Annual report

2021

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Dear friends,

The year 2021 was a year of great challenges and exciting opportunities for forests and for Reforestamos.

The second year of the global pandemic continued to be a time to work in hybrid mode where many of the meetings with our allies were held virtually, from the home of each of our collaborators who knew how to adapt in the face of the “new normality”. In contrast, the work in the field was able to flow, little by little, through face-to-face work, thanks to safety measures that ensure the health of our staff working in the field, as well as of our recipients living in the rural environment.

These two years of the pandemic motivated us to focus our efforts on priority landscapes in our country. Thanks to our newly created Geographic Information Systems team, we have been able to analyze in greater detail the areas of the country where we want to carry out actions in favor of forests and other natural ecosystems. During 2021, it was possible to analyze and categorize more than 11,000 hectares, which allows us to have valuable information to create alliances from the local level, in these spaces that provide environmental services to the big cities of the country.

The savings from working virtually allowed us to channel more resources into restoring degraded lands. In 2021, we were able to impact 915.4 hectares, more than three times of the impact we achieved in 2020. This achievement allowed us to start with renewed vigor in the 2021-2030 United Nations Decade for Ecosystem Restoration. Taking into account this great opportunity, we joined forces with WWF and WRI to promote the Mexican Alliance for Ecosystem Restoration, the AMERE, which will be a multi-sectoral collaborative space that will allow us to create synergies in order to restore at least 10% of our terrestrial and marine-coastal territory in the long term.

Information is vital for our alliances and for effective multi-sector participation within them. During 2021 we conducted the 2nd edition of the Natural Resources Transparency Index (NRTI), in alliance with 3 other civil organizations that, like Reforestamos, value transparency for collaboration. The forestry transparency score evolved from 0.35 to 0.44/1. This progress contributes strategically to national goals, not only to improve the management of natural forest resources, but also to contribute positively to the agenda of the Escazú Agreement, which Mexico ratified at the end of 2020. With the NRTI, we have a beacon of hope to strengthen the rights of access to information, participation and justice in environmental matters in the Latin American and Caribbean region.

Information and participation are pillars for governance in land management. Good governance in land management attracts talent and investment for the promotion of responsible enterprises that ensure more and better forests. In 2021, we developed a bi-national program, Mexico and Guatemala, to accelerate enterprises in the forest landscapes of both countries in partnership with Alterna. This type of initiative allows us to better understand the challenges and opportunities to support these types of ventures. In that sense, also in 2021 we organized a virtual forum, Forestando el Emprendimiento e Inversión (Foreisting Entrepreneurship and Investment), where we exchanged insights and knowledge with other actors committed to the development of businesses and means of living compatible with nature and forests in LATAM.
The climate crisis increasingly presents a great opportunity to promote initiatives where forests help mitigate greenhouse gas emissions. This year we launched our first forest carbon project. This project took place in the foothills of Izta Popo in the State of Mexico. This would not have been possible without the leadership of Grupo Bimbo to reduce its carbon footprint, as well as the leadership of 12 communities that make up UDEFAM, a community governance platform that we promoted for the sustainable management of an area of 32,000 hectares after the earthquake in 2017.

In terms of urban forests, we had the opportunity to support the second edition of Tree Cities of the World, a hallmark that allows us to position the tree agenda in the municipalities. We recognize the 10 cities in Mexico and the 18 cities in Latin America that joined the 28 cities in the world to receive this recognition.

Our achievements in these difficult times would not have been possible without the trust that our diverse allies give us to work as a team. Your commitment to the forests of the future gives me and my great team the confidence to continue developing, along with you, natural solutions to the great challenges that humanity faces.

Together we reforest!

With love and gratitude,

_________________________
Javier Millán Dehesa
President

_________________________
Ernesto Herrera Guerra
General Manager
We are a civil association created in 2002 before the need of an answer to the great fires that in 1998 impacted close to one million hectares of forests in different zones of the country.

Mission
To ensure more and better forests to foster sustainable development.

Vision
To build bridges of collaboration among the different sectors of society so that individuals from different backgrounds are able to provide innovative solutions that allow forests and rainforests to be indispensable for Mexico to achieve each of the 17 Sustainable Development Goals established by the United Nations (UN) by 2030.

Objectives
- Stop deforestation
- Increase sustainable management of forests
- Restore degraded land
- Tree-planting in cities

Líneas de acción
1. Generate information to influence public and private decision making.
2. Promote territorial platforms to ensure governance and connectivity.
3. Foster the entrepreneurship ecosystem in the forestry sector.
4. Empower citizenship for action.
Reforestamos contributes to the Sustainable Development Goals (SDGs)

Starting this year, we have identified indicators to measure the contributions we make to the Sustainable Development Goals (SDGs) through our projects and initiatives. In this way, year after year we will be able to monitor and have a record of our progress towards achieving our mission and vision, considering that these are aligned with the 2030 Agenda for Sustainable Development and the SDGs.

We set ourselves the task of analyzing the scope and impact of our initiatives and projects in light of both the 17 SDGs and their 169 targets and 232 indicators, using as criteria the availability of data that allows for a timely and simple measurement of the results of our actions.

Our actions directly contribute to 10 of the 17 SDGs

This year’s indicators and their results have been included at the end of this Report as an Annex. Below, we present the SDGs and targets to which we are directly contributing through our initiatives and projects.

