annual report
2016
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Financial Statements
Dear friends,

At the end of 2015, the member countries of the United Nations (UN) agreed on 17 Sustainable Development Goals 2015-2030 (SDGs). We believe that each of them is related to the future of the forests. Thus, inasmuch as Reforestamos looks to ensure the forests that Mexico needs for its sustainable development, our agenda goes beyond SDG 15: Life on Land.

Working along the ramon-seed entrepreneurs in Quintana Roo, through our Forest Entrepreneurial Development Agency, we are fighting poverty (SDG 1), hunger (SDG 2), promoting gender equality (SDG 5), work (SDG 8), industry (SDG 9), and the restoration of the landscape (SDG 15).

Furthermore, upon promoting entrepreneurship through Young Forest Entrepreneur, we support quality education (SDG 4) and innovation (SDG 9). By means of our advocacy actions in public and private policy, we promote responsible investment in the forestry sector, particularly in productive restoration (SDGs 1, 2, 8, 9, and 12), responsible consumption and production of forest goods (SDG 12) as well as improving transparency in the forest sector (SDG 16).

Alliances are a key part of our organization, they are the heart of our initiatives (SDG 17). A clear example is our “Better Alliances, Better Forests” program, which allows us to connect the youth, governments, companies, and other civil organizations to perform forestry activities in different parts of the country. Hence, we aim for our initiatives to make sense in the global agenda. In this respect, Mexico was the host of the 13th Conference of the Parties from the Convention on Biological Diversity (COP 13 CBD). This event presented a great opportunity to develop alliances with public and private actors, civil society organizations (CSO) and the youth. The Biodiversity COP 13 helped to position the subject of forestry and to change the mindset of many actors who influence the rural sector.

From the COP 13 CBD we generated new coalitions, such as the CSO’s Alliance for Biodiversity and the Biodiversity and Business Mexican Alliance (Amebin), which has an impact on SDGs 14, 15, and 17.

It is very important for us to promote sustainable cities (SDG 11), that is why we are starting to address the urban subject in 2016, we are working on the Urban Reforestation program for Mexico City (CDMX), and we are directing our efforts towards developing a strategy that allows us to address this and other subjects in a comprehensive way.

Without a doubt, we have grown this 2016 thanks to the support of the companies, organizations, volunteers, and communities that have believed in us and have allowed us to work as a team to restore Mexican forests and rainforests.

Thank you!

Javier Millán
CEO

Ernesto Herrera
General Manager
General Aspects
We believe in the dignity of people. Every person is equal in essence, but different in existence. We recognize that people who live in or close to forest ecosystems do not have the same opportunities that we enjoy in urban areas. Thus, we promote solidarity towards this population. However, it is important that the interventions which promote sustainable rural/forest development are subsidiaries; that is to say, that the support provided be only the necessary to avoid generating a paternalistic relationship, and also, so that the people from ejidos and forest and rainforest communities in our country commit and do as much as possible to reach their dreams. In Reforestamos Mexico we are sure that people from ejidos and communities are capable of generating abundant forest goods and environmental services, of living in harmony with nature and of ensuring the forest resources, the common weal, for the next generations.
**Mission**

Ensure the forests and rainforests that Mexico needs for its sustainable development.

**Vision**

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

**Objectives**

- Stop deforestation
- Increase sustainable forest management
- Promote the restoration of degraded lands
- Tree planting in urban areas

**Recipients**

People living in or from the forests, as well as those actors that have an influence in their future.
Our work model is based on promoting multisectorial cooperation. On the one hand, it is necessary to work with the government in order for the normativity, programs, and public budget to be aligned in favor of the comprehensive management of the landscape so that it allows us to achieve our objectives. The government possesses the strength to make society recognize the value of forests. In the same way, society - through organized civil society’s organizations - can influence the government to improve its politics in favor of sustainable development.

On the other hand, it is very relevant for us to develop entrepreneurial competencies in forest producers in order for them to attract investment and the necessary talent that will allow them to manage their natural resources responsibly. For that, it is indispensable to promote investment and responsible operations from the public sector in the territory. Companies must responsibly consume forest goods and environmental services that the owners and the keepers of forests and rainforests generate. A good relationship between these two sectors will allow people who live in the forest to live from their forest and to take care of it for the next generations.

For Reforestamos México it is indispensable to generate new relationships among all these actors to promote innovation in the forest/rural/urban landscape and to achieve our mission and vision.
In order to positively move the needle in terms of stopping deforestation, increasing sustainable forest management and increasing the restoration of degraded lands, it is indispensable to work with each of society’s sectors as well as with the youth, to ensure the generational handover in the making of decisions that will determine the future of forests and rainforests.

Our advocacy agenda aspires towards a comprehensive management of the landscape, where the use of forest ground competes in a fair and balanced manner with other uses of the soil. To reach such competitiveness we require:

1. **Forestry culture** to position our topics in other actors’ agendas,
2. **Accessible legality** to facilitate sustainable forest management,
3. **Appropriate transparency** to improve decision making,
4. **Effective governance** to orderly align decisions within the territory,
5. **Entrepreneurial talent** to promote forest entrepreneurship,
6. **Responsible investment** to generate the desired change,
7. **Inclusive entrepreneurship** to generate wealth and to distribute it equitably,
8. **Sustainable value chains** of forest goods and services to facilitate the valuation of forests.

The information regarding our actions and initiatives throughout 2016 is ordered based on the eight topics from our advocacy agenda, listed on the previous page.
Forestry Culture

It is indespensible for us to increase the understanding of the importance of the forests so that all sectors can collaborate in the design of solutions to ensure the permanence of these natural resources for the next generations.

Forestry Culture in the Private Sector

For us, it is very important that the private sector understands our forest agenda in order for it to be a strategic ally on the territory. For this reason, we are working along the Centro Mexicano para la Filantropía (Cemefi) in the incorporation of new indicators that will guide companies in regards to their relationship with forests.

In Mexico and Latin America, companies from different sectors participate every year - since 2001 – to obtain the Socially Responsible Company certification (ESR, Spanish acronym) that Cemefi grants. The certification encompasses from multinational companies to SMEs, and has been granted to approximately 1,126 companies. Companies must answer a series of questions related to the field of social responsibility. Some of these companies are related to the topics of our agenda.

Thus, we have presented - along with other civil organizations (VERDMX and Humane Society International) and the Federal Bureau of Environmental Protection (Profepa) - a proposal to update the questions related to the environment. The proposal was revised and approved by an indicators’ review committee. As of next year, questions regarding the interaction and impact of companies with forests will be included. For example, a key question will be related to the measurement of the company’s “forest footprint”.

Forestry Culture in the Population

For the first time, the contests Forestry Vision and Time Sentinel’s Majestic Trees of Mexico, from the National Forestry Commission (Conafor, Spanish acronym) and Reforestamos México respectively, forged an alliance to have a single-photography contest supported by Grupo Bimbo, HP, and Citybanamex Compromiso Social.

The National Forestry Vision and Time Sentinels Photography Contest promotes a culture of respect and admiration for the forests and to the work of the people who manage them responsibly. In Reforestamos we seek to position majestic trees as icons that inspire the population to live in harmony with nature.

At the 2016 contest, 2,891 submissions were received until the end of October. 420 thousand Mexican pesos were given in prizes to the 10 winners, who came from eight states of the country.
In the Forestry Vision category, Héctor Leonardo Martínez Torres, from Guanajuato, and Luis Rey Castro López, from Estado de Mexico, got the first place in the Landscape and Forestry Actions categories, respectively.

In the Time Sentinels’ Wild Tree modality, the winner was Jorge Douglas Brandon Pliego, from Oaxaca; while Miroslava Román Montoya, from Sonora, won the Rural Tree modality.

Finally, in the Urban Tree modality, the winner was José Antonio Soriano Sánchez, from Estado de Mexico.

The jury determined to grant an Honorable Mention award to the photographs submitted by Enrique Leopoldo Islas Flores, from Estado de Mexico; to Luis Gerardo Sánchez Vigil, from Veracruz; to Alejandro Israel Jiménez Soberanis, from Yucatan, and to Erik Ruiz Mora, from Quintana Roo.

The winners were recognized at the Museo de Memoria y Tolerancia, in Mexico City. Conafor’s General Manager, Jorge Rescalá Pérez, was in attendance, as well as Grupo Bimbo’s CEO Daniel Servitje, and our General Manager, Ernesto Herrera.
Wiki Marathon for the Forests

In the beginning of June, we organized the Wiki Marathon for the forests, in the context of the World Environment Day, which had as its objective to raise awareness about the importance of forests for the well-being of the environment and the human being. Texts were worked on to create and improve Wikipedia articles to encourage the generation and diffusion of reliable information regarding forest ecosystems.

This exercise was made possible thanks to Wikipedia Mexico, who acts as a chapter of the Wikipedia Foundation in Mexico to facilitate and promote the development of neutral educational contents for the public domain.

Approximately 25 people signed up for the Wiki Marathon, mainly young people, who participated onsite or online. Eight articles were created and the content of other 17 articles that were already available in Spanish on Wikipedia were improved, all of them concerning forests in Mexico.

