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Dear friends,

In 2019, the entire world looked at forests again and to reflect on our relationship with them as a result of the immense fires in the Amazon and Australia, as well as the ones we experienced in Mexico. Social media was overflooded with messages that allowed raising awareness among the people in different parts of the world. Thus, many people showed us their eagerness to collaborate towards this cause from different trenches.

Social media is a great platform to mobilize, but it can also be used to misinform and destabilize society. Reliable information allows us to make better decisions regarding the future of forests, and for this reason, transparency in the forestry sector is one of the causes that Reforestamos has been supporting in recent years. We feel proud to have obtained 2nd place in the 2019th Innovation in Transparency Award due to our initiatives on this area, and for our contributions to the achievement of a special acknowledgment by the National Forestry Commission for its commitment in this field.

Throughout the years, Reforestamos has developed initiatives that not only have matured, but have allowed us to develop trust in diverse actors, who in turn have opened their doors letting us to increasing our contribution. This year, the eight environmental state government authorities that promoted the creation of the Central-Western Biocultural Corridor of Mexico appointed us as the operational coordinator of this initiative. That trust and openness could not be possible without the results of our platform of collaboration: Better Alliances, Better Forests, where we linked various sectors towards forest restoration and connectivity activities in different areas in the country.

One of the last concepts that we have approached in our organization, derived from what we have learned about the promotion of inclusive and responsible forest enterprises, is what we call the “entrepreneurship and investment ecosystem for forests”. We have been working on the incubation and strengthening of forest enterprises for years, and this has made us aware of the fact that there are many obstacles that hinder an entrepreneur’s idea from becoming a company that guarantees more and better forests. For this reason, we created an advisory council to understand better these issues and to define a more strategic role to influence this “ecosystem”.

At Reforestamos, it is very valuable for us to be able to collaborate in three main networks. At the International Union for Conservation of Nature (IUCN), for environmental matters; at the Forest Stewardship Council (FSC), for social matters; and at the Aspen Network of Development Entrepreneurs (ANDE), for economic matters. In this manner, Reforestamos visualizes itself as an organization that promotes the sustainability of forests by making them transversal to the UN Agenda 2030.

The United Nations declared the decade of 2021-2030 as the “Decade on Ecosystem Restoration”, so we will continue supporting a collaboration and innovation agenda to ensure more and better forests for Latin America. I am infinitely grateful to our allies, partners, advisors, friends and collaborators for making the organization’s projects and initiatives possible.

Sincerely,

Javier Millán Dehesa
Chair

Ernesto Herrera Guerra
General Director
**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
- Increase sustainable forest management
- Promote the restoration of degraded lands
- Tree planting in urban areas
- People innovate in favor of the forest landscape
Reforestamos promotes transparency in the forestry sector with the intention of contributing to fight deforestation and to gain access to public information in Mexico. For that reason, we created the Natural Resources Transparency Index (NRTI). This index is part of the Fourth Action Plan Commitment of Open Government in Mexico, and is an instrument intended to measure public-information transparency regarding natural resources (fishing, forest and water) which seeks to facilitate informed citizen participation in terms of management of natural resources and better decision-making.
In this regard, we organized an event to introduce the NRTI methodology, which allowed the 168 attendees to deepen their understanding on the NRTI and on the issues around environmental transparency. The event was covered by six media outlets.

We also performed the first evaluation on proactive transparency, with the goal of identifying the main information needs of the users. The evaluation showed 213 variables of information as needs in the forestry sector.

Another action from Reforestamos to promote transparency in the forestry sector was the socialization and dissemination of the impacts of avocado crops on Mexican forests and rainforests by using Global Forest Watch (GFW). This project seeks to identify the impacts of avocado plantations in key zones, such as Protected Natural Areas, as well as to contribute to the design of strategies that help stopping deforestation.

As part of this initiative, we organized a webinar for more than 80 people in order deliver a training on the use of the GFW as a tool, raising awareness around the issues of avocado plantations.

Additionally, the top-tier newspaper, Reforma, published two articles on the matter, highlighting the impacts of avocado in Mexico. These stories were replicated in other media outlets, and in the World Resources Institute (WRI) blog.
En la siguiente imagen puedes observar en amarillo, algunos predios que recibieron incentivos PROAGRO para huertas de aguacate; ¡Sin embargo estos se encuentran alrededor o dentro de la Reserva de la Biosfera de la Mariposa Monarca (RBM)! En las imágenes satelitales se pueden observar cultivos de aguacate apoyados por SAGARPA; ¡a tan sólo 582 mts. de la zona núcleo de la mariposa monarca!

Deforestación en Michoacán:
Entre 6 y 8 mil hectáreas anuales debido al aguacate.

Una hectárea de bosque recarga entre 200 y 500 m3 de agua.

Mas una hectárea de aguacate requiere alrededor de 700 m3 de agua.

Los requerimientos hídricos de las huertas aguacateras pueden poner en riesgo una de las principales fuentes de abastecimiento de la Ciudad de México, el sistema Cutzamala.
Programmatic Policy

In 2019, our objective was to boost the elaboration of programmatic policy instruments of the federal government, such as the Sectorial Program for the Environment and Natural Resources and the National Forest Program.

For this purpose, we participated in the citizen consultation fora aimed at CSOs for the elaboration of the Sectorial Program for the Environment and Natural Resources. These fora were organized by the Semarnat (Ministry of Environment and Natural Resources), and we were one of the few organizations that received a direct invitation, which places us on the list of the top 100 key organizations for the federal government.

We also participated in the workshop that Conafor (National Forestry Commission) organized for the elaboration of the National Forestry Program, where we developed proposals to strengthen the territorial approach, the entrepreneurship ecosystem, forestry certification, legality and transparency in the sector. In addition, we participated in consultative fora on the National Development Plan organized by Semarnat, Sedatu (Ministry of Agrarian, Territorial and Urban Development), SRE (Ministry of Foreign Relations) and Conabio (National Commission for the Knowledge and Use of Biodiversity).

We also wrote an article describing our institution’s position regarding the National Development Plan (NDP). This text is available in our blog.

2030 Agenda

We aimed to position the forestry agenda with a cross-sectional approach into Mexico’s Implementation of the 2030 Agenda Strategy in citizen-participation events. In 2019, we were able to push this Strategy through a document containing ten proposals that considered the integration of actions in benefit of the forests, raising awareness of the importance of the forestry sector in the achievement of the 17 Sustainable Development Goals in Mexico. The final version of the Strategy actually considers the integration of 7 out of the 10 proposals submitted.
Through a process of monitoring and review, we helped the Executive Management of the National Association of State Environmental Authorities (ANAAE, Spanish acronym) to establish its working plan and to recognize the priorities identified by its members.

We organized a workshop with environmental officials and ombudsmen in order to identify their priorities, and to define the critical route for the association. Every federal and state environmental authority from the across the country attended the event to define the National Environmental Agenda. We also had meetings with Semarnat to finding s to collaborate towards the creation of a joint agenda.

As a result, we were able to reach an agreement on the lines of action and on the topics of interest expressed by the environmental authorities of the country. Additionally, we proposed the creation of a guiding document for the ANAAE as a support for a medium-term planning.

Reforestamos also promotes cities with more and better trees, as well as an enhanced connectivity between rural and urban forests. We believe that urban tree-planting in Mexico requires strong collaboration between actors from the private sector, government and civil society, in order to make decisions based on environmental criteria that strive for the sustainability of urban areas.

We adapted and translated to Spanish the How to Grow an Urban Forest guide, with aims to strengthen the local capabilities related to the design and implementation of strategic plans for urban tree-planting. We also generated a directory of 80 municipal authorities on urban tree-planting and conducted an online survey to gather the opinions of experts and municipal authorities on the matter.
We also conducted interviews with urban tree-planting experts nationwide, from which we gathered nine opinions and comments from scholars, experts, civil society and local governments.

Another step we took regarding city-related matters was the work we carried out in alliance with Arbor Day Foundation to promote the Tree Cities of the World (TCOW) program in Mexico and Latin America. TCOW is an international program that seeks to bring recognition to those urban areas committed to their forests and trees.

In May 2019, Reforestamos signed a collaboration agreement in an event at the 2nd International Congress of Urban Parks in Monterrey. The event was attended by approximately 60 people and included presentations by Magdalena Ruiz (ANAAE), Luis Rohman (National Association of Parks and Recreation), Ernesto Herrera Guerra, and the Mayors of San Pedro Garza García and San Nicolás de la Garza (municipalities of the state of Nuevo Leon). They signed the agreement to manifest their interest toward the program. Representatives from Mérida and Atlixco also signed. The director of Reforestación Extrema A.C., association dedicated to tree planting in Nuevo León, served as witness to this collaboration agreement.

