

Award for 'Sustainable Machu Picchu' strategy and new initiative started

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Tel: +49 (0) 6151 273 669 0
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Excelencias Award for 'Sustainable Machu Picchu'

[Sustainable Machu Picchu](#), the groundbreaking waste management strategy propelled by the partnership of [Inkaterra](#) and AJE Group, received the 2019 Excelencias Award during the international tourism fair [FITUR 2020](#), held on January 22nd '20 in Madrid. The Peruvian Minister of Tourism, Edgar Vasquez, and Inkaterra Marketing director, Liza Masías, accepted the award in the representation of Inkaterra founder José Koechlin.

Established in 2004, the Excelencias Awards encourage excelling standards in Ibero-American tourism, gastronomy, and culture. Celebrating FITUR'S 40th Anniversary, the awards ceremony gathered representatives from 18 different countries.

With PET-compacting, biodiesel production and organic waste processing through pyrolysis, Sustainable Machu Picchu has turned the Historic Sanctuary into the first city of Latin America that responsibly manages almost all its solid waste.

New 'Sustainable Machu Picchu' initiative announced by the President of Peru

Peruvian President Martín Vizcarra officially started the 'One Million Trees in Machu Picchu' campaign, contributing to the reforestation of the Machu Picchu Historical Sanctuary and its surroundings as a means to restore and protect the Inca citadel from forest fires and landslides.

The President was escorted by the Minister of Environment, Fabiola Muñoz, and Inkaterra Founder [José Koechlin von Stein](#), in the representation of the Inkaterra-AJE Group alliance 'Sustainable Machu Picchu' – an innovative and low-cost solid waste management strategy that saved Machu Picchu from being included in UNESCO's Patrimonies at Risk list.

After donating a PET compacting machine and a biodiesel production plant to avoid oil spillage at the Vilcanota River, the Inkaterra-AJE alliance donated a pyrolysis plant to turn organic waste into biochar. This nutrient-rich fertilizer will be destined to "One Million Trees in Machu Picchu".

"Machu Picchu is now regarded as a successful case study for ecotourism worldwide since it is the first city in Latin America that responsibly manages almost all its solid waste," said José Koechlin.

Read more about the new 'One Million Trees in Machu Picchu' Project on france24.com. Learn more about 'Sustainable Machu Picchu' here on our [Green Projects site](#) as well as on [Inkaterra's website](#).

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-SAND Lifestylehotel-
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