By means of a remarkably innovative activity, linked to environmental education, Reforestamos México promoted the dissemination of the importance of forests in our country.
At the 22nd Conference of the Parties to the United Nations Framework Convention on Climate Change in Marrakech (COP 22 UNFCCC), which took place in November 2016, we organized a parallel event called “Mexico: sustainability through comprehensive urban politics”, in which we shared the forum with experts from the Ministry of the Environment and Natural Resources of Mexico (Semarnat, Spanish acronym), the Ministry of Agricultural, Territorial, and Urban Development of Mexico (Sedatu, Spanish acronym), the Ministry of the Environment and Climate Change of Ontario, Canada, the German Ministry of the Environment, the United Nations Development Programme, the Development Bank of America Latina, the World Resources Institute, and Reforestamos México. Our objective was to position the agenda of biodiversity in the urban agenda as an element that allows cities to adapt to climate change, as well as the necessity to invest in the forest agenda along with other strategies to mitigate the emission of greenhouse-effect gases (transportation, energy, etc.).
Accesible Legality

Accesible legality is a very relevant topic in our advocacy agenda. We are interested in producers entering into legality in a simple and competitive manner to avoid illegal logging.

Legislation Committee of the National Board of Forestry

The National Board of Forestry (Conaf, Spanish acronym) is the advisory section in regards to forestal politics from the Federal Government; in it, the industrial and academic sectors participate, as well as indigenous communities, forestry professionals, social organizations, and non-governmental organizations. Conaf is organized in different committees in order to be able to address the different topics, which are: Legislation and vigilance, Production and productivity, Forests and climate change, Education and conservation. Our team has participated particularly in the Legislation Committee.

At an ordinary meeting of the Committee on the Environment from the House of Representatives, representatives from the Legislation Committee along with the head of the legal department from Conafor, presented comments and proposals for the initiative of a new Forestry Law. In Reforestamos, we promote the strengthening of legality and transparency in the sector by means of having an information system that allows accessible and fast consultations of all the information that Conafor and Semarnat possess. We also seek to strengthen the inspection and surveillance functions that Profepa possesses in regards to forestry, and to have a citizen-participation scheme that truly involves society in the decision-making process of the forestry sector.
Since 2012, our organization is a member of the FLA, an initiative that the World Resources Institute (WRI) coordinates. In Mexico, we have had panel discussions in different formats, coordinating applied research and managing the participation of different actors to promote legality in the commercialization of timber.

In 2016, we organized the 4th Forest Legality Forum “Cross-sectional Alternatives to Strengthen Competitiveness”. At this cross-sectional and interinstitutional space for dialogue, some proposals were explored to ensure forest legality, avoid deforestation, procure the well-being, and promote competitiveness. Additionally, we urged for the promotion of forest governance by means of transparent information channels and market instruments that incentivize legal timber transactions.

### South-South Cooperation to Strengthen Forest Legality

With the support of the WRI, we have promoted the exchange of experiences and South-South cooperation, particularly between the Forest Protector from Estado de Mexico (Probosque) and the National Forest Institute from Guatemala (INAB).

We strengthened the transparency strategy of information and timber traceability from Probosque, by means of workshops and field visits in Guatemala and Estado de México.

Additionally, we made it possible for the Natural Resources attorney’s sub-office from the Profepa to attend the “Innovative Technologies for the traceability of timber products and transparency in value chains in Guatemala” workshop.

All this with the goal of strengthening their inspection and vigilance strategy, as well as establishing international cooperation channels on the federal level among the countries of the region.

### Testimonial

“The exchange of experiences with Probosque has strengthened our South-South cooperation strategy, which seeks to promote the standardization of the traceability systems in the region as well as to increase the fight against illegal logging and trade of timber, which are linked to the loss of biodiversity in Latin America”.

**Alvaro Samayoa**  
National Manager of Industry and Commerce of the INAB
Alliance of Legality for Sustainable Forests (Alesfo, Spanish acronym)

We created the Alesfo with the objective of strengthening legality in the timber market and promoting the competitiveness of the communitarian forest sector in Mexico. Alesfo is composed of the Consejo Civil Mexicano para la Silvicultura Sostenible (CCMSS), the Red Mexicana de Organizaciones Campesinas Forestales (RedMocaf), and Reforestamos México.

At the 4th Forest Legality Forum we communicated our main proposals, which are:

1. Streamline the necessary red tape to operate within the legal framework.
2. Improve the forest inspection and surveillance model.
3. Improve the traceability of legality throughout the value chain.
4. Promote legal timber purchases from the government.

Legal Timber Program Estado de México (PML, Spanish acronym)

The objective of the Legal Timber Program Estado de México (PML, Spanish acronym) is to promote transparency in the Forest Sector through the systematization and strengthening of the legal timber market. PML promotes a context in which consumers and governmental actors are able to find sufficient information for decision making. The technological tool for such systematization is a geospatial platform.

In 2016, we developed a pilot version of the PML. The geospatial platform that is being designed will allow the visualization of relevant information regarding the main points of the forest value chain in Estado de México such as forest timber utilization properties, as well as storage and transformation centers (CAT), commonly known as sawmills and timber yards. Even though this information is in the public domain, the general public is not able to easily access it, and consequently, thanks to Probosque’s data disclosure and disposition, we were able to systematize, process, and visualize it on a geographic level.
PML is possible thanks to the financial support of the WRI and the Deutsche Bank, as well as the technical experience of Codeando México and the Geo Center. Thanks to this collaboration, the Forest Information System of Estado de México (SIFEM) could be adapted into a dynamic platform that will provide reliable and relevant information to timber purchasers in the state.

At the World Conservation Congress, we presented the PML in a panel dedicated to Law, Public Politics, Governance, and Technological Solutions to Fight Forest Illegality.

Testimonial

“The legal timber program gives us the opportunity as an institution to increase transparency and to strengthen the economic activity of timber in Estado de México, hence developing a responsible market that boosts and incentivizes work in producers and communities”.

Lic. Yolotsi Olivares
General Manager of Probosque Estado de Mexico

Opportune Transparency

Information that is public, opportune, and available to all actors, allows for better decision making regarding the responsible management of the territory throughout time. That is why our organization is committed to the transparency agenda.
Since 2014, we have been working in alliance with WRI on the Global Forest Watch initiative (GFW). Through GFW our objective is to strengthen forestry transparency in our country. GFW is a platform that uses state-of-the-art technology to provide opportune information about the state of the forests around the world.

This tool makes it possible to interactively visualize the locations where tree coverage decreases and increases.

One of its main objectives is to make information available to those interested in forests, to improve the management and conservation of forest landscapes. GFW is free and user friendly, it allows people to create personalized maps, analyze forestry tendencies, subscribe to the alerts, and download the data from their area of interest on a global level.

At Reforestamos Mexico we have managed a large share of GFW’s activities in the country through the linkage, promotion, and education of its use to the federal and local governments, civil-society organizations, students, and individuals.

In 2016, we managed to upload Conafor’s layers of geographical information to GFW. This made it possible to visualize information regarding forest coverage, forest zoning, and environmental service’s payments. Thanks to this collaboration, it will be possible to promote and increase the analysis of territorial information with this tool.

**Testimonial**

“Open data as a practice of transparency, as well as its use through public and global platforms such as GFW, are necessary to gather reliable and real statistics that allow for better decision making. This can only be achieved in a collaborative scheme. The Reforestamos México-WRI-Conafor alliance has promoted the bases to reach this objective”.

**Francisco Moreno**

Conafor’s Forest Information Manager

In 2016, we received financing from the German Society for International Cooperation (GIZ) through the Civil-Society Organizations Strengthening Initiative (IFOSC, Spanish acronym). Its objective is to promote institutional strengthening and the development of the capabilities of Mexican CSOs, aiming to increase its effective participation in the compliance of Sustainable Development Goal 16 (SDG 16) from the 2030 Agenda in Mexico. SDG 16 promotes peace, justice, and solid institutions. In this context, in alliance with CartoCritica, and the Centro Mexicano de Derecho Ambiental (Cemda), we successfully presented the proposal “Strengthening of Transparency in the Forestry Sector”.

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The project’s objective is to contribute to the improvement of decision making in the forestry sector, as well as to the empowerment of civil society by means of the strengthening of transparency and access to information. This objective will be accomplished through the geostatistical analysis of public data and of the legal, political, and institutional framework. The result will allow to influence and strengthen the public institutions that have an influence on the management of the territory.

In addition, the project promotes the improvement of public and governmental information systems so that it becomes accessible, friendly, and open-ended. The three forestry-politics instruments that are analyzed in the project are: environmental impact manifestations, forest-use licenses, and changes of land use.

Testimonial

“The 17 Sustainable Development Goals will only be successfully achieved with an active and effective participation from the civil society. That’s why it is important for organizations such as Reforestamos Mexico to promote public access to information, as it is one of the main goals of SDG 16”.

Brisa Ceccon
IFOSC’s Technical Coordinator

Effective Governance

It is indispensable for us to work with the different sectors - not only with the federal government – to ensure that the different visions are integrated in the making of the decisions that affect the territory. That is why we promote the strengthening and participation of the civil society, the youth, the private sector, and the state governments.
Strengthening of the Civil Society

Mexican Committee of the International Union for Conservation of Nature (MC-IUCN)

The MC-IUCN is the organization where members of the International Union for Conservation of Nature (IUCN) in Mexico voluntarily get together to discuss, share information, create agendas, and promote the conservation and sustainable use of biodiversity in our country. Our General Manager, Ernesto Herrera, was reelected as President of the MC-IUCN for 2017-2018.

