



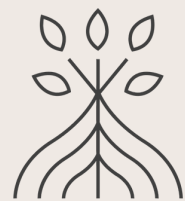
Maya Spirits x WOW

Calakmul

Protecting The Maya



Connecting the gap between blockchain
technologies with social equality and climate
justice.



About Us

Integritat Foundation

Founded by Dr Lorenzo Martinez with over 20 years of experience in sustainability and business which allowed him to structure an amazing system to form a sustainable economy for the local community in Calakmul. With over 42 patents created within his laboratory, Integritat will provide for the mothers and children free education on how to make honey, coconut oil, protein through fungus and much more. By forming this sustainable economy for locals it will prevent migration and enrich the community's knowledge to become self sufficient.



Why do we exist ?

We began as a collaborative architectural and landscape studio and remained, since then, true to our trans-disciplinary way of thinking.

1



Environment Impact

- Protect 12,000 hectares of jungle
- Protect bees as main pollinizers in the most biodiverse region in Mexico
- Avoid the Mayan train
- Protect over 250 animal species
- Give to families 34 years of actual salaries
- Promote economic activities in 100 hectares of land in three main activities
 - Honey creation
 - Sustainable agriculture
 - Alternative protein involving residuals
- of Green matter in the soil.
- Prevent migration
- Support women in need
- Support families in need
- Promote education for kids through different educational platforms.

2

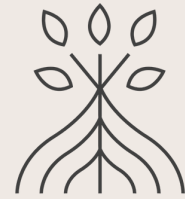


Circular Economy

3



Social Impact



Objectives of the collaboration:

Objectives:

We believe architecture has the power to inspire joy, uplift lives, and strengthen the spirit of community.

1

Conservation

Ensure the conservation of the ecosystems within the project area, generating economic income for the community of Calakmul.

2

Sustainability

Strengthen community models of sustainable development through activities compatible with forest conservation and the customs and traditions of the inhabitants.

3

Education

Provide an education to the children of the community through educational platforms, art, meditation and much more.

4

Prevent Migration

Provide job opportunities to the mothers by educating them on the production of honey, coconut oil and more.

5

Partnership

Form a meaningful partnership with WOW to make a generational impact to the community of Calakmul where we show by example how organizations in Web3 can make a difference to global issues.

6

Mayan Train

Protect the property against the pressure of land use change that will be generated by its proximity to the Mayan Train.

Land Description

- Location: Calakmul, Campeche, Mexico Total area: 11,698.5 hectares
- Natural vegetation according to the Physiognomic-Structural map of the Vegetation of Mexico: Low evergreen forest.
- Climate: Warm subhumid, average annual temperature greater than 22°C and temperature of the coldest month greater than 18°C. Precipitation of the driest month less than 60 mm; summer rains and percentage of winter rain greater than 10.2% of the annual total.



Partnership / Land Studies

Toroto

Leading company in the environmental sector that works with greenhouse gases, water and nature-based solutions to address the climate crisis. We are a team of specialists attached to science and we develop technological platforms to guarantee transparency in our projects, which operate globally, both in the field and in the office.



