

“WORLD SNOW DAY 2021 IN THE ACR SISTEMA LOMAS DE LIMA – AMBITO ANCÓN”



1 GENERAL DATA

Project Name	World Snow Day 2021
Day of the event	January 16 2021
Event Schedule	From 2:00 p.m. to 5:30 p.m.
Address	ACR Sistema Lomas de Lima - Lomas de Ancón, At KM 52 of the Panamericana Norte high way
Nature of the event	Recreation, sports and environmental education.
Event organizer	Desert Expeditions
Coorganizers	Programa del Gobierno Regional de Lima Metropolitana

2 OBJECTIVES

2.1 GENERAL OBJECTIVE

Promote the conservation of coastal desert ecosystem to children and their families through the activities organized on the occasion of World Snow Day.

2.2 SPECIFIC OBJECTIVES

Promote spaces for cultural, educational exchange and socialization of children, youth and adults that allow them an adequate human development.

Position the Ancón district in the Lima region as a Sandboard sports destination for the development of economic activities such as tourism through the celebration of World Snow Day.

Promote strategic alliances with Regional Governments, Promperú and Mincetur to institutionalize sports and legally constituted organizations.

Promote strategic alliances with the ACR Sistema Lomas de Lima - Ámbito Ancón, the Municipality of Ancón and actors involved in tourism to institutionalize sports and legally constituted organizations.

2.3 GOALS

Involve 100 people among children, youth and adults for environmental education and conservation through the event in the ACR Sistema Lomas de Lima - Ámbito Ancón.

Invite 2 professional sandboard riders to teach sandboard lessons.

Involve the Villa de Ancón church, Tunva Project and other organizations with a vision of development and partnerships.

2.4 JUSTIFICATION

World Snow Day promotes active leisure and recreation among children, youth and family through the practice of snow sports such as Snowboarding and Skiing, thus creating life experiences that promote the conservation of mountain ecosystems. and its

biodiversity. In 2018 this day was celebrated in 46 countries simultaneously, uniting these countries to a world community, launching the Sustainable Development Goals "Action for climate (13) and" Life of terrestrial ecosystems "(15).

In Peru we use the practice of sand sports to promote environmental education and in this way we seek to raise awareness about the care and conservation of the ecosystems of the coastal desert and dune fields of the Lomas de Ancón with civil, private and public participation

2.5 REGISTRATION AND ATTENDANCE

112 people registered through a virtual form: <https://forms.gle/Ne9QKUDuyqvX3CKH6>

Enrollees were monitored and coordinated with them, via telephone and virtual (WhatsApp). Table N ° 1 shows the total number of participants in the event considering the event organizers and invited organizations.

Table 1. Number of People

PARTICIPANTS		QUANTITY
DESERT EXPEDITIONS	TEAM	6 people
	VOLUNTEERS AND INSTRUCTORS	12 people
ASSISTANTS	INVITED ORGANIZATIONS	<ul style="list-style-type: none"> • Municipalidad Distrital de Ancón • Guardaparques de la Zona Reservada de Ancón • Proyecto Tunva • Innpulsa Turismo • Club de Turismo de Cantuta • Watay

	FIRST SHIFT	51 people
	SECOND SHIFT	32 people
	THIRD TURN	29 people
TOTAL		144

*** Participants are considered to be 5 years of age and older.**

2.6 ACTIVITIES OF THE EVENT

The event was held in the ACR Sistema Lomas de Lima - Ámbito de Ancón at kilometer 52 and was supported by the Submanagement of Tourism of the Municipality of Ancón and the head of the Lomas de Ancón Reserved Zone. Six activities were carried out:

Table 2. Activities of the event

MODALITY	ACTIVITY	DESCRIPTION
On-site	Composting talk	Composting talk by the TUNVA Project
	Sandboard and Sand sled Teaching	<ul style="list-style-type: none"> - Participants will enjoy a Sandsled and Sandboard session, receiving a safety talk and evaluating their performance level. - Each person will have the opportunity to perform up to 3 or 4 slides on the dune during their turn.
	Kites in the desert	Attendees will have a space where they will be able to enjoy a kite making and flying session, which will represent the flora and fauna of the dune ecosystem.
	Photographic area	Have a sandboard or sand sled to take pictures.
	Puppet show	Puppet show on the theme "Ancon Natural" with the participation of the park ranger Juan Carlos as "Don Sabino". The show will be given with loudspeaker and microphone.

	Ancón Te reta	Dynamics carried out by the student organization Innpulsa Turismo, in which they developed challenges of dexterity, strength and agility. Cookies were given as recognition to all visitors for their participation.
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The activities were carried out in groups of 8 to 10 people during each shift, maintaining social distancing in accordance with the biosafety protocols established by the public sector.

