



Reforestamos



**Annual
Report**



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Dear friends,

The political environment in 2018, being an election year, was particularly active for Reforestamos. We identified, through the #SustainablePresent (#PresenteSostenible) initiative and the consensus of more than 50 environmental organizations, four key points that the new federal government must consider for the 2018-2024 period in regards to the environment. These four key points are: open government for better decision making in the country (transparency), participative democracy, public management with a territorial approach and laws for the sustainable management of natural resources.

These four key points constituted the Environment for Sustainable Development agenda of the 3rd Citizen Summit, promoted by more than 350 organizations. The Summit was endorsed by the presidential candidates, including President Andrés Manuel López Obrador. Reforestamos seeks to collaborate with the new government in order to synergize the implementation of public strategies that ensure more and better forests for the wellbeing of the population.

It was also a year to harvest the efforts to make the forestry sector more transparent. With appropriate information, the actors in the territory are able to make better decisions and thus avoid deforestation. By collaborating with the National Forest Commission (Comisión Nacional Forestal, CONAFOR), we contributed in the creation of a mobile app of the National System of Forestry Information and Management (Sistema Nacional de Información y Gestión Forestal, SNIGF), which makes the information that Conafor generates available to the public. This is a milestone that we are deeply proud of.

Similarly, what started in 2015 as an experiment to strengthen the FSC certification scheme in Mexico, is now a strategic area for Reforestamos. Our team helps to connect FSC-certified forest producers with the market.

In partnership with FSC Mexico and the National Union for Community Forestry (Unión Nacional de Organizaciones de Forestería Comunal, A. C., UNOFOC), we have helped to increase certified forest land by 26%. This places Mexico as the third country in Latin America with the most certified forest land.

In 2018, seeking to increase our capacity to influence in the private sector to ensure more and better forests for the future, we created the Bóscares Awards. We had the opportunity to recognize 76 organizations for contributing in our strategies of restoration in Protected Natural Areas (PNAs). We also identified 11 companies that are currently undertaking relevant actions that contribute to Reforestamos' cause. We will continue working to institutionalize and professionalize the Bóscares so that the private sector implements the best practices associated to its relation/dependence with forest ecosystems.

We are infinitely grateful for all the people and institutions, both public and private, from the civil society, ejidos and communities, that directly or indirectly contribute in a positive way to the fulfillment of Reforestamos' mission and vision.

We would also like to congratulate Reforestamos' staff, as they are the ones who bring the initiatives that we promote to fruition.

Thank you for your trust and support


Javier Millán Dehesa
Presidente


Ernesto Herrera Guerra
Director General

2. About Us



Forests and rainforests are a common good and it is up to all of us to live in harmony with them. In Reforestamos, we believe that everyone has a right to a dignified life, and that is why we work in solidarity so that the men and women living in the forests have alternatives to achieve their dreams. As partners, we only intervene when necessary, in a subsidiary manner, in order for our beneficiaries to develop their full potential to produce forest goods and environmental services in abundance, without compromising the environmental quality of their natural surroundings.

Mission, vision and objectives

Mission: To guarantee more and better forests to foster sustainable development.

Vision: We build bridges of collaboration among the different sectors in society, so that people from different backgrounds can provide innovative solutions that allow forests and rainforests to be indispensable in order for Mexico to achieve each of the 17 Sustainable Development Goals established by the United Nations (UN) for 2030.

Objectives:



Stop deforestation



People innovate in favor of the forest landscape



Increase sustainable forest management



Promote the restoration of degraded lands



Tree planting in urban areas



Courses of action

We work through the following courses of action:

- 1- Better decisions in landscapes:** We generate information to influence in public and private decision making towards sustainability.
- 2- Alliances for territorial action:** We develop alliances for the implementation of replicable and scalable projects.
- 3- Forest entrepreneurship and investment:** We promote innovation, entrepreneurship and investment in the forestry sector.
- 4- Better Citizens:** We empower the citizenship to undertake actions in forests and cities.

Activity report

3.1 Generation of information to influence public and private decision making

Public Advocacy for tree planting in urban areas

Reforestamos promotes cities with more and better trees, as well as better connectivity between rural and urban forests. The promotion of tree planting in Mexico requires strong collaboration between actors from the private sector, the government and the civil society, so that decisions can be based on environmental criteria that aim for the sustainability of urban areas.

In this respect, we generated:

- Two decalogues about urban tree planting. One with basic information for the promotion of quality tree planting in Mexico City and the other with detailed and precise information for projects of plantation or reforestation of urban trees.
- An analysis and diagnosis of public policy 2010-2018 with opportunities and challenges for urban tree planting.
- Two data sheets detailing the applicable regulations in case of urban-tree planting or compensation in Mexico City.
- A general research report of urban tree planting and its areas of opportunity covering the international, national and regional frameworks, including a case study in Mexico City. We identified good practices at each level, created a theoretical and conceptual framework and defined the legal framework for the promotion of urban tree planting in Mexico.

Some benefits of urban tree planting are:



Productive landscape restoration

The enormous pressure upon the Earth to provide for our needs of nourishment, water, raw resources and other ecosystem services causes forests and rainforests to disappear and is responsible for our degraded and unproductive soils.

With the “Proposal for the comprehensive management of the land 2018-2024” we presented an idea for an instrument of public policy for rural development of zero degradation and promotion of investment in productive landscape restoration in Mexico. In this way, Reforestamos promotes the efficient integration of land use through the productive restoration of the landscape and provides tools so that those serving public charges are able to design and implement strategies in favor of the recovery of the national land.

Our proposal entailed:

- Conducting an economic, social and political analysis that facilitates restoration in the short, middle and long term through the integration of subsidies into the agricultural and forestry sectors.
- Creating a workplan with private investors, development bank and the government to promote investment in the productive restoration of the landscape in Mexico.
- Providing information about eight mixed financing packages with optimal credit, investment and subsidy proportion to promote the adoption of agrosilvopastoral models designed by the IUCN.

- Elaborating a document to inform the development bank about the Corporate Social Responsibility criteria adopted in Mexico and the eligibility criteria for beneficiaries of “green” financial products granted by the rural development bank. It includes a proposal to incorporate sustainability criteria within the credit evaluation committees, investment funds, granting of guarantees and technological subsidies in the Development Bank, as well as in its operation regulations and criteria.