Land Details

Location: Campeche, Mexico.
Calakmul

10,000 Ha Environmental Conservation
2,000 Ha Sustainable Development

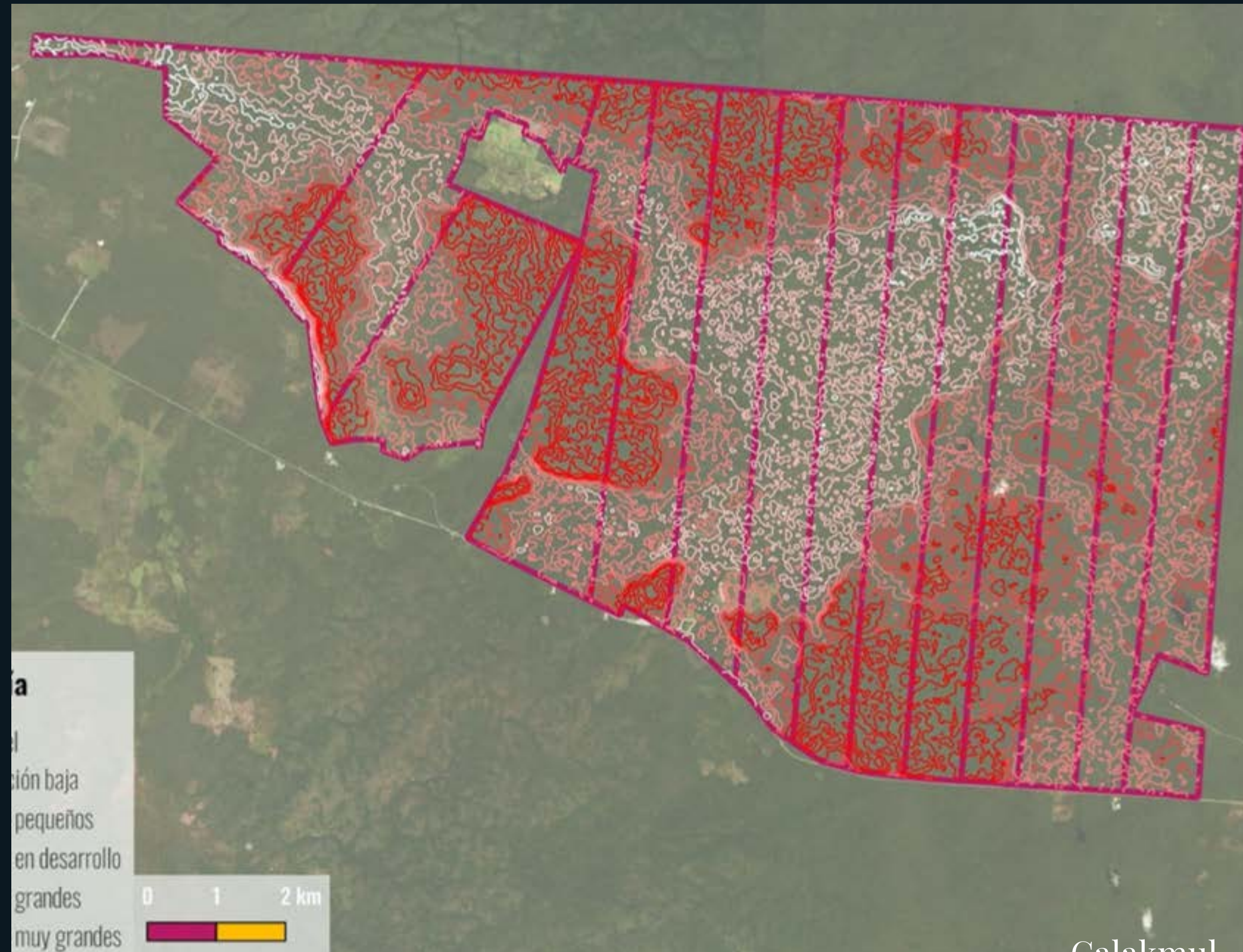


Ecological Analysis

LOCATION

The height of the vegetation was analysed to make an approximation of the age of the vegetation or significant changes that will help to identify the intact remnants of forest.

The areas with taller vegetation correspond to the darker red areas.