This initiative was presented to 25 local governments, resulting in 12 local Mexican governments submitting their applications to be evaluated. Thanks to the collaborative work, the governments of Toluca and Guadalajara positioned themselves as pioneers in Mexico, having been the first in sending an application, and meeting all good-practice standards to be considered as “Tree Cities”.

Picture 1. Original version of the “How To Grow an Urban Forest” guide.
During 2019, we conducted a research project called **Urban Tree Planting as a Key Factor in Decision-Making**, with the objective of gathering information about the current state of tree planting in the country’s major cities. This will improve transparency in the current data, enhancing decision-making processes.

Three volumes of information were generated as indicators:

**Volume I.** What is urban tree planting and what’s its situation in Mexican cities?
**Volume II.** Why is urban tree planting important and what is its impact in Mexican cities?
**Volume III.** What is the role of each actor, regarding tree planting in urban areas, and how can we harness the benefits?

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Tabla de Estándares de Tree Cities of the World en las leyes específicas de arbolado urbano de las entidades federativas seleccionadas. Elaboración propia.
Lastly, we started the creation of the Green City Toolkit, a website that will provide technical and general information as well as a list of the network of organizations that work for tree planting in Latin America. A preliminary mapping of such organizations in Mexico and Latin America identified 16 organizations in the continent that will be part of this network.

This Toolkit has been presented in academic and international-organization forums and has been connected to the Universidad de Guadalajara for the operational management of the website.

**Legislative Branch:**
Proposals for the strengthening of regulations in the forestry sector.

In terms of legislation, Reforestamos submitted proposals to include a National Traceability System into the initiative to reform the new General Law of Sustainable Forest Development (LGDFS, Spanish acronym). We also participated in two forums at the Chamber of Deputies, where we discussed the importance of strengthening the certification processes and the fiscal regimen of community forest companies.

More specifically, we participated in three workshops to elaborate the reforms to the LGDFS, to be implemented in the CONAF. We submitted a proposal for a National System of Forest Traceability, which implies the modification of 18 articles of the LGDFS and proposals to modify several its articles in order to include issues of legality, certification and gender perspective.

We also co-organized a forum at the Chamber of Deputies regarding the proposals to strengthen the fiscal regimen of Community Forest Companies (EFC, Spanish acronym), which was attended by 100 representatives of institutions, ejidos and EFCs.

We co-organized yet another forum at the Chamber of Deputies about the importance of forest certification, attended by 170 representatives of Ejidos and Community Forest Organizations, plus representatives coming from two commissions of the Chamber of Deputies.
3.1.2 Generating information to influence on private decision making

AMEBIN: Natural Capital Protocol

Regarding the private sector, Reforestamos considers it essential to support the generation of information. Thus, in 2019 we participated in five events organized by the Alliance for Biological Diversity and Business (Alianza Mexicana de Biodiversidad y Negocios, AMEBIN), which fostered the dialogue between companies, financial institutions, civil society organizations and international cooperation agencies with the goal of catalyzing actions in favor of the conservation, sustainable usage and restoration of Mexico's biodiversity. These gatherings took place in Mexico City, although the members operate across the country.

Through one of the workgroups from the Mexican AMEBIN, we coordinated – along with the German Corporation for International Cooperation (GIZ, acronym in German) – the application of the Natural Capital Protocol to three companies and two financial institutions, who gained experience through the evaluation and monetization of projects in order to incorporate natural capital and biodiversity into their decision-making processes.

In this sense, and in alliance with Reforestamos, Nestlé and Zurich started developing projects to improve their impacts on nature through specific projects related to zero deforestation and tree planting in peri-urban areas.

“Banorte’s experience with the implementation of the Natural Capital Protocol has been very edifying. Throughout the learning process, we have managed to fully understand the concept and we have acquired the step-by-step knowledge of the Protocol’s methodology. Even though the natural capital was already considered as part of our sustainability strategy in Banorte, the guidance that Reforestamos provided in our working sessions allowed us to observe our relationship with natural capital more clearly and comprehensively, as well as to reconsider decisions that we had already made. Our participation in this project definitely contributed to the creation of our Natural Capital policy.”

Britzia Silva Enciso
Subdirector of Sustainability and Responsible Investment.
Grupo Financiero Banorte.
Los Bóscares

Striving to motivate the private sector to go beyond its relationship with the forests, we hosted Los Bóscares 2nd edition. The initiative consists of identifying remarkable corporate actions for the care of Mexican forests with the objective of positioning the forest agenda within the private sector of the country. It also helps to motivating the companies that are already taking positive actions in this regard to communicate their results and experiences more proactively in order to promote transparency and collaboration.

This initiative is sponsored by the UNDP’s Biodiversity Finance Initiative (BIOFIN), the National Forest Commission (CONAFOR) and the Social Responsibility School of Universidad Anáhuac (CLARES). Reforestamos’ team, BIOFIN, CONAFOR and CLARES evaluated 120 corporations’ actions related to sustainability in order to identify the initiatives related to forests.

The day of The Boscar Awards, the following companies received an award for each of the eight categories:

1. Communication for Forests: Volaris
2. Promotion of Forest Culture: Bio Pappel
3. Forest Conservation: Cemex
4. Support for Forest Entrepreneurship: Alianza Fundación Telmex Telcel / WWF
5. Urban Forests: HSBC
6. Contribution for Forest Restoration: Neek’ Capital
7. Support for the Sustainable Management of the Forest: Grupo Masisa

Testimonial

“The Boscars have allowed us to identify and build relationships with strategic partners from the corporate sector in order to closely approach and manage the implementation of financing solutions for biological diversity. Our collaboration with Reforestamos represented a valuable opportunity for BIOFIN as it increased the depth of our understanding of the initiatives that the corporate sector is undertaking in order to conserve the forests and natural capital, as well as the benefits that these corporate actions generate in forest ecosystems and in several of the Sustainable Development Goals (SDGs) and the 2030 Agenda.”

Daniela Torres Peláez
National Coordinator of BIOFIN’s Initiative for the United Nations Development Programme.
Martín Rincón Arredondo, Corporate Director of Sustainability at Bio Pappel (winning company for the “Promotion of Forest Culture” category for their “Bio Pappel Green Schools” project).

Alejandro Espinosa Treviño, Manager of Conservation Programmes at CEMEX (winning company for the “Forest Conservation” category for their “El Carmen Natural Reserve” project).

Palmira Arnaz Durán, Coordinator for the National Forest Commission in Mexico City and Martín Rincón Arredondo, Corporate Director of Sustainability at Bio Pappel (winning company for the “Promotion of Forest Culture” category for the “Bio Pappel Green Schools” project).

Miguel Angel Santinelli Ramos, Director of the Social Responsibility School of the Anáhuac University and Jorge Rickards, General Director of the World Wildlife Fund Mexico (WWF-México) (winning company - in alliance with Telmex and TELCEL – for the “Support for Forest Entrepreneurship” category for the project “Programme for the Conservation of the Monarch Butterfly”).

Rolando Quintanilla Guzmán, General Manager at Grupo MASISA México (winning company for the “Support for the Sustainable Management of the Forest” category, for their project “Collection Points Programme”).

Inti Pérez Casillas, Manager for the Creation of Shared Value at Nestlé México (winning company, along with Grupo Bimbo and Olefínicos, for the “Zero Deforestation Supply Chains” category, for their “Responsible Sourcing of Palm Oil” project).
Mexican Global Compact Network

As a member of the Mexican Global Compact Network, Reforestamos seeks to position the forests and forest communities into the network as important allies for the achievement of the Objectives and goals of the 2030 Agenda.

Thus, in 2019 we reaffirmed our adherence to the Global Compact through our participation in the high-level regional event about the 2030 Agenda, which took place at the Mayan Riviera, where we started to work on the National Commissions in order to advance the implementation of the Sustainable Development Goals. In our case, our interest is to link the signatories of the Global Compact with the SDG 15: Life on Land.

3.2 Supporting territorial platforms to ensure governance and connectivity.

Better Alliances, Better Forests (MAMB).

Better Alliances, Better Forests (Mejores Alianzas, Mejores Bosques, MAMB) is a Platform for Collaboration that since 2011 has been coordinating the decision-making process through strategic alliances that contribute to the Integrated Management of the Landscape as well as to the Connectivity of the Ecosystems.

With this platform, we conserve and restore the forests that provide ecosystem services to the big cities and we connect and empower ejidos and communities through alliances with the three levels of government, Universities and the Organized Civil Society, generating actions that contribute to the Integrated Management of the Landscape and to connectivity.

