

MACHU PICCHU, A MODEL SUSTAINABLE CITY IN LATIN AMERICA

- The inauguration of the Organic Waste Treatment Plant is closing the circle of Sustainability in Machu Picchu Pueblo
 - This plant has the capacity to process eight tons of waste per day and generate bio-char to be used as natural fertilizer.
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Lima, April 5th 2019 - Inkaterra, Peru's leader in ecotourism and sustainable development, in alliance with AJE Group and the Municipality of Machu Picchu Pueblo, succeeded in making Machu Picchu the first destination in Peru and Latin America to sustainably manage most of its solid waste.

Continuing with the initiatives for the conservation and environmental care of Machu Picchu, the public-private partnership presented the first Organic Waste Treatment Plant. Through pyrolysis (chemical decomposition at high temperatures in the absence of oxygen), this innovative technology processes seven tons of waste per day to generate bio-char, a natural fertilizer that will help with the reforestation of the Andean cloud forest and contribute to agricultural productivity in Machu Picchu.

“The strategic alliance between Inkaterra, the AJE Group and the Municipality of Machu Picchu aims to make our Wonder be perceived as a sustainable destination and to turn it into an example of sustainable management for ecotourism worldwide. We have achieved to raise ecological awareness in the local community, which now segregates almost all waste from homes and establishments at its origin. Today, we present an innovative technology that will contribute to improve high-mountain traditional agriculture and to help restore the Andean cloud forest in Machu Picchu," added **José Koechlin, Inkaterra's Founder and CEO**, who conceived these groundbreaking projects.

“Machu Picchu is established in a small, deep valley with access by foot or train,” stressed Mr. Koechlin. “Given that there is no space for traditional composting, we figured out an inventive solution for a reduced area, which will not generate any carbon emissions. Pyrolysis to treat organic waste is a process with local usefulness, avoiding costs of transportation.

The initiative is not only sustainable but also profitable for the Municipality, as the production cost in situ is lower than Bio-char's market value”.

Additionally, AJE/Inkaterra delivered a Plastic Compactor Plant to SERNANP, which will be used to clean and compact plastic waste generated along the Inca Trail, the most famous trekking route in South America.

The first initiative led by Inkaterra and AJE was carried out in 2017 when they donated and installed the first Plastic Waste Compactor Plant for the Municipality of Machu Picchu Pueblo. This action helped to prevent our World Wonder from entering UNESCO's Patrimony at Risk list. Currently 14 tons of PET plastic are processed daily in this plant.

In 2018, a Biodiesel Production Plant opened at Inkaterra Machu Picchu Pueblo Hotel. Through the collection of used cooking oil from Machu Picchu Pueblo's homes, lodges, hotels and restaurants, 20 gallons of biodiesel fuel are produced daily. Every month, six thousand liters of used oil are treated, preventing oil spillage into the Vilcanota River. It is estimated that one liter of oil pollutes one thousand liters of water. On the other hand, petro-chemical free glycerin obtained in this process is used by the Municipality of Machu Picchu to clean its sidewalks and stone floors.

"We are very happy to be part of this change in the city of Machu Picchu and to be able to announce that, with this new plant, the circle of sustainability for which we have been working for three years is closing. Machu Picchu officially becomes a model of sustainability for Latin America," said **Mr. Jorge López-Dóriga, AJE Group's Executive Communications and Sustainability Director.**

In 2018, the project to turn the city of Machu Picchu into a model of global sustainability, won in Germany the prestigious "**Die Goldene Palme**" award in the "Responsible Tourism" category, as well as the Peruvian "**Líderes + 1**" prize.

ABOUT INKATERRA

Inkaterra has pioneered ecotourism in Peru since 1975, and is acknowledged as a global leader in sustainable development. Aiming to create added value in rural areas, Inkaterra works under a holistic approach: scientific research is produced as a basis for biodiversity conservation, education and the wellbeing of local communities.

Catering to more than 220,000 travellers every year, Inkaterra properties are established in the Amazon rainforest of Madre de Dios (Inkaterra Reserva Amazónica, Inkaterra Hacienda Concepción and Inkaterra Guides Field Station); in the Machu Picchu cloud forest (Inkaterra Machu Picchu Pueblo Hotel and El MaPi byInkaterra); in the cobblestoned streets of Cusco (Inkaterra La Casona); and amid the hills of the Sacred Valley of the Incas (Inkaterra Hacienda Urubamba). Its hotels are defined by designs inspired by traditional architecture and built with native materials, in harmony with the environment.

Inkaterra's efforts on conservation and sustainability have allowed the Brand to be part of various alliances such as Relais & Châteaux, Virtuoso, Traveller Made and National Geographic Unique Lodges of the World. Inkaterra has been recipient of the 2015 PURE Award on the 'Contribution to Experiential Travel' category; the Relais & Châteaux Environment Trophy (2013); WTTC Tourism for Tomorrow Awards in the Conservation Category (2012); Travel+Leisure Global Vision Award (2011); and National Geographic Traveler's Best Practices Award for Sustainable Travel (2002). In 2012 Inkaterra became the first world hotel enterprise to be recognized with the International Certificate in Sustainable Tourism by the CU Green Choice Sustainable Tourism Standard.

For further information, visit www.inkaterra.com

ABOUT AJE

AJE, a Peruvian Company, is one of the largest multinational beverage companies, with a presence in 23 countries in Latin America, Asia and Africa. Founded in 1998, it currently has a team composed of more than 13,000 direct and indirect employees. AJE is the fourth company in sales volume in the category of soft drinks and the third in carbonates in those countries in which it operates. *

With the firm commitment to "democratize consumption," AJE facilitates access to high quality products to new user groups in emerging markets, inspires them to dream bigger, to go further, to enjoy the good things of life, to grow and thrive.

The most emblematic brand of its portfolio is BIG Cola, in addition to Cielo (purified water), Cifrut (fruit drink), Pulp (juices), Sporade (sports drink), Volt (energy drink), Free Tea (tea ready to drink) and BIG Fresh (refreshing drink).

For more information, visit www.aje.com

*Source: Canadian Annual Soft Drinks - Wisdom – 2014