



**Turismo
Cuida**

**Completed
Projects**

ReCusco

**First
Green Project**

**Sacred Valley/
Cusco**

2015 - 2019

Environmental Heritage



ReCusco Collaborators

ReCusco is the first green project in Peru, located within the tourist circuit of Cusco and the Sacred Valley. With the support of FONDAM, Prisma, and Turismo Cuida, a fund of **USD 180,000.00** was successfully raised and invested. Private companies, local governments, and recyclers working together to reduce the negative impacts of the inadequate system for collecting recyclable waste.

RECUSCO is the first project in Cusco to guarantee traceability of collected waste from the outset. It is also the only green project that has fostered and facilitated strategic partnerships and pioneered the development of a technological application for its operations: Qupa Cusco. This innovative system was created by José Luciano Guzmán, a young entrepreneur from Lima, with the goal of becoming an agent of change.

Objective

The project's goal was to empower recyclers, formalize their status, provide them with opportunities for dignified employment, and contribute to improved environmental management by reducing negative impacts on the environment.





ReCusco Collaborators

Working Framework

The initiative raised awareness among +2,273 individuals, +100 local recyclers, and formalized 42 families into 8 established recycling associations, integrating them into local municipalities. It ensured traceability throughout the entire process by engaging local residents, businesses in the tourism sector, private companies, academic institutions, public schools, as well as local, provincial, and regional governments. Additionally, it collected over 300,000 kg of PET and achieved the participation of more than 82 companies linked to tourism.



Prizes

PODS Award 2021- Peru for Sustainable Development Goals.

Antonio Brack Egg National Environmental Award, Winner in the Inclusive Peru Category.



