

FLAAR



FLAAR
MESOAMÉRICA

FLAAR Annual Report

For Year 2023

Prepared by:

Eng. Vivian Hurtado – Project Manager

Dr. Nicholas Hellmuth - Founder & President

ACKNOWLEDGEMENTS TO FLAAR MESOAMÉRICA

Jorge Luis Arana supports the financial administration of the institution and operative activities.

Vivian Hurtado is the current project manager of the FLAAR divisions: Flora & Fauna and MayanToons. She is also an environmental engineer and a passionate researcher.

Victor Mendoza environmental engineer in charge of the photographic database and its taxonomic identification. He also helps with the coordination of research activities.

Sergio Jerez agronomy engineering student involved in the identification of plants and support in research topics.

Flor Morales is a biologist that collects information and bibliographic references to feed our electronic library of flora and fauna and support research for reports and websites.

Mariana Rivas is a biologist that edits the information of our flora and fauna reports. She also helps in other research activities.

Pamela Jerez is a biologist who manages all our social media and digital community to transfer information on biodiversity and the topics that FLAAR is interested in.

Byron Pacay is our assistant during field trips to handle GPS data. He also assists in the main office with different tasks.

Norma Cho is a helpful photography assistant during field trips. She also assists in the main office with different tasks.

Edwin Solares is a photographer and videographer during our expeditions. Later, he edits this content to be used in our different materials.

Haniel López is a drone pilot and photographer during our expeditions.

Pedro Pablo Ranero with a degree in communication is responsible for editing videos of flora and fauna to create content on our sites.

Andrea Sánchez graphic designer who helps prepare the graphic line of our publications. She is our editorial art director.

David Arrivillaga is an experienced photographer and graphic designer. Sometimes he is a photographer during our expeditions, but he also designs our flora and fauna reports.

María Alejandra Gutiérrez is an experienced photographer who is now in charge of the audiovisual team. She also has experience with marketing activities and is helping to raise funds for FLAAR

Paulo Núñez is an engineer and our webmaster. He is the person in charge of the maintenance and programming of the entire network of FLAAR websites and coordinate the web team

Juan Carlos Hernández is a graphic designer and part of the web team. Receive the material we produce to place on our sites.

María José García is a graphic designer and part of the web team. Receive the material we produce to place on our sites.

Andrés Fernández is a graphic designer and in charge of keeping our websites updated and more efficient for the user.

Karla Cho helps with general research and design assistant in the office.

Luis Molina is a professional illustrator specialized in line drawings of Maya vases, bowls, and plates.

Valeria Áviles is a graphic designer and illustrator. She is in charge of coordinating the activities of MayanToons, as well as making illustrations for the different materials that we prepare.

Laura Morales is a digital content engineer, She is in charge of directing the animation area of our MayanToons project.

Paula García is part of our MayanToons animation team. Her job is to bring our favorite characters to life.

Niza Franco is part of our MayanToons animation team. Her job is to bring our favorite characters to life.

Isabel Trejo is a graphic designer and illustrator for MayanToons and for social media posts.

Josefina Sequén is an illustrator for MayanToons.

Karen Arana assists in the planning and management of FLAAR USA and FLAAR Mesoamerica activities. She also provides English lessons to the Mayan-speaking team working with FLAAR Mesoamerica.

Rosa Sequén is an illustrator for MayanToons.

Steven Balcazar helps desing reports on archaeology.

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Introduction

This report is a compilation of all the work carried out during 2023 by the FLAAR multidisciplinary team in its different projects with FLAAR Mesoamerica. To accomplish field work and studies in Guatemala your entity must be registered in Guatemala, so FLAAR (USA) is registered as FLAAR Mesoamerica in Guatemala (since year 2006). This year we continue working on the Biodiversity Documentation Project in the Mayan Biosphere Reserve (RBM). As a result, we generated 22 photo-essays on different species, ecosystems and related topics. Additionally, 8 reports were generated on the Livingston Project and two on archeology. In total, 31 reports were generated based on our investigations and field trips.

Regarding audiovisual material, we published 27 videos that portray our experiences during explorations in the field and the findings in each of them, we also made educational videos on different topics.

On the other hand, we organized a very important event, our first FLAAR Fest! A festival with two key objectives: the first one was to raise funds to print MayanToons educational material and cover operating expenses, and the second one was the dissemination on valuable information about Guatemala's biodiversity, as well as its conservation. This event had very positive results, including the participation of more than 200 people and the growth of our community on social networks.

MayanToons is also still active, during 2023, 3 animated episodes were made about: the oriole bird, the anteater and the kinkajou. In addition, a new one about bees was started, which is still in progress since it integrates slightly more elaborate animation details, such as the movement of the mouth and eyes. This episode is part of the Smart Bee project, whose purpose is to develop resources that teach about the diversity of native bees on iDigbees.org. iDigBees. It is sponsored by Biodiversity Outreach Network and the National Science Foundation in association with Eco-Cast Productions and of course, MayanToons. In addition to the animated episodes, 4 books were prepared about: the anteater, the kinkajou, forest fires and ecosystem services, the last two were made as a collaborative project with Selva Maya and will be distributed in Guatemala, Belize and Mexico. Alliances were also made with ASOGUAMA and the Inter-American Tropical Research Foundation (FIIT) for the development of educational material for schools.

We appreciate the effort and dedication of each member of the FLAAR team to make each achievement possible in 2023 and we will remain committed to strengthening and improving our work during 2024

FLAAR Mesoamérica

Field trips during 2023

During 2023 we continue to advance with our Biodiversity Documentation project in the Mayan Biosphere Reserve. We carried out 6 expeditions, prioritizing the effort in the dry season, since during the rainy season access is quite complicated. Each trip had specific objectives and important findings, of which we can highlight:

1. The mangrove population in the San Pedro River, which begins on the border between Guatemala and Mexico and continues to spread throughout the state of Tabasco. The fascinating and striking thing about this ecosystem is that it is located 170 km inland from the Atlantic Ocean. An important point, considering that normally, mangroves grow and survive in brackish waters. The reason why they have managed to establish themselves in this area is because of the concentration of calcium from its karst soils.

2. The pine ecosystem that is located between the border of the Tikal National Park and the Uaxactún forest concession, in Bajo de Santa Fe. From an ecological point of view, this pine forest can be considered an island because it is isolated from any other coniferous forest and also because the pines are compactly distributed over no more than 200 hectares. The National Council of Protected Areas of Guatemala [CONAP] (2003) mentions that the closest pine forests are 60 km away in Belize, and 107 km away in Guatemala. Therefore, this area is the only one in the entire Maya Biosphere Reserve where you can find a gymnosperm forest. The rest of the reserve is covered by broadleaf angiosperm forests. As a result, the survival of pine trees is considered to be compromised since their genome cannot interact with other populations.

Biodiversity documentation project in the Mayan Biosphere Reserve in 2023

No.	Visited places	Participants	Start	End	Duration (in days)	Documentation objective
1	Parque Nacional Tikal Parque Nacional Yaxhá, Nakúm y Naranjo	Nicholas Helmuth Vivian Hurtado Edwin Solares Haniel López Byron Pacay	22/01/23	30/01/23	8	Stingless bees
2	Biotopo Protegido Río Escondido Río San Pedro	Nicholas Helmuth Vivian Hurtado David Arrivillaga Haniel López Byron Pacay	26/02/23	03/03/23	7	Mangrove in the San Pedro River
3	Parque Nacional Tikal Parque Nacional Parque Nacional Yaxhá, Nakúm y Naranjo	Nicholas Helmuth Edwin Solares Haniel López Byron Pacay Norma Cho	25/03/23	1/04/23	6	Corozo ecosystems Avifauna
4	Biotopo Protegido Río Escondido Río San Pedro	Nicholas Helmuth Edwin Solares Haniel López Byron Pacay Isabel Paíz	25/04/23	04/05/23	0	Mangrove in the San Pedro River
5	Concesión forestal Uaxactún	Nicholas Hellmith Vivian Hurtado Edwin Solares Sergio Jerez Haniel López Byron Pacay Norma Cho	13/05/23	16/05/23	3	Pine ecosystem
6	Sitio arqueológico La Blanca y Aldea La Pólvora	Edwin Solares Alejandra Gutiérrez Brandon Hidalgo	9/12/23	14/12/23	5	Avifauna