Transparency in the forestry sector

By improving transparency in the forestry sector, we contribute to the fight against deforestation and access to information. For this purpose, we developed three projects:

1) An analysis of the dynamics underlying the cultivation of avocado and their relation to deforestation in Mexico, where we explore the characteristics and impact of this controversial product.

Mexico is the largest producer of avocado worldwide; the lack of transparency and the economic and sociopolitical aspects propitiate the deforestation and environmental degradation of Mexican forests due to the expansion of this crop.

For this reason, a sustainability chain that is free of deforestation is urgent, where the government and the avocado industry participate in order to ensure that no more forest hectares are lost.

2) As a result of the Initiative for the Strengthening of Civil Society Organizations (Iniciativa para

el Fortalecimiento de las Organizaciones de la Sociedad Civil, IFOSC) of 2016, promoted by the German Corporation for International Cooperation (Deutsche Gesellschaft für Internationale Zusammenarbeit, GIZ), the Mexican Agency for International Development Cooperation (Agencia Mexicana de Cooperación Internacional para el Desarrollo, AMEXCID) and the Ministry of Foreign Affairs through the General Directorate for the Integration of Civil Society Organizations (Dirección General de Vinculación con las Organizaciones de la Sociedad Civil, DGVOSC), we developed the “Promotion and implementation of proactive transparency in CONAFOR” project.

* We published the “Proactive Transparency for Forest Information” document, which presents a detailed diagnosis of transparency and open data of the components of the National System of Forest Information (*Sistema Nacional de Información Forestal*, SNIF), which promotes a proposal with citizen participation that facilitates the definition of socially-useful content beyond what forest law stipulates.



Workshop with civil society members and academy which allowed for the identification of the main needs and useful information for the users of the forestry sector



In alliance with the National Institute of Transparency, Access to Information and Protection of Personal Data (Instituto Nacional de Transparencia, Acceso a la Información y Protección de Datos Personales, INAI), we promoted the training of public officials from the 32 state offices of the CONAFOR in subjects regarding the benefits of proactive transparency.

* We presented the “Promoting and implementing proactive transparency in CONAFOR” project, where we conducted the socialization of the study and the launching of the prototype of the new SNIF.

3) We made requests for information about the payment of rights for forest procedures from the Ministry of Environment and Natural Resources (Secretaría de Medio Ambiente y Recursos Naturales, SEMARNAT) in the first half of 2018. The results of these requests can be found at: https://docs.wixstatic.com/ugd/b1748a_7588aa93438f40498dbabba5a3d83ded.pdf

Testimonial:

Reforestamos México has significantly contributed to the generation of proposals of instruments that facilitate the implementation of cross-sectorial public policies focused on the reduction of deforestation and on the promotion of the productive restoration of the landscape. With their contribution, we were able to develop productive models and technological packages that will facilitate the design of integrated financing schemes and the alignment of subsidies of the forestry and agribusiness sectors in support of the REDD+ agenda and global restoration activities such as the Bonn Challenge and the 20x20 Initiative. These actions, together with the identification of financial instruments from the private sector and the development bank, are expected to integrate public and private financing in order to promote investment into sustainable productive landscapes in Mexico. In this context, Reforestamos México is an essential actor and ally to achieve the fulfillment of this objective.

Silvio Simonit - Operational coordinator in Mexico of the IUCN.



Testimonial:

“Collaboration among public institutions and civil society is crucial for the generation of public knowledge regarding the forestry sector’s challenges. Thus, the application of Proactive Transparency schemes are fundamental to transform highly technical and specialized data and information in order for the citizenship to understand it, take advantage of it and use it with aims to optimize their decision making process with respect to the sector”

Ricardo Valencia Lara – Director of Transparency on the INAI.

3.2 Development of alliances for the implementation of replicable and scalable projects

Ecatzingo Sustainable Rural Co-Design

As a result of the effects of the earthquake from September 19th 2017, Reforestamos, in alliance with Banco Santander México, Telar Social México and other organizations, supported the reconstruction project: “Ecatzingo, Sustainable Rural Co-Design”, benefiting 44 families from the municipality located at the foothills of the Popocatepetl volcano.

The objective of the project was to contribute to the sustainable self-management of the affected families through participative development and community co-design for the improvement of the habitability, educational structure and social acupuncture for 2021.

In terms of habitability, 10 full houses and 1 basic house with timber systems or mixed systems were built, while in terms of schools, 7 temporary demountable classrooms were built, which benefited 280 children directly, and more than 2,800 children indirectly.

The project was conducted in Ecatzingo de Hidalgo, located at the southern end of the eastern area of the State of Mexico. Being a forest community, our interest went beyond supporting the reconstruction of the affected infrastructure; we provided support to the community’s economic activities through the activation of their sawmill and the sustainable management of their forest.

