

# Karoon Connection

November/2013 - #4

## Mutumbi: the brand of women of Tumbes

**The artisanal costume jewelry  
made by the women of Tumbes  
becomes a new brand.**

“Mutumbi”, the brand of handmade jewelry inspired by the strength of the women of Tumbes, is born. Aiming at positioning the work of local craftsmanship in the fashion industry, they have created a modern, tribal, and colorful collection. Mutumbi results from the union, dedication and empowerment of Tumbes’ women on topics of interest for

the future development of this new company, along with specialized advice from Casa Human consulting firm.

**To learn more about Mutumbi brand, its values, sources of inspiration and products, visit their website or fan page on Facebook.**

[www.facebook.com/mutumbiperu](http://www.facebook.com/mutumbiperu)  
[www.mutumbi.pe](http://www.mutumbi.pe)

 **MUTUMBI** 





## Mutumbi in images

A professional photo shoot was carried out on the beaches of Acapulco in August, in order to show the importance of marketing and sales communications to Mutumbi members.

The project team and a professional model, wearing

the jewelry, took part in this event, as well as photographers and stylists of the fashion industry.

The photos will be included in the visual material used to promote products and strengthen Mutumbi brand's position among potential customers.



## The art of Mutumbi handicrafts reaches Lima

The date's been set. On November 5th, the Mutumbi brand will be officially launched at Dédalo Gallery, one of the main reference points in Lima's crafts and jewelry market.

The event will be attended by female members of Mutumbi, Karoon's managers, designers, the local press and guests, as well as many other surprises.



## Support for the Comedor Juan Pablo II Health for the elderly in Puerto Pizarro

Thanks to Karoon's support, the initiative by Comedor Juan Pablo II, aimed at Club del Adulto Mayor in Puerto Pizarro, has been able to develop a special diet with monthly checkups in order to improve the health of a group of 50 members. Aiming at reducing the rate of glucose, blood pressure and body weight, among others, the results of the first studies showed:

- Reduction in the number of patients suffering from hypertension from 13 to 6.
- Reduction in the number of patients suffering from hyperglycemia (pre-diabetes) from 13 to 4.

The results show that a balanced diet can help fight many diseases that affect the elderly of the region.

## UNT new admissions

### UNT and Tumpis 2013 Scholarship Program



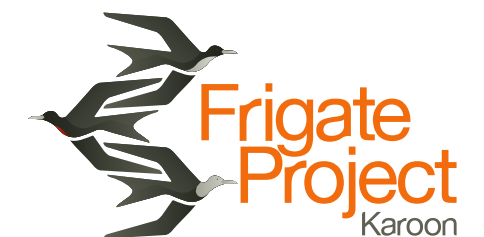
Karoon congratulates the new students admitted to UNT – National University of Tumbes, who successfully passed both the Direct Examination of the Center of Pre-University Studies (CEPU) and the General Admission Test.

NAME AND LASTNAME	EDUCACIONAL INSTITUTION	ADMISSION METHOD	COLLEGE
Blanca Isabel Zapata Estrada	Virgen del Carmen de La Cruz Examen	Regular registration, August 2013 – II	Forestry Engineering and M. A.
Jicson Arévalo Aguirre	Miguel Grau de Puerto Pizarro	Direct Admission by CEPU (May – July) 2013	Agroindustrial Engineering
Joel Chicoma Camacho	Miguel Grau de Puerto Pizarro	Direct Admission by CEPU (May – July) 2013	Agroindustrial Engineering
Jose Chapa Sandoval	Jose Carlos Mariategui de Acapulco	Direct Admission by CEPU (May – July) 2013	Accounting

A total of nine young adults from Tumbes have already entered college. This is why Karoon continues to work hard so as to ensure these students become the future professionals of the region.

## Frigate Project

### Kite Festival in favor of the mangroves



Karoon and the Patronato Turístico of Villa Puerto Pizarro organized a Kite Festival to promote the importance of the mangroves in the community of Puerto Pizarro.

The festival was held on the International Mangrove Action Day and was very well received by the children, teenagers and adults of the town who created kites decorated as frigate birds.

All participants showed their ability in flying their kites across the sky, mimicking the bird's flight. The creators of the most beautiful kites were awarded school supply kits.

It is important to highlight that one of the winning kites was used to fly over Isla de los Pájaros in order to get aerial views of the colony.



## The island on video

In addition to the Kite Festival, Karoon held special videoconferences for everybody interested in the Frigate Project,

the natural beauty of the mangroves and the community of Puerto Pizarro. The conferences were broadcast from Isla de los

Pájaros to a portable auditorium installed exclusively for the event and also to different countries via internet.

### FRIGATE PROJECT NUMBERS

- 61 nests of frigate birds are marked and revised periodically to determine the productivity of the colony in Isla de Los Pájaros.
- High reproduction rate as compared to other colonies of frigate birds in other parts of the world: 8 out of every 10 nests with eggs are fertile.

- Increased number of nests: from 650 nests in June to 1,650 in September.
- Total number of frigate birds in the past three months: 3,500 - 4,500 birds.
- GPS equipment was placed on 12 adult frigate birds which were

rearing broods between august and september.

- The blog [avesfragatasperu.com](http://avesfragatasperu.com) has received 5,715 visits from 43 countries in five continents, such as Peru, the United States, Brazil and Australia between its launching, in July, and September.

### BIRDS' FLIGHT ROUTES

The frigate birds move mainly along the coast, heading towards the south of the colony to look for food.

They spend a large amount of time in ports along the Tumbes coast from Puerto Pizarro to Punta Sal.

Some of them fly up to 20 km over the continent in search of wind currents and others visit Isla Santa Clara, in Ecuador.

# Georeferencing Land Titling Program in Action

Georeferencing activities have been carried out in six communities in the province of Datem Del Marañón as part of the land titling program. Moving forward with this effort, it reached the community of Campo Verde in Distrito Pastaza.

These activities, originally scheduled for August 18th, had to be postponed as the boat regularly used for this purpose

had a draft which was too deep for the low river levels at the time and another vessel which met the company's HSE standards wasn't available.

Making sure we took the necessary safety measures, on October 2nd, the georeferencing workshop was held in the Campo Verde community. All neighboring communities took part (La Curva, Puerto Alegría and

Mamboyacu), which was very important for the development of community mapping.

As in other communities, the next step should be taken by the State, more specifically by the Dirección Agraria de Loreto, which is the only institution responsible for granting land titles.



Karoon Connection

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