January 2023

Drone photographs in Yaxha Nakum and Naranjo National Park by: Haniel López



Ixtinto river



Ixtinto river



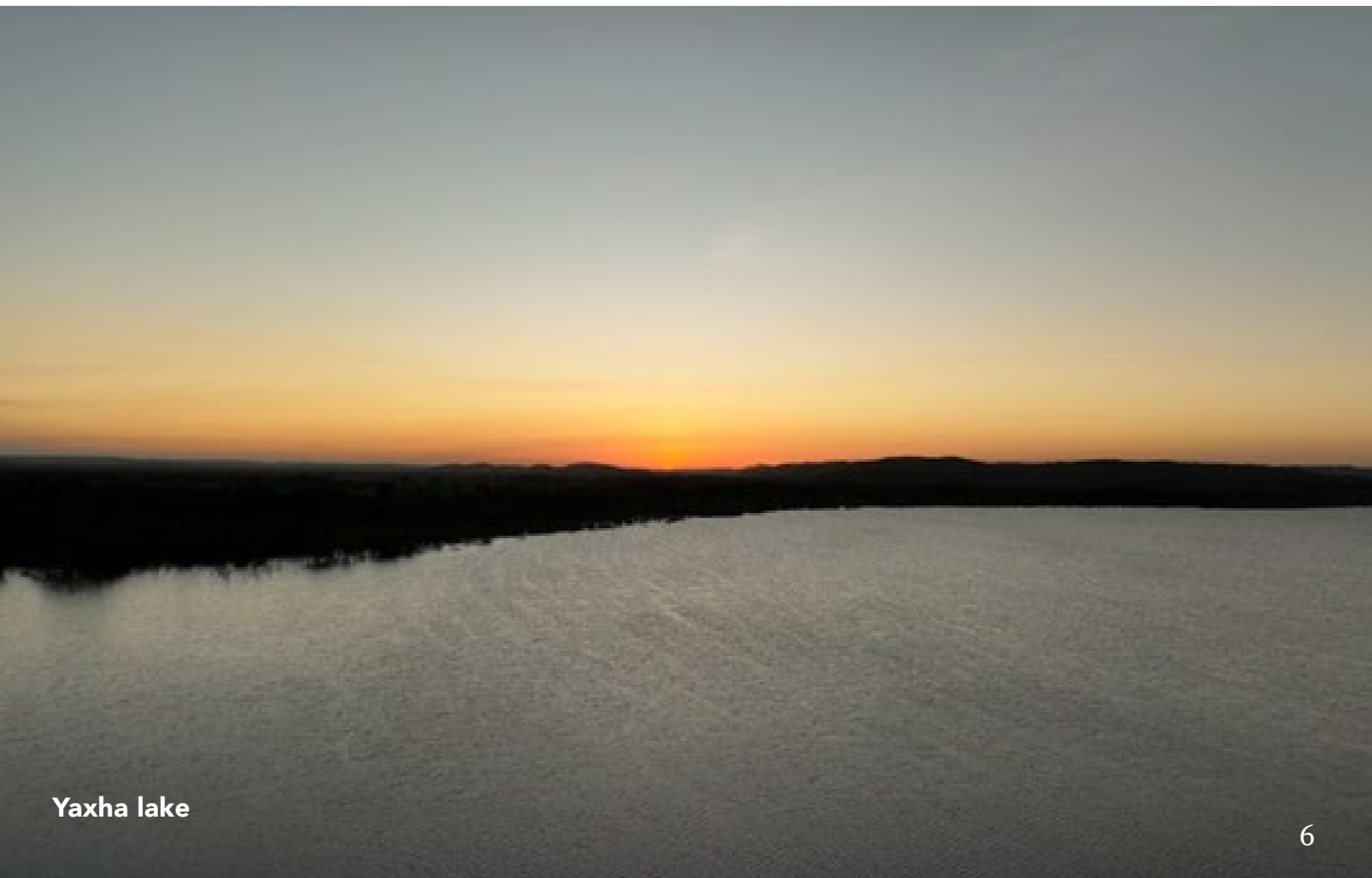
Yaxha Lake



Lancajá lagoon and La Guitarra lagoon



Yaxha lake, west end



Yaxha lake

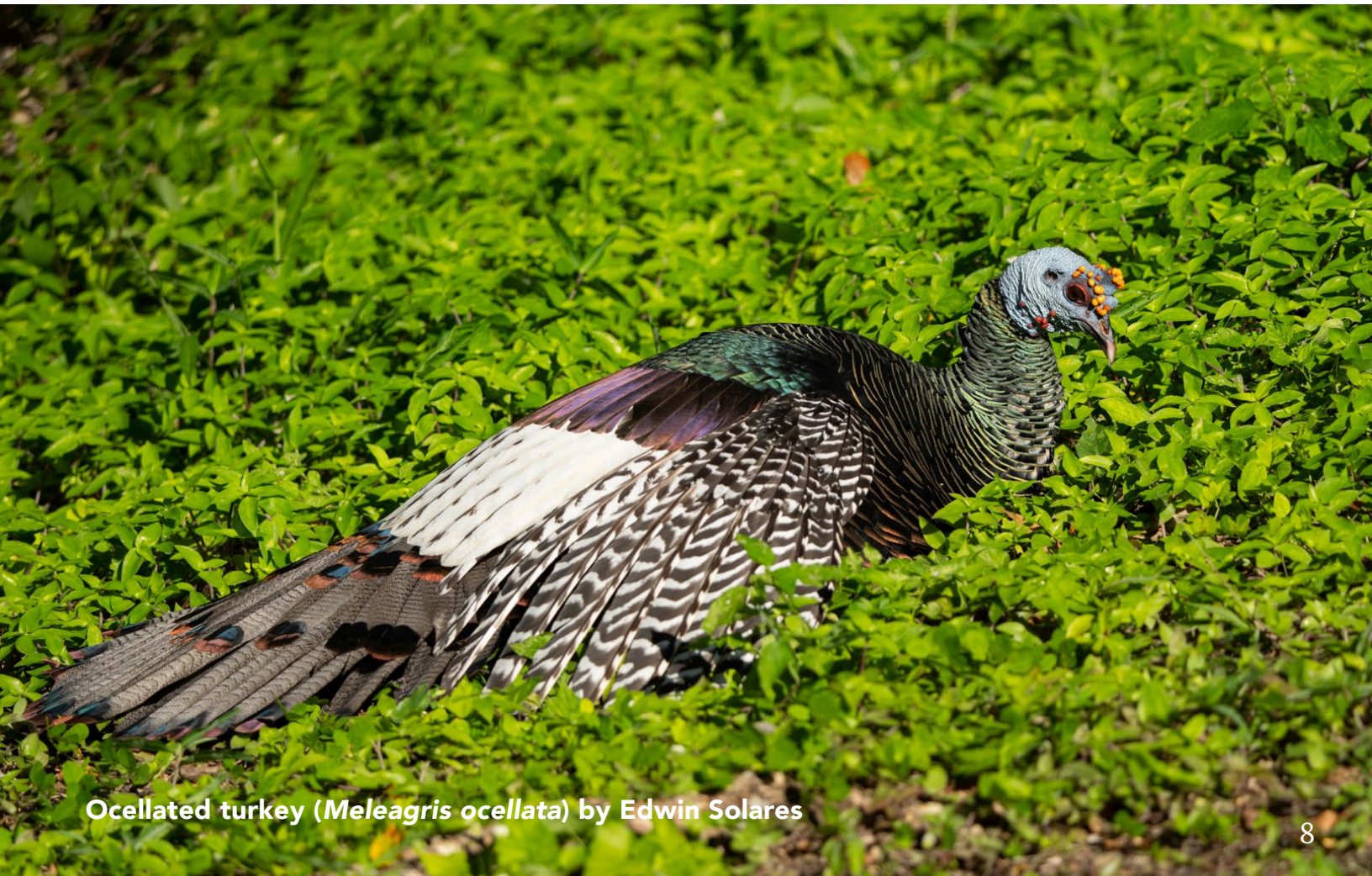
Photographs of flora and fauna in the Yaxha Nakum and Naranjo National Park



Spider monkey (*Ateles geoffroyi*) by Edwin Solares



Hummingbird of the Trochilidae family by Haniel López



Ocellated turkey (*Meleagris ocellata*) by Edwin Solares



Turtle (*Trachemys* sp.) by Haniel López



"Doncella" bee (*Tetragonisca angustula*) by Edwin Solares



Howler monkey (*Alouatta pigra*) by Haniel López

Photographs of flora and fauna in Tikal National Park



Passiflora coriacea by Edwin Solares



Prosthechea cochleata by Edwin Solares



Boat-billed heron (*Cochlearius cochlearius*) by Haniel López



Slaty-tailed Trogon (*Trogon massena*) by Edwin Solares



Potoo (*Nyctibius jamaicensis*) by Edwin Solares



Black-headed trogon (*Trogon melanocephalus*) by Edwin Solares



Morelet's crocodile (*Crocodylus moreletii*) by Haniel López



Incilius sp. by Edwin Solares



Psarocolius montezuma by Edwin Solares



Keel-billed toucan (*Ramphastos sulfuratus*)



Osprey eagle, *Pandion haliaetus* by Edwin Solares

February 2023

Drone photographs of ecosystems in the San Pedro River and Biotopo Laguna del Tigre-Río Escondido by: Haniel López



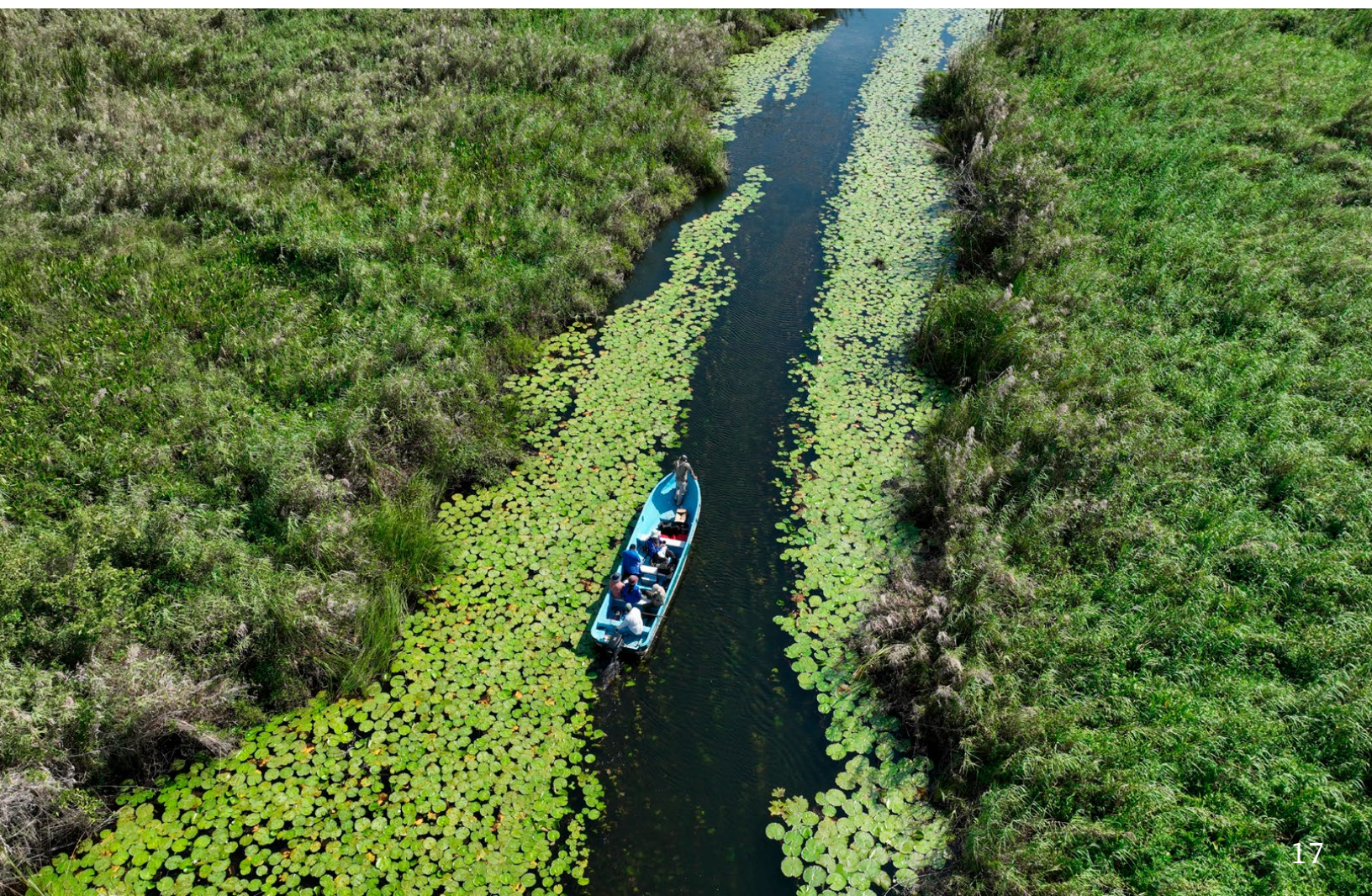
San Pedro River



Río Escondido



The beginning of Río Escondido





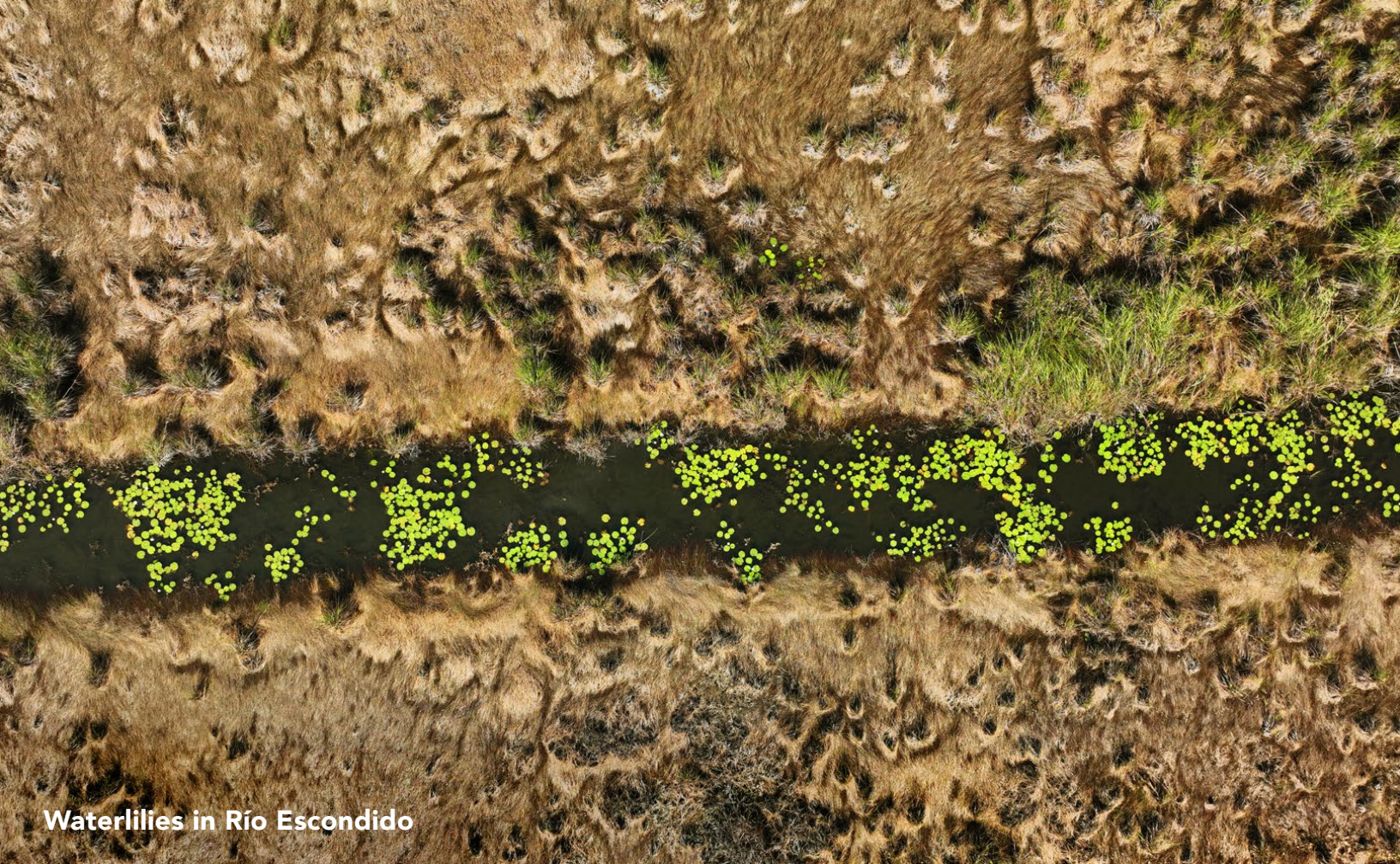
FLAAR Mesoamerica team navigating Río Escondido





