Rotaract Club  
Interact Club

Name CLUB ROTARIO IXTAPA

Address Domicile: HOTEL GAMMA INN, Av. Paseo del Palmar y, Paseo Agua de Correa  
Mz. 1, 40880 Ixtapa Zihuatanejo, Guerrero, México.

District and Club Number **4180** Number del club 50566



2) NAME OF THE PROJECT

PUT THE GARBAGE IN ITS PLACE





## THE IMPORTANCE OF SEPARATING WASTE

In addition to the savings and good use of our natural resources, another good way to contribute to the sustainability of these significantly is undoubtedly the destination we give to materials that can be recycled or reused, so the importance of making a good separation and collection of our waste, in La Ciudad and Puerto de Zihuatanejo. So it is imperative to provide the city with infrastructure for the deposit of garbage generated in the streets, placing boats in each corner, which is projected to be extended to the surrounding colonies and communities near the population center, this would help a significant way to prevent garbage from clogging and circulating through the storm water system, thereby preventing organic and inorganic waste from contaminating Zihuatanejo Bay.



### 3) OBJECTIVES OF THE PROJECT





## Short term:

Promote and spread the importance of putting garbage in its place with the participation of club members in the media such as radio and newspaper active in the city of Zihuatanejo. Make a call to citizens to participate in awareness events where the need to keep our city clean and as an immediate consequence the waters of the bay avoiding contamination is established as a priority.

A media campaign will be held where the importance of garbage separation will be discussed, networks of environmental agencies, business sector, population in general, shops that are established in the area of container placement and wish to participate in urban improvement will be invited From the center of the city. The culture of classifying organic and inorganic wastes will also be promoted by helping in the recycling process, with the installation of 40 Garbage Container Modules distributed in the city of Zihuatanejo in the areas with the highest production of garbage such as Mercado, Avenues, Surrounding streets, gardens and Parks, where people have the option to deposit the waste according to the container, a project that will be coordinated with the invitation to the municipal authorities in a previous meeting, to determine the strategic location of the containers, as well as the corresponding authorization of Municipal Urban Development, maintenance of the deposit modules and final destination corresponding to the type of waste collected.

The garbage containers will consist of a metal module embedded in the floor, with 2 swing type containers, with the following characteristics:



Metallic container 90 cm high by 60 cm wide, with a capacity of 200 liters, painted with logos of Rotary, Municipal Government and sponsorships that adhere.

In a metal structure of 1.50 cm. High by 1.80 cm. long, swing type to hold and turn the containers, with a slate of 1.70 cm. long and 30 cm wide with space to identify and the type of waste and sponsorships.





This area was chosen as the first stage since the Zihuatanejo, Center, is the most representative place and visited daily by hundreds of people who make their daily purchases, and is the meeting point for the community, as well as a point of visit for national tourists and international that arrive at the port all year round, and it is the most active commercial area where there are established crafts, cafes, restaurants, department stores, offices, recreational areas, school and the municipal market.



The center of Zihuatanejo, Gro Mx, does not have garbage separation deposits, and the existing ones are for deposit of any type of waste, the inadequacy of containers causes areas of free transit to be found with garbage deposited in the streets, which in hot weather they produce rotten odors and in rainy weather, they end up covering drains, strains and water currents take it as the final destination to Zihuatanejo Bay.





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## DESCRIPTION OF THE PROJECT, SHORT AND LONG-TERM BREAK DOWN

## Long term:

The placement of 90 more modules is contemplated, to make a total of 150 modules, distributed in the areas with the greatest production of garbage, such as schools, housing units, recreational parks, prior field research.

Funding with International Brother Clubs will be sought, carrying out various events that generate economic resources, such as events, bazaars and dinners by the Club.

## 5) EXPLANATION OF THE PROJECT'S SUSTAINABILITY (AS APPLICABLE)

## The sustainability of the project.

Through campaigns, the population will be invited to participate in the separation of garbage, to the companies dedicated to the collection of plastics, to take advantage of the resource, to merchants to feed back the information, to the sponsors to contribute with paintings to keep the container in good condition and to be able to capture their image on the blackboards of the containers, to the municipal government, to generate separate deposits for the proper functioning of the dumps, to the general population to avoid clandestine dumps, and most importantly to prevent the waste from reaching bay of Zihuatanejo







6) DIRECT AND INDIRECT BENEFICIARIES BREAKING DOWN ITS VULNERABLE SITUATION, ATTACHING IMAGES.