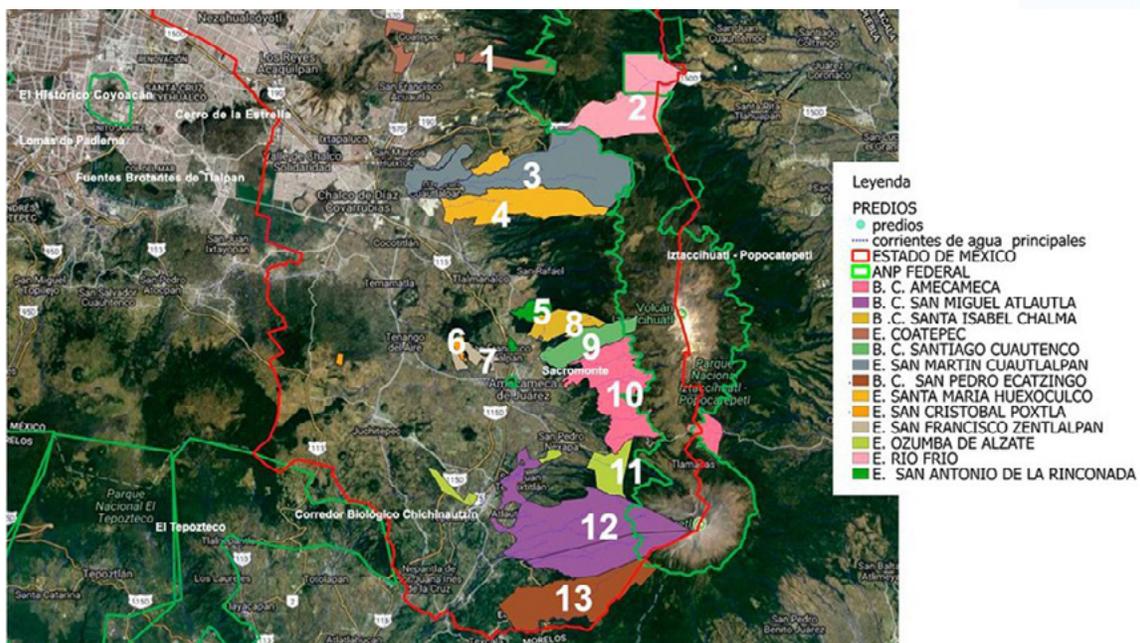
ACHIEVEMENTS

- We worked in alliance with other 5 organizations in order to support the reconstruction activities (Dellekamp Arquitectos, Ecoambientes Mexicanos, La Casa de Rosa, Centro and Proteak).
- Side by side with our allies, we found systems of structural construction with timber, seeking to position the use of this material into the construction sector.
- We initiated the contact between ejido owners from Ecatzingo with the National Union of Community Forest Organizations (Unión Nacional de Organizaciones de Forestería Comunal, UNOFOC) to foster the exchange of knowledge and facilitate the correct advancement of the activation of forest timber activities through the creation of the Alliance for the Development of Forests and Agriculture in the Valley of Mexico (Unión para el Desarrollo Forestal y Agropecuario del Valle de México SPR de RL de CV, UDEFAM).



Forestry actions for the reactivation of the local economy and strengthening of communities in the eastern area of State of Mexico: Alliance for the development of forests and agriculture in the valley of Mexico (Desarrollo Forestal y Agropecuario Del Valle de México, UDEFAM)

Thanks to the support from Santander and its clients we are currently working with thirteen municipalities near the volcanoes area to create the Alliance for the Development of Forests and Agriculture in the Valley of Mexico (Unión para el Desarrollo Forestal y Agropecuario del Valle de México SPR de RL de CV, UDEFAM). Our work, in addition to helping communities to obtain legal status, has consisted in providing training on the FSC® international certification, entrepreneurial development, fiscal and legal matters, global actions such as the Sustainable Development Goals (SDGs), communication strategies, among others.



Testimonial:

“We visited Villa del Carbón along with Reforestamos in order to gain a larger perspective of forestry use. On April 19th 2018, we went to six communities and ejidos from the eastern region of the Valley of Mexico. As a result of these meetings, which proved to be very productive for us, the idea of organizing ourselves and thrive arose”

Rosario Benítez Abad - President of the commissariat of Commons of San Pedro Ecatzingo from 2015 to 2018.



Better Alliances, Better Forests

On the seventh anniversary of the Better Alliances, Better Forests initiative, Reforestamos established strategic alliances with different sectors of society (Government, Youth, NGOs, Communities and Companies) to work together towards helping companies to undertake actions of social responsibility focused on the care and maintenance of forests in Mexico in order to facilitate their restoration under a sustainability approach.

Since 2011, we have participated with more than 97,000 volunteers from 148 institutions, taking action in more than 10,800 hectares of forests, planting more than 2 million trees and undertaking restoration actions in 16 states: Aguascalientes, Baja California, Mexico City, Colima, State of Mexico, Guanajuato, Jalisco, Michoacán, Nuevo León, Puebla, Querétaro, Quintana Roo, San Luis Potosí, Veracruz, Yucatán and Zacatecas.

In 2018 alone, we participated with 17,425 volunteers from 76 institutions and we had the support of 34 forest brigades composed of 506 members in 34 ejidos, who continue the restoration projects. Additionally, the Better Alliances, Better Forests program generated 714 temporary jobs last year, which indirectly benefited 3,213 people.

Furthermore, we promoted Productive Projects of entrepreneurship in areas such as ecotourism, pine-needle handicrafts, apiculture, community greenhouses, fruit preserves and spirits, Community Collection Center for waste management and wild bay production.

We are working to promote the FSC® International Certification in favor of sustainable forest management



Since September 2015, Reforestamos México has collaborated with FSC® México (Forest Stewardship Council) with the goal of increasing certified forest management, as well as promoting the certification of chains of custody. Until December 2018, Reforestamos contributed, along with other actors – CSOs, government and the private sector – to the forest certification of 33 ejidos, communities and small owners, which positively impacted 464,425 hectares. As a result of the joint actions between FSC® and Reforestamos, we have succeeded in positioning Mexico in third place – with 1,320,570 hectares – out of the 19 countries in Latin America certified in good forest management.

Similarly, as part of the alliance with FSC®, in September 2018 we collaborated in the organization of the FSC® Mexico National Community Meeting at the time when “FSC® Friday” was celebrated, an event that concurrently takes places in 80 countries. In Mexico, more than 180 people from 15 states of the country participated in the event, as well as people from 5 foreign countries (communities, ejidos, producers, industries, companies, government entities, NGOs), the event offered presentations in topics such as industry, commerce, responsible consumption and the global market, as well as a panel about community forest companies. Thus, we collaborated on promoting a strategy to position the FSC® in Mexico as a tool to ensure forests for everyone, forever.



Part of the strategy included the creation of workshops in alliance with the National Union for Community Forestry (Unión Nacional de Organizaciones de Forestería Comunal, A. C., UNOFOC):

The first workshop took place in the ejido of Coatepec, in cooperation with the National Forest Commission (Comisión Nacional Forestal, CONAFOR). This event was attended by 145 people from 13 communities and ejidos from the region.

The second workshop took place in Toluca de Lerdo, México, in cooperation with the State Government Forest Protector (Protectora de Bosques Gobierno del Estado, PROBOSQUE), where more than 222 people from 14 communities, 35 ejidos and 3 industries from different regions in State of Mexico participated.

Agency for Entrepreneurial Forest Development (Agencia Para el Desarrollo Empresarial Forestal, ADEF): Closing of activities

Since 2013, the Agency for Entrepreneurial Forest Development (ADEF) was one of Reforestamos' initiatives present in the rural communities of the Mexican south-east.