Continuation of Río Escondido





Waterlilies in Río Escondido



A round cenote filled with water to the top, with a ring of water lily plants around the edge. The "trail" is where local fishermen pass with their canoes, creating a path through the water lily pads.



Different sections of San Pedro river

Underwater photographs by David Arrivillaga in Río Escondido



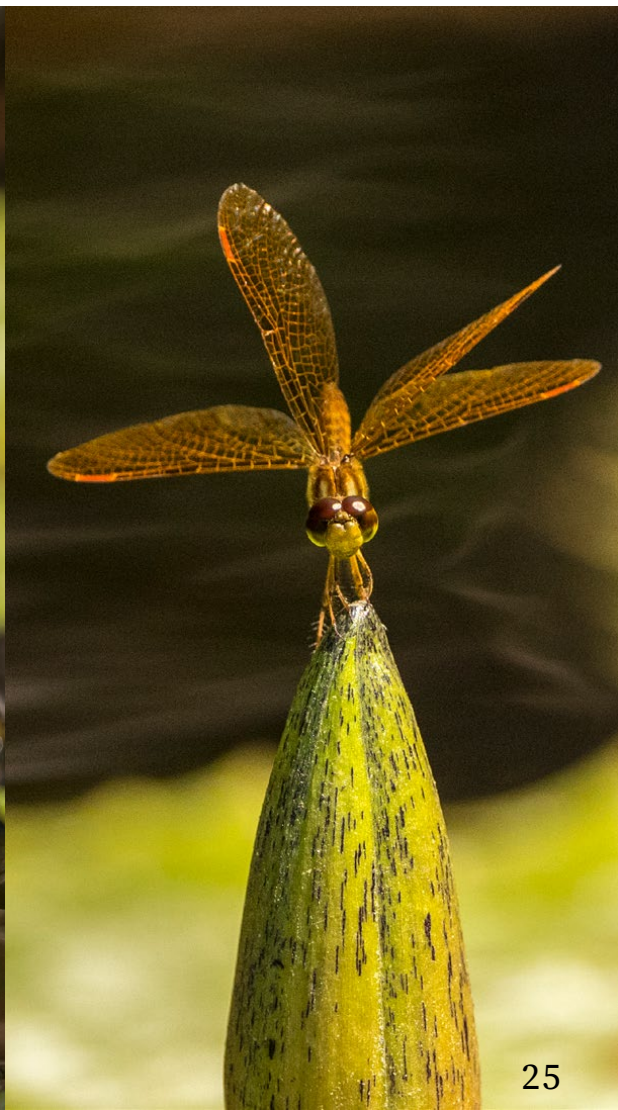


Waterlilies (*Nymphaea ampla*) by David Arrivillaga





Dragonfly (Order Odonata) by David Arrivillaga



Jacana (*Jacana spinosa*) by David Arrivillaga



Garcita verde (*Butorides virescens*)



Oriole (*Icterus* sp.) by David Arrivillaga



Red mangrove (*Rhizophora mangle*) in the San Pedro River



Red mangrove (*Rhizophora mangle*) in the San Pedro River



Red mangrove (*Rhizophora mangle*) in the San Pedro River

March and April 2023

Photographs of flora and fauna in Parque Nacional Yaxha Nakum y Naranjo by Edwin Solares



Brown pelican (*Pelecanus occidentalis*)





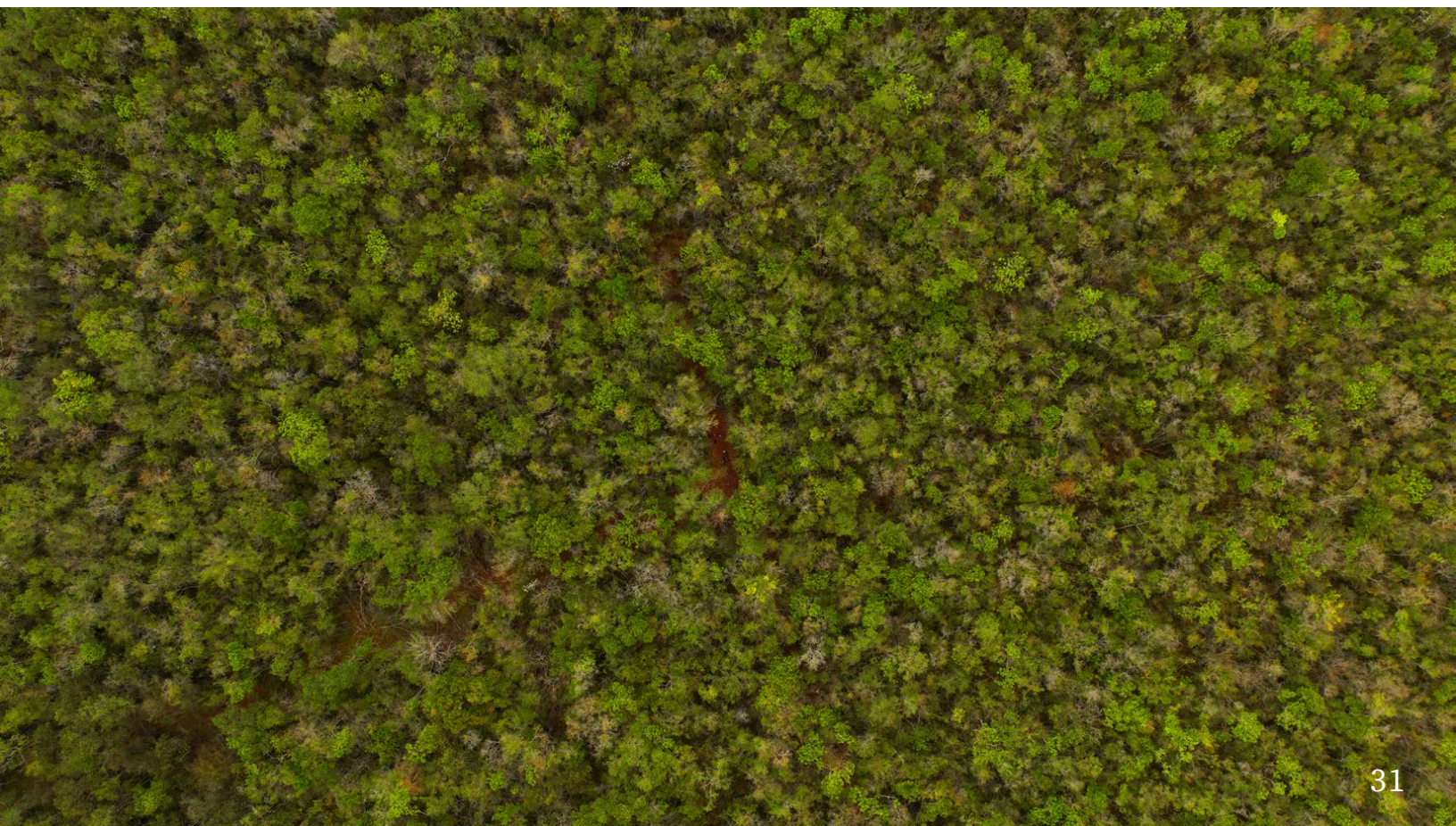
Bare-throated tiger heron (*Tigrisoma mexicanum*)



Spider monkey (*Ateles geoffroyi*)

May 2023

Drone photographs of the pine forest in Bajo de Santa Fe by Haniel López







Cougar (*Puma concolor*) by Edwin Solares



Plumeria rubra by Edwin Solares

Other expeditions carried out in 2023

No.	Visited places	Participants	Start	End	Duration (in days)	Documentation objective
1	Santa Elena, Petén	Edwin Solares Sergio Jerez	13/05/23	13/05/23	1	<i>Plumeria rubra</i>
2	San Juan Sacatepequez Baja Verapaz: Salamá Alta Verapaz: Tactic, Senahú, Cahabón Izabal: El Estor Carretera a Zacapa	Nicholas Helmuth Edwin Solares Sergio Jerez Haniel López	23/05/23	25/05/23	3	<i>Plumeria rubra</i>
3	Carreteras de: Chimaltenango Quiche Sololá Retalhuleu Chiquimula Jutiapa Jalapa Zacapa El Progreso	Nicholas Helmuth Edwin Solares Haniel López Norma Cho	1/06/23	7/06/23	8	<i>Plumeria rubra</i>
4	Zacapa El Progreso	Nicholas Helmuth Edwin Solares Haniel López Norma Cho Byron Pacay	12/06/23	14/06/23	3	<i>Plumeria rubra</i> <i>Pereskia lychnidiflora</i>
5	Zacapa El Progreso	Nicholas Helmuth Edwin Solares Haniel López Norma Cho Byron Pacay Vivian Hurtado	28/06/23	30/06/23	3	<i>Pereskia lychnidiflora</i> y su variedad albina

In addition to the expeditions made corresponding to the RBM project, other areas of Guatemala were also visited with the objective of documenting species of great interest to FLAAR Mesoamerica, which are: *Plumeria rubra*, *Pereskia lychnidiflora* and *Crescentia alata*. In the case of the first species, the objective of the documentation was to make a record of its distribution throughout the country. Regarding the cactus *Pereskia lychnidiflora*, and the tree *Crescentia alata*, our interest focused on the flowering of both species, due to their particularity. *P. lychnidiflora* is a cactus that at first glance looks like a tree, the reason is that in addition

to having thorns throughout its structure (like all cacti), it also has leaves; This characteristic in itself is quite curious and interesting, but to see this species in its flowering period is a spectacle, as is everything that blooms in the seasonally dry forest of Guatemala during the rainy season. It was also very surprising to find an albino specimen of this species. *C. alata* also has interesting flowers, they grow directly from the stem, a characteristic known as cauliflora, and these open at night, so its pollinators are nocturnal, including bats and a diversity of insects. A timelapse style video was made to portray the way its flowers open.