Over the course of eight years, we have implemented processes in 18 states in the country and we are currently undertaking conservation actions in 25 forests with a total of 10,999.65 hectares with 35 forest brigades.

In the same way, we have strengthened alliances with 34 ejidos and communities, with the three levels of government, with 90 companies and 3 universities. We also strengthened and collaborated with productive community projects: a network of organic honey producers (18 producers, APFF Bala’an K’aax), 11 honey producers, 9 Ramon (“Brosimum alicastrum”) producers, 4 charcoal entrepreneurs, 5 producers of Chaya derivates, 3 ecotourism groups in the west of the country, 3 forest greenhouses and 4 groups of craftswomen from Ocochal.
Testimonial

“MAMB’s platform has sparked community-development projects, the empowerment of women in rural communities through organization and training and the promotion of projects for the sustainable use of forest resources. It also raised awareness around socio-environmental issues. Reforestamos has worked in coordination and alliance on productive community projects, where a mix of financial and human resources is presented. The achievement of goals and objectives is improved with the joint work of ejido owners, government and organized society.”

Sadot Edgardo Ortiz
Director of PNCM/CONANP

Central-Western Biocultural Corridor of Mexico
(Corredor Biocultural Centro Occidente de México, COBIOCOM)

The Central-Western Biocultural Corridor of Mexico (COBIOCOM) is an initiative for among state governments and with cross-sectorial coordination that aims to establish mechanism of collaboration to conserve, sustainably manage and connect protected natural areas, priority ecosystems and biological diversity. This happens under the premise that they are fundamental for the wellbeing of the rural and indigenous communities inhabiting such lands, and of the rest of the population at the different areas of influence, due to the environmental services they provide. Thus, we conserve the biological connectivity and the priority ecosystems of western Mexico by involving communities in the integral management of the land or landscape and the conservation of their natural and cultural patrimony.

The COBIOCOM currently has a convergence between the states of Aguascalientes, Guanajuato, San Luis Potosí, Nayarit, Jalisco, Michoacán de Ocampo, Colima and Zacatecas; with a surface of 15 million hectares comprised by 17 subzones.
In 2019, we conducted a research to identify and prioritize sites for conservation, restoration and promotion of sustainable development through productive projects and the improvement of the decision-making process between states. Additionally, we reached five interstate agreements for the conservation of “flag species” such as the golden eagle, the jaguar and charismatic species like the monarch butterfly, as well as for the restoration of their border areas (Sierra de Lobos, Bledos and San Miguelito). Similarly, we carried out a technical justification study for a protected natural area, where 65 thousand hectares will be supported under the instrument for conservation of the state area for hydrological protection in Sierra Cacoma, Jalisco.

We also started the implementation of the project for the “Conservation and restoration in the corridor of Sierra de Manantlán, Nevado de Colima” across 50 hectares in five pilot sites, financed by the Forest Ecosystem Restoration Initiative (FERI), an initiative supported by the Korean Forestry Service.

Finally, during the ratification of the collaboration agreement between the eight federal entities, the CONANP and the CONABIO we were appointed as COBIOCOM’s operative coordinator.

**Forestry actions for the reactivation of the local economy and the strengthening of communities in the eastern area of EDOMEX: Union for Forest and Agricultural Development in the Valley of Mexico (Unión para el Desarrollo Forestal y Agropecuario del Valle de México, UDEFAM)**

Reforestamos has been a guiding force for the members of some communities and ejidos in Valle de México, that obtained legal status as a Community Forest Enterprise (Empresa Forestal Comunitaria, EFC) on July 16th 2019, under the name of “Union for Forest and Agricultural Development in the Valley of Mexico (Unión para el Desarrollo Forestal y Agropecuario del Valle de México S.P.R de R.L , UDEFAM). The UDEFAM was created with the objective of generating social wellbeing through the sustainable management and preservation of natural resources in 32,043 hectares of its 12 communities and ejidos, thus benefiting 2,757 people from the State of Mexico.

In 2019, we conducted three workshops to deliver a training on FSC®’s Custody Chain, Sustainable Tourism and Strategic Administration of Organizations aimed to 180 qualified people from 22 communities and ejidos. In the same way, we conducted two visits with 111 people from 15 communities and ejidos to exchange experiences with communities in Sierra Norte in Oaxaca and with the Universidad Tecnológica del Valle del Mezquital.
Chiquito River: Design and implementation of a multi-actor platform for the regulation of the Basin in Chiquito River basin, Morelia.

The Chiquito River is a project that developed a replicable model of governance and territorial management through the management of basins and the involvement of local actors in participative processes in Morelia, Michoacán.

In this regard, a local governance platform was built with the participation of 21 people coming from the academy, civil society, ejidos, private sector and government, in order to participate in the decision-making process related to actions for the management of the micro basin of Chiquito River in Morelia. As a result, we elaborated a good practices guide for the involvement of actors in territorial planning processes with citizen participation, with the objective of making it replicable for other basins.

Similarly, we offered guidance and monitored the elaboration of the Management Plan for the Chiquito River Microbasin. This resulted in the creation of a planning instrument that helps implement the activities that should be carried out by all the actors that have a relation to the basin.

Lastly, we participated in the 1st Latin American and 5th National Congress on the Management of River Basins (CMCH-2019), where we deliver a presentation and organized an integration roundtable about the microbasin. In this regard, we shared experiences in an academic event related to the project we developed in Morelia.

The success of the project was made possible thanks to the support from the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), the commitment of the institution and the staff from the Instituto Municipal de Planeación (IMPLAN) of Morelia and other institutions, companies and organizations that found value and an opportunity to improve the conditions of the Chiquito River microbasin in Morelia. Particularly, we would like to express our gratitude to the people who, regardless of their job or professional activities, dedicated time and energy to this process.
Testimonial

Mtro. Pedro Alveano Aguerrebere
General Subdirector at the Instituto Municipal de Planeación (IMPLAN) Morelia.

“The development of participative planning for the management of the Chiquito River basin in Morelia posed two main challenges. First, introducing a planning approach by basin, comprehensive and pioneering in Morelia, although not yet established as a regulative instrument. Second, the involvement of relevant actors – with an interest in the territory – despite the social discredit in institutions, governments and other people in general. Even though we still need to take a few important local steps, I consider that we have already achieved one of the most difficult phases. This was made possible thanks to the reliance on organizations that promote development such as Reforestamos and GIZ, and in particular, thanks to the personal effort of each participant in the process.”
3.3 Strengthening the entrepreneurship ecosystem in the forestry sector

Forestry Entrepreneurship Ecosystem
(Advisory Council for the Forestry Entrepreneurship Ecosystem)

One of our organization’s lines of action is to develop forest enterprises that ensure more and better forests for the future. Such development requires an “ecosystem” that provides for the ideal conditions in order for forest enterprises to thrive. This ecosystem is what we call Forest Entrepreneurship Ecosystem (EEF, Spanish acronym).

We created an Advisory Council composed of experts in the entrepreneurial and forestry areas with the goal of developing strengthening strategies for the EEF. In 2019, we held four meetings to share and provide feedback on our strategies in the areas of incubation, acceleration, investment, certification and design in the forestry sector.

Incubation:
Young Forest Entrepreneur Latin America Contest

The Young Forest Entrepreneur Contest focuses on working with schools in Latin America that offer forestry degrees and training for both students and teachers to create socioenvironmental solutions through forest entrepreneurship.

At the contest’s 2019 edition, 150 proposals were presented, and 2,975 students and 147 teachers received training. So far, 68 universities from 11 countries in Latin American have been visited. In addition, and in alliance with the Association for Research and Comprehensive Development (Asociación para la Investigación y el Desarrollo Integral, AIDER) and Alterna, we launched the JEF contest for Peru and Guatemala, respectively.

As it is the norm each year, we provided feedback and support to the ten finalist teams and we awarded the best entrepreneurial proposals in Latin America. For example, Gaia Esencias y Aromas, from Ecuador, received an award in two categories: ranking second on native forest management, and ranking first on sustainable community production at the Sacha Awards from said country. The Woodblock company, from Veracruz, conducts tests to achieve the creation of a brick that can compete with commercial bricks; or the Turboresinador company, from Michoacán, in the process of registration as a Rural Production Society (Sociedad de Producción Rural, SPR) in order to be able to continue the development of their product.
Testimonial

“The work that Reforestamos conducts through their Young Forest Entrepreneur contest with forestry students motivated me in 2018 to propose the creation of an elective academic forum for the Forestry Engineering curriculum, which we refer to as Forest Entrepreneurship at our University, in order to promote the proposal of solutions for socioenvironmental problems.”

Liz Villaraga
Universidad Distrital Francisco de Caldas, Colombia.

