

PRESS RELEASE



GREEN PEARLS®  
UNIQUE PLACES

## “Goldene Palme” for Inkaterra *Asociación*



**Darmstadt, March 15th, 2018** \*\*\* Green Pearls® partner Inkaterra from Peru is one of the proud winners of the German travel award “Die Goldene Palme” 2018: [Inkaterra Asociación](#) was awarded the first prize in the category “responsibility in tourism” with its projects at [Inkaterra Machu Picchu Pueblo Hotel](#). The travel magazine GEO Saison announced the winners of the award “Die Goldene Palme” in its April issue.





## **Biodiesel made from used vegetable oil**

Inkaterra Machu Picchu Pueblo Hotel in Peru convinced the jury with two projects that grew out of the cooperation between Inkaterra *Asociación* (ITA) and AJE Group, a family-owned multinational beverage company in Peru. One of the results of this cooperation was the installation of a biodiesel plant at the [Inkaterra Machu Picchu Pueblo Hotel](#). This plant processes burnt vegetable oil to avoid spills at the Vilcanota River facing Machu Picchu Pueblo Hotel. According to studies, one liter of burnt oil pollutes 1,000 liters of water, thus Inkaterra is encouraging local houses, hotels and restaurants to donate used organic oils. This project has two positive effects: the locally produced biodiesel mitigates the use of fossil fuels and at the same time reduces the carbon footprint caused by fuel transportation from Lima to Machu Picchu (1,150 km).





## Recycling at Machu Picchu

The second project relevant for the award – also in cooperation of ITA and AJE Group – is the donation of a waste compacting machine to manage the plastic waste leftovers of the around 2,000 tourists daily at Machu Picchu. The machine is able to process 14 tons of waste on a daily basis that is transported by train to recycling plants. This initiative has been essential to address Machu Picchu's waste management crisis, observed by UNESCO in 2016 when evaluating the inclusion of the Inca citadel in the list of World Heritage in Danger.





## **Further projects planned**

These projects are only two examples of ITA's tireless commitment to a conscious and sustainable interaction with the nature and culture of Peru: "This is just the beginning of a successful alliance that aims to turn Machu Picchu into a global example of sustainability for all travel destinations before 2021, as part of Peru's Bicentennial Plan," declared Inkaterra Founder and CEO José Koechlin von Stein.





## **Inkaterra *Asociación* (ITA)**

The driving force behind the Inkaterra hotels is the founder and sustainability pioneer José Koechlin von Stein and a non profit organization helping to preserve Peru's biodiversity and cultural heritage since 1978. Inkaterra *Asociación* aims to ensure sustainable development, research and the support of local communities and sustainable business models. The research is financed by its own tourism activities like guided tours through the rain forest. In cooperation with other organizations, for example the National Geographic Society, it has been able to preserve 15,000 hectares of rain forest, initiate a project for the protection of the spectacled bear, conduct scientific studies on bird species and orchids and start a program for marine conservation in the North of Peru. Due to ITA's work, several animal and plant species could be saved from extinction.

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The German Green Pearls GmbH with place of business in Darmstadt, Germany unifies international tourism companies that support environmental protection and demonstrate social commitment. Thereby, Green Pearls is the first holding company worldwide that consolidates sustainable hotels, destinations and restaurants in a global data source.

Among the criteria of admission to Green Pearls® Unique Places, are a sustainability plan on management level, sustainable architecture, comprehensive water, energy saving and waste recovery measures, the use of seasonal and regional ingredients in the kitchen, as well as a large commitment for the social balance in each of the vacation regions.

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