"Flor de mayo" (*Plumeria rubra*) by Edwin Solares



Albino variation of "manzanote cacti" (*Pereskia lychnidiflora*) by Edwin Solares



Manzanote cacti (*Pereskia lychnidiflora*) by Edwin Solares

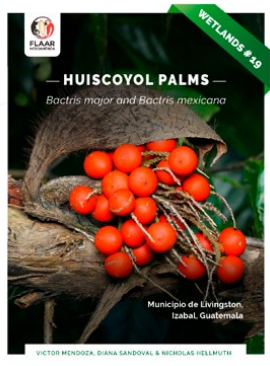


Morro (*Crescentia cujete*) by Edwin Solares

Flora, Fauna and Ecosystem reports uploaded to our websites

Biodiversity Documentation Project in the Municipality of Livingston

The documentation project in the municipality of Livingston ended in 2021, however, the documentation obtained was sufficient and of excellent quality, so during 2023 we still generate some reports of the most important and interesting species found. With these last 8 reports we conclude this project and with great enthusiasm we hope to return in the future to work on new documentation of more native species of flora and fauna. Within these publications there are 7 of plants and a glossary of terms related to wetlands.



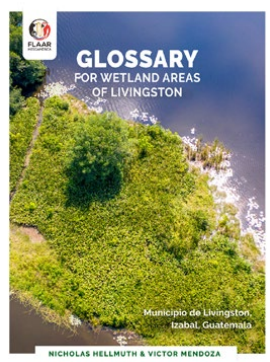
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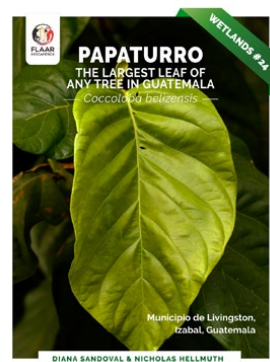
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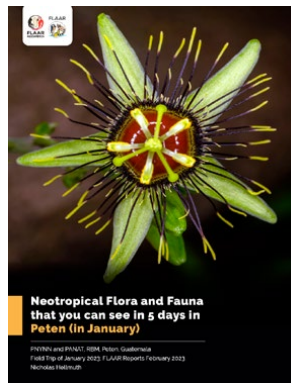
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Biodiversity Documentation Project in the Mayan Biosphere Reserve (MBR), Petén, Guatemala

We continue working on our project in the Maya Biosphere Reserve (RBM by its acronym in Spanish), which ends in 2025 and has allowed us to explore remote areas of the Petén jungle. During 2023, 22 reports were published, which are broken down into: 5 on fauna, 15 on flora and 2 on flora, fauna and ecosystems.



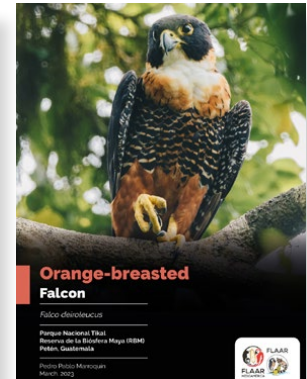
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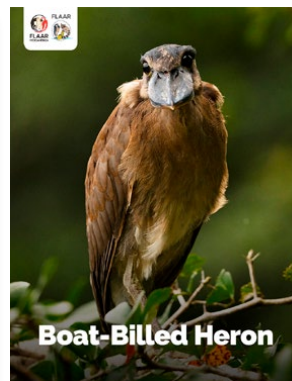
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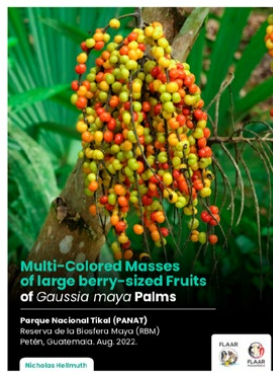
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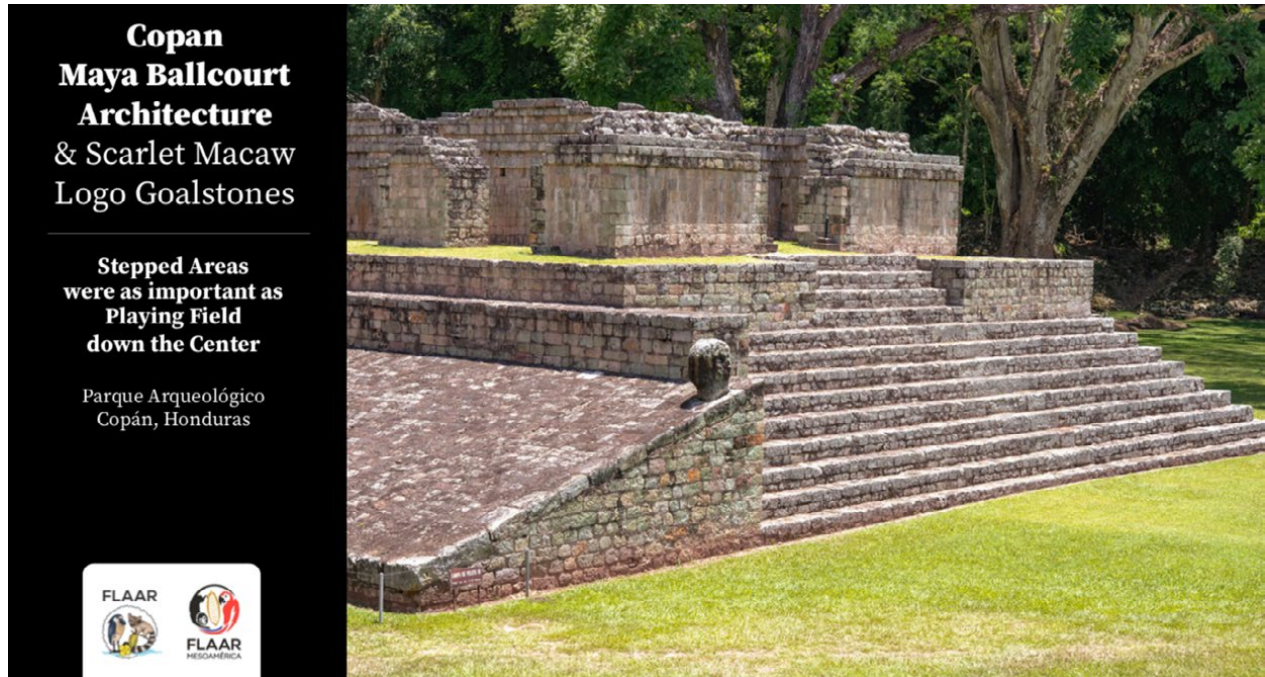
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Archeology reports

At the end of 2023, archeology topics were resumed, focusing mainly on the archaeological site of Copán. We published two reports on Copán:



[Click here](#)

Cauac Monster, Cosmic Monster with Quadripartite Badge Headdress, Crocodile Deer and God N

Copan CPN 25,
Altar of Stela M

Parque
Arqueológico
Copán

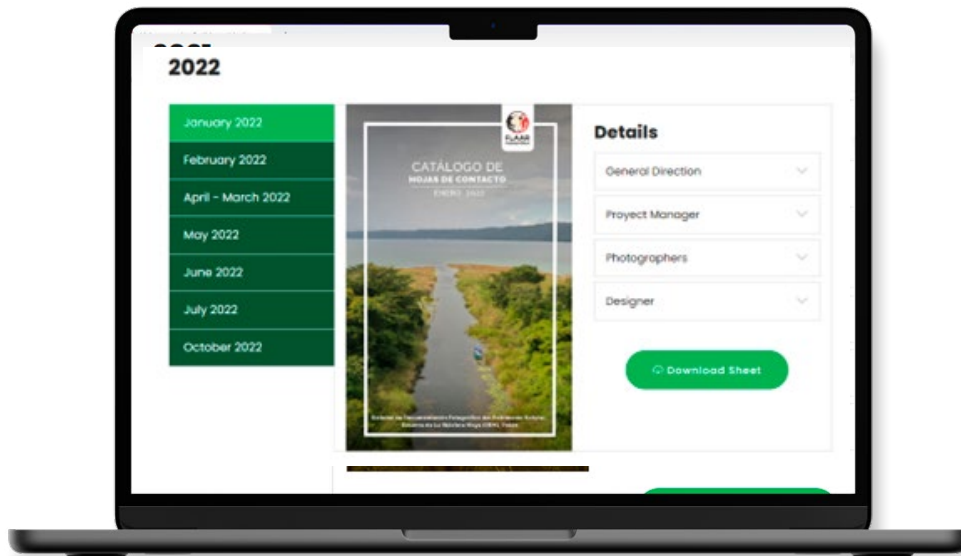


Nicholas Hellmuth
September 2023

[Click here](#)

Catalogs

You can also see the best photographs of flora, fauna and ecosystems taken in the Maya Biosphere Reserve during the year 2022. We publish 7 catalogs corresponding to the documentation carried out in that year; which contain the scientific name and common name of the species, as well as the location of each photograph. With them we hope to provide a tool for students and researchers who require information and, above all, a photographic visualization of the species and ecosystems of the RBM. However, in 2024 we want to update the format of these catalogs to improve the content we are providing to the public and so that this resource can be used by more people.

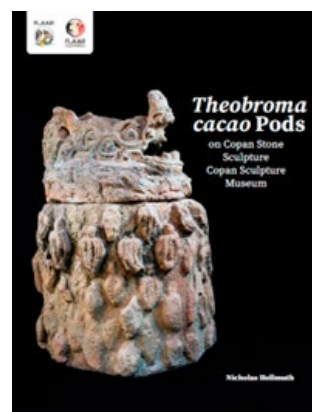
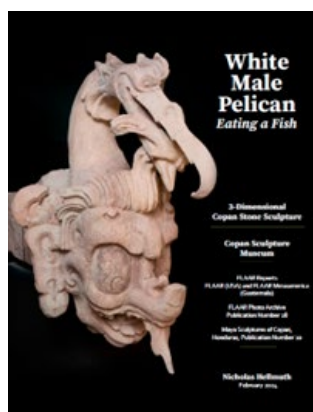
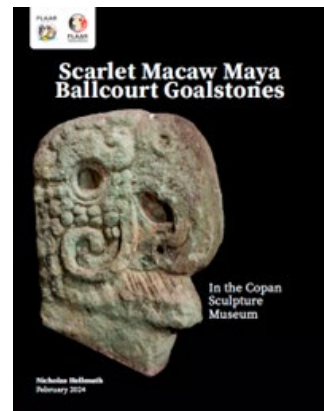


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Upcoming reports

In 2024 we will continue sharing information about the incredible biodiversity present in the Maya Biosphere Reserve, these are some of the topics that will be included in the next reports: stingless bees, the mangrove in the San Pedro River, the pine forest among the limits of Tikal and Uaxactún, the impressive ecosystems documented in the La Gloria Forest Management Unit and Spanish translations of already published reports. Additionally, work is underway on a complete and updated compilation of the series of reports on edible wetland plants documented in the Municipality of Livingston. Although our latest projects have focused primarily on flora and fauna native to Guatemala and the Mesoamerican region, FLAAR retains its interest in Mayan culture. For this reason, we will be working on new reports on the archeology and iconography of the Mayan art of Copán, hoping to disseminate relevant information so that our public can expand their knowledge on these topics.



Educational videos about Flora, Fauna and Ecosystems

During 2023, 27 videos in total were published on our YouTube channel.

Videos of field trips from the Biodiversity Documentation Project in the RBM

Each trip is a unique experience and adventure, that is why we make summary videos of our expeditions, which allow the public to get a behind-the-scenes look at each documentation, get to know our team and the way we carry out our mission job. The videos are available on YouTube and are also broadcast on television through Guatemalan channels: Guatemala.com TV and MasTV.



EXPLORANDO SABANAS GUATEMALTECAS (Expedición Agosto 2021) | FLAAR Mesoamérica

83 visualizaciones · hace 1 año



Visitamos el Parque Nacional Laguna del Tigre y el Parque Nacional de Tikal para explorar las sabanas guatemaltecas.