Acceleration
Momentum BBVA

We brought six forest enterprises into BBVA’s Momentum acceleration program. The Alianza Selva Maya, Bosques de Paz, Ectágonos, Expediciones Sierra Norte, Genfor Landscaping y TOPIA companies had access to a series of training and mentoring sessions with high-level experts in order to strengthen their enterprises.

Bosques de Paz, TOPIA and Expediciones Sierra Norte finalized their process and became finalists. These types of experiences allow us to identify the deficiencies in entrepreneurial matters in the forestry sector and to develop strategies to articulate the different actors that can contribute to strengthen it.
Articulation
Forest Enterprise Day

Our role as articulators of the EEF encouraged us to organize, in alliance with the National Forestry Commission and the Forest Protector of the State of Mexico, an event where we gathered together forest enterprises and experts on the entrepreneurship ecosystem. We named the event “Forest Enterprise Day”, where people from 62 forest companies were able to attend multiple sessions about subjects that they would otherwise have difficulty to find.

“Reforestamos, in collaboration with BBVA Momentum, played a transcendental role for Bosques de Paz. A 360 programme to participate on the level of the big companies, with the latest trends in business and that, above all, generates a positive social, environmental and economic impact. Thanks to Reforestamos, we found out about the Momentum contest. They guided and mentored us through the process and they opened the association's door to us. This gave us the necessary confidence to move forward and to know that we have an ally with the same objective: to promote sustainable development through forests.”

Testimonial
Alfredo Femat Bárcenas
Bosques de Paz, General Director.
Since 2015, Reforestamos has been collaborating with the Forest Stewardship Council (FSC®) Mexico to support and expand the certified management of the forests, as well as to promote the certification of chains of custody.

The development and consolidation of the supply and demand of FSC® certified products constitutes a transversal axis for the entrepreneurial development of communities, ejidos and companies. It promotes international FSC® certification and supports the sustainable use of the natural resources in the value chain in order to diversify the products/services with high added-value of legal origin.

In 2019, we hosted an International FSC® Certification Workshop for industries in the State of Mexico; 110 participants attended the event to communicate the benefits of obtaining a certification on Forest Management (FM) and Chains of Custody (CoC) to the affiliates of the National Chamber of the Timber Industry (Cámara Nacional de la Industria Maderera, CANAINMA), a strategic ally for the promotion of proper forest management and additional projects with other initiatives from Reforestamos.

Similarly, we supported the Forestry Cluster Oaxaca in the organization of the First Forum for FSC® Certified Companies; 230 people attended the event to find information about the importance of the certification and its situation and position in the current market.

We also participated by delivering presentations in three events related to FSC® certification, seeking to educate ejido owners and community co-proprietors on the subject. Additionally, we created an alliance with the Universidad Tecnológica del Valle del Mezquital to collaborate on subjects related to sustainable tourism in rural areas as well as to incentivize this ecosystem service in order to certificate it.

Testimonial

"The alliance between Reforestamos and CANAINMA EdoMéx seeks to strengthen the supply of timber through the FSC® value chain. Forests provide benefits not only in the environmental and social areas, but also in regards to the family economy. As a result of this, the alliance allows for the penetration into new sustainable markets from the Chamber of Timber affiliates, and consolidates the core of the forest ejidos/communities as development poles, all under a foundation of sustainable forest management, and als committed to constant improvement and to the 17 SDGs."

Marco Antonio Ruíz Ruíz
President of the National Chamber of the Timber Industry, Estado de México.
Forest Designs (Diseños del Bosque) is an initiative from Reforestamos that links the experience of urban designers on the work of the Community Forest Companies with the FSC® certification to develop timber products with higher added-value, fulfilling the demands of the environmentally-responsible consumers.

We selected and introduced the FOAM design studios and the Project Committee to the EFC Selva Maya Alliance in order to implement and develop 13 designs and to create a promotional video.

In the same, we organized a panel that we called “Detonating Innovation in the Forestry Sector” with five designers through industrial design at the FSC® Friday 2019, to show how design increases the added value of certified products. We also presented at Design Week, (Design and Architecture Archive), the FSC® certified timber collections of “Katalox,” from estudio FOAM, and “Colección Maya,” from Comité de Proyectos. The eight manufactured prototypes will benefit five ejidos (Bacalar, Felipe Carrillo Puerto, Noh-Bec, Petcacab and X-Haz), who commercialize their products under the brand K’áax Mayas.
“The synergy that emerged between the teams of Reforestamos, Alianza Selva Maya, Milagro Films and my colleague Omar from FOAM, was something spectacular. Each contributed with a grain of sand that led us to a result that up until now has been very satisfactory. As designers, our job was to create a table and a chair in hopes of helping to position the work of the carpenters in Yuri’s team, as well as of showcasing the materials used to elaborate these items, and so increasing the visibility of the “Forest Designs” (“Diseños del Bosque”) project.

Investment
Ejido Verde

Ejido Verde is an innovative case of collaboration between the private sector, the government, investment funds and people from ejidos and forest communities in Michoacán, who are coworking to restore degraded lands and who seek to supply pine-tree resin for the chemical industry, employing an inclusive and regenerative model. In Reforestamos, we applaud the work that Ejido Verde does to attract investment to the forestry sector, and so, we have a deep interest in strengthening and increasing the visibility of their work.

Reforestamos, with support from Social Advocacy Citibanamex, provided philanthropic resources aimed to strengthen Ejido Verde's operations. We organized a panel about social and natural regeneration through forest entrepreneurship at the 9th edition of the Latin American Forum for Impact Investing (IX Foro Latinoamericano de Inversión de Impacto, FLII), in which we contrasted Masisa’s and Ejido Verde's investment models.

The incorporation of a panel exclusively dedicated to forests, enabled us to share the advancements, challenges and successful cases surrounding forest entrepreneurship. This is a major first step for both the private sector and the actors in the entrepreneurship ecosystem consider forests as a strategic sector with significant opportunities to direct the investment and to promote the creation and strengthening of companies that generate an environmental, social and economic impact.

By the end of the FLII, we coordinated a field visit with 16 strategic actors and 10 organizations from the forest and the investing sectors in order to get a close look and offer support and advice to the work that Ejido Verde is doing in Michoacán. Participants provided feedback intended to enhance the initiative from different perspectives.

Stemming from this field visit, Reforestamos and Ejido Verde were invited to participate at an international workshop hosted by the World Bank about the financing of the private sector for the sustainable management of the landscape. In this workshop, we positioned Reforestamos' programs as experiences in the Bank's international report.
3.4 Empowering citizenship for action

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

In Reforestamos, we strive to build a network of youth organizations that work in environmentally-related fields, to foster an impact on forests, transcending time and with the objective of walking step by step with society, through its transformation towards a sustainable of life by means of two axes: the strengthening of the OJA Network’s member organizations and the ecosystem’s territorial connectivity.

In 2019, the OJA Network incorporated 10 organizations from 5 states (Chiapas, S.L.P, Baja California and Oaxaca). As of today, 379 young people from 34 organizations have an influence in 22 municipalities from 15 states in Mexico, in addition to having a presence in Costa Rica and Colombia.

Main activities in 2019:

- Strengthening diagnosis of 28 youth organizations, and establishing the level and the areas to address for each organization. The results will help us develop the 2020 training provision for OJA Network’s members towards strategic allies.
- Talks, reforestations, workshops, tours, harvests, congresses and forums, in 7 Mexican states.
- 4 positionings of environmental youth organizations from Mérida, Chiapas, Guanajuato, and OJA Network’s members, as well as 28 webinars.
- 1 camping trip with organizations from the OJA Network.
- Mapping of the zones where organizations affiliated to the OJA Network work.
Testimonial

Deyanira Prado Garibay
Investment Programme Official
Corporativa de Fundaciones A.C.

“Working with the OJA Network is an opportunity for environmentally-focused organizations to learn how they can manage their objectives and actions more effectively to improve their interventions and impact. The addition of the OJA Network to these types of processes is very valuable for institutional strengthening.”

Better Alliances Better Forests Volunteering
(Rural/Urban)

In 2019, we collaborated with 17,681 volunteers from 90 companies in restoration activities, both rural and urban, and organized 134 events intended for that cause.
In 2019, we renewed our alliance with the National Forestry Commission to host the National Photography Contest we call “Forestry Vision and Time Sentinels”. Thanks to the support of Citibanamex, Grupo Bimbo, Altiplano and Tele Urban, we received 4,475 photographs in this edition under the following categories:

- Forest Landscape (1,821 photos)
- Forestry Actions (448 photos)
- Urban Tree (857 photos)
- Wild Tree (590 photos)
- Rural Tree (759 photos)

A jury of 10 experts on photography and forest topics selected the winners, who were awarded at the Palacio de los Condes de San Mateo de Valparaíso, a venue facilitated by Citibanamex.