By the end of 2018, we decided to conclude this phase in the history of Reforestamos México, having acquired multiple and valuable lessons that will undoubtedly help us to keep working towards our objectives in this area of the country.

The ADEF has developed activities to link strategic actors, as well as offering support to people from rural areas to acquire entrepreneurial and human development skills with the goal of promoting the development of sustainable rural companies.

In 2019, we will continue working with the beneficiaries by providing support through the social projects from the "Better Alliances, Better Forests" initiative.

Some of the main achievements of the ADEF are:

- Impact in 9 forest communities from the Yucatan Peninsula.

- 1 new ventures conducted with forest ejidos, the most important being organic apiculture, food products derived from the ramón tree, charcoal production or handicrafts made with FSC® certified timber.
- Strengthening of entrepreneurial and human-development competencies and skills for 109 direct beneficiaries from forest ejidos, which indirectly impacted 662 people from their communities.
- 22,064 hectares were secured under sustainable forest management.
- Advancement in the productive restoration of 107 hectares with sustainable business ventures.

3.3. Fostering innovation, and investment in the forestry sector

Mexican Alliance for Biodiversity and Business (Alianza Mexicana de Biodiversidad y Negocios, AMEBIN)

The generation of information for the decision-making process is not limited to the public sector, we have also become involved in initiatives directed to the private sector. In this respect, and through one of the workgroups from the Alliance, we started - together with the German Development Agency (GIZ) – the implementation of the Natural Capital Protocol with five companies (Banorte, Bimbo, Citibanamex, Proteak and Walmart Mexico) in order to identify the impacts and agencies of their businesses with respect to natural capital; these companies will be the first to implement this Protocol in México.

In 2018, Reforestamos' term in charge of the Secretariat of the Mexican Alliance for Biological Diversity and Business came to an end, in which we represented member NGOs. Since 2016, we had the pleasure of sharing this charge with Citibanamex and Proteak, who acted as representatives of the members from the private sector.

Forest Expo 2018

In October, we participated at the Forest Expo 2018, in Guadalajara, Jalisco. The objective of the presentation was to provide knowledge about the tendencies of the sector, exchange information, knowledge, developments and technologies, while being the national and international business platform of the sector on a biennial basis. One of the events we presented in collaboration with the CONAFOR was the Forest Expo Campus, where 16 projects were presented by 42 students, each of them having a teacher to support and advise them. The last day of the Expo, students had the opportunity to present their projects in the Youth Day celebration at the Forest Expo 2018. Finally, we conducted a workshop for forest companies in collaboration with SVx and ESMEEX.

Strengthening of the Entrepreneurial Forest

In 2018, we went through a process of co-creation between the forestry and entrepreneurial sectors with the objective of creating an agenda that strengthens the Forest Entrepreneurial Ecosystem. As a result, 3 high-priority lines of action were defined: 1) To develop an agent of articulation to connect the forest and the entrepreneurial sectors and to create awareness about the importance of forest entrepreneurship; 2) To train forest entrepreneurs in subjects related to the management of a company and their business models; and 3) To generate new mechanisms to reduce the financing gap that affects forest companies.

Young Forest Entrepreneur Latin America

Our “Young Forest Entrepreneur” contest has been in progress and in constant growth for the last five years. With it, we seek to identify and stimulate Latin American Universities to create and foster entrepreneurial talent, as well as having a positive influence in the creation of responsible and competitive forest companies. In 2018, we organized the JEF contest for Peru in alliance with the Association for Comprehensive Research and Development (Asociación para la Investigación y el Desarrollo Integral, AIDER). In the course of our activities in 2018, we have visited 65 universities in Latin America and more than 6,000 qualified students, which allowed us to have a positive impact in eleven countries.

At the 2018 edition of Young Forest Entrepreneur, 145 proposals were presented and more than 1,200 young people from ten countries (Chile, Colombia, Costa Rica, Cuba, Ecuador, Guatemala, Honduras, Paraguay, Peru and Mexico) participated. In this edition, the winning entrepreneurial team in both the “Mexico” and “Latin America” categories was “Turboresinador”, from the Instituto Superior del Valle de Morelia, by presenting a device to extract resin out of pine trees. The winning team for the “Center and South America” category was “Horizon”, composed of students from the Universidad Federico Santa María, Universidad de Chile, DUOC technical training center, Universidad Adolfo Ibáñez, which participated with a service app for the detection and monitoring of forest fires.

The award ceremony took place at the “BBVA Bancomer Tower”, which is part of the facilities from one of the main sponsors of the initiative and also one of the institutions committed to supporting youth entrepreneurship.

Winners 2018 edition

Category	Country	Project	Team Leader
Mexico Latin America	Mexico	Turboresinador: resin-extracting device for pine trees	Luis Enrique Villa Talavera
Center and South America	Chile	Horizon: Detection and monitoring service of forest fires with drones	Matías Barrios Martínez

Technical jury: 145 proposals

Alejandra Ortíz, UMA
Alfonso Argüelles, FSC México
Ángel Blanco, INADEM
Ariadna Salvatierra, GIZ
Camilo Ruíz, Corpoemprende
Carlos Cruz, MIDE
Carlos E. González, AMEPLANFOR
Carlos Mallén, SOMEREF0
Cynthia Jaramillo, Crea Potencial
Daniel Sánchez, Reforestamos
Eduardo Martínez, Sur Verde
Eduardo Cota, Pronatura México
Efraim Acosta, Pronatura P. Yucatán
Emilio Cruz, Reforestamos
Eugenio Fernández, CYCA
Evelyn Chávez, CATIE
Flores Mesa, Ballon Chile
Fortino Acosta
Gardo L. Flores, Incubagraria
Gerardo Cerón, Unofoc
Guillermo Navarro, FAO

Héctor Reyes, SVX
Irene Rivera, Alternativa
Jair Ziranda, Social Lab
J. Carmen Ayala, Grupo Alen
Johana López, Wave
José Gotes, Mi cochinito
José M. Serrano, Capital Coworking
Juan José Ochatea
Juan Manuel Ureña, Reforestamos
Julio Molina, Finca Sepamaj
Kenza Zouaoui, Make Sense
Laura Ortíz, SVX
Lesly Aldana, Rainforest Alliance
Lizeth Morante, Alder
Luis Zuñiga, Ecopil
María José Ruíz, AIFB
Mariana Vélez, TNC
Mario Antonio Pinto, Conaf
Mónica Ducoing, ANDE
Natalia Cisneros, CIFOR
Pilar Valbuena