2.7 ORGANIZATION OF THE WORLD SNOW DAY 2020

- There will be 3 shifts:
 - 1st shift from Villas: 2:00 pm
 - 2nd shift from Óvalo de Chacas: 2:30 pm
 - 3rd shift from Óvalo de Chacas: 3:30 pm
- For each shift there will be 4 or 5 groups of a maximum of 10 people.
- Each group will have a leader who will guide the people during the circuit within the dune field.

Table 3. Zones of activities

ZONES	DESCRIPTION
SIGNALING CIRCUIT	This circuit establishes the entrance and exit route to access the activity area using cones and flags.
ENTRANCE ZONE	Four Desert Expeditions staff members were located at strategic points to help participants access the dune field and confirm the groups led by a guide. In this way the safety of the participants was guaranteed.
RECEPTION AREA	Welcoming area for participants to the World Snow Day event and space to provide them with bandanas, bibs and a small snack.
CONTROL ZONE	There was a free water dispenser for the public where they could resort to in case of emergency.
COMPOSTING TALK	Stand dedicated to provide the activity mentioned above.
PUPPET SHOW AREA	Stand where the activity was offered.
COMET ZONE	Stand where the activity was offered.
KITE FLYING ZONE	Free space for flying kites made in the Kite Making Zone.
SANDSLED ZONE	Sand dune with two pistes for the realization of Sand sled.
SANDBOARD AREA	Sand dune with two pistes for sandboarding.

Table 4. Event Itinerary

TURNO 1	TURNO 2	TURNO 3	ACTIVITIES
2:00 PM	3:00 PM	4:00 PM	Welcome and division of groups by guides
2:10 PM	3:10 PM	4:10 PM	Delivery of snack and care package
2:15 – 3:00 PM	3:15 – 4:00 PM	4:15 – 5:30 PM	Sandboard
			Sandsled
			Puppet show
			Elaboration of Kites
			Kite flying area
			Composting Talk
			Dynamics Ancón te Reta
			Photography area
4:30 PM			Live Streaming
5:30 PM			End of the event

2.8 CARE PACKAGES

a. Bibs:

Bibs will be provided to children (7 to 14 years old) attending World Snow Day and to our students of our sandboarding school, in order to identify themselves when practicing or performing the sandboarding or sand sledding activity.

b. Buffs:

In order for everyone to identify themselves as World Snow Day participants, Buffs/Bandanas will be provided for use during the event. Buffs or bandanas will be provided to children, youth or adults attending the event.

c. Banner:

A Banner will be used to identify us as official organizers, for the 4th consecutive year, of the World Snow Day in Peru.