Laguna Yaxhá, Nakum y Naranjo (Explora con FLAAR) | FLAAR Mesoamérica

95 visualizaciones · hace 10 meses

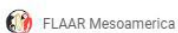


Una expedición llena de aprendizaje y grandes vistas del Parque Nacional Yaxhá, Nakum y el Naranjo, donde también visitamos ...



Explorando la RBM: Parque Nacional Yaxhá-Nakum-Naranjo un sitio Ramsar

81 visualizaciones · hace 9 meses



En esta expedición realizada en Octubre del 2021, nos enfocamos en documentar bromelias, los cenotes de la Laguna Yaxhá, ...



NAKUM, GUATEMALA, UNA AVENTURA 4X4

195 visualizaciones · hace 5 meses



Te gustan las aventuras extremas? 🚙👉 ¡Aquí te contamos cómo son! Acompáñanos en este recorrido por Nakum y ...



Jimba: una especie de bamboo creciendo en Guatemala.

153 visualizaciones • hace 5 meses

FLAAR Mesoamerica

Conoce este bambú de Guatemala! Acompáñanos a aprender sobre él en este video 🐼 Descubre más en: ...



Ríos y Sabanas en la Reserva de Biósfera Maya

113 visualizaciones • hace 4 meses

FLAAR Mesoamerica

Explora junto a nuestro equipo las espectaculares sabanas, ríos y paisajes de la Reserva de Biósfera Maya. ¡Y síguenos ...



El peñón de los Murciélagos en el Zotz

72 visualizaciones • hace 4 meses

FLAAR Mesoamerica

Te imaginas como sería ver miles y miles de murciélagos volando? ¡En el Biotopo El Zotz puedes vivir esta experiencia! Y aquí ...

Documentary and educational videos

In addition to sharing our experiences in the field, we also want our videos to be educational. For this reason, starting in 2023 we began working on videos with a documentary format. We focused on the savannas we visited in the Laguna del Tigre National Park, due to their unique characteristics. On the other hand, we also make videos on specific topics linked to commemorative days such as: Earth Day, Wetlands Day, Jaguar Day, Biodiversity Day and a special video on *Aristolochia grandiflora*.



Un tesoro en la Reserva de Biósfera Maya, Petén: los ecosistemas de sabana

215 visualizaciones • hace 5 meses

FLAAR Mesoamerica

Sabías que las sabanas son áreas que se inundan en época lluviosa 🌧️ y se vuelven áridas en época seca? 🌞 En nuestros ...



TASISTE: La palma del fuego

216 visualizaciones • hace 5 meses

FLAAR Mesoamerica

El tasiste (*Acoelorrhaphe wrightii*) es una especie de palma que se encuentra en las sabanas de Petén . Es característica de ...



Día de la Tierra - FLAAR Mesoamérica

61 visualizaciones • hace 10 meses



FLAAR Mesoamérica te invita a crear conciencia acerca de la preservación de nuestra flora y fauna. Con pequeñas acciones ...



Descubre la Magia de la Naturaleza en Guatemala: Día de la Biodiversidad

93 visualizaciones • hace 9 meses



En el Día de la Biodiversidad, recordemos que cada especie tiene un papel esencial para mantener el equilibrio de los ...



¡Te contamos 5 datos sobre los humedales!

160 visualizaciones • hace 1 año



Los humedales son uno de los entornos más productivos del mundo, son cunas de diversidad biológica, fuentes de agua y ...



Conoce al Jaguar - 6 datos curiosos sobre la Panthera onca

1,2 K visualizaciones • hace 1 año



El jaguar es el único felino grande de América y el tercero más grande del mundo, después de los tigres y los leones. Son muy ...



Aristolochia grandiflora - La flor más grande de Guatemala

544 visualizaciones • hace 1 año



Aristolochia grandiflora es potencialmente la flor más grande de Guatemala. Crece de una enredadera relativamente delgada en ...

Virtual conferences and events

Dr. Nicholas Hellmuth gave an archeology lecture focused on the Patolli games in early 2023, which is available on our YouTube channel. On the other hand, this year was very important because we finally launched an event that we have been planning for a long time, the first FLAAR Fest. On our channel we published some advertising videos of the event and short conferences by representatives of different environmental organizations in Guatemala to address different topics around the country's biodiversity; among which we can mention: bird diversity, bee diversity, feline conservation, ecosystem restoration, among others.



Patolli game boards - Dr. Nicholas Hellmuth

41 visualizaciones • hace 1 año

FLAAR Mesoamerica



¡FLAAR Mesoamérica tiene una GRAN sorpresa para ti!

151 visualizaciones • hace 8 meses

FLAAR Mesoamerica

Estás listo para ser parte de algo épico? Mantente alerta y suscríbete para no perderte este increíble anuncio. ¡Esto es algo que ...



Descubre las maravillas de la biodiversidad en el FLAAR FEST 🦋🌿

145 visualizaciones • hace 7 meses

FLAAR Mesoamerica

Bienvenidos a FLAAR FEST, el festival que celebra la riqueza de nuestra biodiversidad! Únete a nosotros para conocer y ...



FLAARFest

FLAAR Mesoamerica · Lista de reproducción

Sumérgete en el mundo marino - Live via OneStream Live #flaarfest · 48:31

Importancia de las colecciones biológicas - Live via OneStream Live #onestreamlive · 46:07

VER LISTA DE REPRODUCCIÓN COMPLETA



CLAUSURA FLAAR FEST

70 visualizaciones • hace 3 meses

FLAAR Mesoamerica

Acompáñanos a la Clausura del FLAAR Fest! Así fue como la vivimos. ¿Y a ti qué te pareció este evento? Descubre más en: ...

Events and activities of FLAAR Mesoamérica

FLAAR Fest

During 2023 the first FLAAR Fest was held! A festival whose purpose is to publicize the documentation carried out by FLAAR Mesoamerica during years of work, in relation to the country's biodiversity and the Mayan culture; as well as fundraising to continue our projects. The festival featured the participation of different external and internal actors from the FLAAR team and various activities:

- 1. Diploma:** "Knowing the biodiversity of Guatemala and its conservation" taught by professionals with experience in topics related to flora, fauna, ecosystems and Mayan culture.
- 2. "Biodiverse" capsules:** Live conversations with representatives of different organizations.
- 3. Photography contest:** "Guatemala a biodiverse destination"
- 4. Closing:** A closing event where we had interactive stands from more than 20 organizations/projects that work towards the conservation of the country's natural resources; a bird watching; conferences; the delivery of diplomas to the participants of the diploma course and the awarding of the photography contest. We also had a vegetarian food stall free of disposable plates.

A total of 157 people was registered, of which the majority were women and the predominant age range was 18 to 24 years old. Although the majority of participants live in the department of Guatemala, there was also presence from other departments such as: Huehuetenango, Zacapa, Sololá, Petén, Escuintla, among others.

According to surveys carried out with the participants, they agreed that their main interests in registering for the festival were:

- Acquire new knowledge
- Contribute to conservation
- Approach to exhibitors
- Learn about FLAAR projects and other organizations
- Help with your donations

At the end of the festival, what the participants liked most was:

- The selection of exhibitors
- The content addressed
- Get to know different environmental organizations. Generate community and work networks.
- The closure.

However, they also mentioned the aspects in which we can improve:

- The delivery of diplomas.
- The organization on closing day
- That the conference and stands were not separated.
- Presentation times
- Some conferences were very fast.
- Some conferences spread a lot.
- Promote more participation

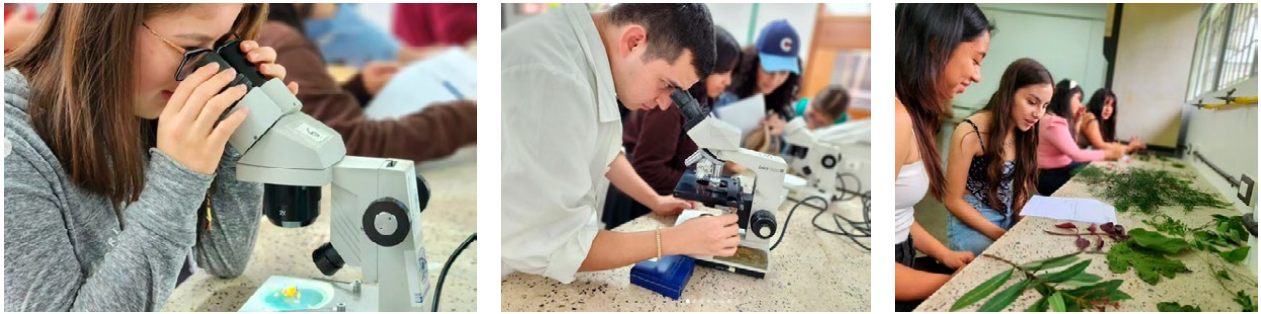
The distribution of the funds will be carried out as follows during 2024:

- 37% on impressions of MayanToons material.
- 30% on field trip expenses.
- 20.1% in savings for future activities.
- 12.9% in operating expenses



Conferences at universities

We have given conferences at the Rafael Landivar University and at the Universidad del Valle de Guatemala to share our experience in relation to the study and documentation of the flora and fauna of Guatemala. Within these lectures we have also included practical exercises so that students can learn more about these topics.



Conference and exercise on botany course in Rafael Landivar University.



Conference on biodiversity in Rafael Landivar University. We also prepared an exercise for the students to document flora and fauna in an ecological park.



Conference on environmental education and FLAAR projects in Universidad del Valle de Guatemala.

Animation



1. The Coati

Execution

Screenplay: Valeria Avilés, Vivian Hurtado, Niza Franco, Paula García and Laura Morales.

Voice: Antonio Ramírez

Illustration: Isabel Trejo and Valeria Avilés.

Animation: Niza Franco, Paula García and Laura Morales



2. Bird Architect

Execution

Screenplay: Valeria Avilés, Vivian Hurtado, Niza Franco, Paula García and Laura Morales.

Voice: Yosselin Valenzuela

Illustration: Isabel Trejo and Valeria

Animation: Niza Franco, Paula García and Laura Morales



3. ABC Golden oriole

Execution

Voice: Karen Torres

Illustration: Isabel Trejo and Valeria Avilés

Animation: Niza Franco, Paula García and Laura Morales



4. Smart bee

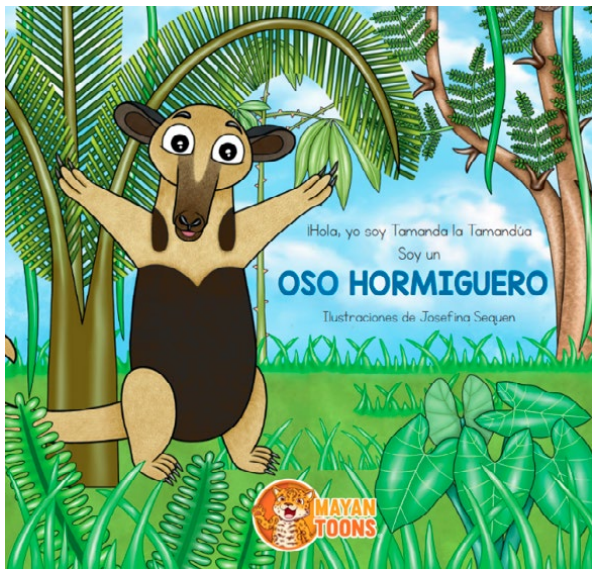
In progress

Voice: Anne Basham

Illustration: Isabel Trejo

Animation: Niza Franco, Paula García and Laura Morales alliance

Books



1. Anteater

Screenplay: Valeria Avilés, Vivian Hurtado

Illustration: Josefina Sequén



2. Micoleon

Screenplay: Valeria Avilés, Vivian Hurtado

Illustration: Rosa Sequén



3. Forest Fires

Screenplay: Valeria Avilés

Illustration: Valeria Avilés

Alliance with Selva Maya



4. Ecosystem services

Screenplay: Valeria Avilés

Illustration: Valeria Avilés

Alliance with Selva Maya

Blogs

9 blogs written and published



31 de mayo de 2023

UN MUNDO SIN DIBUJOS



9 de agosto de 2023

**CONOCE A LOS 5 FELINOS DE
GUATEMALA**

Alliances



Mayan Jungle

2 illustrated books, distributed in Guatemala, Mexico and Belize



Fiit

Illustrated activity sheet for use in schools and colleges



Aurora Zoo

Flaar Fest Alliance, new Fanzines and Flaar Fest activity.