For Reforestamos, it is very important for the MC-IUCN to become stronger in order to promote a better participation from the civil society in the environmental and forestry agenda. Some examples of the strengthening of the MC-IUCN are the 30% increase of the Mexican membership in the last years and the large participation of the membership at the World Conservation Congress in September 2016.

Civil Society Forum

Mexico was the host of the 13th Conference of the Parties (COP 13) to the Convention on Biological Diversity (CBD). We collaborated with Semarnat in the organization of 12 forums in: Baja California Sur, Chiapas, Jalisco, Morelos, Nuevo Leon, Sonora, Yucatan, and Mexico City before the COP 13. These forums were aimed towards civil society organizations (CSOs) and the youth. They were useful in the preparation for the Civil Society and Youth Forum that took place at the COP13, from the 28th to the 30th of November in Cancun’s Convention Center.

The main topic of the presentations and discussions at the Forum was the integration of biodiversity for the well-being, with a special focus on the agricultural, forest, fishing, and touristic productive sectors, as well as on the urban sector.
105 CSO attendees registered to the forum. The attendees, besides listening to the experiences that were presented, actively participated in panels of analysis centered on the obstacles and the facilitating elements for the integration of biodiversity.

As a result of the preparatory forums and the civil society forum, 148 CSOs participating in the drafting of a declaration. At the closure of the Forum, our General Manager read the declaration and handed it to Rafael Pacchiano Alamán, head of the Semarnat and President of COP 13. It is important to highlight that the CSOs committed to creating an Alliance for Biodiversity to follow-up the commitments from the Mexican government that resulted from COP 13 and to participate in the agenda of the CBD.

Youth’s Participation

Youth Organizations Network for the Environment
(Red OJA, Spanish acronym)
Red OJA is an initiative that we launched in Reforestamos to articulate and link groups of young people in Mexico that work on topics related to our advocacy agenda.

The Red OJA network is comprised of 132 young people divided in 15 organizations with a presence in Mexico City, Estado de Mexico, Puebla, Campeche, Nuevo Leon, Queretaro, Jalisco, and Veracruz. The network’s efforts has directly and indirectly benefited 48,153 people.

This year, the Red OJA organized the First Youth’s Collectivity and Diversity Meeting 2016. Several subjects were addressed in this forum, such as: “Challenges for new generations regarding the care of the forests”, “Government and the youth: a look towards their social participation”, “Youth’s advocacy for the Mexican forests”, “The importance of collective work in favor of Biodiversity”, among others. Red OJA actively participated in the forums previous to the COP 13 as well.

**Testimonial**

I consider that Reforestamos Mexico is convinced that working with the youth is one of the safest bets. At Epicentro Inefable we have realized that Reforestamos is a diverse and inclusive platform that fosters the interaction with national and international actors.

Being part of Red OJA, we have visualized a scope of action as wide as you allow yourself to imagine.

**Karla Irene Ramos Flores**  
CEO of Epicentro Inefable

**COP 13 of the CBD, GYBN Mexico**

As a result of the Civil Society and the Youth Forum within the framework of the COP 13, the bases for the creation of the Mexican chapter of the Global Youth Biodiversity Network (GYBN) were set. GYBN Mexico is becoming the national representative of an international organization of young people working in advocacy processes related to the CBD.

Getting the youth involved in the COP 13’s process made it possible for six young Mexican professionals to acquire experience in the processes of international negotiations, to participate in the dialogues about the integration of biodiversity, and to hear the positions of other countries in regard to these subjects.

Resulting from this participation, the youth made a declaration before the countries members of the CBD.
We forged a strategic alliance with the World Business Council for Sustainable Development (CESPEDES, Spanish acronym) with the goal of getting companies involved in the agenda of biodiversity.

From it, we organized the First Biodiversity and Business Experts Workshop, in alliance with Semarnat, the National Institute of Ecology and Climate Change (INECC), and the Biodiversity Finance Initiative from the United Nation’s Development Programme (BIOFIN-UNDP). The results from this workshop made it possible to diagnose the position of the Mexican private sector regarding these topics.

From this analysis, we launched – in collaboration with CESPEDES - the Mexican Alliance for Biodiversity and Business (Amebin), where 14 companies from varied industries, 11 CSOs, two corporate organizations, two international development agencies, and a UN’s programme participate.

Amebin’s objective is to catalyze collective action from its members towards the conservation, sustainable use, and restoration of biodiversity through the exchange of experiences, cross-sectional dialogue, and the exchange of capabilities. Citibanamex and Reforestamos will serve as Amebin’s Secretariat for a year.
The public release of this Alliance took place in October, at the Palacio de los Condes de San Mateo de Valparaíso (property of Citibanamex). At the event, we discussed the challenges of integrating biodiversity into the economic-productive sectors and the private sector’s commitment was endorsed to keep participating in the construction of an agenda that we can push forward together.

Finally, at the COP 13 we presented - along with Citibanamex – this Alliance before the Global Platform of Business and Biodiversity. In the same manner, Amebin helped its participants to actively participate at the Business and Biodiversity Forum of the COP 13.

Testimonial

“Amебin is the result of the private sector’s conviction to work hand in hand with serious social institutions to protect the country’s biodiversity. The COP 13 motivated us to forge this Alliance and has made our companies more aware of the importance of taking care of the resources upon which all life depends, including the viability of economic development and prosperity”.

José Ramón Ardavín,
CESPEDES’ Executive Manager

Sustainability Alliance (AxS)

As a result of the establishing of the UN’s Sustainable Development Goals (SDGs), the Mexican government created a corporate-collaboration platform to establish a permanent dialogue among the public and private sectors, and the civil society to monitor compliance of the SDGs.

With this goal in mind, the Sustainability Alliance (AxS) was created in charge of the Mexican Agency for International Development Cooperation (Amexcid, Spanish acronym) of the Ministry of Foreign Affairs (SRE, Spanish acronym). The Alliance groups more than 90 members from the private sector and the civil society.
AxS’s work is coordinated through the following Working Committees: Affordable and Non-polluting Energy, Sustainable Cities and Communities, Responsible Production and Consumption, and Social Education and Inclusion.

Reforestamos participates in the Responsible Production and Consumption Committee, providing support as a Technical Secretary in order to implement a field project focused on diminishing deforestation, driving sustainable agriculture, and working in the circular economy. This Committee groups 16 companies, four CSOs, and three corporate organizations.

Coordination with State Governments

Central-western Mexico’s Biocultural Corridor

The governments of Aguascalientes, Guanajuato, Jalisco, Michoacan, San Luis Potosi, Zacatecas, and Nayarit, as well as the National Commission of Protected Natural Areas (Conanp, Spanish acronym) promoted the creation of the Central-western Mexico’s Biocultural Corridor (COBIOCOM, Spanish acronym).

The COBIOCOM aims to establish natural routes and connections within the protected natural areas (PNAs) with criteria for the rescue of traditional knowledge, landscape restoration with native flora and fauna, and the generation of economic, social, and environmental benefits for the local communities. The COBIOCOM has a presence in more than 13 million hectares.

Reforestamos México was invited to participate in this initiative and we are - together with WWF Mexico - the only CSOs that participate in this initiative.

It is very relevant for Reforestamos to promote the coordination of state governments to strengthen subnational governance with actors closer to the forests and the people that live in them.

Testimonial

“For COBIOCOM, the alliances established with civil society organizations – such as Reforestamos México - are essential, as well as the academic support from institutions such as Conanp, Conabio, and the German Society for International Cooperation (GIZ), which come to strengthen the actions and public policies of the states that collaborate here.

Antonio Ordoñez Hermosillo
General Manager of Conservation and Biodiversity from Jalisco’s Government Semadet

Entrepreneurial Talent

For Reforestamos, it is very important to ensure entrepreneurial talent in the forestry landscape. Thanks to people with innovative ideas, the forestry sector will be able to ensure the social and environmental well-being that forests provide to society, in addition to generating wealth.
We are interested in ensuring that young students of forestry degrees are capable of creating companies that sustainably take advantage of their region's natural resources. Through the Young Forest Entrepreneur Contest we acknowledge the best ideas related to forestry landscape entrepreneurship. With this initiative, we seek to have an influence in the formation of the youth, so that a responsible corporate vision is incorporated.

With the support of the Conafor, the National Entrepreneur Institute (Inadem, Spanish acronym), Coca Cola Foundation Mexico, Bancomer, Grupo Bimbo, and Sofamatch, we carried out the 2015-2016 Contest. This contest was crucial for Reforestamos, as it went from being a national initiative to a regional one. 1,100 students from 30 universities of 11 Latin American countries participated in this edition. From the 60 proposals submitted, a technical jury selected five proposals from Mexico and three from Central and South America.
The 8 finalist teams received training in Mexico City to improve on their proposal and to present it before a corporate jury. In parallel, 17 teachers from Chile, Colombia, Costa Rica, Cuba, Guatemala, Mexico, and Paraguay received training in entrepreneurial-related topics with the support of Tec de Monterrey, among others.