Further information on the photography contest can be found at:

https://centinelasdeltiempo.org/

“The opportunity for connection and reflection about our environment to depict it as a positive image that will endure in the country’s hearts, the appreciation of the majesty that surrounds us and of the quality of life that forests and rainforests provide to us, as well as the increase in awareness about the little value that we give to the lungs of the world and the little attention we pay to what matters the most and provides us with resources to live better.

Reforestamos México plays the most important role because they are the precursor of this great initiative that brings humans closer to life itself. They support the best visual creators that share their love and value to our axes and life partners benefitting from them without causing them harm.”

Testimonial

María Fernanda Rivera Pinal
Marketing and Public Relations Manager TeleUrban.
Majestic Tree Registry

On par with this photograph initiative, we updated the Majestic Tree Registry of Mexican trees to promote a culture of respect, care and admiration for the most significative tree specimens that hold some characteristic that makes them unique.

The registry also serves as a platform that allows citizens to participate by registering majestic trees found in their surroundings. It also offers information on the location and the characteristics of each of these trees.

This platform containing the registry and information on the trees is available at: https://www.arbolesmajestuososdemexico.org/. It currently contains more than 4,000 specimens and includes a georeferencing system on the map, photos and information of each tree.

Treeatlón

The Treeatlón is an initiative that seeks to get citizens involved in the generation of information through counting and measuring the trees that are located in urban and peri-urban areas from Morelia, Michoacán; it was designed and developed by the Instituto Municipal de Planeación (IMPLAN) of Morelia and the Centro de Investigaciones en Geografía Ambiental – UNAM.

Collaboration was possible thanks to the Centro de Investigaciones en Geografía Ambiental – UNAM and the IMPLAN Morelia, as well as the citizens that contributed their efforts to fulfill this initiative.

We contributed with the mapping and registry of trees in some neighborhoods, with the campaign's design and with the dissemination of the activities, in collaboration with institutions from the state and municipal governments, as well as academic institutions.
Reforestamos exerts influence in environmental policy at a national and international level through our participation in the International Union for the Conservation of Nature (IUCN) and in the Mexican Alliance for Biodiversity (Alianza Mexicana por la Biodiversidad).

We participated in the IUCN’s Forum for Regional Conservation in Antigua, Guatemala, which held the elections for the Presidency to the Mesoamerican Committee. Our General Director, Ernesto Herrera Guerra came on top in the election, hence becoming Chair to the Committee. We also hosted the Forum: Breaking paradigms: the role of entrepreneurship and impact investment to provide solutions based in nature.

We subscribed a statement from the IUCN’s Mexican Committee regarding the situation of the Conabio and the budget cuts to the forestry sector. This statement was signed by more than 2,000 people and organizations to detonate the dialogue within the environmental sector regarding the role Conabio should adopt, and to ask that the 2020 Federation's Expense Budget considered an increase to the sector’s budget.

Finally, we submitted four proposals for the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) consultation of the summary for decision makers regarding the Global Assessment on Biodiversity and Ecosystem Services from the, as well as a proposal for the national position for the Mexican delegation’s participation in the 23rd meeting of the Subsidiary Body on Scientific, Technical and Technological Advice (SBSTTA) of the Biodiversity Agreement related to biodiversity and climate change. The final document of the summary included two of the four proposals.
Testimonial

Ana Isabel Estrada
Coordinator of Constituents and Official Relations. Mexico’s Regional Office Central America and the Caribbean, IUCN.

“Reforestamos stands out for their contributions towards development, their support of reforestation and youth-activity initiatives, matters related to the vision and the actions of the IUCN worldwide, among others. Between 2015 and 2018, Reforestamos México was in charge of the Presidency of the Mexican Committee of IUCN members, and strengthened relationships between its Members and strategic partners, successfully hosting the Mexican Forum of the IUCN in 2018, as an innovative platform for dialogue and the sharing of experiences around the challenges of conservation and sustainable development within the environmental agenda of Mexico. Currently, and as chair of the Regional Committee of Mesoamerican Members, Reforestamos México keeps its commitment to enhance this instance of regional governance of the IUCN and keeps building synergies among its constituents, Members, Expert Commissions and Ministries. Reforestamos’ efforts in the institutional field are recognized for driving cross-sectional actions that promote public-private alliances for the conservation and restoration of the forests in Mexico.”

Presentations in forums

In regards to tree planting and green cities, on February 22nd, 2019 we participated in the 1st National Meeting for Big Parks and Urban Forests, where we gave a presentation about the importance of urban tree planting as a priority element for parks and the benefits that come with it. From May 14th to May 17th, we participated in the 2nd International Congress of Urban Parks, presenting “Urban Tree Planting, Benefits, Challenges and Opportunities”. We addressed the link between the benefits of urban tree planting and the SDGs. Similarly, we attended the symposium “Naming what harms you,” where we gave a presentation about the problems surrounding topics of conservation and forest activities as well as an exposition on geographical information systems for forest monitoring.

Lastly, we attended the 2nd Latin American and Caribbean Forum about Urban Forests, where we shared all the work on the area with various organizations and local governments of Latin America who are directly working on urban tree planting and where the bases where settled to work along the FAO in a Latin American Network of urban tree planting.

With regard to forest certification topics, we hosted the Reforestamos’ Panel at the FSC® Friday event: “Triggering innovation in the forest sector through industrial design,” given that timber has become a protagonist in terms of interior and exterior design and art object pieces, for being a versatile, resistant and, most importantly, renewable material. This quality gives it a high value in the market among consumers trying to diminish their ecologic footprint. We believe that community forest companies require innovative designs that make their products competitive in the market to position them as an expression of modernism, sophistication and environmental awareness. For this reason, there needs to exist a strong relationship between the different actors that are not necessarily related to the forest sector, but whose contributions can influence positively on their value chain.
At the Annual Conference of the Aspen Network for Development Entrepreneurs (ANDE), held from September 24th to September 26th, 2019 in Chantilly, Virginia, we had the opportunity to dialogue with various organizations about the importance of generating ventures based in nature. Apart from participating in the workshops and discussions, Ernesto Herrera, General Director at Reforestamos, was a keynote speaker in the panel: “The Interdependence between Communities and Ecosystems: A Holistic Approach to Environmental Finance.” This panel had the participation of Daniel Fuentes, from Mennonite Economic Development Associates (MEDA), Laura Montemayor, from SVx México; and Melissa Moye, from WWF. Ernesto spoke about the need to invest in the development of new entrepreneurs who generate solutions that stem from forests, with the goal of solving socioenvironmental problems and that grow to have the adequate size and characteristics to be financed and open to investment. With this, we seek to keep connecting the entrepreneurial and the forest sectors. It is worthy to mentioning that the ANDE conference is attended by organizations with extensive experience on entrepreneurial subjects, but lack breadth of knowledge in nature-related issues.

**Annual recognition for companies**

The 2019 Annual Event took place in different regions of the country: Bajío, West and Center, where the participating companies were presented with the awards. A report of the year’s achievements was presented, and the allies that collaborated in the various initiatives were acknowledged. The companies that carried out forestry events were the ones who had the most participation.

In the event hosted in Bajío, the agreement “Better Alliances, Better Forests for the Conservation of Protected Natural Areas of Guanajuato” was signed. The objective of this agreement is to formally establish the mechanisms needed to implement actions related to the conservation and restoration of natural resources, as well as to the community-based development in the Protected Natural Areas of the state of Guanajuato.

We also presented an award, in coordination with the SMAOT, to ten companies for joining the initiative Better Alliances, Better Forests in favor of the Protected Natural Areas of Guanajuato.

Additionally, the Forest Brigades of the El Sauz Seco and Mesa Cuata ejidos were also awarded, as well as the Forest Brigade of the El Estanque municipality, and the Colectivo Redes Verdes Comunidad Ambiental A.C.

In the event hosted in the West, we presented 33 awards to our allies, who participated in the program for forest restoration in Protected Natural Areas near cities, better known as “Better Alliances, Better Forests” (Mejores Alianzas, Mejores Bosques, MAMB) in the states of Jalisco, Aguascalientes, Michoacán, Guanajuato and Colima, in 2019.