Pina Gervassi, FSC Latam
Rocío Contla, AMPF
Rubén Darío Moreno, CARDER
Sagrario Hernández, Crea Potencial
Salvador Anta, CONAFOR
Sandra Rodríguez, IUFRO
Sebastien Proust, TNC
Sergio G. Rodríguez, Produce
Sofía Paredes, Green Momentum
Taryn Sánchez, Reforestamos
Vanessa Díaz, IBP
Vincent Lagacé, Nuup
Yamel Anaya, Reforestamos



Business jury



Irma Acosta



Gastón Mauvezin



Carlos Azcuaga



Juan Ramón Quintana



3.4. Citizen Empowerment for action

Sustainable Present

With the conviction that, with participative democracy, institutional collaboration, territorial focus, laws and regulations for the responsible management of natural resources and an open government, we can achieve sustainable development in Mexico, in 2018 we promoted the “Sustainable Present” initiative. In collaboration with other civil organizations, we created an agenda to guarantee that the environmental sector be present in the federal electoral process and thus prioritize the subject within the new government’s public policy. With this initiative, we seek to influence the presidential candidates’ agenda in order for them to include the environmental subject into their electoral platforms.

Fifty environmental organizations joined the initiative, all under the same conviction that Sustainable Development can only be achieved by:

1. Working to realize the principles of participative democracy, complying with the mandates of law regarding the establishment of participation spaces for the civil society, strengthening the existing advisory council, observing its mandates and building a democratic relationship with the citizenship. The decisions about the territory and natural resources need to be made with the participation of the different sectors and in joint responsibility.
2. Eliminating work based on a sectorial approach in order to start working with a true territorial approach in all the areas of federal public administration, starting from productive development and conservation of nature and including public security in rural zones. The institutional design must be focused on achieving sustainable development in an articulated manner between the different areas of public administration.
3. Pushing a reform of the legal framework at all levels to guarantee the sustainable management of natural resources, incorporating the demands of the civil society, respecting human and indigenous people’s rights and contributing to strengthen the country’s governance.
4. Adopting the principles of open government, strengthening transparency and access to public information, generating and sharing useful and timely information and data that is comprehensive in interconnected information systems available to everyone.

The documents and signatory organizations can be consulted at: <https://presentesostenible.org/>



Third Citizenship Summit

Part of this effort was the inclusion of an axis in environmental subjects in the agenda of the “Third Citizen Summit,” where we requested, together with the 379 organizations involved, the presidential candidates – including the current president Andrés Manuel López Obrador – to achieve sustainable development through participative democracy, institutional collaboration with a territorial approach, laws and regulations for the sustainable development of natural resources and an open government for a better decision-making process in the territory.

The four presidential candidates subscribed to the Summit’s environmental proposals. The full agenda of the Citizen Summit can be consulted at: <https://cumbreciudadana.org.mx/> and was composed of seven axes:

1. Environment within sustainable development
2. Community cohesion and participative development
3. Human rights
4. Quality education
5. Strengthening of civil society organizations
6. Justice
7. Security



POSITION CHART

AGENDA FOR THE THIRD CITIZEN SUMMIT
For a democratic State of rights without corruption or impunity

Candidate's position			
✓ Full endorsement	⚠ Endorsement with reservations	✗ Does not endorse	
Ricardo Anaya Cortés	José Antonio Meade Kuribreña	Andrés Manuel López Obrador	Jaime Rodríguez Calderón
91.1 %	76.8 %	64.3 %	66.1 %
5.4 %	19.6 %	30.3 %	23.2 %
3.6 %	3.6 %	5.4 %	10.7 %

AXES		✓ Full endorsement and endorsement with reservations	⚠ Full endorsement and endorsement with reservations	✓ Full endorsement and endorsement with reservations	✓ Full endorsement and endorsement with reservations
SUBTOPIC	PROPOSAL	Position	Position	Position	Position
AXIS 1. ENVIRONMENT IN SUSTAINABLE DEVELOPMENT		4/4 ✓	4/4 ✓	4/4 ✓	4/4 ✓
	1.1 Effective democracy for the management of natural resources	✓	⚠	✓	✓
	1.2 Open government for better decision making in the territory	✓	✓	✓	✓
	1.3 Institutional design to achieve sustainable development	✓	✓	✓	✓
	1.4 Laws and regulations for sustainable management of natural resources	✓	✓	✓	✓

Citizen-Summit Testimonial

“I was able to take a close look at the role that Reforestamos México A.C. had at the Third Citizenship Summit and I can attest to their proactivity, professionalism, equanimity and generosity. In addition to being the organization that took on the responsibility of creating and facilitating an axis about the Environment within sustainable development, they continuously sought to build bridges and synergies with other topics and with the organizations, groups and movements that composed them. As allies and peers of Reforestamos, we were able to see the shared interest to have an influence as citizens in the creation of participative, democratic, sustainable and territory-based public policies”

Suhayla Bazbaz - General Director of Community Cohesion and Social Innovation

Youth Organization Network for the Environment (Red de Organizaciones Juveniles por el Ambiente, Red OJA)

The objective of the OJA Network is that the youth interested in environmental and forestry topics generate a link between organizations, agencies and private initiative in order to strengthen, multiply and professionalize environmental-forestry activities through innovative mechanisms and tools that have an impact from the local to the global, transcending time.

In 2018, the Second Meeting of Youth Organizations for the Environment, “Connectivity, 2018”, took place, where 160 people from five states participated, in four venues in Zapopan and Guadalajara, Jalisco. Approximately 230 minutes of panels, 490 minutes of keynote presentations, 670 minutes of workshops and 220 minutes of joint work were offered.