The winning teams were: in the Center and South America category, the Haruwen team, integrated of Chilean students from Universidad Mayor and Universidad de Chile. Haruwen promoted the use of “calafate” (non-timber forest product) as food. In the category of Mexico, the winning team was Biobrikets from Instituto Tecnologico Superior de Zongolica de Veracruz. The members of the team suggested the use of compacted sawdust as an alternate source of energy. This same team, Biobrikets, was also the winner in the Latin America category.

Given that the winning team for the Center and South America category was the Chilean team, we decided to launch the call for projects at the Universidad Mayor in Santiago, Chile. Among the participants of the event were authorities from the university, representatives of the National Forestry Corporation, the National Youth Institute, Grupo Bimbo, as well as forestry students from the country.

In Mexico, the invitation was extended to the Ministry of the Economy were, together with Conafor, Inadem and Sofamatch, the bases of the new edition were announced.
Youth’s Day at the Forestry Expo XII

With the support of the Conafor, we were able to include a day dedicated to the youth at the Forestry Expo XII (the sector’s most important biannual event).

16 young people presented their projects on the Charlas Forestales stage with the objective of communicating their proposals to the public and receiving feedback related to their initiatives. The presenters also exhibited their prototypes at the Forestry Expo Campus. Here, the attendees were able to create connections and find potential investors and advisors.

Responsible Investment

Responsible investment is a relevant topic in Reforestamos México’s advocacy agenda. In order to ensure tomorrow’s forests, we need to strategically align every kind of investment that intertwines in the rural sector.

Productive Landscape Restoration

Landscape restoration is an international initiative promoted by the IUCN and the WRI. The objective of this initiative is to restore areas degraded due to anthropogenic activities and/or natural disturbances. For that purpose, management practices and productive techniques are promoted to restore the ecosystem’s functions in a way that is economically viable, socially fair, and locally sustainable. Reforestamos México is a member of both institutions and works in coordination with them to promote the implementation of the Bonn Challenge/20x20 Initiative, where Mexico committed to the restoration of 8.5 million hectares by 2020.

With the IUCN, we finalized the development of the diagnosis on landscape restoration opportunities for the Yucatan Peninsula, applying the Restoration Opportunities Assessment Methodology (ROAM). The main results from this collaboration were the generation of cartographic maps with agroecological and economic criteria for the identification of potentially restorable areas, as well as eight productive models for agrosilvopastoral systems.
The project aims to identify and analyze the landscape’s restoration potential and to locate areas of opportunity derived from the international commitment of Campeche, Quintana Roo, and Yucatan, which took place at the UNFCCC COP 21 in Paris by the end of 2015. At this COP, the three state governments committed to initiate the restoration process of 1 million degraded and deforested hectares by 2020 and 2 million hectares by 2030.

At the same time, we conducted a series of Technical Panels with a Work Group for the Landscape’s Productive Restoration with civil society members such as The Nature Conservancy and Pronatura Yucatan Peninsula, with the federal government through Conafor and its departments, as well as the Ministry of Agriculture, Livestock, Rural Development, Fisheries, and Food (Sagarpa). The objective of the panels was to establish synergies for the alignment of subsidies through the maps that identify the potentially restorable areas.

In alliance with the IUCN, Pronatura Yucatan Peninsula, and Pronatura Chiapas, we addressed the importance of alliances to meet the restoration challenges and to effectively communicate their benefits within the World Conservation Congress.

We also participated in the exchange of international experiences regarding ROAM’s implementation at this congress. This event allowed us to position the opportunities on a subnational level to promote national efforts for restoration by 2020.

At the CBD COP 13, we conducted – along with the WRI and the IUCN – the “Productive Landscape Restoration: Bridging the Gap between Sustainable Rural Development and Biodiversity Goals on a Subnational Level” event in parallel. At this event, we promoted the efforts for productive restoration and we opened the dialogue with the private sector. The central topic revolved around the financing challenges of productive restoration in Mexico. The panelists were representatives from the Global Environmental Facility, the Ministry of Ecology and the Environment from Quintana Roo’s State government, Luxembourg Microfinance and Development Fund, and the Work Group of the Climate and Forests Governors.
Testimonial

“Reforestamos México has considerably contributed to the promotion of interinstitutional collaboration processes that favor the alignment among public programs of the federal government, in support of the implementation of productive restoration models. With their great effort and commitment, Reforestamos México is an essential ally to successfully achieve the association between the public sector, private financing and rural communities, which will allow us to achieve the landscape restoration goals that were established for Mexico within the Bonn Challenge’s global initiative.

Silvio Simonit
IUCN Mexico’s Operational Coordinator

Better Alliances, Better Forests
(MAMB, Spanish acronym)

MAMB is a collaborative platform which promotes the restoration, conservation, and sustainable management of the NPA’s through the participation of people who have an influence on them or who have the potential to invest in them. MAMB is present in nine states from the country: Mexico City, Estado de México, Guanajuato, Jalisco, Michoacán, Nuevo Leon, Puebla, Querétaro, and Yucatán.

In 2016, we worked in alliance with 69 companies and 17,177 volunteers in different forest restoration activities (reforestation, ground retention, pest control, plant production, maintenance, fire prevention, etc.). By means of the different investments, 3,164 hectares are under the various restoration schemes.

In addition, through the MAMB we promoted the participation of 15 communitarian forest brigades, composed of 184 people from 15 ejidos, benefiting 123 families and 828 people in an indirect manner.
“Through our Grains-of-Life Social Responsibility program and its EnvironmentAction line, we have joined Reforestamos Mexico in its Better Alliances, Better Forests program, with the objective of finding options to take care and protect the ecosystem, reducing the carbon footprint, being ecological, and improving the condition of our communities.”

Tania Ayala
Bunge’s Communications and Corporate Responsibility Manager
In our 14 years, we have been working to ensure the forests that we need for the country’s sustainable development from different perspectives and places, mainly focusing on the rural and wildlife areas. Nevertheless, we have become aware of the importance of incorporating the urban perspective to support the sustainable management of the landscape and territory.

For this reason, we seized the opportunity when we were invited by two great companies - Grupo Bimbo and Citibanamex - to participate in the Urban Reforestation Program 2016 in charge of the Ministry of the Environment for Mexico City (Sedema, Spanish acronym). The commitment is to plant 530 trees of large size (from the 3,500 that the whole program represents) in important avenues and median strips of Mexico City, using species adequate to the weather conditions and urban infrastructure.

Up until December 2016, with the investments of these companies, we planted 98 Magnolia Grandiflora L. trees, in two median strips in the Santa Fe area (Calle 3 and Juan Salvador Agraz). These trees are between five and nine meters in height, and their age is approximately between eight and ten years.

Our participation in this program has made us aware of the challenges in improving cities’ green spaces, as there are different factors that must be completed to maximize the environmental, social, and economic benefits that these spaces provide. For this reason, throughout 2017 we will create a strategy that allows us to have an influence in these topics in an efficient and effective manner.
Testimonial

“Green urban areas and landscaping tend to become more important in Mexico, due to the fact that 80% of the population already lives in cities.

Fortunately, Reforestamos Mexico has generated experiences and lessons both in management and in technical and operational issues, which are educational and useful for the development of the next stages of urban tree-planting, in order to create a comprehensive management plan of green urban spaces”.

Teobaldo Eguiluz Piedra
Fundación Mexicana del Árbol CEO
Inclusive Entrepreneurship

Through our Forestry Entrepreneurial Development Agency (FEDA) we aim to develop, test, and replicate a successful corporate forestry follow-up model in the Yucatán Peninsula. In addition, through the social component of our Better Alliances, Better Forests program, we have launched some initiatives that allow us to strengthen our intervention strategies for natural protected areas (NPAs) in the center and north of the country.

Forestry Entrepreneurial Development Agency (FEDA)

Our Forestry Entrepreneurial Development Agency came about in 2013 due to a need to attend one of the most important areas in Mexico regarding biodiversity, which has one of the biggest rates of deforestation: Yucatan Peninsula. We have had a presence in the area since 2008, however, it was not until 2013 when we decided to focus our efforts on developing, testing, and replicating a corporate follow-up model directed to producer groups that manufacture goods or that provide services associated to the rainforest.
Human Development and Entrepreneurship Model

The Human Development and Entrepreneurship Model (HDEM) seeks to help people who live in the forest discover and develop their potential so that, through a forest company, they are able to increase their quality of life as well as to ensure the forests for future generations.

With the HDEM we bring about changes in people from within, which generates new behaviors. We foster skills that help transform the way of thinking, as well as new ideas that - when crystallized into actions - positively transform their surroundings for personal benefit while guaranteeing the future of their forests.

We consider the company as a means, not an end, to reach sustainable development. Through the entrepreneurship natural resources are managed responsibly and goods and services which are compatible with conservation are supplied. The more competitive and responsible a company is, the more competitiveness the forests have regarding other land’s uses.

Testing the HDEM

The work of the FEDA, through the HDEM, follows up on 10 producer groups, four of which are more advanced: Selva Viva 3G, Emprendedores del Bosque Tropical, Floracion de la Naturaleza, and Renarte.

