

**EDUARDO NÁJERA HILLMAN PhD.**

**WILDCOAST**  
**COSTASALVAJE**

**CONSERVES COASTAL AND MARINE ECOSYSTEMS AND WILDLIFE**



**ECOSYSTEM CONSERVATION**



A woman in a black t-shirt and white pants stands on a sandy beach, holding a large, light-colored, irregularly shaped object (possibly a piece of coral or a rock) in her hands. She is gesturing with her right hand towards a group of children and adults seated in white plastic chairs. The group, consisting of many children and a few adults, is gathered under a thatched roof structure. The background shows a tropical beach setting with palm trees and a small building. The text "CAPACITY BUILDING AND EDUCATION" is overlaid in a green banner at the bottom left.

**CAPACITY BUILDING AND EDUCATION**



ADVOCACY & MEDIA





An aerial photograph showing the coastline of the San Diego-Tijuana border. The image captures a wide expanse of the Pacific Ocean with white-capped waves breaking onto a sandy beach. To the left of the beach is a large, green, marshy area with winding waterways and sandbars. In the background, a dense urban area of Tijuana is visible, extending to the horizon under a clear blue sky.

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**SAN DIEGO TIJUANA BORDER**



An underwater photograph showing a rocky seabed covered in coral and purple sponges. A large, colorful lobster with orange and red markings is in the foreground. Several small blue fish swim in the background. A red banner with white text is in the top right corner, and a green banner with yellow and white text is at the bottom.

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**18,987 PROTECTED AC. OF COASTAL AND MARINE ECOSYSTEMS**





**THREATENED BY CALIFORNIA-TIJUANA GENERATED WASTE**





**CLEANUPS (TRAM) SHORT TERM SOLUTION**



An aerial photograph showing a vast, arid landscape with a large, irregular pile of discarded black tires in the center. The tires are scattered across a sandy, light-brown terrain. In the background, a dirt road or path is visible, and a small white vehicle is parked on the left. The overall scene suggests a significant environmental issue related to tire disposal.

**2-3 MILLION USED TYRES EXPORTED TO MEXICO ANUALLY**



## TYRE USE IN TIJUANA





Tijuana River Estuary

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Tijuana River Floodplain

Smugglers Gulch

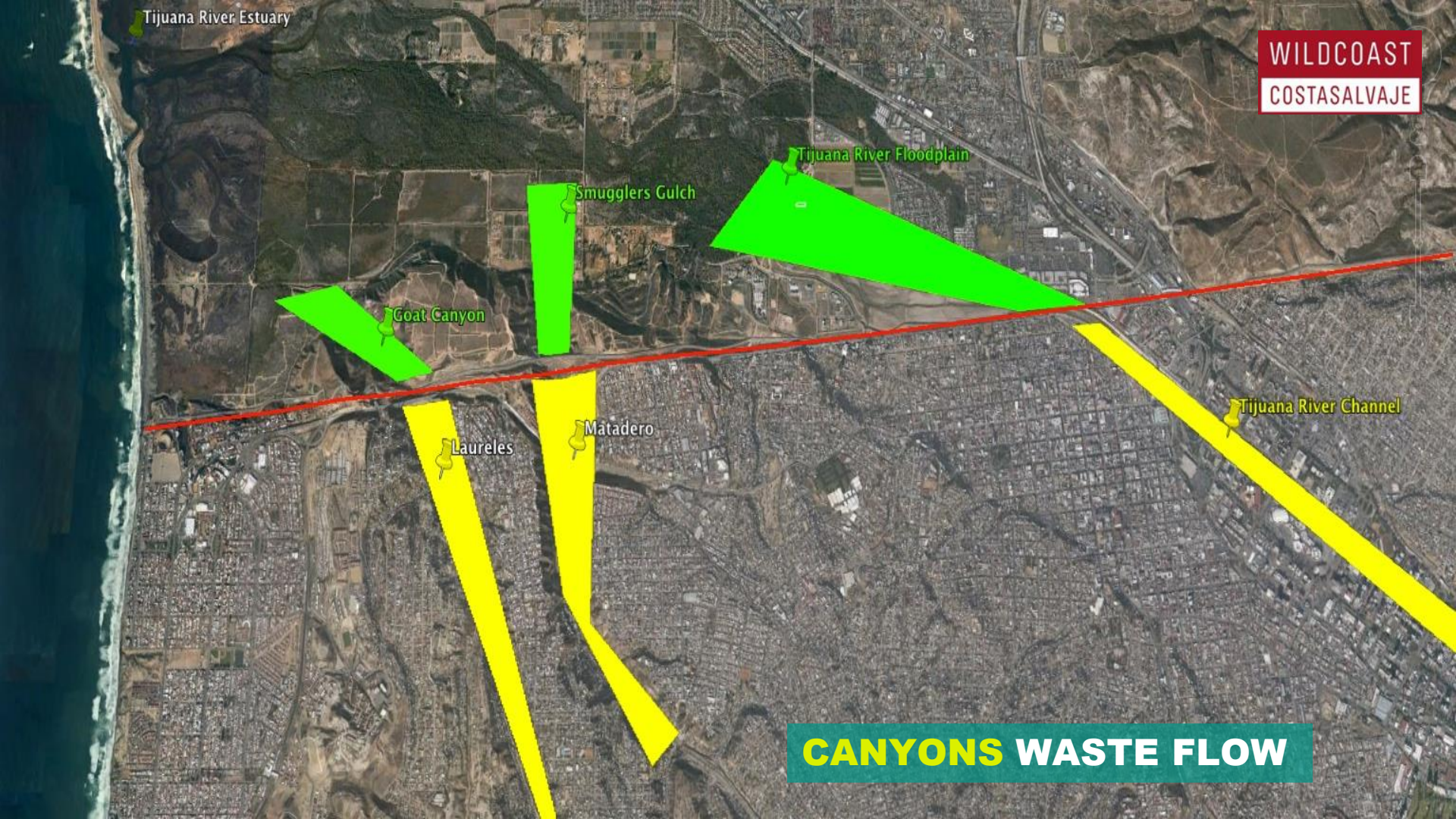
Goat Canyon

Tijuana River Channel

Laureles

Matadero

**CANYONS WASTE FLOW**







**DEMONSTRATE EFFICACY OF INVESTING ACROSS THE BORDER**  
**GOVERNMENT-PRIVATE-NGO PARTERSHIP**



# 30,000

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**PREVENT TYRES IMPACTING SENSITIVE COASTAL ECOSYSTEMS**







**WASTE GETTING STORED ---> TRANSFORM INTO RAW MATERIALS**





**SAME APPROACH FOR WATER CEC CAN FOSTER SIMILAR PROYECTS**



**THANK YOU!**

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