Active organizations from the OJA Network	32
Youth members of the OJA Network organizations	379
Direct beneficiaries from the OJA Network organizations	62,839
Mexican states with members of the OJA Network	15
Mexican municipalities with members of the OJA Network	23
Other countries with members of the OJA Network: (Costa Rica and Colombia)	2

Forestry Vision and Time Sentinels 2019 (Centinelas del Tiempo) / Register of majestic trees

At the XVI anniversary of Reforestamos, we conducted the Awards Ceremony for the “Forestry Vision and Time Sentinels 2018” National Photography contest. It was the 8th edition of the contest for Reforestamos and the third time that it was organized in alliance with the National Forestry Commission (CONAFOR), at the Palacio de los Condes de San Mateo de Valparaíso from Citibanamex.

In this edition, the contest provided a digital platform where participants submitted their pictures online, however, the option of traditional delivery to a physical address was still available for those that preferred it. In this occasion, participants had the opportunity to register a maximum of 25 photographs in one or more of the following categories: Forestry Actions, Forest Landscape, Urban Trees, Rural Trees and Wild Trees. The end result was of 4,476 photographs submitted, broken down as follows:

Forestry Vision and Time Sentinels 2018		
Time Sentinels	Rural tree	759
	Wild tree	492
	Urban tree	809
Forestry Vision	Forest landscapes	1841
	Forestry actions	575
	Total	4476

All the information related to the photography contest is available at <https://centinelasdel tiempo.org/>

Additionally, for another year and related to this photography initiative, we updated the register of majestic trees that exist in Mexico in order to foster a culture of respect, care and admiration for the most significant tree specimens that possess a characteristic that makes them unique. The platform with the register and information of each tree is available at <https://www.arbolesmajestuososdemexico.org/>. The register contains more than 4,000 specimens and provides a georeferencing system about the map, photographs and information of each tree.

The image shows a website interface for the 'Registro de Arboles Majestuosos'. In the top left corner, there is a logo featuring a tree and the text 'REGISTRO DE ARBOLES MAJESTUOSOS'. In the top right corner, there is a yellow button labeled 'My account'. The main content area features the text 'Tree counter' above a large green number '4,060', followed by the text 'registered trees'. Below this, there are two yellow buttons: 'REGISTER A TREE' and 'VIEW MAP'. The background of the website is a blurred image of green leaves.

Mexican Alliance for Biological Diversity (Alianza Mexicana por la Biodiversidad, AMB)

- In 2018, 14 organizations joined the alliance, which, added to the 14 organizations that founded it, raised the total number of organizations in the alliance to 24.
- The website for the Alliance was created in order to promote information related to biodiversity and the Agreement for Biological Diversity (<https://www.reforestamosmexico.org/biodiversidad>).
- The Alliance was publicly launched on May 22nd through a press release, at the International Day for Biological Diversity.
- We had a meeting during the period of electoral campaigns with Josefa González-Blanco, former Minister of Environment and Natural Resources, where we presented proposals that promote the conservation and sustainable use of biological diversity in Mexico.
- The Alliance presented its experience at the “Advancements in the integration of biological diversity” international workshop, organized by the Conabio.
- The integration of the Alliance and the work that it has performed was presented as a case study for the Sixth National Inform of the Mexican government before the Agreement for Biological Diversity.
- From May 22nd to October 4th, a series of educational webinars called “Towards the COP14 of the Agreement for Biological Diversity” took place, where presenters specialized in the topics and Mexican government negotiators gave presentations, as well as public from CSOs and academy.
- The Alliance succeeded in making the official Mexican delegation that participates in CBD negotiations integrate representatives of civil society for the first time, under an open process facilitated by the General Office for the Linkage with Civil Society Organizations, which allowed the participation of members of the network at the COP14 that took place in Egypt.
- Reforestamos served as the Technical Secretariat for a period of two years, and by the end of 2018 we handed the charge over to two organizations: Legado Sustentable and WWF, now bearing the responsibility of moving the Alliance forward.



Picture: Meeting of the Alliance with Josefa González-Blanco



Picture: Valeria Cruz from WWF México with members of Mexico's official delegation at COP14 in Egypt

Testimonial:

“One of the keys for the formation and functioning of the AMB in its first stage, was the work of the technical Secretariat undertaken by Reforestamos México. This required time, dedication and a combination of qualities from the staff responsible for this Secretariat, which are indispensable to motivate the participation and commitment of the member CSOs”

Jorge Carbajal - Former member of the Project 89477 of the UNDP in Mexico.

Mexican Committee of the International Union for Conservation of Nature (Comité Mexicano de la Unión Internacional para la Conservación de la Naturaleza, CM UICN) - IUCN FORUM



At the 70th anniversary celebration of the foundation of the International Union for the Conservation of Nature (IUCN), and with the support of American Express, we led the organization of the first Mexican Forum of the IUCN. For the first time, the IUCN community, special guests and people interested in the conservation of species and in nature-based solutions met in Mexico.

As a result, 400 attendees, 87 presenters and more than 15 CSOs took part in dialogue, shared and listened to the activities of the Secretariat and the different offices. With this First Mexican Forum, our General Director, Ernesto Herrera, concluded his 4-year period as chairman of the Mexican IUCN chapter, leaving an organization committed to continue the conservation tasks in the country.

Signposts in Desierto de los Leones

With the support of Grupo Bimbo, we renovated the signposts of the Parque Nacional Desierto de los Leones, one of the most iconic urban forests in Mexico City. We installed 256 signs on paths and common spaces to inform and educate the forest's visitors with respect to the history of the former barefoot Carmelitas convent, as well as in environmental topics related to the site.



4. Institutional Development

4.1 Annual Recognition for Companies and Bóscares Awards

In 2018, Reforestamos joined efforts with 77 companies that invested resources and more than 17,405 volunteers to reforest 137.35 hectares of forests and to provide support in the conservation of 5,000 hectares in forest ecosystems in Mexico. In order to motivate the private sector to go beyond its relationship with forests, we launched the award ceremony that we colloquially call the “Bóscares,” with the objective of identifying and awarding those companies with initiatives related to the Fight Against Deforestation, Promotion of Sustainable Forest Management, Contribution to Restoration, Tree Planting, Promotion of Forestry Entrepreneurship, Strengthening of Collaboration Platforms, Promoter of the Cause and Allies of the Year.