The work and experience with all the groups which we support allow us to fine-tune our HDEM.
Emprendedores del Bosque Tropical

This is a Rural Production Society (SPR) dedicated to producing coal. It is integrated by three partners living in the ejido of Noh-Bec, Felipe Carrillo Puerto, Quintana Roo.

With our support and workshops, they conducted their cash flow and financial projection to gain access to a credit that allowed them to acquire ovens and equipment to double their production. It is worth noting that they have promptly paid such credit.

This group also elaborated its internal regulations and registered the Nojoh-Bec brand before the Instituto Mexicano de la Propiedad Industrial (IMPI). The next step is to sell packaged coal in 3-kilo bags, as well as obtaining the FSC’s® chain of custody certification.

Selva Viva 3G

This is a Cooperative Society consisting of nine women from the ejido of Tres Garantias in Othon P. Blanco, Quintana Roo.

We supported this group throughout the process of authorization of non-timber forest resources utilization of ramon’s seeds and leaves. They plan to work in 9,346 hectares of the ejido’s permanent forest area, as well as in a 12-hectare plantation of ramon.

Selva Viva 3G improved the presentation of ramon-leaf tea. This tea is packaged in individual 1.5 gram bags for the consumer’s comfort.

Our team helped the members of this collective to strengthen its governance. They agreed that company’s decisions must be agreed upon by all its members. In addition, they implemented an internal regulation focused on accountability. Currently, the company is looking to penetrate the market in Mexico City.
This is a Rural Production Society integrated by eight beekeepers from the ejido of Nuevo Becal, Calakmul, Campeche. The members own 2,121 hectares of rainforest, which they support through the production of honey generated by 27 apiaries.

The beekeepers improved their corporate image, created a presentation of 1.2 kilos of honey and began to penetrate the market in Mexico City. Additionally, they acquired computer skills to communicate with their clients and to promote their products through social media.

Since the end of 2014, Flonatur has managed to access credits to increase their production and to acquire inputs to pack their product.

The Conap has recognized them as a role model of development in the region, and consequently, their products were selected to be handed as a gift to relevant actors at the CBD COP 13.

Renarte

This is a family company composed by six people who elaborate tropical-wood handicrafts. Renarte is located in the ejido of Huya-Pix, Othon P. Blanco, Quintana Roo.

In the beginning of 2016, Renarte inaugurated a sales point in the center of the city of Chetumal; in addition, they created a catalog of their products to start online sales.

With our support, the staff at Renarte learned to manage inventories and to make consignment contracts with their clients.
<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Product</th>
<th>Direct benefits</th>
<th>Indirect benefits</th>
<th>Income increase vs 2015</th>
<th>Territorial impact</th>
<th>Human development performance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selva Viva 3G</td>
<td>Tres Garantías, Q. Roo</td>
<td>Tea leaf, seed, flour, and “hircha” of ramon</td>
<td>9</td>
<td>24</td>
<td>From 96 thousand pesos to 156 thousand pesos</td>
<td>9 thousand 346 ha of the permanent forest area of the ejido and 12 ha of forest plantation of ramon</td>
<td>66.66%</td>
</tr>
<tr>
<td>Emprendedores del Bosque Tropical</td>
<td>Noh-Bec, Q. Roo</td>
<td>Vegetable charcoal from FSC’s certified forest</td>
<td>3</td>
<td>10</td>
<td>From 1.66 million pesos to 2 million 800 thousand pesos</td>
<td>10 thousand 598 ha of permanent forest area of the ejido</td>
<td>50%</td>
</tr>
<tr>
<td>Floración de la naturaleza Maya</td>
<td>Nuevo Beal Campeche</td>
<td>Honey</td>
<td>8</td>
<td>20</td>
<td>From 280 thousand 565 pesos to 435 thousand 408 pesos</td>
<td>2 thousand 121 ha of wild forest at the multiple-use area of the ejido</td>
<td>75%</td>
</tr>
<tr>
<td>Renarte</td>
<td>Huya-Pix, Q. Roo</td>
<td>Wooden handicrafts</td>
<td>6</td>
<td>15</td>
<td>From 162 thousand 900 pesos to 280 thousand pesos</td>
<td>N/A</td>
<td>58%</td>
</tr>
<tr>
<td>Meliponicultores</td>
<td>Valentín Gómez Farías Campeche</td>
<td>Honey</td>
<td>4</td>
<td>9</td>
<td>From 25 thousand 200 to 20 thousand</td>
<td>N/A</td>
<td>50%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>30</td>
<td>78</td>
<td>From 2.225 million pesos to 3.691 million pesos</td>
<td>22 thousand 77 ha</td>
<td>59.93%</td>
</tr>
</tbody>
</table>
It is important for us to share our HDEM since by doing so, the impact in favor of our forests and rainforests gets multiplied. Thanks to the collaboration that we have with Pronatura Península de Yucatán (PPY), since 2015, we have been supporting this institution’s staff, so that they, in turn, propitiate the acquisition of corporate skills in eight producer groups in the area of El Zapotal, Yucatán and four in the area of Escárcega, Campeche.

Through this support, the recipients of PPY undertook the role of entrepreneurs and protagonists of their own development. In addition, they learned to determine their production costs, which allows them to adequately define the sales price of their products to avoid losses.
<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Product</th>
<th>Direct beneficiaries</th>
<th>Indirect beneficiaries</th>
<th>Income increase vs 2015</th>
<th>Territorial impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agroforestry</td>
<td>Limonar, Tizimín, Yucatán</td>
<td>Citrics</td>
<td>2</td>
<td>9</td>
<td></td>
<td>5 ha</td>
</tr>
<tr>
<td>Horticulture</td>
<td>Manuel Cepeda, Tizimín, Yucatán</td>
<td>Tomato, watermelon, and habanero pepper</td>
<td>2</td>
<td>9</td>
<td></td>
<td>5 ha</td>
</tr>
<tr>
<td>Silvopastoral</td>
<td>Francisco Villa, Tizimín, Yucatán</td>
<td>Livestock</td>
<td>1</td>
<td>4</td>
<td></td>
<td>15 ha</td>
</tr>
<tr>
<td>Silvopastoral</td>
<td>Manuel Cepeda, Tizimín, Yucatán</td>
<td>Livestock</td>
<td>4</td>
<td>18</td>
<td>There was no difference in income.</td>
<td>14 ha</td>
</tr>
<tr>
<td>Forest nursery</td>
<td>Nuevo Tezoco, Tizimín, Yucatán</td>
<td>Forest and ornament trees</td>
<td>6</td>
<td>27</td>
<td></td>
<td>20 ha</td>
</tr>
<tr>
<td>Horticulture</td>
<td>San Pedro Bacab, Tizimín, Yucatán</td>
<td>Tomato and habanero pepper</td>
<td>1</td>
<td>5</td>
<td></td>
<td>10 ha</td>
</tr>
<tr>
<td>Silvopastoral</td>
<td>San Miguel Arcangel, Tizimín, Yucatán</td>
<td>Livestock</td>
<td>1</td>
<td>5</td>
<td></td>
<td>11.6 ha</td>
</tr>
<tr>
<td>Silvopastoral</td>
<td>Benito Juarez, Tizimín, Yucatán</td>
<td>Livestock</td>
<td>1</td>
<td>5</td>
<td></td>
<td>16.6 ha</td>
</tr>
<tr>
<td>Preserves</td>
<td>Centenario, Escarcega, Campeche</td>
<td>Peppers, jam</td>
<td>8</td>
<td>27</td>
<td></td>
<td>50 ha of plot</td>
</tr>
<tr>
<td>Apiculture</td>
<td>Centenario, Escarcega, Campeche</td>
<td>Honey</td>
<td>1</td>
<td>4</td>
<td></td>
<td>50 ha of plot</td>
</tr>
<tr>
<td>Ecotourism</td>
<td>Miguel Colorado, Escarcega, Campeche</td>
<td>Tourism</td>
<td>1</td>
<td>120</td>
<td>Info not available</td>
<td>5 thousand ha of common use</td>
</tr>
<tr>
<td>Apiculture</td>
<td>Adolfo Lopez Mateos, Escarcega, Campeche</td>
<td>Honey</td>
<td>1</td>
<td>4</td>
<td></td>
<td>50 ha of plot</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td>28</td>
<td>232</td>
<td></td>
<td>5 thousand 247.2 ha</td>
</tr>
</tbody>
</table>
In the same way, we replicated the HDEM in NPAs in the center and north of the country to strengthen the investments of MAMB. We provide corporate support to five producer groups located in Nevado de Toluca in Estado de Mexico, Cumbres de Monterrey in Nuevo Leon, and La Primavera Forest in Jalisco.

The producer groups which we are supporting for their entrepreneurial development are:

Hierbas y condimentos del bosque
(Forest’s Herbs and Spices)

In the community of La Cebolla, Nuevo Leon, we are working with a 17-person group that take advantage of the bay’s tree leaf, a wild bush used to season food and to make medicinal infusions. The members of the group are interested in receiving training to develop corporate skills to add value to their product.

This group was created due to our alliance with the Conanp, who asked us to support their members. In 2016, we conducted workshops so that they identify themselves as leaders, identify their needs, and abandon the beliefs that stop their growth.

Xinantecatl Producers

In the ejido of Loma Alta, Estado de Mexico we worked with a group of 12 people. Their objective is to become specialized in the production and commercialization of lettuce, broccoli, chard, radish, and mushrooms.