The awarded companies were: Grupo Adecco México Occidente, Coppel S.A. de C.V., HSBC México, Brown Forman, Flextronics Technologies México S. De R. L. de C. V., United Parcel Service de México S.A. de C.V., Linde México, Voluntariado Grupo Bimbo, Fundación Grupo Lala A.C., Engie Regional Jalisco, Kondinero, Grupo Financiero Banorte Regional Guadalajara, Altiplano and Fundación Xignux. The musician Caloncho was also awarded for including his followers in the restoration activities carried out in the Primavera Forest.
In the event, the signing of the Collaboration Agreement between the SEMADET and Reforestamos was renewed, aimed to continue their relationship to achieve the civil organization's objectives: stop deforestation, increase the sustainable management of forests, restore degraded lands and plant trees in cities.

Finally, in the center of the country, the MAMB program presented 82 awards to the companies that participated during 2019's reforestation season.

In the event, where 153 attendees gathered, Reforestamos presented the special award to Citibanamex as Ally of the Year, and additionally presented the special awards of Spokespeople of the Cause to Magdalena Ruiz Mejía, Executive Manager of the Natural Association of State Environmental Authorities (Asociación Nacional de Autoridades Ambientales Estatales, ANAAE), and to Marco Antonio Ruiz Ruiz, president of the National Chamber of the Timber Industry (Cámara Nacional de la Industria de la Madera, CANAINMA) of the State of Mexico, both due to their ethics, professionalism, commitment to the Mexican forests and their support to create new strategic alliances.
Awards and recognition

In 2019, the National Institute for Transparency, Access to Information and Personal Data Protection (Instituto Nacional de Transparencia, Acceso a la Información y Protección de Datos Personales, INAI) awarded our efforts on forestry transparency. We were granted with the 2nd place in the category of Civil Society Organizations of the 2019th Innovation in Transparency Award, with our project “Open Forests”, which was carried out in alliance with the Mexican Center for Environmental Law (Centro Mexicano de Derecho Ambiental) and CartoCrítica.

Moreover, we received a special mention for the project “Promoting and Implementing Proactive Transparency in the CONAFOR”, carried out in collaboration with the National Forest Commission under the category of Federal Institutions.

This award was granted by the INAI, and aims to identify, disseminate and incentivize the practices that foster the access to public information, transparency and accountability in Mexico, and that constitute substantial improvements of the Mexican institutions for the benefit of the population.

Also in 2019, Reforestamos was given the “Recognition of Excellence” award by the Standardization and Certification Association (Asociación de Normalización y Certificación A.C., ANCE) for the commitment shown in regards to the standardization and the evaluation of compliance. This award recognizes the trajectory of Reforestamos México in favor of the forests, as well as the global commitment in favor of the country’s sustainability. “In ANCE, we recognize the activity and influence of Reforestamos on subjects of priority for the country”, they noted.

This award was handed over by Juan Manuel Rosales Salazar, President of the Board at ANCE, and by Abel Hernández Pineda, General Director of Association.

Lastly, we are pleased to mention that, out of 171 nominees, we were one of the three finalists for the Premios Compartir 2019 (Sharing Awards 2019) under the category of “Community Development in the Institution Award” from COMPARTIR Fundación Social, I.A.P.

Communication

Reach

In 2019, we started the process of building a communication team that could meet the demands related to the dissemination of the organization’s key messages in a systematic and strategic manner, in relation to the target audiences. In order to make this possible, we started performing situational diagnoses of the organization’s external communication, recruitment practices for the consolidation of a work team and the selection of the key messages that report on strategic projects as well as the production of texts and graphic and audiovisual items.
Regarding media exposure (radio, television, printed and online outlets), we had presence on 185 pieces. The value of these publications added up to $10,185,090 Mexican pesos. It is important to mention that all this media presence was organically generated due to a strategic management of our information, the generation of press releases and a strong public relations strategy. Compared to the results of 2018, the media presence tripled both in number of impacts and in their respective economic equivalence.

On social media, we created native content in a constant and strategic manner, which allowed an increase in the metrics:

<table>
<thead>
<tr>
<th>Social Network</th>
<th>December 2018</th>
<th>December 2019</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>66,274</td>
<td>70,769</td>
<td>+4,495 (6.78%)</td>
</tr>
<tr>
<td>Twitter</td>
<td>19,846</td>
<td>20,944</td>
<td>+1,098 (5.53%)</td>
</tr>
<tr>
<td>Instagram</td>
<td>1,960</td>
<td>5,564</td>
<td>+3,604 (183.9%)</td>
</tr>
<tr>
<td>YouTube</td>
<td>281</td>
<td>352</td>
<td>+71 (25.2%)</td>
</tr>
</tbody>
</table>

We generated 50 blog entries that report on the organization's main subjects and events, twice the amount compared to the last year.

This year, we had more than 35,000 visits to our website, most of them came from search results in web browsers. In less degree, the visitors came by direct clicks on our link and lastly, through social media.

Spokesman: Caloncho

We made a dissemination alliance with public figure Caloncho, through the agency Altiplano, in order to strengthen the position of Reforestamos among young people. We obtained 286 donations through a digital platform that made it possible to carry out reforestation activities in Jalisco, alongside Caloncho.
¿De qué trata?

Distintos factores amenazan año con año la sustentabilidad de los bosques en México y el mundo. Caloncho, en conjunto con Reforestamos México A.C. crearon una alianza para darle mayor visibilidad a esta problemática ambiental y al mismo tiempo invitar al público a sumarse a una dinámica de reforestación.

Sumándote a esta iniciativa apoyarás a restaurar un espacio natural y a conservar la cobertura de los bosques mexicanos, a través de proyectos que maximicen los beneficios ambientales, sociales y económicos de la comunidad.

Queremos que seas parte del cambio y que, a través de tu donación, te sumes a la conservación forestal del país.

Forest Stories

Forest Stories is an initiative that aims to raise the readers' awareness on the importance of the work carried out by the people that live in and from the country's forests, since these forests are the main source of livelihood for their families.

In this regard, we compiled and shared 10 stories from Oaxaca and 8 stories from Quintana Roo, so that our audience could know about the people that work in the various links of the chain of production and touristic services.
Santander ATMs campaign

Thanks to Santander Bank, we implemented a campaign in their ATMs, which helps Reforestamos in raising funds.

In the fundraising activities from 2019, we were able to raise $3,320,801.00 Mexican pesos in donations, which allows us to support the development of communities and to ensure the management of forestry resources.
5. Acknowledgements

Government Sector

- Cámara de Diputados
- Centro Cívico del Municipio de Querétaro
- Centro de Convenciones y Parques Urbanos del Estado de Puebla
- Comisión Forestal Nacional (CONAFOR)
- Comisión Forestal de Michoacán, Secretaría de Medio Ambiente, Cambio Climático y Desarrollo Territorial, Consejo Estatal de Ecología
- Comisión Nacional de Áreas Naturales Protegidas (CONANP)
- Comisión Nacional de Áreas Naturales Protegidas (CONANP), Región Occidente y Pacífico Centro
- Comisión Nacional para el Conocimiento y Uso de la Biodiversidad (CONABIO), Coordinadora de Estrategias de Biodiversidad y Cooperación Internacional
- Comité de Legislación, Vigilancia e Inspección Forestal del Consejo Nacional Forestal (CONAF)
- Dirección de la Agenda 2030 de la Presidencia de la República
- Dirección General de Vinculación con Organizaciones de la Sociedad Civil de la Secretaría de Relaciones Exteriores
- Dirección de Medio Ambiente del Ayuntamiento de Guadalajara
- Dirección de Medio Ambiente del H. Ayuntamiento de Zapopan
- Dirección de Salud de la Secretaría de Bienestar y Política Social
- Dirección de Residuos Sólidos y de Parques y Jardines de la Secretaría De Servicios Públicos
- Fideicomiso para la Administración del Programa de Desarrollo Forestal de Jalisco (Fiprodefo)
- Instituto Nacional de Transparencia, Acceso a la Información y Protección de Datos Personales (INAI)
- Junta Intermunicipal del Río Ayuquila, Jalisco
- Junta Intermunicipal de La Costa Sur, Jalisco
- Organismo Operador de Agua Potable Alcantarillado y Saneamiento
- Organismo Público Descentralizado Bosque La Primavera
- Parque Estatal Bosques Mesófilos del Nevado de Colima, Jalisco
- Parque Nacional Volcán Nevado de Colima, Jalisco
- Procuraduría Ambiental y del Ordenamiento Territorial (PAOT)
- Secretaría de Desarrollo Rural y Medio Ambiente
- Secretaría de Desarrollo Territorial y Urbano
- Secretaría de Ecología y Medio Ambiente Del Estado De Quintana Roo
- Secretaría de Fomento Económico
- Secretaría de La Función Pública
- Secretaría de Medio Ambiente y Desarrollo Territorial De Jalisco
- Secretaría de Medio Ambiente y Ordenamiento Territorial De Guanajuato
- Secretaría de Medio Ambiente y Recursos Naturales
- Secretaría de Medio Ambiente de Los Estados de Guanajuato, Colima, San Luis Potosí, Jalisco y Zacatecas
- Secretaría de Medio Ambiente, Recursos Naturales y Cambio Climático Del Estado de Michoacán
- Secretaría de Relaciones Exteriores (SRE)
- Secretaría de Turismo (SECTUR) Estado de Guanajuato.
- Senado de la República
- Tenencia Jesús del Monte
- Tenencia San Miguel del Monte