¡Libros infantiles sobre las especies nativas de Guatemala!

Nuestro objetivo es educar a niños, jóvenes y adultos sobre la diversidad de los recursos naturales nativos de la región. Especialmente queremos llegar a las zonas rurales donde el

Q650.00 recolectados de **Q60,000.00**

🕒 92 días restantes

[Aporta a la colecta](#)

Online Collection

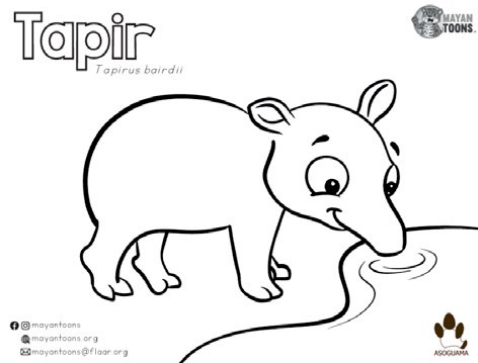
Donation platform

Alliances



Mayan Biosphere Reserve

New and old material for your use



El Punto Editorial

Special prices for our prints



The Prairie

Tell stories in your facilities



Mesoamerican University

Making animated episodes

Alliances



Asoguama

Production of material for schools in Izabal



Pilar Hospital

The alliance was reaffirmed with the reprinting of illustrated books



The Biodiversity Outreach Network - Smart Bee Project

books and animated episodes

Statistics

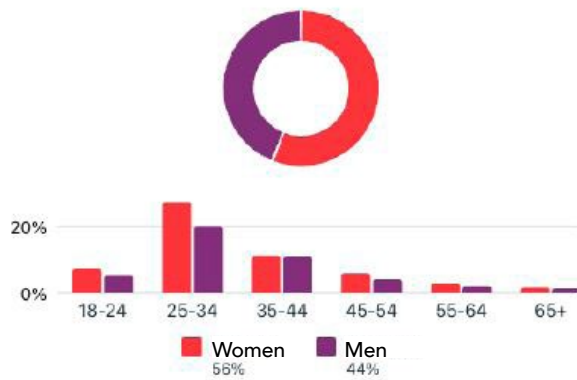
Social Media

During 2023, new strategies were implemented to increase interaction and number of followers on our social networks. The results were quite significant, since we gained 512 new followers on Facebook and 747 on Instagram.

Facebook followers

3.092

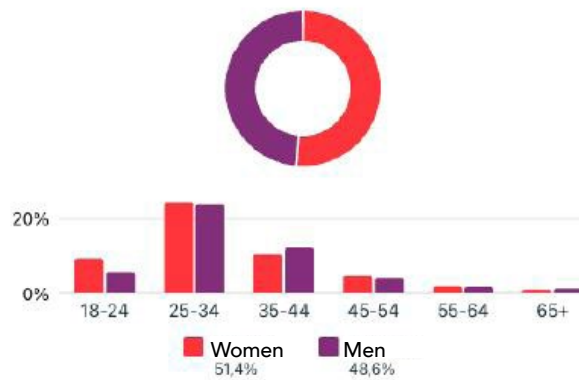
Age and gender



Instagram followers

2.909

Age and gender

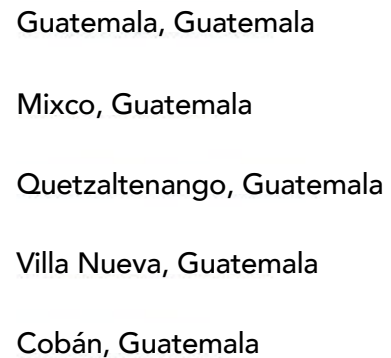


Demographic Summary

Main Cities



Main Cities



Social Media Performance

Performance

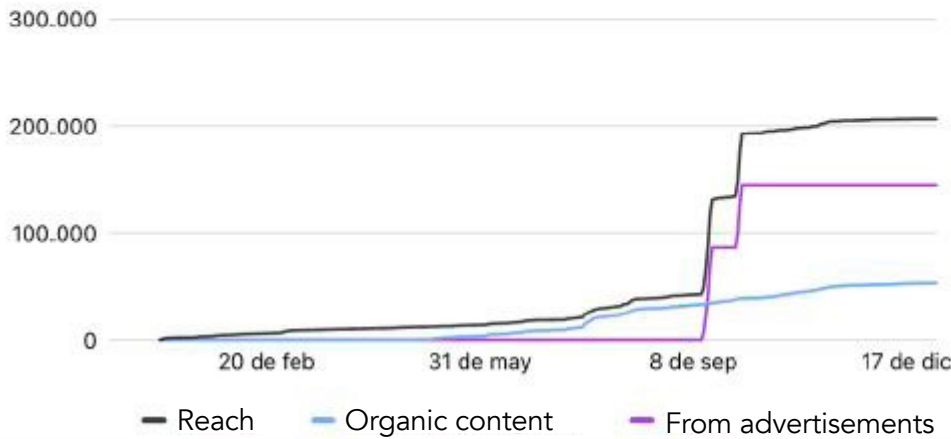
Diario Acumulado ⓘ

Reach
206,5 K ↑ 331,7%

Interactions with content
5,7 K ↑ 49,1%

Followers
Total
3,1K

Click on links
2,5 K >



Reach Breakdown

Total
206.538 ↑ 331,7%

Organic content
52.588 ↑ 100%

From advertisements
144.512 ↑ 11,0 mil%

Messages

Conversations with messages started
54 ↑ 5,3 mil%

New contacts
29 ↑ 1,4 mil%

Approximate incomes
Q0,00 0%

Orders created
0 0%

Response rate
80%

Reach, interaction and clicks

Performance

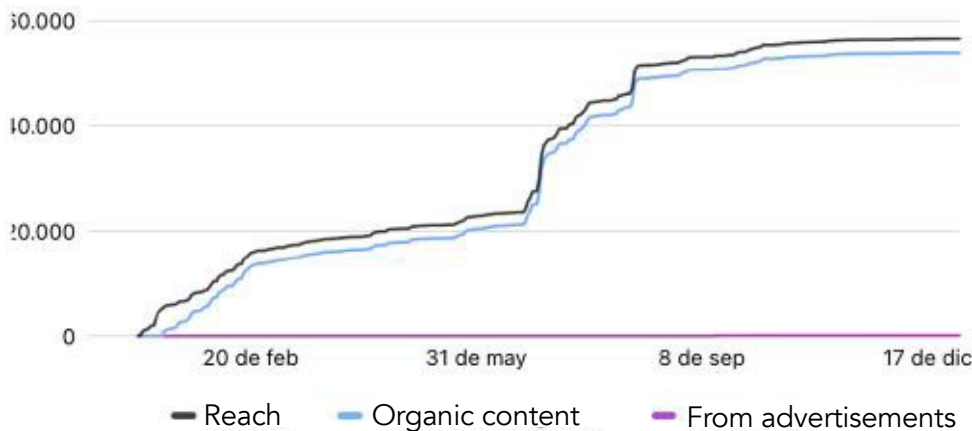
Diario Acumulado ⓘ

Reach
56,6 K ↓ 35,2%

Interactions with content
9,1K ↑ 100%

Followers
Total
2,9K

Click on links
269 ↑ 100% >



Reach Breakdown

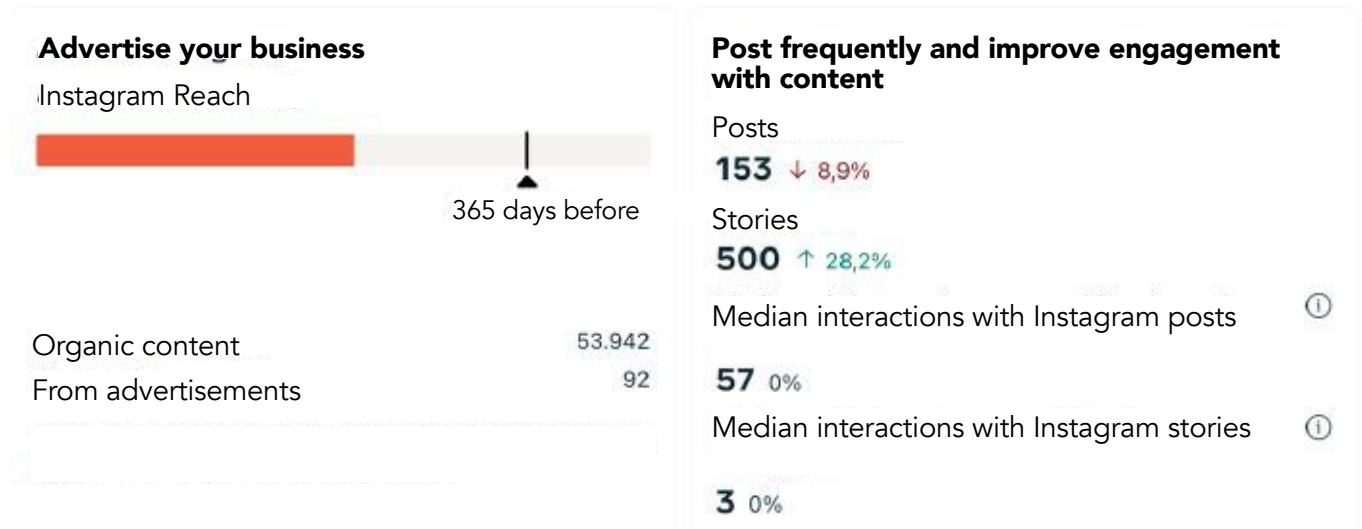
Total
56.612 ↓ 35,2%

Organic content
53.942 ↑ 100%

From advertisements
92 ↑ 100%

Secondary indicators

How to expand your reach



Public

Public

These are all the people who contacted you on Messenger

Total contacts	New contacts	Recurring contacts	Contacts with orders
36 –	29 ↑ 1,4 mil%	7 –	0 0%