With this team, we built four greenhouses where they are learning better practices for quality production.

Greenhouses are spaces to develop entrepreneurial skills; for instance, comparing the cost-benefit of farmland work (in a traditional way and with a high environmental impact) versus organic greenhouse agriculture.
Craftswomen Network

We are working along two groups of women dedicated to the elaboration of pine-needle handicrafts.

One of these teams is located in Sierrita Linda, and is comprised of eight women from Osamenta, Nuevo León. The other is the Ocotlali group, comprised by another eight women from the ejido of Emiliano Zapata, Jalisco.

We have fostered entrepreneurial skills in both teams so that these women find new markets, have nurturing experiences, and work as a network.

For their part, the Ocotlali group created a product catalog, learned to conduct cost analysis to establish fair prices, and started to unify the elaboration process to ensure the quality of their products.

Testimonial

“It is an honor to participate with Reforestamos México, with its high-human-quality staff and that great spirit of service for our forests and groups of people”.

Marina Bañuelos Anaya
Emiliano Zapata ejido, El Arenal, Jalisco.
Ecotourism

We have started to develop a work strategy to undertake an ecotourism project in the ejido Bosque La Primavera, where people can enjoy activities such as hiking, horse-back riding, cycling, camping, and thermal-spring bathing.

As part of the strategy, we analyzed the pros and cons that these type of activities have, how to promote the different sustainable tourism activities, while at the same time creating awareness in the tourists to take care of and consume local products.

We believe that by strengthening ecotourism in this region, a model will be created which can be replicated in other NPAs in the country.
Since 2015, we have been collaborating with the Forest Stewardship Council Mexico (FSC®) to develop and promote the social-economic growth of the people that live in and from the forests certified under this standard. This certification guarantees that timber forest products come from responsible sources and that they meet the best environmental and social standards at the international level.

The work strategy has consisted in: 1) developing alliances that allow us to promote the FSC® Certification in Mexico; 2) adapting the FSC® international standard to the Mexican reality; 3) training the actors interested in this certification; and, 4) positioning the FSC® distinction in society.
On October 12th, at the Forestry Expo 2016 in Guadalajara, Jalisco, we signed the FSC’s® Fair Timber Alliance for the development of the supply chain of products that are certified by this standard.

The members of the Alliance are: Unión Nacional de Organizaciones de Forestería Comunal A.C. (Unofoc), FSC®, Maderas y Más S.A. de C.V., Ejidos y Comunidades Forestales Certificados de México A.C. (Ecoforce), and our organization.

The objective of the Alliance is to develop and implement a communitarian forest development strategy within the framework of sustainable rural development in a coordinated way. This Alliance will greatly facilitate the relationship with ejidos and communities. The Unofoc brings together 150 communities, 400 ejidos, and 2,000 small owners, adding up to 2,550 recipients that manage 13.1 million hectares of forests. The Alianza de Ejidos y Comunidades Forestales Certificados de México, A.C. is integrated by 10 ejidos and communities, with a total extension of 263,000 hectares. For its part, Maderas y Mas will help to innovate in the dissemination and commercialization of certified products. Reforestamos will seek to strengthen the forest companies so that they can be more competitive and motivate others to get the certification.
“The joint effort of Reforestamos México and FSC® Mexico evolved from the idea of developing suppliers towards the creation of supply chains of FSC® certified forest products. The joining of other actors, such as the Unofoc, in a Fair Timber Alliance promotes the supply chain of FSC® certified forest products”.

Luis Alfonso Argüelles Suárez
FSC® Mexico National Representative

In November 2016, the First Draft of the Forest Management National Standard of FSC® Mexico was discussed at our offices in Mexico City. This event was the only public consultation done in the country. The draft had been approved in the last session of the FSC® Mexico’s Standard Development Group, conducted in Chetumal, Quintana Roo, in April of the same year. This consultation took place within 60 calendar days, after the publication of the standard in the website of Maderas y Mas, a member of the FSC®.

With the results of the public consultation, the Standard Development Group of Mexico will submit the document to two field tests, one in mild climate forests and another one in rainforests.

“The Unecofaez, in alliance with the FSC® and Reforestamos México, has achieved the supply chain development of its main members, such as the Sezaric, and it is expected that its 75 members join this alliance by getting certified under the FSC® to create awareness in the population in regards to the acquisition of products derived from good forest management”.

Unión de Ejidos y Comunidades Forestales Emiliano Zapata (Unecofaez)
Training of Interested Parties with Regard to FSC®

The certification throughout the supply chain allows for the traceability of timber from the forest to the sales points. Nonetheless, it requires all actors in the chain to correctly use the tools to achieve the system’s integrity. For this reason, we have organized, together with FSC® Mexico, five training workshops to: 1) promote the certification with the goal of increasing the certified surface, as well as the number of companies with chain of custody (CoC); 2) update producers on the good use of the FSC’s® brand and market tools; and, 3) link producers to new markets under fair timber criteria.

<table>
<thead>
<tr>
<th>Type of workshop</th>
<th>Number of workshops</th>
<th>Location</th>
<th>Beneficiaries</th>
<th>Impacts (Info and numbers)</th>
</tr>
</thead>
</table>
| 1) FSC system’s update (history of the certification and operation) | 5 | Santiago Papasquiaro, Durango | 108 from Durango and Chihuahua | - 110 registered companies certified in custody chain  
- They are 57 communities / ejidos, that cover 856,145 ha, certified with forest management  
- Number of custody chain certified companies increased to 125  
- Communities / ejidos increased to 64, which cover 882,097 ha certified with forest management  
- EFC of Quintana Roo, Oaxaca, and Durango joined the “FSC’s Timber design innovation 2017” challenges  
| 2) FSC promotion (correct use of FSC brand) | 5 | Tulancingo, Hidalgo | 80 from Durango, Quintana Roo, Edomex, Hidalgo, Puebla, Jalisco, Chihuahua, Michoacan, Veracruz, and Mexico City | |
| 3) Strengthen businesses (promotion tools, Marketing Toolkit, and Market Place) | 5 | Cd. Guzman, Jalisco | 40 from Jalisco, Durango, Puebla, Chihuahua, Michoacan, and Mexico City | |
| | | Chignahuapan, Puebla | 12 from Puebla | |
| | | Guadalajara, Jalisco | 8 from Jalisco | |
Timber-design Innovation Challenges

We organized the Timber-Design Innovation Challenge with the support of the Inadem, Campus Party, FSC® Mexico, and American Express.

The challenge had two categories: Dining Table for the House and Office Accessories. 109 Mexicans with different backgrounds participated in this challenge. The finalists were provided with mentoring to improve on their designs and to adapt them to the productive capacities of the Ecoforce Alliance members.

The winners of the challenge were Sebastian Dozal Martinez with his Umami project, in the Dining Table category and Joshua Allen Canales Garcia, with his Square Atoms collection, in the Office Accessories category. In addition, honorable mentions were given to Jetzel Xcaret Ramos Torres and to Jessica Alejandra López Medina. The first prototypes of the winning designs were manufactured by the Pueblos Mancomunados Industry in Oaxaca.

We exhibited these prototypes in the Campus Forestry Expo stand at the Forestry Expo 2016. In the event, Pueblos Mancomunados managed to close sales associated to this challenge. This motivates us to keep promoting these types of initiatives in the future.

Testimonial

“Innovation, design, passion for wood, and the forest certification make our products society- and biodiversity-friendly. The incorporation of the forestry sector to new ways of working with challenges and commitment will help strengthen the productive chain and to detonate forest activity by means of strategic alliances”.

Pueblos Mancomunados Forest Industry
FSC® Brand Positioning in Society

We organized a press conference together with FSC® Mexico called Green Building: Building in support of the environment. At this event, associations of architects and construction companies presented the latest tendencies in the sustainable construction market.

The event took place in Nestlé’s facilities, in a building which has the LEED GOLD Certification. In addition, Nestle used FSC® certified wood for a section in the terrace of the corporate building.

Institutional Development

Yearly Recognition to Companies and Institutions Who Collaborate with us

It is important for us to team up with other companies and organizations to fulfill our mission.

In 2016, the award that we granted symbolizes a Tree of Life that integrates the key elements of the UN’s Sustainable Development Goals. Blooming on the Tree of Life are: Well-being, Education, Youth, Innovation, Work, Wealth, Prosperity, Equality, Responsible Consumption, Water, Energy, Food, Biodiversity, and Peace, elements which we seek to integrate in our initiatives.

In 2016 we organized two events in Mexico City and Guadalajara, to grant this award to our allies.

Communication

This has been a very important year for us, as we decided to give a new face to the work we do in the field and at the office, with the objective of making these efforts known. Thus, we created a communication strategy with which we rebuilt our webpage, promoted our social networks, and created institutional videos.

In the case of the webpage, we completely renovated it and we introduced the new image of www.reforestamosmexico.org. All of the projects and initiatives that we have are presented on the website, along with an explanation of each of them.

Additionally, looking to reinforce the positioning of our actions and strategies, we worked along with Chaparrita Stories on 30 small capsules where we tell stories about what we do in the organization. These videos can be found on our YouTube channel: ReforestamosMex.