**Academy**

- Centro Universitario de Ciencias Biológicas y Agropecuarias
- Centro Universitario de La Costa Sur, Universidad de Guadalajara
- Departamento de Ciencias Económicas de la Universidad de Guadalajara
- Facultad de Responsabilidad Social de la Universidad Anáhuac
- Tecnológico de Monterrey
- Universidad Autónoma de Nuevo León
- Universidad Intercultural del Estado de México
- Universidad de Guadalajara
- Universidad Michoacana de San Nicolás de Hidalgo, Universidad Nacional Autónoma de México Campus Morelia
- Universidad Tecnológica del Valle del Mezquital, Municipio de Ixmiquilpan, Hidalgo

**Organizations and Strategic Allies**

- Academia Forestal
- Agencia de Cooperación Alemana (GIZ)
- Alianza Mexicana por la Biodiversidad (AMEBIO)
- Aider (Perú)
- Alterna (Guatemala)
- Alternare, A.C.
- ANCE
- Arbor Day Foundation
- Archivo de Diseño y Arquitectura
- Asociación Mexicana de Arboricultura, A. C.
- Asociación Nacional de Autoridades Ambientales Estatales, A. C. (ANAAE)
- Asociación Nacional de Parques y Recreación, A. C.
- Balloon
- Bazar Hotbook
- Be Guide
- BIOFIN México
- Cámara Nacional de la Industria Maderera, Delegación Estado de México (CANAINMA)
- Cartocritica
- Causa Natura
- Centro Mexicano de Derecho Ambiental, A.C. (CEMDA)
- Comité de Proyectos
- Corporativa de Fundaciones
- Dakshina, A.C.
- Dalevida Morelia
- Disruptivo TV
- Ecosistémica, A.C.
- Enactus Cuvalles
- Ejido Verde
- Expediciones Sierra Norte, Oaxaca
- Foam
- Fondo Mexicano para la Conservación de la Naturaleza (FMCN)
- Fondo Monarca
- Fondo para la Comunicación y la Educación Ambiental
- Fondo Unido I.A.P.
- Fundación para el Desarrollo Integral del Hombre y Su Entorno
- Fundación para el Desarrollo de la Cordillera Volcánica Central (FUNDECOR)
- Grupo Forestal para la Administración Ambiental S. C. (Grupo Foraam S. C.)
- Hannover Fairs México
- Homework
- Indapura
- Industria Forestal de Pueblos Mancomunados
- Iniciativa Finanzas para la Biodiversidad (PNUD-BIOFIN)
- International Conservation Caucus Foundation (ICCF)
- IMDEC
- Impact Hub
- NexFundraising
- Observadores y Acción Ciudadana, A. C.
- Unión Internacional de Conservación de la Naturaleza (UICN); a su Comité Mexicano de la UICN, Comité Mesoamericano de la UICN, y a la Oficina Regional México, América Central y el Caribe (ORMACC-UICN)
- Panorama Ambiental, A. C.
- Patronato del Nevado de Colima
- Política y Legislación Ambiental (POLEA)
- Programa de las Naciones Unidas para el Desarrollo (PNUD)
- Red de Usuarios de Baños Secos Vivos (RUBS)
- Reforestación Extrema, A. C.
- Río Chiquito Mi Cuenca, A. C.
- Selina Co-Working
- SVX México
- Talent Network
- Unión de Comunidades de La Sierra Juárez, A.C (UCOSIJ)
- World Resources Institute (WRI)
- World Resources Institute México (WRI México)
- WPDI Chiapas
- ZIMAT Consultores

Youth groups

- Alas Cultiva Tu Espacio
- Asociación de Scouts de México, A.C.
- Asodes
- Bacab, A.C.
- Bioambiental
- Chaupea Mevs Ambiente
- Coarte
- Coarte Chiapas
- Colectivo Energía Tierra
- Colectivo Ursus Natura
- Centro Ecológico Los Cuartos (Fundación Miguel Angel Barberena Vega A.C.
- Ecoeduca, A.C.
- Ecolider
- Eco Maxei, A.C.
- Ecopil, A.C.
- Epicentro Inefable A.C
- Formación e Innovación Socio-Ambiental, A.C. (FISAC)
- Líderes Socialmente Ambientales, A.C.
- Los Macuiles Copalita
- Magiam Natura, S.C.
- Moja, A.C
- Natiam Sustentabilidad, A.C.
- Paso Verde A.C.
- Pies Sobre La Tierra
- Plan Bioma
- Recrea Tu Mundo
- Red ACBIC
- Redes Verdes, A.C.
- Reforestación Sierra de Guadalupe
- Ruta del Clima, A.C.
- Monarch Sister Schools Program
- Tequila Vivo
- Tlamaya
- Tto International Project
- Ursus Natura

Ejidos and Community Forest Brigades

- Ameca
- Comunidad Loma Alta
- Comisaría Dzununcan
- Comunidad San Antonio de la Osamenta
- Comunidad San Sebastián
- Clúster Forestal Oaxaca
- El Arco
- Ejido El Durazno
- Ejido El Pajonal
- Ejido Huaxtla
- Ejido Jesús Del Monte
- Ejido La Cuadrilla
- Ejido Laguna De Sánchez
- Ejido La Primavera
- Ejido Loma Del Tigre
- Ejido Noh-Bec
- Ejido Nuevo Becal
- Ejido San José de Las Torres
- Ejido San José del Carmen
- Ejido Timbusca-Laurelito
- Ejido Tres Garantías
- Ejido Ucum
- El Sauz Seco
- Etzatlán
- Huentitán El Alto
- Joya La Barreta
- Labor de Solis
- Mesa Cuata
- Oconahua
- Puerta Pericos
- San Antonio Albarranes
- San Antonio Matute
- San José Contadero
- San Juan de las Huertas
- Santa María del Monte
- San Martín Cuautlaapan
- Santa Cruz de Barcenas
- Santiago Tianguistenco
- Tepotzotlán
- Unión de Ejidos Emiliano Zapata, Amanalco, Estado de México
- Villa del Carbón
- Zapotitlán de Vadillo

Natural Persons

- Aimeé Melendez
- Adriana Tortajada
- Alfonso Argüelles
- Alejandro Hernández – Esmex
- Ana Vanessa González Deiseter - Fomento Ecológico Banamex, A.C
- Ángel Blanco
- Ariana Peña
- Armando Laborde
- Betina Batista Von Knoop
- C. Guillermo Ramos
- Carlos Cruz
- Carlos Mallén
- Citlali Cortés - Coordinadora Sectorial Senior de Biodiversidad y Bosques del Banco Alemán de Desarrollo
- Daniela Torres
- Daniel Sánchez
- Daniel Servítije Montull - Grupo Bimbo
- David Cabrera Hermosillo - Coordinador General Jurídico, CONAFOR
- David García
- Diana Lopez
- Diego Alcázar - Telare
- Diego Lira – I’m Posible
- Edgar Fernando Vázquez Soto - Fomento Ecológico Banamex, A.C
- Eduardo Camarena - Más Negocio
- Eduardo Martínez
- Emma Colín Guadarrama - Presidenta Municipal de Amanalco, Estado de México
- Erick Xochipa - Wave
- Esther González - Women
- Evelyn Chaves
- Fernando Aguilar
- Francisco Moreno Rodríguez - Gerente de Información Forestal de CONAFOR
- Florencia Mesa
- Gabriela Reygadas
- Gardo Luighi
- Gerardo Cerón
- Héctor Martínez
- Héctor Reyes
- Irma Acosta
- Itziar De Luisa
- J. Carmen Ayala
- Jair Ziranda
- Jaqueline Ramírez Guzmán
- Javier Warman
- José Espinosa
- José Gotés
- José Luis Cruz - Betrep
- José Manuel Ramírez - Bimbo Ventures
- Josué Navarro - Abrazo
- José Navarro - Navarro Cuenca & Asociados
- Jesús Morales
- Joshua Villaseñor
- Jorge Olmos
- José Gotés
- José Manuel
- Juan Fernando
- Juan Manuel Barrera
- Juan Manuel Ureña Pérez
- Juan Ramón
- Julio Molina
- Kárla Breceda - El Buen Socio
- Kristina Díaz
- Laura Ortiz
- León Jorge Castaños M. - Director General de CONAFOR
- Lesly Ortega
- Lizeth Morante
- Lucía Madrid Ramírez - Directora General de Gestión Forestal y Suelos de SEMARNAT (2019)
- Luis Alain Zúñiga Hernández
- Luis Enrique Villa
- Magdalena Ruíz – Anaae
- María Luisa Chavez – El Buen Socio
- Mariana Bellot - Asesora Regional de Biofin del Programa de las Naciones Unidas para el Desarrollo (BIOFIN-PNUD)
Private Sector and Other Allies