Results

See how messaging conversations can drive results for your business

Pedidos ▼

Conversations with messages started 54 ↑ 5,3 mil%

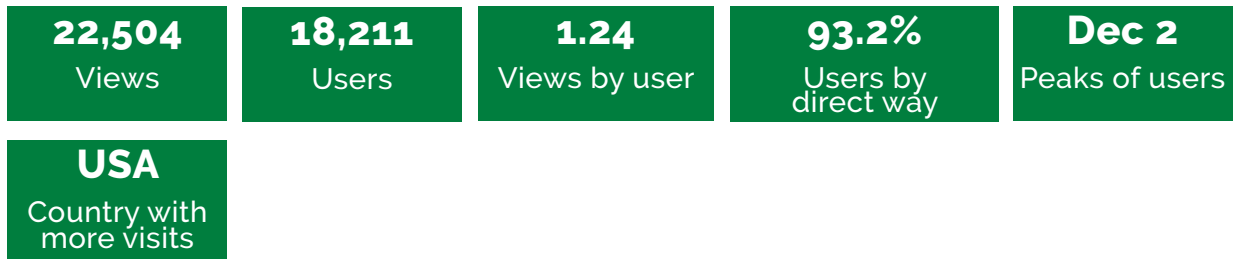
Orders created 0 0%

Approximate incomes 00,00 0%

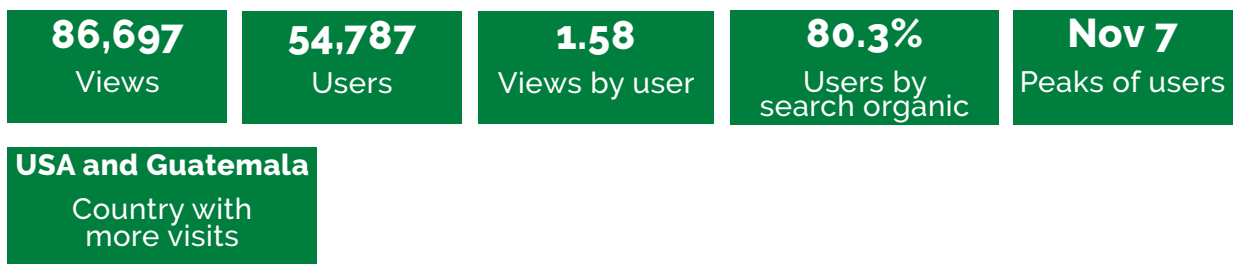
Total views: 423,370

Total users: 310,904

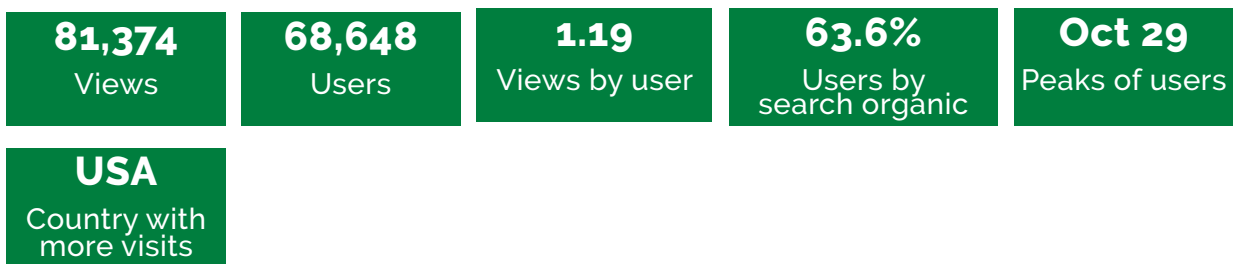
Flaar.org



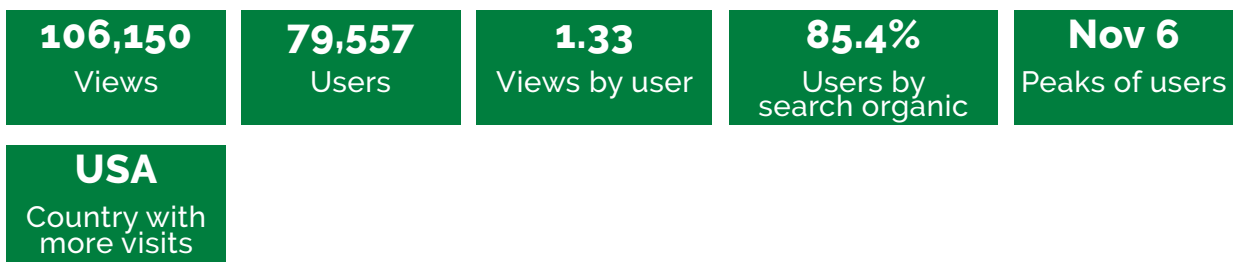
Flaar Mesoamerica



Digital Photography



Maya Ethnobotany



Maya Ethnozoology

44,718 Views	29,184 Users	1.53 Views by user	77.3% Users by direct way	Oct 10 Peaks of users
USA Country with more visits				

Maya Archaeology

62,265 Views	43,205 Users	1.44 Views by user	81.9% Users by direct way	Nov 29 Peaks of users
USA Country with more visits				

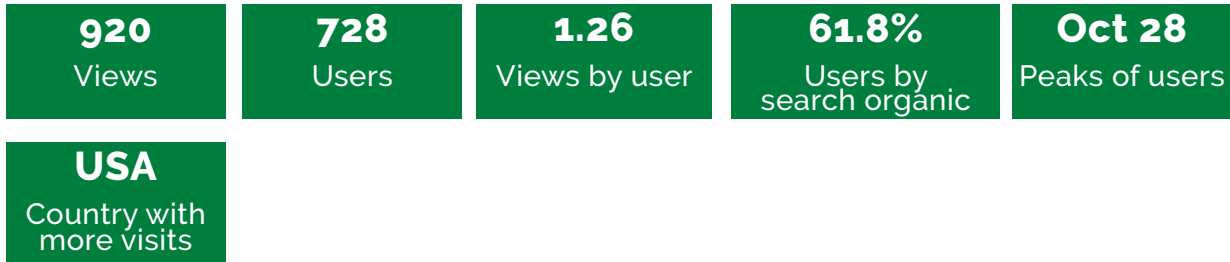
Maya Art books

11,747 Views	10,380 Users	1.13 Views by user	75.4% Users by search organic	NA Peaks of users
USA Country with more visits				

Mayan Toons

51,713 Views	35,388 Users	1.46 Views by user	73.4% Users by search organic	Dec 16 Peaks of users
USA and Guatemala Country with more visits				

Mayan Character Value Based Education



1. It stands out that the majority of the pages visited were created more than a year ago. This observation can be interpreted in both positive and negative terms. From a positive perspective, this is evergreen content, and it is suggested to consider addressing more recent topics. However, from a negative perspective, one could point out that the most recent content is not reaching the same audience as the previous content, which is atypical.
2. In relation to sites whose main traffic channel is organic search, it can be deduced that they address topics of interest, although they lack a significant base of recurring users. The interpretation of this fact as positive or negative will depend on the nature and specific objectives of each page. However, ideally, it is recommended to maintain equal percentages between organic and direct traffic.
3. In contrast, sites whose main channel is direct traffic indicate that their main audience is made up of people who already know the site and visit it repeatedly. In this context, it is essential to develop strategies aimed at attracting new visitors, with the aim of converting them into recurring users.
4. Further analysis reveals that all pages have an average number of pages per user of less than 2, indicating that visitors access a single page. The integration of links or calls to action is suggested that encourage users to explore other pages, thus prolonging their time on the sites and promoting a deeper knowledge of the content offered.

Objectives and work plan for 2024

General Objectives

1. Position FLAAR Mesoamerica as a leading association in the documentation, study and dissemination of biodiversity and ecosystems in Guatemala.
2. Acquire financing for the continuity of our projects.
3. Optimize the material we generate and the organization of activities and events.

Research Team

1. Generate information for news, blogs, infographics and guides related to environmental holidays, documentation carried out in the field and generate new topics for the different social networks and websites of FLAAR Mesoamerica.
2. Implement new educational programs such as talks, workshops, conferences and training for the different target audiences of FLAAR Mesoamerica.
3. Involve more ethnozoology and archeology topics in research to upload content to websites and social networks.
4. Support research activities related to the RBM project for its completion
5. Implement training on research topics to all FLAAR Mesoamerica teams
6. Attend in-person activities, such as stand fairs, festivals, among others, to publicize FLAAR Mesoamerica.
7. Disseminate FLAAR Mesoamerica's research and photographs on different digital platforms and reach FLAAR's target audiences.
8. Follow up on new projects that are and will be in charge of the research team, efficiently delegating the work that each person on the team is in charge of.
9. Keep the expedition photography and video folders up to date in the FLAARBOX.
10. Improve folder storage and naming.
11. Follow-up on the new archeology scans project.

Design and social media team

Design

1. Maintain the internal graphic line of the institutional materials to reinforce the identity of FLAAR Mesoamerica as well as create the different visual pieces necessary for the events.
2. Reinforce the use of good practices for the production and storage of institutional materials.
3. Update of manuals with design guidelines.

Social media

1. Generate visibility and interaction by sharing FLAAR Mesoamerica information on each social network about the topics and events we handle.
2. Improve the communication pillars of social networks and check their functionality based on whether people identify with the information we publish.
3. Improve interactions to generate an educational space through different resources such as: surveys, podcasts, work circles, among others.

Fundraising team

1. Create fundraising projects.
2. Make exchanges that benefit the Association.
3. Increase networking
4. Increase alliances.
5. Seek opportunities worldwide so that the Association continues to grow.
6. Look for spaces in the media to make ourselves known

Web Team

1. Keep FLAAR web platforms updated
2. Keep content feeding on sites
3. Maintain constant informative emails
4. Implement improvements to the subscription platform
5. Implement statistics with Google Analytics.
6. Moving obsolete platforms on sites

Audiovisual Team

1. Update the guatemala.com TV material with new chapters.
2. Train the team constantly.
3. Make documentaries with valuable information lasting more than 30 minutes.
4. Segment photos captured during field trips.
5. Raise funds to make a high-quality documentary.
6. Define a production style for the next videos in 2024.
7. Improve team organization.

New projects

Archaeology project

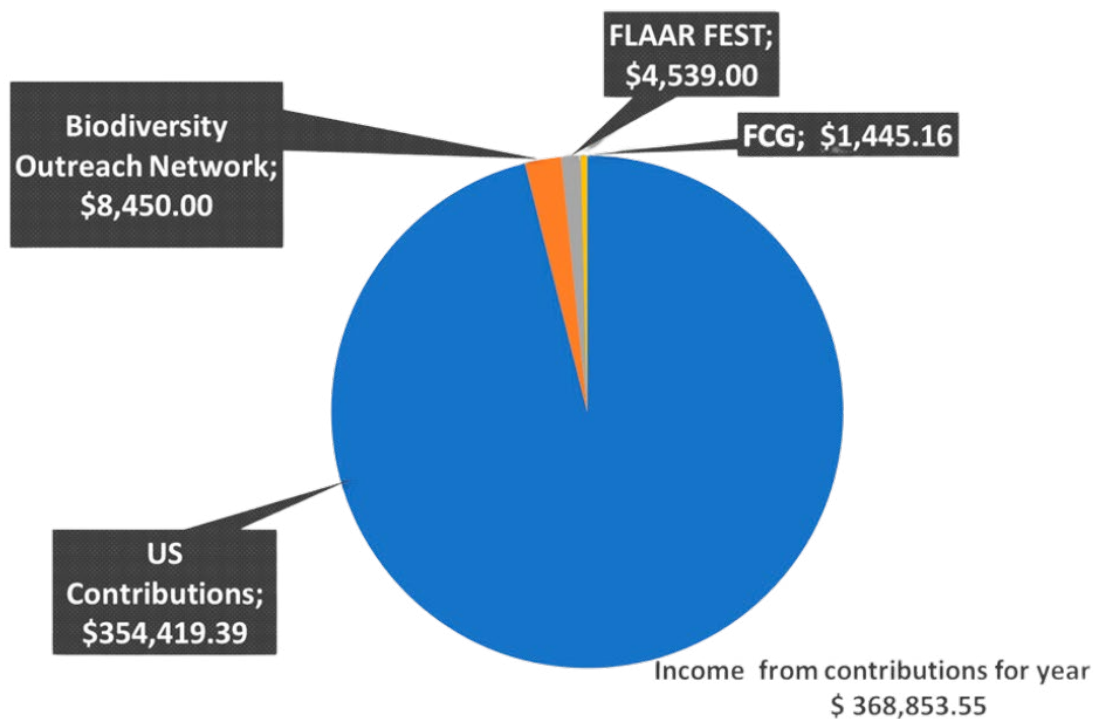
The long-range project to study epigraphy and iconography of full-figure hieroglyphs at Copan is advancing. We did a 10-day field trip in February of 2024 and will do a one-week follow-up field trip in March. While at Copan we also photograph artifacts and sculptures, especially those that have Tlaloc, Yearsign or other symbols associated with Teotihuacan influence at Copan.

We have a long-range interest in iconography, so we are preparing a project proposal for studying motifs and symbolism on ceramics and stone sculptures of the new MUNAE exhibits, Guatemala City.

