

Ignacio Barsottelli

Ignacio Barsottelli is an Argentinian-born American, environmental educator and activist, producer, businessman and philanthropist. Founder of the environmental nonprofit organization [Mercy for Earth](#) and "[Yo Limpio a Puerto Rico](#)" (I Clean Puerto Rico).

Yo Limpio a Puerto Rico programs achieve success in the island making YLPR the most call to the action and educational organization in the Caribbean. Thanks to its results in 2006 a new chapter flourish in different countries such as Venezuela, El Salvador, Guatemala, Peru, Costa Rica, Panama, Dominican Republic and United States under "[Yo Limpio América](#)" (I Clean America).

As an international environmental consultant and public speaker on behalf of industry groups he has consulted for companies such as Microsoft, Wal-Mart, PepsiCo, Toyota Foundation, Unilever, Univision, Kielh's, Johnson & Johnson, CEMEX, Heineken, Green Works, Authority Solid Waste, among others.

This organizations have the unwavering support of celebrities, including Oscar & Grammy winners, to serve as spokespeople for education campaigns, the support of several organizations, companies, leading scientific, and educational experts.

Drawing on YLPR and YLA success through America, Barsottelli founded the organization Mercy for Earth, with the purpose to serve as the umbrella. Mercy for Earth believes that the only way to make collective changes around the world is through environmental education.

Early and personal life

Ignacio Barsottelli was born in Bahia Blanca, Argentina, son of Nelson Leonel Barsottelli a carpenter, and Ana Maria Alvarez, a school teacher. Barsottelli has three sisters, Maria Julia, Ana Cecilia, and his older sister Silvia, who died in 2012. At the age of twelve the family moved to Neuquén, Argentine Patagonia. During the summers Barsottelli worked with his uncle Daniel Barsottelli at Channel 5, San Martin de Los Andes.

Barsottelli as three daughters. Maria Manuela Barsottelli – 1987, Aldana Aubone - 1990, and Luna Barsottelli, born in 2013 after getting married with his actual wife Melissa Cabral-Barsottelli in December 24, 2009.

Activist and Career

Early years

After the death of Barsottelli's father, he took over the business devoted to woodworking, looking for burnt wood in El Bolsón that was obtained after fires due to large tracts of forest. His indignation caused him to start sending information to [Greenpeace](#) about the forests burning in the Patagonia. At the age of eighteen, Barsottelli started working as a volunteer with this organization doing radical protest activism against whaling in Puerto Madryn, Argentina.

Searching for results, Barsottelli began his career as an environmental educator, establishing creative mediation systems favoring the environment. When he was twenty he moved to [Mar del Plata](#), Argentina. While studying he worked as a waitress and a real estate agent.

In 1994 Ignacio Barsottelli presents an ecological waste management project in the city of Mar del Plata under the signature Barsottelli Investments, approved by the city council of the municipality of General Pueyrredón.

Ignacio Barsottelli

After finishing his studies in marketing, Barsottelli moved to Buenos Aires and got a job at the [New York Times](#) in the marketing department. A few months later Barsottelli created and produced the television program “Activist Against The Lack of Social and Environmental Justice in The Government of Argentina” with the participation of Nestor Ibarra, directed by Sergio Villarreal and German Gustavo Beines at the cable channel Cablevisión.

Yo Limpio a Puerto Rico

In October 1996, Ignacio Barsottelli moves to Puerto Rico and started working as a production assistant in Paradiso Films. Doing location scouting for a production with teammate Ren Blanco (product designer) he discovers that the beaches and public areas had problems with rubbish. This led him to devote his free time to walk on the beaches delivering bags spreading public awareness of the importance of maintaining the ecosystems garbage free.

Thanks to his experience as a television producer and his passion and volunteer work in the environmental organization Greenpeace in Argentina, Barsottelli understood that the media was the best element to spread this problem.

WIPR Channel 6, San Juan Star, El Nuevo Dia, the spokesman, Radio WOSO 1030 were some of the media who immediately supported the cause that took for a name a personal statement to the people of Puerto Rico, “Yo Limpio a Puerto Rico” (I Clean Puerto Rico).

With the voluntary cooperation of Eduardo Tubio, Tony Polucci, Fernando Miniño (The Galician), Enerto Cesar Ortiz (Caroso), Sergio Lopez Castillo, Joses Pagan, Imi Rigau and Manolo Mongil the first cleaning activity was organized.