DONORS 2019

- Aerovías de Mexico, S.A. de C.V.
- Amigos de Sian Ka An, A.C.
- Applied Biosystems de México, S. De R.L. de C.V.
- Armstrong Laboratorios de Mexico, S.A. de C.V.
- Asesoría y Servicios Mexicanos, S.A. de C.V.
- Banco del Bajío, S.A.
- Bancoppel, S.A. Institución de Banca Múltiple
- Barcel, S.A. de C.V.
- BBVA Bancomer, S.A. Institución de Banca Múltiple
- Grupo Financiero BBVA
- Bimbo, S.A. de C.V.
- Bolsa Mexicana de Valores, S.A.B. de C.V.
- Botanas y Derivados, S.A de C.V.
- Bravo Zarraga Comercio, S.A. de C.V.
- Brigada de Rescate Topos Tlaltelolco, A.C.
- Cargill Servicios, S. de R.L. de C.V.
- Centro de Transporte Sustentable de México, A.C.
- Consorcio Hotelero Aeropuerto Monterrey, S.A.P.I de C.V.
- Consorcio Mexi Gas, S.A. de C.V.
- Servicios Corporativos Aef, S.A. de C.V.
- Servicios Corporativos Celanese, S. De R.L. de C.V.
- Servicios Gmac, S.A de C.V.
- Servicios Y Recursos Administrativos Hoteleros, S. de R.L. de C.V.
- Siemens Gesa Renewable Energy, S.A. de C.V.
- Sin Remordimientos, S.A.P.I. de C.V.
- Steelcase de México, S. De R.L. de C.V.
- Suplementos Alimenticios Fercel, S.A. de C.V.
- Tcl Electronics Mexico, S. de R.L. de C.V.
- Teleurban
- The Aspen Institute - ANDE
- The UK Online Giving Foundation
- Three Consultoría Medioambiental, S.A. de C.V.
- Torre Chapalita, S.A. de C.V
- Tractebel Dgj, S.A. de C.V.
- Tractebel Digaqro, S.A. de C.V.
- Tractebel Energía de Monterrey, S. de R.L. de C.V.
- Turismo y Convenciones, S.A. de C.V.
- United Parcel Service Mexico, S.A de C.V.
- Vibracoustic de México, S.A. de C.V.
- Vinkocapital, S.A de C.V.
- Voluntrek, S.A. de C.V.
- Xignux Corporativo, S.A. de C.V.
- Zurich Foundation
- Zurich Vida Compañía de Seguros, S.A.
Reforestamos México, A.C.

Balance sheets
As of December 31st 2019 and 2018
(In Mexican pesos)

<table>
<thead>
<tr>
<th>Assets</th>
<th>Current assets:</th>
<th>2019 Unrestricted</th>
<th>Temporarily restricted</th>
<th>Total</th>
<th>2018 Unrestricted</th>
<th>Temporarily restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td></td>
<td>$41,950,763.00</td>
<td>$20,000,000</td>
<td>$61,950,763</td>
<td>$35,709,687</td>
<td>$30,000,000</td>
<td>$85,709,687</td>
</tr>
<tr>
<td>Donations receivables</td>
<td></td>
<td>44,750</td>
<td>-</td>
<td>44,750</td>
<td>278,161</td>
<td>-</td>
<td>278,161</td>
</tr>
<tr>
<td>Sundry</td>
<td></td>
<td>0</td>
<td>-</td>
<td>0</td>
<td>81,873</td>
<td>-</td>
<td>81,873</td>
</tr>
<tr>
<td>Tax return</td>
<td></td>
<td>705</td>
<td>705</td>
<td>705</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advance payments</td>
<td></td>
<td>115,856</td>
<td>-</td>
<td>115,856</td>
<td>221,288</td>
<td>-</td>
<td>221,288</td>
</tr>
<tr>
<td>Total current assets</td>
<td></td>
<td>42,112,174</td>
<td>20,000,000</td>
<td>62,112,174</td>
<td>36,291,714</td>
<td>30,000,000</td>
<td>66,291,714</td>
</tr>
<tr>
<td>Property, furniture and equipment - Net</td>
<td></td>
<td>2,332,311</td>
<td>-</td>
<td>2,332,311</td>
<td>2,003,884</td>
<td>-</td>
<td>2,003,884</td>
</tr>
<tr>
<td>Security deposits</td>
<td></td>
<td>38,000</td>
<td>-</td>
<td>38,000</td>
<td>38,000</td>
<td>-</td>
<td>38,000</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>$44,482,485</td>
<td>$20,000,000</td>
<td>$64,482,485</td>
<td>$38,333,598</td>
<td>$30,000,000</td>
<td>$68,333,598</td>
</tr>
</tbody>
</table>

Liabilities and equity

Current liabilities:

| Accounts payable              | $590,202         | $590,202           | $391,494 | - | $391,494 |
| Advance payments from donors  | $0               | $0                | $1,000   | - | $1,000 |
| Accrued expenses and taxes    | 1,273,273        | -                 | 1,273,273 | 1,186,571 | 1,186,571 |
| Total current liabilities     | 1,183,475        | 1,183,475         | 1,578,085 | - | 1,578,085 |

| Employee benefits             | 2,883,573        | 2,883,573         | 1,827,240 | - | 1,827,240 |
| Total liabilities             | 4,747,048        | 4,747,048         | 3,405,305 | - | 3,405,305 |

Unrestricted equity

| 39,735,437 | 39,735,437 | 34,928,293 | - | 34,928,293 |

Temporarily restricted equity

| 20,000,000 | 20,000,000 | 30,000,000 | 30,000,000 |

Total equity

| 39,735,437 | 20,000,000 | 59,735,437 | 34,928,293 | 30,000,000 | 64,928,293 |

Total

| $44,482,485 | $20,000,000 | $64,482,485 | $38,333,598 | $30,000,000 | $68,333,598 |

José Antonio Landín Barroso
Legal representative
**Activity report**

For the years that ended on December 31st 2019 and 2018
(In Mexican pesos)

<table>
<thead>
<tr>
<th>Income:</th>
<th>2019 Unrestricted</th>
<th>Temporarily restricted</th>
<th>Total</th>
<th>2018 Unrestricted</th>
<th>Temporarily restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash donations</td>
<td>$48,763,179</td>
<td>$</td>
<td>$42,072,176</td>
<td>$30,000,000</td>
<td>$72,072,176</td>
<td></td>
</tr>
<tr>
<td>Interest income</td>
<td>5,642,500</td>
<td>1,192,688</td>
<td>436,510</td>
<td>202,332</td>
<td>202,332</td>
<td>436,510</td>
</tr>
<tr>
<td>Other income</td>
<td>436,510</td>
<td></td>
<td>202,332</td>
<td>30,000,000</td>
<td>73,467,196</td>
<td></td>
</tr>
<tr>
<td>Total income</td>
<td>54,842,189</td>
<td></td>
<td>42,165,064</td>
<td>30,000,000</td>
<td>73,467,196</td>
<td></td>
</tr>
<tr>
<td>General expenses</td>
<td>50,035,045</td>
<td>10,000,000</td>
<td>60,035,045</td>
<td>20,000,000</td>
<td>52,165,084</td>
<td></td>
</tr>
<tr>
<td>(Shortfall) excess income over expenses</td>
<td>4,807,143</td>
<td>-10,000,000</td>
<td>-5,192,857</td>
<td>1,302,132</td>
<td>21,302,132</td>
<td></td>
</tr>
<tr>
<td>Equity by the beginning of the year</td>
<td>34,928,293</td>
<td>30,000,000</td>
<td>64,928,293</td>
<td>10,000,000</td>
<td>43,626,161</td>
<td></td>
</tr>
<tr>
<td>Equity by the end of the year</td>
<td>$39,735,437</td>
<td>$20,000,000</td>
<td>$59,735,437</td>
<td>$30,000,000</td>
<td>$64,928,293</td>
<td></td>
</tr>
</tbody>
</table>

José Antonio Landín Barroso  
Legal representative