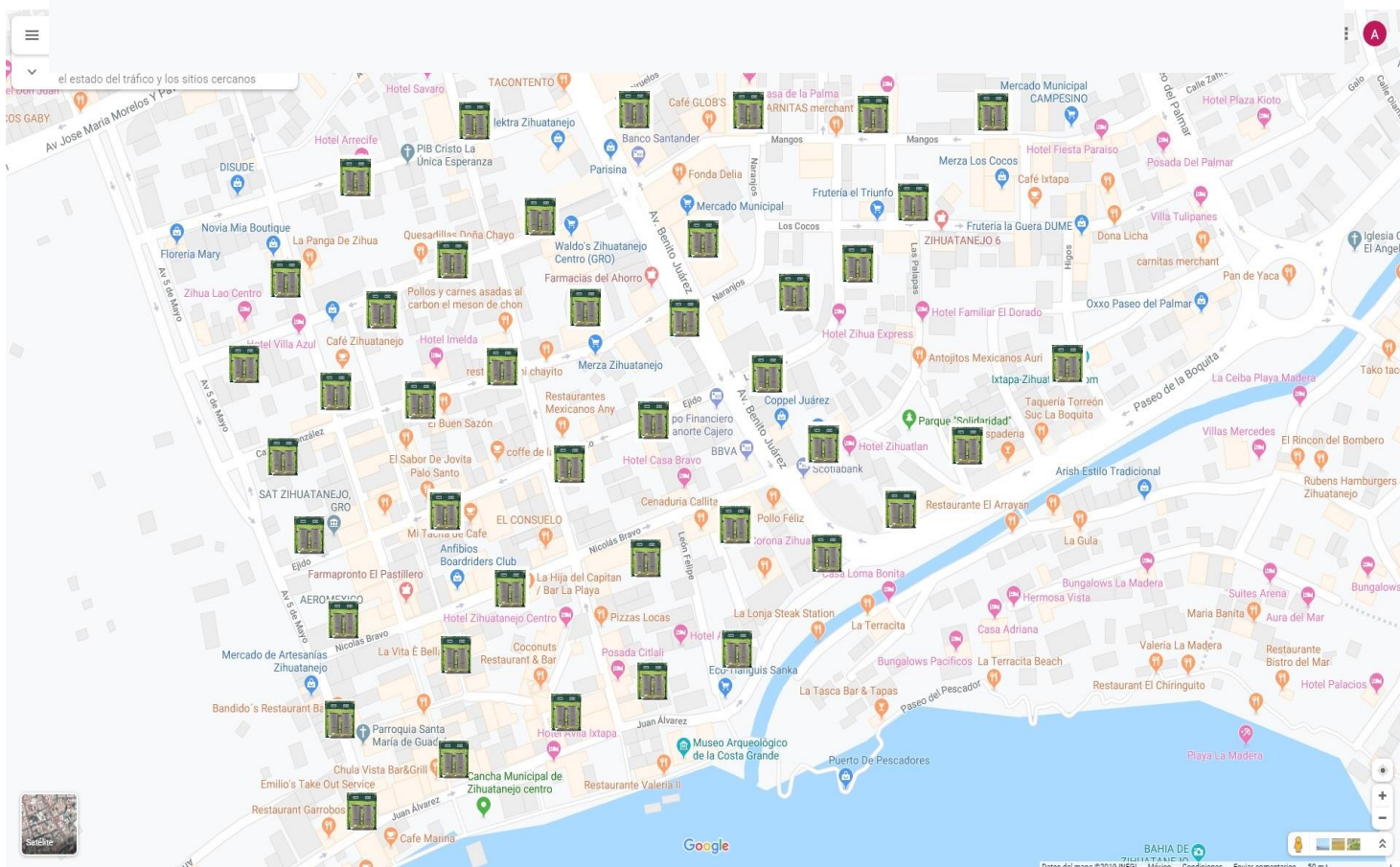
## Beneficiaries

A population of about 80,000 inhabitants (INEGI), which has the city and a population of tourists of 472, 211 who visit it annually. (according to Ministry of Tourism).



7) LOCATION OF THE PROJECT

City Center and Port of Zihuatanejo, Municipality of Zihuatanejo de Azueta, in the State of Guerrero, Mexico.





## 8) AREA OF FOCUS

- \_\_\_\_\_ Peace and conflict resolution
- \_\_\_\_\_ Disease prevention and treatment
- Hygiene** Water, sanitation, and hygiene
- \_\_\_\_\_ Maternal and child health
- \_\_\_\_\_ Literacy and basic education
- \_\_\_\_\_ Community economic development
- \_\_\_\_\_ Other (please specify \_\_\_\_\_)

## 8) PROJECT BUDGET

The budget of the projects is \$100,000.00 (cien mil pesos 00/m.n.), with the following proposed funding:

SOURCE	AMOUNT IN PESOS
Mexico commitment from applicant	\$ 20.0000.00
Proposed support from other Mexico sources FURMEX Other (please specify _____)	
Proposed US Heart 2 Heart support	\$ 80,000.00
<b>TOTAL</b>	<b>\$ 100,000</b>

Note: The minimum commitments from applicants are as follows:

	<u>Project Size (pesos)</u>	<u>Minimum Commitment (pesos)</u>
Rotary clubs	10,000 – 100,000	20% of total project budget
Rotary clubs	100,000 – 200,000	20,000
Rotaract and Interact clubs	10,000 – 200,000	10% of total project budget





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1) The project detailed expenditures are as follows:

DESCRIPTION	PRICE & QUANTITY	TOTAL
40 CONTAINER STRUCTURES	\$ 1,600.00	\$ 64,000.00
10 PAINT CUPS	\$ 600.00	\$6,000.00
DECALS AND LOGOS	\$3.000	\$3,00.000
80 METAL CONTAINERS	\$250	\$ 20,000.00
TRANSPORT	\$7.000	\$7.000
	TOTAL	\$100.000.00

FIRMAS

APPLICANT NAME  
CLUB ROTARIO IXTAPA NO. 50566

ROTARY CLUB PRESIDENT 2019 - 2020,  
NAME AND SIGNATURE, E-Mail and Phone

JOSE GUSTAVO LOPEZ NAJERA  
[presidenterotaryixtapa@gmail.com](mailto:presidenterotaryixtapa@gmail.com)  
Tel 7551153473

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**ROTARY CLUB PRESIDENT 2020 - 2021, NAME AND SIGNATURE**

**HUGO ALARCON HERNANDEZ**

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**PROJECT LEADERS DURING PROJECT DURATION – NAMES AND SIGNATURES**

**LEADER 1**

**LEADER 2**

**LUCIA VIRAMONTES MARROQUIN**

**JOSE NAVARRETE HEREDIA**

E mail      lucyviramontesm@gmail.com  
phone        7551115203

ppnavarreteh@hotmail.com  
755 55 557 0925