Reforestamos

Otorga un reconocimiento a las siguientes personas e instituciones por su trabajo en favor de los bosques y selvas del país

Categoría: Combate a la Deforestación		Categoría: Impulso al Emprendimiento Forestal	
NOMINADOS		NOMINADOS	
GANADOR		GANADOR	
Categoría: Fomento al Manejo Forestal Sostenible		Categoría: Plataformas de Colaboración	
NOMINADOS		NOMINADOS	
GANADOR		GANADOR	
Categoría: Contribución a la Restauración		Categoría: Promotor de la Causa	
NOMINADOS		NOMINADOS	
GANADOR		GANADOR	
Categoría: Arborización Urbana		Categoría: Aliado del Año	
NOMINADOS		NOMINADOS	
GANADOR		GANADOR	

4.2 Comunicación



From 62,103 a

66,114 followers.



From 19,449 a

19,975 followers.



From 1,079 a

1,800 followers.

4.3 Awards

- “Conservation of Nature Award 2018”, on behalf of the Ministry of Environment and Natural Resources (SEMARNAT) and the Natural Commission for Protected Natural Areas (CONANP).
- “CLARES Award for social responsibility” on behalf of the Latin American Center for Social Responsibility of the Universidad Anáhuac.
- “Win-Win Award” for the best case of corporate social responsibility (responsabilidad social corporativa, RSC).
- Great Place to Work 2018.
- Certification in Institutional and Transparency 2018-2020 from the Mexican Center for Philanthropy (Centro Mexicano de la Filantropía (CEMEFI)).



GANAR-GANAR
Especializada en Responsabilidad Social Corporativa



Reforestamos México, A. C.

Balance Sheet

As of December 31st 2018 and 2017

(Mexican Pesos)

Assets	2018			2017		
	Non-restricted	Restricted	Total	Non-restricted	Restricted	Total
Current assets:						
Cash and cash equivalents	\$35,709,687	\$30,000,000	\$65,709,687	\$33,880,535	\$10,000,000	\$43,880,535
Donations receivable	278,161	-	278,161	33,801	-	33,801
Diverse debtors	81,873	-	81,873	233,403	-	233,403
Taxes in favor	705	-	705	-	-	-
Anticipated payments	<u>221,288</u>	<u>-</u>	<u>221,288</u>	<u>352,459</u>	<u>-</u>	<u>352,459</u>
Total current assets	36,291,714	30,000,000	66,291,714	34,500,198	10,000,000	44,500,198
Real estate, furniture and equipment – Net	2,003,884	-	2,003,884	2,232,483	-	2,232,483
Security deposit	<u>38,000</u>	<u>-</u>	<u>38,000</u>	<u>38,000</u>	<u>-</u>	<u>38,000</u>
Total	<u>\$38,333,598</u>	<u>\$30,000,000</u>	<u>\$68,333,598</u>	<u>\$36,770,681</u>	<u>\$10,000,000</u>	<u>\$46,770,681</u>
Liabilities and equity						
Current liabilities:						
Accounts payable	\$391,494	\$ -	\$391,494	\$592,030	\$ -	\$592,030
Advance payments from donors	\$1,000	-	\$1,000	-	-	-
Accumulated taxes and expenses	<u>1,185,571</u>	<u>-</u>	<u>1,185,571</u>	<u>1,109,336</u>	<u>-</u>	<u>1,109,336</u>
Total current liabilities	1,578,065	-	1,578,065	1,701,366	-	1,701,366
Employee benefits	<u>1,827,240</u>	<u>-</u>	<u>1,827,240</u>	<u>1,443,154</u>	<u>-</u>	<u>1,443,154</u>
Total liabilities	3,405,305	-	3,405,305	3,144,520	-	3,144,520
Non-restricted equity	34,928,293	-	34,928,293	33,626,161	-	33,626,161
Temporarily-restricted equity	<u>-</u>	<u>30,000,000</u>	<u>30,000,000</u>	<u>-</u>	<u>10,000,000</u>	<u>10,000,000</u>
Total equity	<u>34,928,293</u>	<u>30,000,000</u>	<u>64,928,293</u>	<u>33,626,161</u>	<u>10,000,000</u>	<u>43,626,161</u>
Total	<u>\$38,333,598</u>	<u>\$30,000,000</u>	<u>\$68,333,598</u>	<u>\$36,770,681</u>	<u>\$10,000,000</u>	<u>\$46,770,681</u>

José Antonio Landín Barroso
Legal Representative

Reforestamos México, A. C.

Statements of activities

For the years ended on December 31st 2018 and 2017
(Mexican pesos)

	2018			2017		
	Non-restricted	Temporarily Restricted	Total	Non-restricted	Temporarily Restricted	Total
Revenue from:						
Cash donations	\$42,072,176	\$ 30,000,000	\$72,072,176	\$39,279,488	\$ 10,000,000	\$49,279,488
Revenue from interests	1,192,688	-	1,192,688	1,843,536	-	1,843,536
Other revenue	<u>202,332</u>	<u>-</u>	<u>202,332</u>	<u>9,170</u>	<u>-</u>	<u>9,170</u>
Total revenue	43,467,196	30,000,000	73,467,196	41,132,195	10,000,000	51,132,195
General expenses	<u>42,165,064</u>	<u>10,000,000</u>	<u>52,165,064</u>	<u>42,466,283</u>	<u>15,568,922</u>	<u>58,035,205</u>
(Insufficiency) Excess revenue over expense	1,302,132	20,000,000	21,302,132	-1,334,089	-5,568,922	-6,903,011
Equity at year's start	<u>33,626,161</u>	<u>10,000,000</u>	<u>43,626,161</u>	<u>34,960,250</u>	<u>15,568,922</u>	<u>50,529,172</u>
Equity at year's end	<u>\$34,928,293</u>	<u>\$30,000,000</u>	<u>\$64,928,293</u>	<u>\$33,626,161</u>	<u>\$10,000,000</u>	<u>\$43,626,161</u>

