

Team ID: UG24

SEASERENITY

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Member 1 Mariana Morales Contreras	Third Year	Finance
Member 2 Dana Sofía Martínez Patiño	Third Year	Finance
Member 3 Ethel Marian Robledo Chiñas	Third Year	Marketing
Member 4 Ana Ximena Cruz Becerra	Third Year	Marketing

Advisor(s): Claudia Verónica de Lourdes Florín Torres

Topic Title: Consultancy for sargassum control in the Mexican Caribbean

Audience: CEO of The Seas We Love

Sustainable Development Goal

SDG #13: Climate Action: Take urgent action to combat change and its impacts.

SDG #14: Life Below Water: Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

Executive Summary

"The Seas We Love" is an organization that collects sargassum to transform it into something productive. Our consultancy aims to give a better purpose to sargassum through healing creams.

Sargassum is a macroalgae originating from the coasts of West Africa and has drifted across the Atlantic Ocean towards Central America. In recent years, over 25 million tons of sargassum have accumulated along the Caribbean coasts, emitting greenhouse gases during decomposition, such as methane, lead, and hydrogen sulfide. It interferes with the nesting and hatching of turtles, hindering the path of newly hatched turtles to the sea. Additionally, it increases the mortality of seagrasses and coral reefs near the coasts, impacting biodiversity and the survival of numerous species.

Hotel chains are concerned because this issue could jeopardize Mexican tourism in the Quintana Roo region, a crucial pillar representing 45.6% of the state's economy and 7.5% of Mexico's GDP. The arrival of sargassum on the coasts has caused a 11.6% decrease in Quintana Roo's GDP. The main affected sectors by the arrival of sargassum are tourism, the local population, and the flora and fauna. The hotel industry has invested over \$100 million in operational expenses related to sargassum collection and disposal.

In collaboration with "The Seas We Love," we will participate in the sargassum collection process to facilitate our production. This enables us to support hotels in protecting the ecosystem and their beaches, which are attractive to tourism through the manufacturing of our healing cream, SeaSerenity. Another of our allies will be the Quintana Roo Women's Institute, supporting us in the cream manufacturing process, and we, in turn, empower women. Through these partnerships, we collectively generate opportunities for all involved.