Social Networks

We increased our number of followers with our communication strategy. Facebook was the platform where we had the biggest increase. We had 19,590 followers in January; by the end of the year, we reached 56,085. On Twitter, we went from 17,009 to 18,539 followers.
Positioning in the Media

This year we approached different media outlets: television, radio, newspapers, printed and digital magazines, and blogs, who shared information about the diverse events we had throughout the year. The dissemination of our activities was also aided by the support of Zimat agency.

Among the media outlets that we approached are: La Meta del Planeta, Green Screen Magazine, Periódico Mi Ambiente, Teorema Ambiental, Green TV, Bhpubliksc, Canal 40, El Universal, Expok, Fundación Azteca, Ganar Ganar, La Crónica, Milenio, Publimetro, Reforma, Status, Planeta Azul, Todo México Somos Hermanos, Estrategia Global, Excélsior, El Economista, Efekto TV, Milenio TV, SDP, Notimex, El Financiero, Corresponsables, Revista Vita, Radio UNAM, Por el Campo, Voler, Verde x Mi, Revista Alcaldes de México, ABC de la Naturaleza, Grupo Ven América, Crónica Ambiental, Voz de la Sociedad and 2000 Agro.

We would like to thank the media for the support they provided and we encourage them to keep positioning our cause - the forest cause - so that society appreciates forests and ensures their continuity this way.

Cause Marketing

We have the Cause Marketing program in place to raise funds. This program has become a tool that allows to receive economical resources from the private initiative through its social responsibility framework. In this way, clients or consumers get linked to our cause.

Cause Marketing works by associating a specific product or line of products with a social cause, earmarking a percentage of the sales as a donation to the different projects that we have.

This year, we had the following allies’ participation:

• BioBaby
• SofaMatch
• Decova

Example of an alliance:
We got certified as a Great Place to Work for the second consecutive year. This award highlights our commitment to have a great work team for addressing the great challenges that we face. We are motivated to bring the opportunity to every person in the organization to grow in every aspect, both professionally and personally.

Being a Great Place to Work is a response to the care, dedication, and trust that our staff places in Reforestamos’ mission: to ensure the forests and wild forests that Mexico needs for its sustainable development.
## Balance Sheet

**As of December 31st 2016 and 2015**  
(In Mexican pesos)

<table>
<thead>
<tr>
<th>Asset</th>
<th>Unrestricted</th>
<th>2016 Temporarily Restricted</th>
<th>Total</th>
<th>Unrestricted</th>
<th>2015 Temporarily Restricted</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current assets:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>34,001,327</td>
<td>15,568,922</td>
<td>49,570,249</td>
<td>33,492,928</td>
<td>26,068,922</td>
<td>59,561,850</td>
</tr>
<tr>
<td>Collect donations</td>
<td>90,000</td>
<td>90,000</td>
<td>228,372</td>
<td>-</td>
<td>228,372</td>
<td></td>
</tr>
<tr>
<td>Officers and employees</td>
<td>403,705</td>
<td>403,705</td>
<td>525,863</td>
<td>-</td>
<td>525,863</td>
<td></td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>458,090</td>
<td>458,090</td>
<td>137,576</td>
<td>-</td>
<td>137,576</td>
<td></td>
</tr>
<tr>
<td><strong>Total current assets</strong></td>
<td>#</td>
<td>#</td>
<td>#</td>
<td>34,384,739</td>
<td>26,068,922</td>
<td>60,453,661</td>
</tr>
<tr>
<td>Property, furniture and equipment – Net</td>
<td>2,499,238</td>
<td>2,499,238</td>
<td>2,654,870</td>
<td>-</td>
<td>2,654,870</td>
<td></td>
</tr>
<tr>
<td>Guarantee deposits</td>
<td><strong>38,000</strong></td>
<td></td>
<td>38,000</td>
<td><strong>38,000</strong></td>
<td></td>
<td><strong>38,000</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>37,490,359</td>
<td>15,568,922</td>
<td>53,059,281</td>
<td>37,077,609</td>
<td>26,068,922</td>
<td>63,146,531</td>
</tr>
</tbody>
</table>

### Liabilities and equity

| Current liabilities:                        |              |                              |       |              |                             |       |
| Accounts payable                           | 107,583      | 107,583                      | 573,313 | -            | 573,313                     |       |
| Advance of donors                          | -            |                              | 350,513 | -            | 350,513                     |       |
| Taxes and accrued expenses                 | 1,006,515    | 1,006,515                    | 804,440 | -            | 804,440                     |       |
| **Total liabilities**                      | 1,114,098    | 1,114,098                    | 1,728,266 | -            | 1,728,266                   |       |
| Benefit to employees                       | 1,146,107    | 1,146,107                    | 604,337 | -            | 604,337                     |       |
| **Total liabilities**                      | #            | #                            | 2,332,603 | -            | 2,332,603                   |       |
| Equity unrestricted                        | 35,230,155   | 35,230,155                   | 34,745,006 | -            | 34,745,006                   |       |
| Equity restricted temporarily              | -            | 15,568,922                   | 15,568,922 | -            | 26,068,922                   | 26,068,922 |
| **Total equity**                           | 35,230,155   | 15,568,922                   | 50,799,077 | 34,745,006 | 26,068,922                   | 60,813,928 |
| **Total**                                  | **$37,490,360** | **$15,568,922**          | **$53,059,281** | **$37,077,609** | **$26,068,922**               | **$63,146,531** |

*In the process of being audited*
Reforestamos México, A. C.

Income Statement
For the years that finished on December 31st 2016 and 2015
(In pesos)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Income by:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash donations</td>
<td>45,070,016</td>
<td>-</td>
<td>45,070,016</td>
<td>$25,472,397</td>
<td>$23,945,000</td>
<td>$49,417,397</td>
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<tr>
<td>Interest income</td>
<td>2,204,489</td>
<td>-</td>
<td>2,204,489</td>
<td>872,407</td>
<td>-</td>
<td>872,407</td>
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<tr>
<td>Other income</td>
<td>10,621</td>
<td>0</td>
<td>10,621</td>
<td>4,901</td>
<td>-</td>
<td>4,901</td>
</tr>
<tr>
<td>Income total</td>
<td>47,285,126</td>
<td>-</td>
<td>47,285,126</td>
<td>26,349,705</td>
<td>23,945,000</td>
<td>50,294,705</td>
</tr>
<tr>
<td>Expiry of temporary restrictions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating expenses</td>
<td>46,799,977</td>
<td>10,500,000</td>
<td>57,299,977</td>
<td>24,256,921</td>
<td>15,938,046</td>
<td>40,194,967</td>
</tr>
<tr>
<td>Excess (insufficiency) of income over expenses</td>
<td>485,149</td>
<td>10,500,000</td>
<td>10,014,851</td>
<td>2,092,784</td>
<td>8,006,954</td>
<td>10,099,738</td>
</tr>
<tr>
<td>Equity by year’s start</td>
<td>34,745,006</td>
<td>26,068,922</td>
<td>60,813,928</td>
<td>32,652,222</td>
<td>18,061,968</td>
<td>50,714,190</td>
</tr>
<tr>
<td>Equity by year’s end</td>
<td>$35,230,155</td>
<td>$15,568,922</td>
<td>$50,799,077</td>
<td>$34,745,006</td>
<td>$26,068,922</td>
<td>$60,813,928</td>
</tr>
</tbody>
</table>

*In the process of being audited*
Our Advisory Board is comprised of personalities from the government and the private and public sectors. It is an honor for us to introduce it:

- Tania Dib
- Adriana Oropeza
- David Kaimowitz
- Gustavo Alanís
- Javier Warman
- Julio Salazar
- Luisa Montes
- Marisol Rivera
- Martha Patricia Herrera
- Ramsés Gómez
- Rodrigo Gallegos
- Mariana Bellot
- José Ramón Ardavin
- Vidal Garza Cantú
- Adriana Lobo
- María Elena Martínez
- Marcos Mancini
- Vincent Lagacé
- Alejandro Treviño
Acknowledgements