Nicholas Hellmuth's abstracts were accepted for the two separate July symposiums (ethnohistory and archaeology for MUNAE; full-figure hieroglyphs for epigraphy conference of Museo Popol Vuh, UFM).

FLAAR Annual Incomes and Expenses 2023

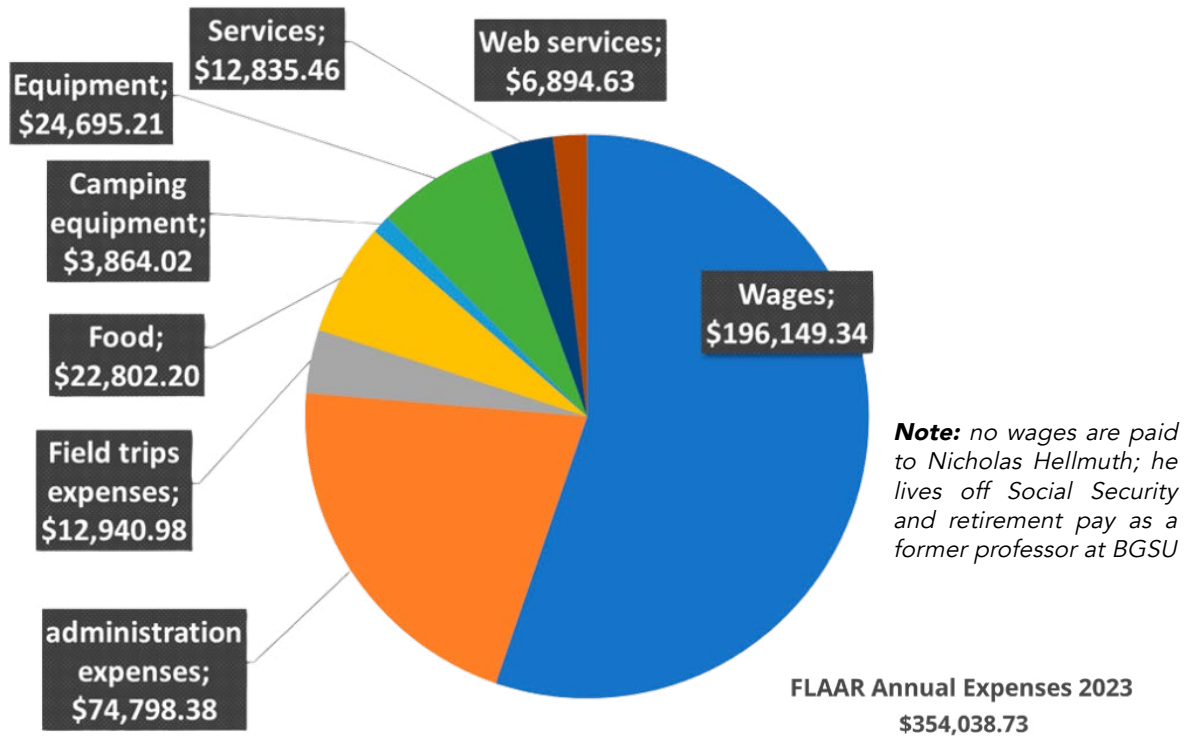
Income from contributions for year 2023



Descriptions

- **US Contributions:** donations from U.S. director for research & education projects in Guatemala
- **Biodiversity Outreach Network:** Donations for animation projects about bees
- **FLAAR Fest:** annual event on native Mesoamerican biodiversity to raise funds to promote education in needy regions of Guatemala.
- **FCG:** Donation from Foundation for the Conservation of the Natural Resources and Environment in Guatemala for animation projects

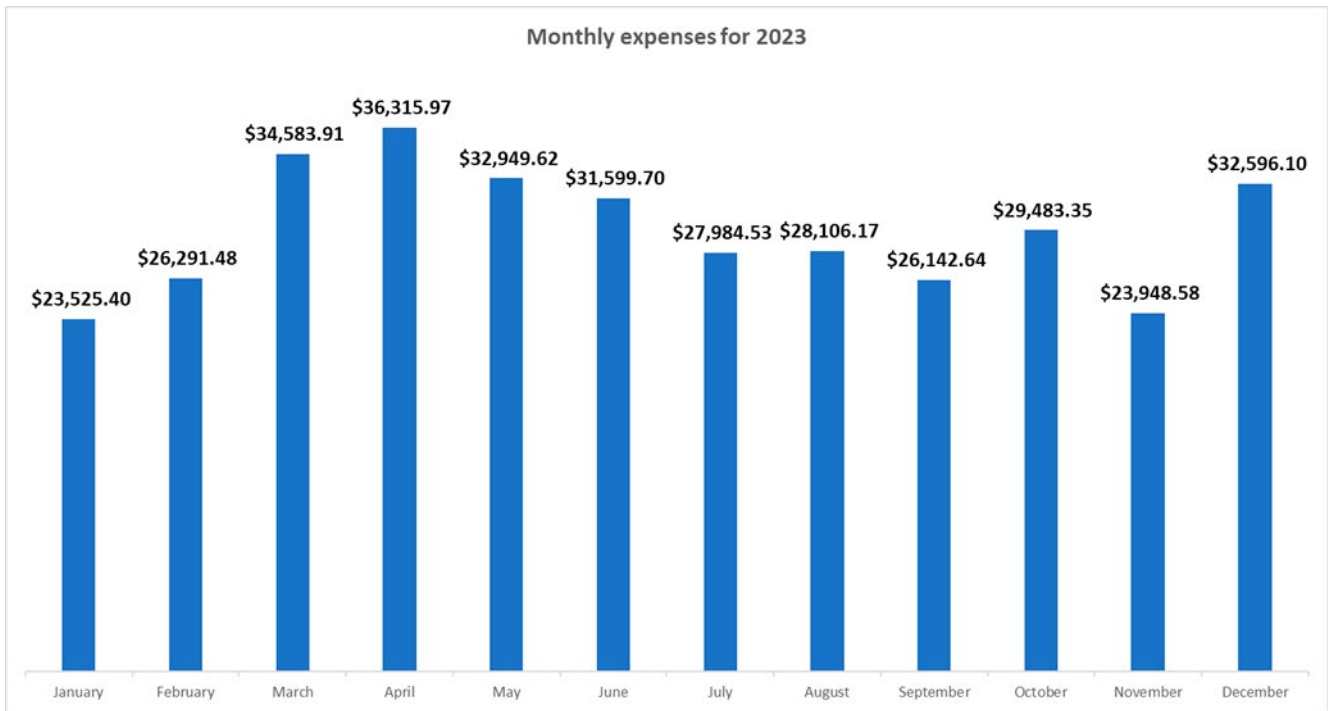
Annual Expenses for year 2023



Descriptions

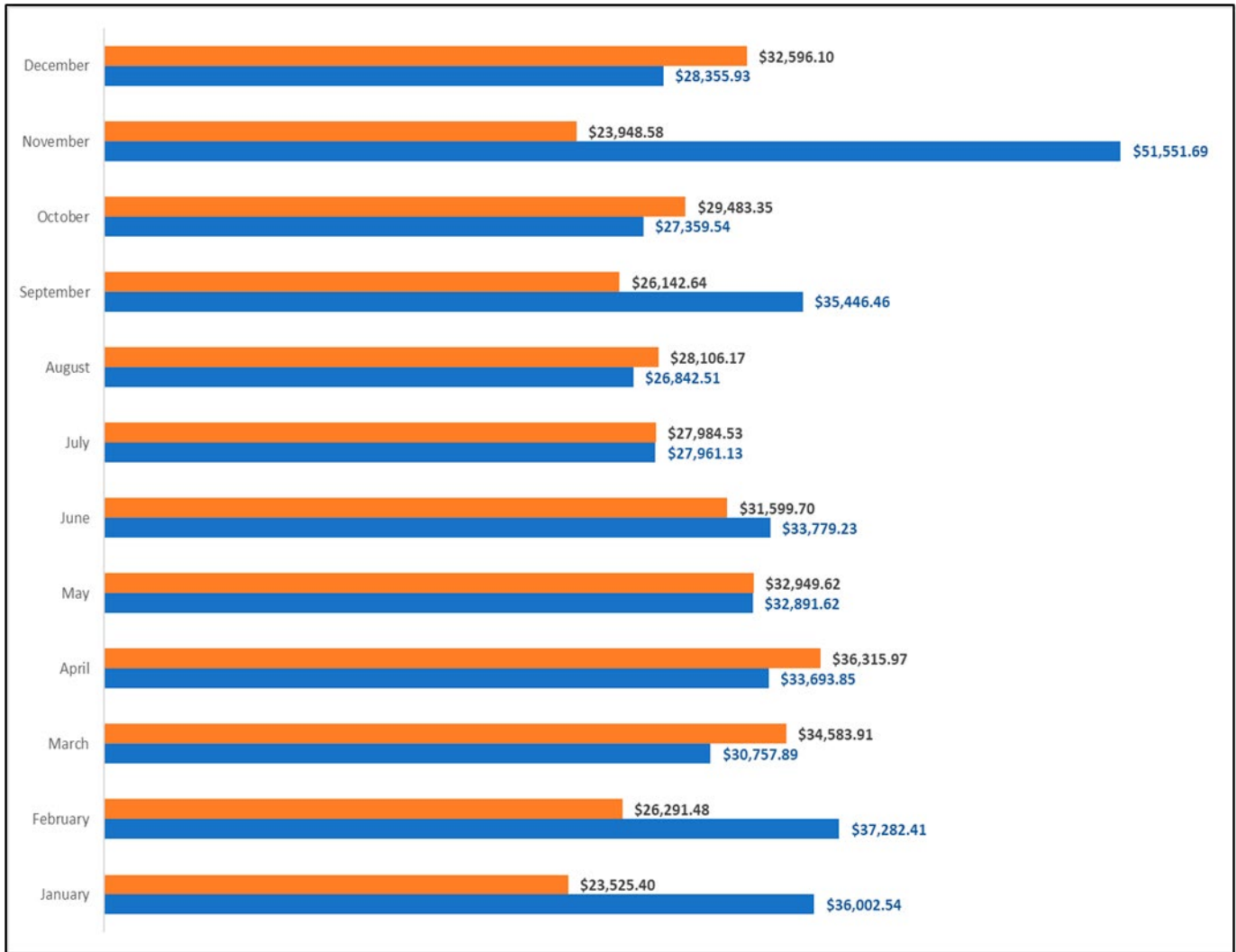
- **Administration expenses:** office and storage rent, laboral obligations, insurance, memberships and software licenses, legal and accounting advice.
- **Camping Equipment:** plastic tables, spotlights to illuminate, electrical extensions, power strips, first aid kits, portable ladders, boots and uniforms and kitchen utensils.
- **Equipment:** Computers and accessories, photographic equipment, drones and office furniture
- **Field trips expenses:** lodging, transportation, fuel, and field guides.
- **Food:** food for field trip personnel and food for Maya team in the office.
- **Services:** water, electricity, import taxes and fees, telephone lines and office internet
- **Wages:** Wages of administrative personnel, research staff, designers, photographers, field staff and plant personnel.
- **Web services:** domains, hosting, emails, web memberships

Monthly expenses for year 2023 projects



The average per month for Research, Operation, and needed Equipment was \$29,460.62, that represents 12% lower than 2022 expenses.

Annual expense comparison 2023 vs 2022



In 2022, due to economic recession, we did field trips only in the dry season (no more field trips in the rainy season of monsoon rains). So, we lowered expenses for 2022. The average per month for Research, Operation, and needed Equipment was \$31,805.22 and \$402k for the whole year.

In 2023, the average expenses per month was \$29,460.62 and \$355k for the whole year. This is 11.7% lower than the past year. Even so, several research projects were maintained with 40 collaborators on staff and several computer equipment was renewed.



FLAAR



FLAAR
MESOAMÉRICA