Actual Land

Google Earth



Image © 2022 Maxar Technologies
Image © 2022 CNES / Airbus

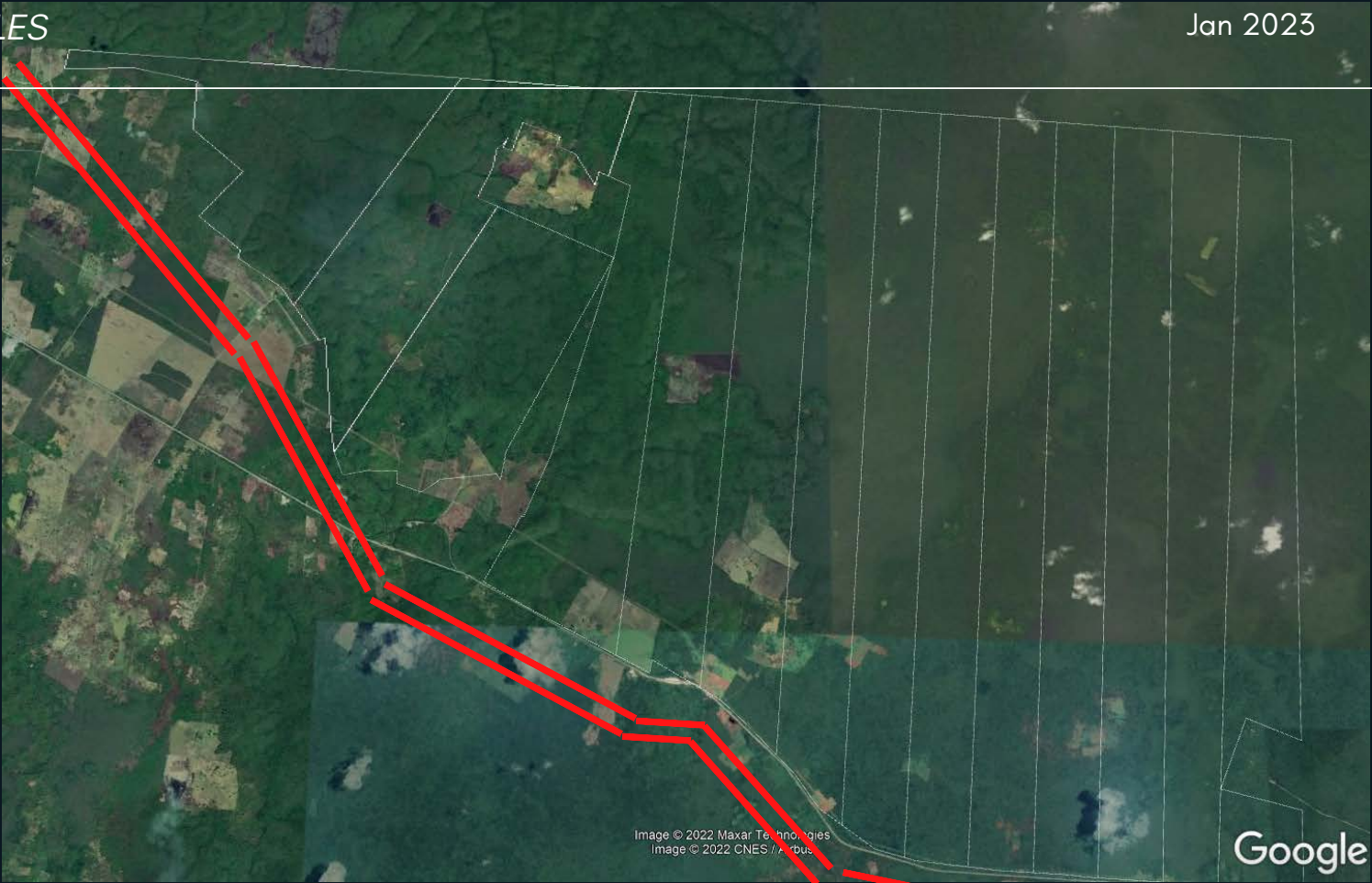
Calakmul

Land Risk

MAYAN TRAIN

- Eroded land
- Mayan Train
- Unregulated agriculture
- Non sustainable development

3 Years



5 Years



Merida Proposal- Building a Green Local Economy

Problem

Social reality in Calakmul

- **High poverty area**
- **No jobs > Migration**
- **1 family earns \$200 USD per month.**

Solution

Economic Proposal

Job generation

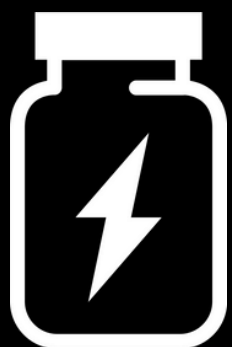
Support the mothers by providing 34 years of salary.

Increase economic growth in the area.