José Antonio Landín Barroso
Legal Representative

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- Secretaría de Relaciones Exteriores
- CONAFOR Comisión Nacional Forestal
- CONAFOR Comisión Nacional Forestal Gerencia Estatal Jalisco
- CONABIO Comisión Nacional Para El Conocimiento Y Uso De La Biodiversidad.
- CONANP Dirección Regional Occidente Y Pacífico Centro.
- CONANP Dirección Regional Norte y Sierra Madre Oriental
- CONANP Dirección Regional Península de Yucatán Y Caribe Mexicano
- CONANP Dirección Regional Centro Y Eje Neovolcánico
- FIPRODEFO Fideicomiso para la Administración del Programa de Desarrollo
- Municipio de Mérida, Yucatán
- Municipio de Querétaro
- Municipio de Zapopan.
- Organismo Público Descentralizado Bosque la Primavera
- Parque Nacional El Cimatario. Querétaro.
- Parques y Convenciones del Estado de Puebla
- Secretaría de Desarrollo Sustentable de Yucatán
- Protectora de Bosques del Estado de México
- Secretaría de Ecología Y Medio Ambiente de Quintana Roo
- Secretaría de Medio Ambiente Y Ordenamiento Territorial del Estado De Guanajuato
- Secretaría de Sustentabilidad Medio Ambiente y Agua del Estado De Aguascalientes
- Instituto para el Medio Ambiente y Desarrollo Sustentable de Colima
- Secretaría de Medio Ambiente del Estado de México
- Secretaría de Ecología y Gestión Ambiental del Estado de San Luis Potosí
- Secretaría del Agua y Medio Ambiente del Estados De Zacatecas
- Secretaria de Medio Ambiente Cambio Climático y Desarrollo Territorial del Estado de Michoacán
- Secretaría de Medio Ambiente y Desarrollo Territorial del Estado de Jalisco.

Urban Parks

- Centro Ecológico de Los Cuartos Aguascalientes
- Ecoparque Metropolitano Puebla
- Ecoparque Zacatecas
- Parque Nacional Molino De Las Flores Texcoco
- Parque Naucalli Estado De Mexico
- Parque Tezozómoc Azcapotzalco
- Parque Tangamanga San Luis Potosí

Youth Organizations

- ASODES. Asociación para el desarrollo comunitario y organizaciones
- BACAB A.C.
- CAP. Consultorio de Arquitectura Práctica
- Centro Ecológico Los Cuartos. Fundación Miguel Ángel Barberena Vega A.C
- Chaupea Chapino Unido por el Ambiente
- Colectivo Bioambiental

- Colectivo Coarte Chiapas
- Colectivo Energía Tierra
- Colectivo Pies Sobre La Tierra
- Colectivo Ursus Natura
- Ecoeduca A.C.
- Ecolider
- Ecopil A.C.
- Epicentro Inefable A.C.
- Fisac, A.C.
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- Líderes Socialmente Ambientales A.C.
- Los Macuiles Copalita SPR de RL
- Magiam Natura S.C.
- Mevs Ambiente
- Moja A.C. Movimiento de Jóvenes por el Agua
- Nativa Sostenibilidad A.C.
- Paso Verde A.C. Proyectando un Ambiente y Sociedad Verde AC.
- Plan Bioma
- Querétaro Ecomaxei
- Recrea Tu Mundo Sas De CV Red de Educación Para la Conservación y Restauración del Ambiente
- Red ACBIC. Alianza para la Conservación Biológica e Identidad Cultural
- Redes Verdes A.C.
- Reforestación Sierra de Guadalupe
- Ruta Del Clima A.C.
- Tequila Vivo
- Tlamaya
- Tto International Project

Ejidos and Community Forest Brigades

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- San Miguel Oxtotilpan. Estado de México
- Santa María del Monte. Estado de México
- Loma Alta, Estado de México
- La Comunidad. Estado de México
- San Antonio de los Albarranes. Estado de México
- San Francisco Magú. Estado de México
- San Martin Cuautlalpan. Estado de México
- La Primavera. Jalisco
- San Agustín. Jalisco
- Huaxtla. Jalisco
- Emiliano Zapata. Jalisco
- Comunidad Indígena de Tzitzio. Michoacán
- Laguna De Sánchez. Nuevo León
- El Pajonal. Nuevo León
- La Barreta. Querétaro
- Tres Garantías. Quintana Roo

- Ucum. Quintana Roo
- Nohbec. Quintana Roo
- El Estanco. Guanajuato
- Cuenca La Soledad. Guanajuato

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- OCTAVIO ADOLFO KLIMEK ALCARAZ
- OLGA LUCIA HURTADO RESTREPO
- PAPELES CORRUGADOS, S.A. DE C.V.
- PATRICIA MANZANO FISCHER
- PELÍCULAS PLÁSTICAS, S.A. DE C.V.
- PEREZ MORALES KARLA ESTEFANIA
- PERKIN ELMER DE MEXICO S.A.
- PRAXAIR MÉXICO S DE R.L. DE C.V.
- PRICEWATERHOUSECOOPERS S.C.
- PRINT LSC COMMUNICATIONS S. DE R.L. DE C.V.
- PRODUCTOS ALIMENTICIOS LA MODERNA, S.A. DE C.V.
- PRODUCTOS INTERNACIONALES MABE, S.A. DE C.V.
- PRODUCTOS MEDIX, S.A. DE C.V.
- PROFORESTAL A.C.
- PROMOTORA ACCSE S.A. DE C.V.
- PRONATURA MÉXICO A.C.
- PRONATURA PENÍNSULA DE YUCATÁN, A.C.
- PRONATURA SUR A.C.
- PROPIMEX S DE R L DE C V
- PROYECTO MIXTECA SUSTENTABLE A.C.
- RAÚL PADILLA CALDERÓN
- RESIDENCIAL ATLAS
- RODRIGO FERNÁNDEZ QUIROZ
- ROMERO PATIÑO JULIO CESAR
- ROSA MARIA GONZÁLEZ TORRES
- ROSAS MARTINEZ FRANCISCO JAVIER
- SALVADOR IBARRA
- SANDRA PETRONE MENDOZA
- SANTANDER MÉXICO
- SANTIAGO GIBERT ISERN
- SCHNEIDER ELECTRIC
- SECRETARIA DE PLANEACIÓN ADMINISTRACIÓN Y FINANZAS
- SELVA VIVA 3G S. A. DE R. L. DE C. V.
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- SERVICIOS AXTEL, S.A DE C.V.
- SERVICIOS BUNGE S.A. DE C.V.
- SERVICIOS GMAC S.A. DE C.V.
- SERVICIOS IGASAMEX S DE R.L. DE C.V.

- SERVICIOS PRINTPACK GUADALAJARA S.A. DE C.V.
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