



Title: Green Community: Planting Energy and Environmental Awareness

PROJECT DETAILS

Project Objective:

To strengthen environmental sustainability in Ciudad Victoria, Tamaulipas, by reducing the carbon footprint of community-based nonprofit organizations through the installation of solar energy systems, implementing school- and community-based urban reforestation programs, where educational institutions and nonprofit organizations adopt green spaces as outdoor learning environments using native trees, and implementing comprehensive environmental education programs for students, community members, and beneficiary institutions.

Country/Location: México

Focus Area: Environment

Implementation Year: 2026

Total Project Budget: \$48,213.00 USD

Missing Funds: \$48,213.00 USD

Community Assessment:

Overview:

The community needs were identified through a multi-stage assessment process that included meetings with local nonprofit organizations, consultations with municipal environmental authorities, SEMARNAT representatives, and academic experts. Rotary members conducted site visits to beneficiary organizations and potential reforestation areas, identifying high energy costs, lack of urban green coverage, limited environmental education, and increased vulnerability to extreme heat and drought conditions.

The assessment was supported by municipal environmental data, national climate information, and direct input from community leaders, schools, and civil society organizations. The process confirmed the urgent need for integrated environmental solutions that combine clean energy, urban reforestation, and education to achieve long-term community resilience.

Why did you decide to focus on addressing this problem?

What other needs exist in the community?

What other organizations are working in the community on issues that are not related to the problem you identified and what services are they providing?

Who conducted the community assessment and when? What methods were used?

Describe the community and institutions where your project will take place. Include any relevant information about the area

Tell us about the people that the project will help

Based on the community assessment, describe how the problem you identified is currently being addressed or mitigated. What are the key challenges?

What are the community's strengths and resources?

Are any similar programs or initiatives being implemented in the community by non-Rotary entities, government agencies, or nongovernmental organizations (NGOs)? How will these similar initiatives enhance your project's effectiveness?

Project Design:

The project integrates three complementary components:

Urban reforestation will be implemented through a community adoption model, where schools and nonprofit organizations take responsibility for nearby green spaces and school grounds, using native tree planting as a hands-on environmental education tool. These spaces will function as outdoor classrooms and community learning sites rather than general park beautification.

Installation of solar panel systems in nine nonprofit organizations to reduce energy costs and greenhouse gas emissions.

Environmental education and capacity-building programs delivered in schools, beneficiary organizations, and surrounding communities, with academic support from the Autonomous University of Tamaulipas (UAT).

Project implementation will be coordinated by a professional Project Manager and executed in collaboration with governmental institutions, universities, and civil society organizations.

Direct Beneficiaries:

Direct beneficiaries include:

Nine nonprofit organizations receiving solar energy systems.

Students and educators participating in environmental education programs linked to adopted green spaces.

Community volunteers and residents involved in reforestation and maintenance activities.

Indirect beneficiaries include:

Residents of Ciudad Victoria who benefit from improved urban green spaces, reduced carbon emissions, and strengthened environmental awareness.

Future generations who will benefit from long-term environmental improvements.

Sustainability:

Project sustainability is ensured through the following strategies:

Solar energy systems will reduce long-term operating costs for beneficiary organizations, allowing savings to be reinvested in social programs.

Reforested areas will be maintained through formal agreements with the municipal government, community volunteers, and local organizations.

Environmental education programs will create long-term behavioral change among students and residents.

The sustainability of the Comunidad Verde project is ensured through a shared-responsibility and long-term stewardship model that goes beyond tree planting.

Each reforested area will be formally adopted by beneficiary schools and community-based organizations, which will assume responsibility for the ongoing care, watering, and protection of the trees as part of their educational and community engagement activities. This adoption model ensures local ownership and continuity after the project's initial implementation phase.

Technical guidance and species selection will be provided by SEMARNAT, ensuring that only native, drought-resistant species adapted to the local ecosystem are used, reducing long-term maintenance requirements and increasing survival rates.

Environmental education workshops—supported by Universidad Autónoma de Tamaulipas (UAT) and the State Secretariat of Education (SET)—will integrate the reforested areas into school curricula, transforming them into living classrooms that promote environmental awareness, climate resilience, and responsible stewardship among students and community members.

The Rotary Club of Ciudad Victoria will maintain a coordination and monitoring role, conducting periodic follow-ups to verify tree survival, proper maintenance, and compliance with the commitments established in the Memorandum of Understanding signed by all partners.

Through this multi-institutional, education-based, and community-led approach, the benefits of the project will be sustained environmentally, socially, and institutionally well beyond the initial funding period.

Collaborators:

Rotary Club Ciudad Victoria (Host Club)

SEMARNAT Tamaulipas

Government of Ciudad Victoria

Secretariat of Education of Tamaulipas

Autonomous University of Tamaulipas (UAT)

Latiendo por Tamaulipas A.C.

Grupo HYCSA

International Rotary Clubs and Districts (Texas)

Evaluation and Monitoring:

Pendiente

PROJECT CONTACTS

Host Club: Ciudad Victoria RC (District 4130)

Contact: Juan Carlos González Salum - jcgonzo@hotmail.com

International Club: Georgetown Texas RC (District 5870)

Contact: George Lourigan - glourigan@thefederalsavingsbank.com

PROJECT FINANCE SUMMARY

Finance Calculator

Funds Sources (Requested / Committed)

Source	Club (Cash)	District (DDF)	Match + 5% Fee	Total
Ciudad Victoria RC (Cash)	\$0.00 USD	-	-	\$0.00 USD
Distrito 4130 (FDD)	-	\$0.00 USD	\$0.00 USD	\$0.00 USD
Georgetown Texas RC (Cash)	\$0.00 USD	-	-	\$0.00 USD
Distrito Intl 5870 (FDD)	-	\$0.00 USD	\$0.00 USD	\$0.00 USD
TOTALS	\$0.00 USD	\$0.00 USD	\$0.00 USD	\$0.00 USD

**** Required FDD **** \$0.00 USD

Total Requested Budget	\$48,213.00 USD
Total Obtained Funds	\$0.00 USD
** Funding Gap **	\$48,213.00 USD
Total 5% Cash Fee (info only)	\$0.00 USD

DOCUMENTS, PHOTOS & FILES (CLICK TO OPEN)

FOLDER: EJECUTIVA (1 FILES)

[DOCX]	Project Brief green community.docx	16 KB
FOLDER: OTROS		(1 FILES)
[PDF]	MOU Signed green community.pdf	2,462 KB
FOLDER: PRESUPUESTO		(1 FILES)
[JPEG]	WhatsApp Image 2026-02-09 at 6.34.48 PM.jpeg	307 KB