Economic Growth: Creation of Conscious Products

Alternative Protein

Production of Alternative Organic Proteins



Organic Honey

Honey Production, with good organic practices



Regenerative Agriculture

Creation of Agricultural products in the region



Our Main Social Commitments



Education

Knotion Alliance to form great education for children, education platform for children

knotion®



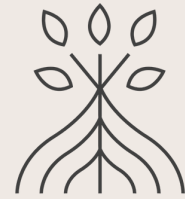
Support of Families

The support to family's core values of needs for housing and food



Woman Support

Helping mothers raise good children is fundamental



Unifying the Gap: Blockchain and community.

1 NFT = 1.64 ACRES OF JUNGLE

MAYA SPIRITS

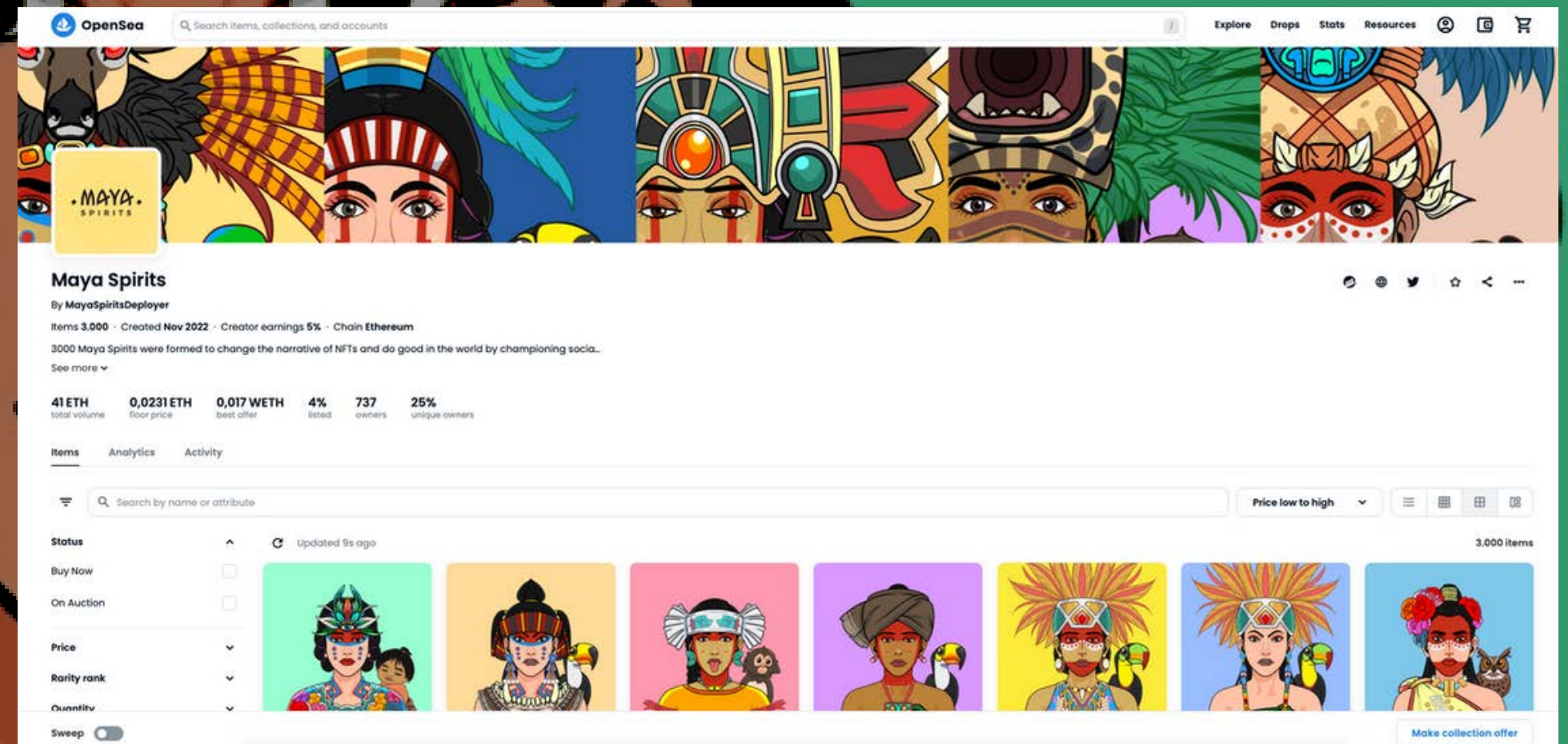
3,000 Maya Spirits NFTs on a mission to protect over 4000 hectares of jungle and create life changing opportunities for the Maya people.