2.9 DIFFUSION

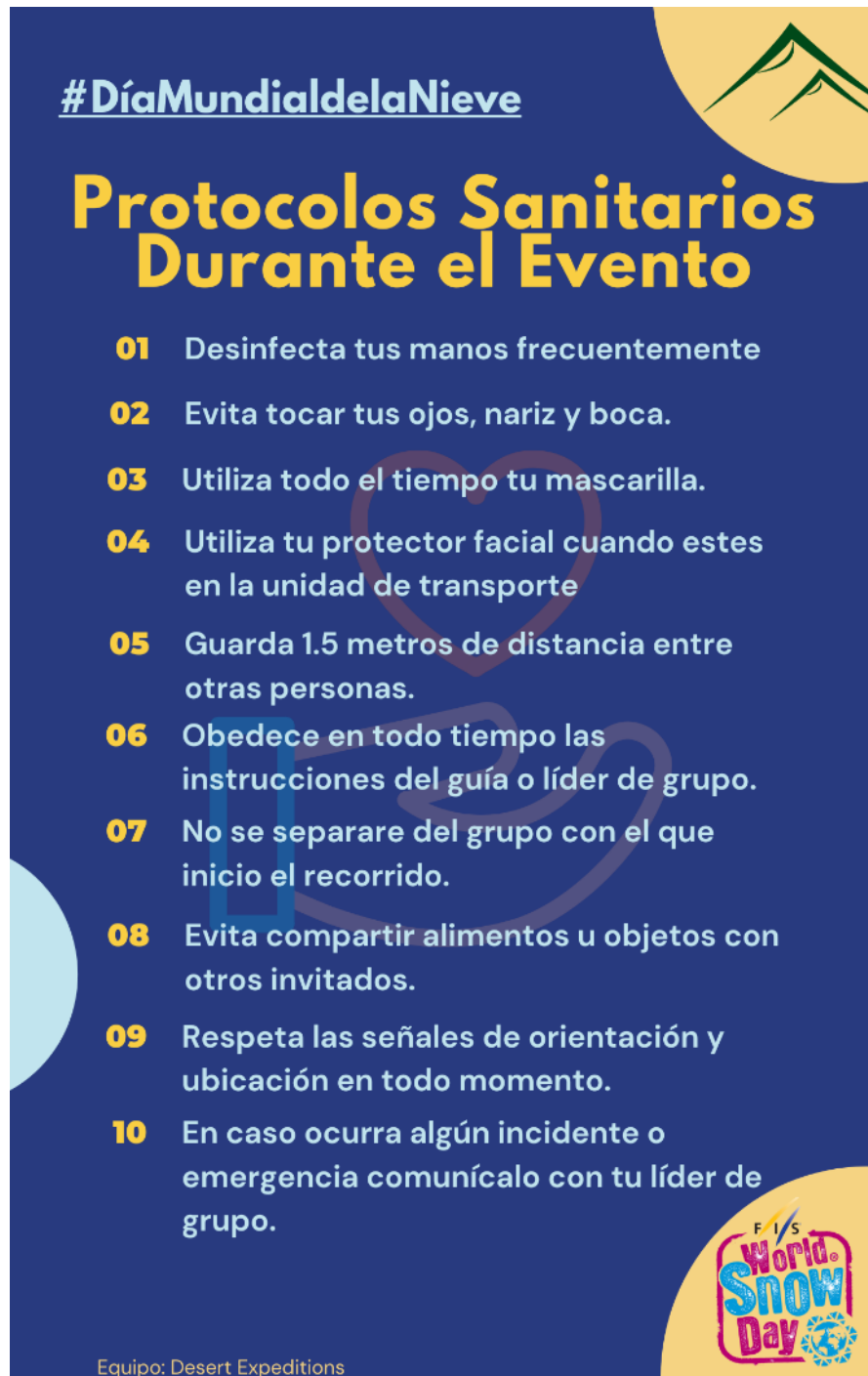
Table 5. Diffusion

M E D I A	ACTIVITIES
	Publication of images and videos in the Stories of the fanpage.
	Live Broadcast of the event: https://www.facebook.com/506709022823010/videos/874263656448633
	Creation of a photographic album on the activities carried out during the event: https://www.facebook.com/media/set/?vanity=Dexpeditions&set=a.1717022935124940
	Reel's publication on Desert Expeditions official website : https://www.instagram.com/p/CKJp9EvDvob/?utm_source=ig_web_copy_link
S T A G E	Posting images on Instagram Stories.
Y O U T U B E	Creation and publication of a video summary of the activities carried out during the event: https://www.youtube.com/watch?v=kxD03gRqQCc

2.11 BIOSECURITY PROTOCOL

Biosafety protocols were established for the development of the event and shared with all event participants (Figure 2). Likewise, all participants, guests and event organizers were required to fill out a symptomatology form to rule out possible cases of Covid-19 (Figure 3).

Figure 2. Biosecurity Protocol



#DíaMundialde laNieve

Protocolos Sanitarios Durante el Evento

- 01** Desinfecta tus manos frecuentemente
- 02** Evita tocar tus ojos, nariz y boca.
- 03** Utiliza todo el tiempo tu mascarilla.
- 04** Utiliza tu protector facial cuando estes en la unidad de transporte
- 05** Guarda 1.5 metros de distancia entre otras personas.
- 06** Obedece en todo tiempo las instrucciones del guía o líder de grupo.
- 07** No se separe del grupo con el que inicio el recorrido.
- 08** Evita compartir alimentos u objetos con otros invitados.
- 09** Respeta las señales de orientación y ubicación en todo momento.
- 10** En caso ocurra algún incidente o emergencia comunícalo con tu líder de grupo.

Equipo: Desert Expeditions


F.I.S. World Snow Day

Figure 3. Symptomatology Form

Ficha de Sintomatología-Invitados World Snow Day 2021

*Obligatorio

¡Bienvenido a la mejor celebración de la nieve en Lima!



He recibido explicación del objetivo de esta evaluación y me comprometo a responder con la verdad. *

☐ Sí
 ☐ No

Fecha que rellena este formulario *

Fecha

dd/mm/aaaa 

Nombres y apellidos completos *

Tu respuesta

2.12 SUSTAINABILITY OF THE EVENT

Each edition of the World Snow Day organized by Desert Expeditions is carried out in coordination with the governmental institutions of Metropolitan Lima and with organizations that seek to promote sports and the conservation of the natural environment in Ancon.

These strategic alliances will allow us to continue developing the following editions of the World Snow Day since we seek the same purpose: To encourage the participation of the population in sports and the care of the environment.

Figure 4. Desert Expeditions organizing team and invited organizations.