- Accse
- Adecco México
- Agencia de Cooperación Internacional de los Estados Unidos
- Agencia Mexicana de Cooperación Internacional para el Desarrollo (AMEXCID)
- Alas Cultiva tu Espacio
- Alejandra Yunuen Rayas Ruiz
- Alejandro Monroy Ibarra
- Alejandro Reyes
- Alianza Kanan Kay
- Alianza para la Sustentabilidad del Noroeste Costero
- American Express Company
- Amigos de Sian Ka’an
- AMOS
- Árbol de la Vida
- Asociación de Colonos Santa Fe
- Asociación de Comunidades Forestales del Petén
- Asociación Mexicana de Profesionales Forestales
- Asociación Nacional de Importadores y Exportadores de Productos Forestales
- Astisa
- Avery Denninson
- Banco Compartamos
- Banco Santander
- Bank of America Merrill Lynch
- Bárbbara Baltazar
- Barcel
- BASF Mexicana
- BBVA Bancomer
- Bernabé Colohua Citlálhua
- Bioambiental
- Biodiverso
- Biofutura
- Biopappel
- BNP Paribas Cardif México
- Boehringer Ingelheim
- Brigada Comunitaria Emiliano Zapata
- Brigada Forestal El Hondable
- Brigada Forestal El Pajonal
- Bunge México
- Campus Party
- Canon Mexicana
- Carlos Mallén Rivera
- CartoCrítica
- Causa Natura
- CEMEX
- Centro Agronómico Tropical de Investigación y Enseñanza (CATIE)
- Centro CitiBanamex
- Centro de Formación Forestal
- Centro Geo
- Centro de Colaboración Cívica
- Centro Ecológico La Llave
- Centro Mexicano de Derecho Ambiental
- Centro de Estudios del Sector Privado para el Desarrollo Sustentable
- Centro Regional de Capacitación del Agua Las Yerbas
- Comisión nacional de áreas naturales protegidas Calakmul
- Cíclica
- Citibanamex
- Citlalli Cortés
- Cluster Forestal de Jalisco
- Codeando México
- Colectivo Bioambiental
- Comisión Nacional Forestal
- Comisión Nacional Forestal del Estado de México
- Comisión Nacional Forestal del Estado de Jalisco
- Comisión Nacional Forestal Región Noreste y Sierra Madre Oriental
- Comisión Nacional Forestal Región Occidente Pacífico Centro
- Comisión Nacional para el Conocimiento y Uso de la Biodiversidad
- Comité Estatal de Sanidad Vegetal de Yucatán
- Compromiso Social Citibanamex
- Comunidad y Biodiversidad
- Consejo Agropecuario de Jalisco
- Consejo Civil Mexicano para la Silvicultura Sostenible
- Conservation International – México
- Cooperación Alemana al Desarrollo Sustentable
- Coordinación Estatal de Protección Civil Estado de Quintana Roo
- Coordinación de participación de niñez y juventud World Vision México
- Corona Rivera Velázquez & Co.
- Corporación Autónoma Regional de Risaralda de Colombia
- CTS Embarq México
- Daimler
- Decova
- Dell México
- Deloitte México
- Dentsu Aegis Network
- Despegar.com México
- Deutsche Bank
- Dirección de Desarrollo Rural del Municipio Tizimín
- Dirección de Medio Ambiente del Municipio de Zapopan
- Dirección de Protección Civil de Zapopan
- Domino Printing México
- Dupont México
- Ecoeduca
- Ecomaxei
- Ecopil arte crea consciencia
- Ecovalores
- Eduardo Martínez Romero
- Efrain Acosta Lugo
• Ejido Huay-Piz
• Ejido Noh Bec
• Ejido Nuevo Becal
• Ejido Tres Garantías
• Ejido UCUM
• Ejido Valentín Gómez Farías
• El ahuehuetl
• El Buen Socio
• Espacios Naturales y Desarrollo Sustentable
• Epicentro Inefable
• Evelyn Chávez Jáen
• EVM Energía
• Expediciones Sierra Norte
• FAUNAM
• Ferring
• Fideicomiso del Programa de Desarrollo Forestal del Estado de Jalisco
• Finaccess México
• Finae SAPI
• Fondo de Conservación El Triunfo
• Fondo Mexicano para la Conservación de la Naturaleza
• Fondo para la Comunicación y Educación Ambiental
• Fondo Procuenca Valle de Bravo
• Fondo Unido
• Ford Motor Company México
• Forest & Farm Facility de la FAO
• Forest Connect Alliance
• Forest Stewardship Council en México
• Fundación Axa
• Fundación Coca-Cola
• Fundación de Apoyo Infantil Guanajuato
• Fundación Ema
• Fundación Grupo Lala
• Fundación HSBC
• Fundación Lenovo
• Fundación México Vivo
• Fundación Pro Niños de la calle
• Fundación Rescate Arbóreo
• Galaz, Yamazaki, Ruiz Urquiza, S.C. (Deloitte) Genfor Landscaping
• Germán Obando
• GIZ componente Selva Maya
• Gobierno del Estado de Guanajuato
• Gobierno Municipal de Zapopan
• Great Place to Work
• Grupo Bimbo
• Grupo Financiero Banorte
• Grupo Financiero Santander México
• Grupo Fórmula
• Grupo La Moderna
• Grupo México
• Grupo Palmas Integra
• Grupo Peñaflie
• Guadalupe Madre Tierra
• Guadalupe Olvera
• Guillermo Navarro
• Herpetario de la UNAM
• Hewlett Packard Enterprise
• Hewlett Packard Enterprise Company
• HSBC Seguros
• Holmes Antonio Aguilar Flores
• Hombre Naturaleza
• Ideas en Movimiento
• Iniciativa Finanzas para la Biodiversidad del Programa de las Naciones Unidas para el Desarrollo Pronatura México
• International Institute for Environment and Development
• Instituto de Capacitación para El Trabajo del Estado de Campeche
• Instituto de Derecho Ambiental
• Instituto de Ecología del Estado de Guanajuato
• Instituto de Medio Ambiente y Comunidades Humanas de la Universidad de Guadalajara
• Instituto Estatal de Energía y Cambio Climático del Estado de México
• Instituto Nacional de Bosques de Guatemala
• Instituto Nacional de Ecología y Cambio Climático
• Instituto Nacional de Investigaciones Forestales Agrícolas y Pecuarias
• Instituto Nacional del Emprendedor
• Instituto para el Desarrollo Sustentable en Mesoamérica
• Instituto Tecnológico de Chetumal
• Instituto Tecnológico de la Zona Maya
• Isaac Ríos Valdés
• Johnson Matthey
• Joaquín Núñez Medrano
• Juan José Ochaeta
• Juan Manuel Barrera
• Juan Manuel Frausto
• La Mano del Mono
• La Ruta del Clima
• Laboratorios Liomont
• Legado Sustentable
• Lesly Andrea Ortega Santillán
• Lockton México
• L’oreal México
• LSC Communications
• Lucky Medina Estrada
• Magiam Natura
• Manolo Romero
• Más Negocio
• Masisa
• MCM Telecom
• Medix
• México Tower Partners
• Minerva Santos Luján
• Mission Hills
• Moja
• Mujeres cosechando esfuerzo
• Municipio de Querétaro
• Múul Xíimbal
• Nestlé de México
• Novartis
• Ollin Jóvenes en Movimiento
• Organismo de Supervisión de Recursos Forestales y de Fauna Silvestre de Perú
• Organismo Público Descentralizado-Bosque La Primavera
• Organización de Industriales Certificados de Puebla
• Perma Terra
• Praxair México
• Pricewaterhousecoopers
• Procuraduría Agraria
• Procuraduría de Protección al Ambiente
• Productos Internacionales Mabe
• Programa de las Naciones Unidas para el Desarrollo
• Programa de reconstrucción del tejido social
• Pronatura México
• Pronatura Península de Yucatán AC
• Pronatura Sur
• Proteak Renewable Forestry
• Protectora de Bosques del Estado de México
• Pueblos Mancomunados
• Rainforest Alliance México
• Red Alianza para la Conservación Biológica e Identidad Cultural
• Red de Jóvenes por el Agua Centroamérica
• Red Mexicana de Organizaciones Campesinas Forestales
• Reforestación Extrema
• Registro Agrario Nacional
• Residenciales Atlas
• Richard Modley
• Salvador Anta
• SCA
• Schneider Electric
• Secretaría de Agricultura, Ganadería, Desarrollo Rural, Pesca y Alimentación
• Secretaría de Desarrollo Agrario, Territorial y Urbano
• Secretaría de Desarrollo Económico de Querétaro
• Secretaría de Desarrollo Rural de Yucatán
• Secretaría de Desarrollo Sustentable de Morelos
• Secretaría de Desarrollo Urbano y Medio Ambiente del Estado de Yucatán
• Secretaría de Ecología y Gestión Ambiental de San Luis Potosí
• Secretaría de Ecología y Medio Ambiente de Quintana Roo
• Secretaria del Medio Ambiente de la Ciudad de México
• Secretaría de Medio Ambiente del Estado de México
• Secretaría de Medio Ambiente y Desarrollo Territorial de Jalisco
• Secretaría de Medio Ambiente y Recursos Naturales
• Secretaría de Medio Ambiente y Recursos Naturales Delegación Quintana Roo
• Secretaría de Medio Ambiente, Recursos Naturales y Cambio Climático del Estado de Michoacán
• Seguridad Pública de Zapopan
• Servicios Igasamex
• Sigma Alimentos
• Sociedad de Historia Natural del Soconusco
• Sofamatch
• Steelcase Sunbeam Mexicana
• Sustenta
• Teobaldo Eguiluz
• Tequila Vivo
• TerraCycle
• The Nature Conservancy
• Tierra Nueva
• Tomás Guzmán
• Turismo y Convenciones
• Unidad Coordinadora de Participación Social y Transparencia
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• Unión Internacional para la Conservación de la Naturaleza
• Unión Nacional de Organizaciones de Forestaría Comunal
• Universidad Autónoma Metropolitana, plantel Azcapotzalco
• Universidad Ibero de Torreón Universidad Interamericana para el Desarrollo Campus Chetumal
• UPS
• Ursus Natura
• VFC
• Vitroparque El Manzano
• Voluntariado Bimbo Contigo
• Voluntrek
• Walmart de México y CA
• Wikimedia México
• World Resources Institute
• World Wildlife Fund México
• Zurich
Reforestamos
México, A.C.