<https://mayaspirits.xyz>

END

MAYA SPIRITS NFTS

- A transparent and sustainable way of raising funds to protect the Maya and create life changing opportunities for the local community of Calakmul in South Mexico
- Each of the 3000 NFTs has the impact of exactly 1.64 acres of land in conservation
- Change the narrative of NFTs by fighting global issues through education, art and community.





RESULTS

Spirits

Deployer

Created Nov 2022 · Creator earnings 5% · Chain Ethereum

ts were formed to change the narrative of NFTs and do good in the world by championing social...

0,0231 ETH

floor price

0,017 WEETH

best offer

4%

listed

737

owners

25%

unique owners

Analytics

Activity

Search by name or attribute

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Updated 9s ago

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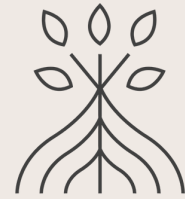
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- 3,000 NFT launched for the 1st stage.
- \$300,000USD collected
- Top Trending in Opensea
- 3,000 NFT for the second stage.
- Calakmul Phase 1 – Childhood Education
- Calakmul Community Outreach





Next Steps for 2023

Next Steps

1

Conserve the land

With the mint of our project, we managed to raise an amount that equals 500 hectares in conservation. We need help to raise more funds to support the families and conserve a larger amount of land.

2

Install Starlink

Now that we have built the first school for the community of Calakmul we will be installing a star link device in the area to provide access to internet.

3

Education

Start the educational courses for the children with a weekly schedule so they can start going to school.

4

Supporting mothers

Start educating the mothers on how to do such activities that will provide an income where with this guidance in less than 5 years we predict the community to become self sufficient.

5

Monthly events for the children

1. Day of the kings
 2. Children's day
 3. Benito Juarez celebrations
- And many more!

Activity Areas Protocol



Measurement of the amount of current carbon

We measure the amount of carbon that is already in the forests, so that we can account for the additional carbon sequestered over the next few years. Carbon credits are issued on the additional carbon captured over the years.



Forest Volume Growth:

The carbon we are interested in is the one found within the wood of the trees. The forestry project consists of managing forests that sequester as much carbon as possible within the context of an ecological rehabilitation program.



Monitoring Technology via Web

Supported by our own technology, we will have monitoring websites developed specifically for this project



Geographic information systems and intelligent reporting:

We cannot sell what we cannot communicate. We will develop radical traceability and transparency systems to give confidence, security and peace of mind to our partners.

Actual Status of Calakmul

Surface: 12,000
hectares

Property:
Ejidal

Project duration: 30
years

Over 60 families

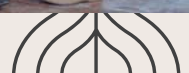
Most important jungle
in Mexico

Stored tons/ha:
675 Tons CO₂e

Día del Nino: World of Woman + Maya Spirits

A workshop for the children:

1. Science
2. Art
3. Meditation
4. Women and girls program by WOW
5. Activities in the jungle



Maya Honey Our First Product.

- Sponsored by WOW + Maya Spirit
- Made by womans in Calakmul.
- Selling it online.





Integritat Founder

Integritat is an organization founded by the Mexican scientist, conservationist, and philanthropist Dr Lorenzo Martínez, who has dedicated much of his working life to aiding the underprivileged, specifically single mothers and children whilst also helping to protect the environment in which they live.

As an organization Integritat has over 20 years of experience, with over 150 families helped, hundreds of hectares already in conservation, sustainable development projects utilizing patents that Dr Lorenzo Martínez and his team created themselves and so much more.



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<https://mayaspirits.xyz/>



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