Months later after capturing the attention of the whole island, Barsottelli proposes to the Department of Natural and Environmental Resources the need for an environmental education program and the first board of the nonprofit organization Yo Limpio a Puerto Rico was created, in which participated, Tony Croatto, Susan Soltero, Diego Jacobson, Alexandro Bacani and Fernando Betancur Medina.

Environmental Career

Barsottelli continued his education in environmental mitigation, conflict management, and alternative energy.

As an international environmental consultant and public speaker on behalf of industry groups he has consulted for companies such as [Microsoft](#), [Wal-Mart](#), [PepsiCo](#), [Toyota Foundation](#), [Unilever](#), [Univision](#), [Kiehl's](#), [Johnson & Johnson](#) and [Merck Pharmaceuticals](#), [CEMEX](#), [Heineken](#), [Green Works](#), [Authority Solid Waste](#), among others.

Barsottelli has created environmental educational programs and activities providing solutions for waste management, contamination and pollution, creating awareness and mobilizing the population in favor of better care of the environment. Working with thousands of volunteers, cleaning contaminated areas and implement conservation plans in different countries in America (Unites States, Venezuela, El Salvador, Guatemala, Peru, Panama and Dominican Republic).

He received the support of private enterprise and government agencies to develop campaigns for the environment such as “[Una Isla Limpia es una Isla Saludable](#)” (A Cleaner Island is an healthier Island) and sponsored by Triple S, Recycling Campaign “[Tómatalo en Serio, Recicla por Puerto Rico](#)” (Take it Serious, Recycle for Puerto Rico), whose principal spokesman for the campaign was Daddy Yankee and was sponsored by www.yolimpioamerica.org

Ignacio Barsottelli

Pepsico. In summer 2009, “Yo Limpio a PR” started a campaign of cleaning the coast to coast of our beaches along with the Police of Puerto Rico, the Department of Environment and Natural Resources and National Parks Company.

Barsottelli produces environmental educational TV series, PSA's and publicity campaigns under "Artists to the rescue of the Environment" which began with the support of [Benicio Del Toro](#), [Daddy Yankee](#), [Residente Calle 13](#), [Tego Calderon](#), among over other twenty celebrities, including Oscar and Grammy winners, creating strategic media campaigns across 12 countries in Latin America with the mission of educating the community about their responsibilities and obligations with nature.

In July 2010, Barsottelli opens office in Los Angeles, California. Drawing on YLPR and YLA success, in October 2012 Mercy for Earth was created. As for today Mercy for Earth has the support of Academy award winner [Benicio del Toro](#), leading scientists, politicians and educators such as [Dr. Rajendra Pachauri](#) - former chief of the IPCC, [Ingrid Newkirk](#) - president of PETA, [Irina Bokova](#) - Director-General of UNESCO, [Paul Koretz](#) - Los Angeles City Councilmember, [Jacque Fresco](#) - Founder of The Venus Project, [Earth Charter Initiative](#), [Mexican National Educational Workers Union – SNTE](#), among others.

Barsottelli expresses in Mercy for Earth official website:

If we study environmental education worldwide as one of the main subjects in school curriculums; our future will radically change. Our future engineers, architects, will think totally different. They will think how to make projects based on coexisting, logical and efficient way with our environment without making much impact. Our future generation will think, how we can reverse the damage that there is in our home "Planet Earth".

In May 24, 2015 Mercy for Earth officially became a 501c-3 nonprofit environmental organization, with the purpose to serve as the umbrella for YLPR and YLA. Mercy for Earth seeks to increase public awareness, educate and mobilize the community by understanding environmental issues through research, the media and educational programs.

Relevant Work and Awards

- Ignacio Barsottelli received the [Environmental Quality Award](#) from the Environmental Protection Agency. By the cleaning of a clandestine dump-site river in Puerto Rico, 20 months of work, removing more than 500 junk cars and over 2,000 tons of garbage. Was declared a Natural Reserve.
- As a member of the Green Building Council Association, is the creator and promoter of the Green Capitol project, which aims to drive improvements in the House of laws and changes in its maintenance by reducing costs in basic utility bills, and the same time conserving the environment.
- Won the award for environmental education program given by the Environmental Quality Board for three consecutive years. 1999/2000/2001
- He worked providing drinking water to tsunami victims in southern India, Sri Lanka and Indonesia with the organization Global Peace Initiative.
- Excellence Award in 2002 U.S. EPA Environmental Quality, granted by the Environmental Protection Agency of the United States.
- Recognition as the Protector of Nature Reserves 2005 USFS, U.S. Forest Service of the United States.