<table>
<thead>
<tr>
<th>SGD</th>
<th>Goal</th>
<th>Reforestamos Mexico A.C. Initiatives or Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Quality Education</td>
<td>4.7. By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including through education for sustainable development and the adoption of sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship, and appreciation of cultural diversity and the contribution of culture to sustainable development, among other means.</td>
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<tr>
<td></td>
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<td>• Doc Árbol</td>
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<td></td>
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<td>• Young Forest Entrepreneur*</td>
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</tbody>
</table>
5.5. Ensure women's full and effective participation and equal opportunities for leadership at all decision-making levels in political, economic and public life.

6.6. By 2020, protect and restore water-related ecosystems, including forests, mountains, wetlands, rivers, aquifers, and lakes.

8.3. Promote development-oriented policies that support productive activities, the creation of decent jobs, entrepreneurship, creativity, and innovation, and encourage the formalization and growth of micro, small, and medium-sized enterprises, including through access to financial services.

8.5. By 2030, achieve full and productive employment and ensure decent work for all men and women, including youth and persons with disabilities, and equal pay for work of equal value.

8.9. By 2030, develop and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

Reforestamos
Mexico A.C.
Initiatives or Projects

- Young Forest Entrepreneur*
- Strategy for sustainable territorial development and rural tourism for cultural conservation in Otomi communities
- Better Partnerships, Better Forests
- Strategy for sustainable territorial development and rural tourism for cultural conservation in Otomi communities
- Forestry actions to re activate the local economy and strengthen communities in the eastern part of the state of Mexico: Union for Forestry and Agricultural Development of the Valley of Mexico (UDEFAM)
- Better Partnerships, Better Forests
- Strategy for sustainable territorial development and rural tourism for cultural conservation in Otomi communities
- Better Partnerships, Better Forests
- Doc Árbol
- Strategy for sustainable territorial development and rural tourism for cultural conservation in Otomi communities
8.12 By 2020, develop and implement a global strategy for youth employment and implement the Global Jobs Pact of the International Labour Organization.

11.3. By 2030, increase inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlements planning and management in all countries.

11.4. To redouble efforts to protect and safeguard the world’s cultural and natural heritage.

12.1. To implement the Ten-Year Framework of Programs on Sustainable Consumption and Production Patterns, with the participation of all countries and under the leadership of developed countries, taking into account the level of development and the capacities of developing countries.

12.6. Encourage companies, especially big companies and transnational corporations, to adopt sustainable practices and to include sustainable information in their reports.

12.8. By 2030, ensure that people all around the world have information and knowledge for sustainable development and lifestyles in harmony with nature.

<table>
<thead>
<tr>
<th>Reforestamos Mexico A.C. Initiatives or Projects</th>
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</thead>
<tbody>
<tr>
<td>• Doc Árbol</td>
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<tr>
<td>• Tree Cities of the World</td>
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<tr>
<td>• Tree Cities of the World</td>
</tr>
<tr>
<td>• Forestry actions for the reactivation of the local economy and strengthening of communities in the eastern zone of EDOMEX: Union for Forestry and Agricultural Development of the Valley of Mexico (UDEFAM)</td>
</tr>
<tr>
<td>• Christmas tree campaign</td>
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<tr>
<td>• Los Bóscarens</td>
</tr>
<tr>
<td>• Citizen’s Science</td>
</tr>
<tr>
<td>• Better Alliances, Better Forests</td>
</tr>
<tr>
<td>• Citizen’s Science</td>
</tr>
<tr>
<td>• Doc Árbol</td>
</tr>
<tr>
<td>• Strategy for sustainable territorial development and rural tourism for cultural conservation in Otomi communities</td>
</tr>
<tr>
<td>• Communications through social media</td>
</tr>
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</table>
13.1. Strengthen resilience and adaptive capacity to climate-related risks and natural disasters in all countries.

13.2. To incorporate climate change measures into national policies, strategies and plans.

15.1. By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements.

15.2 By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and significantly increase afforestation and reforestation globally.

**Reforestamos Mexico A.C. Initiatives or Projects**

- Urban Resilience: Forests and Flood Prevention
- Mexican Alliance for Ecosystem Restoration
- Advocacy Projects in the Private Sector
- Sustainable territorial development strategy and rural tourism for cultural conservation in Otomí communities
- Better Alliances Better Forests
- Biocultural Corridor Central-West Mexico
- Western Sierras
- Network of Youth Organizations for the Environment
- Estrategia de desarrollo territorial sostenible y turismo rural para la conservación cultural en comunidades otomíes
- Acciones forestales para la reactivación de la economía local y fortalecimiento de comunidades en la zona oriente del EDOMEX: Unión para el desarrollo forestal y agropecuario del valle de México (UDEFAM)
- Campaña de árboles de navidad
- Mejores Alianzas, Mejores Bosques
- Corredor Selva Maya
- Sierras de Occidente
- Red de Organizaciones de Jóvenes por el Ambiente
3.1 Generation of information to improve the decision-making process

- Reforestamos’ contribution to digital geographic information systems (GIS)

Currently, there is no public consultation platform in Mexico where government institutions, the private sector or NGOs have advocacy polygons in the territory on issues of conservation, restoration and forest management. This platform would help to avoid duplicating efforts among potential allies or hindering processes that are already underway in terms of best management practices for natural resources and the environmental services they offer to society in general.
For this reason, we launched this initiative where we update and generate public statistical and geographic information about the reforestation events carried out in “Better Alliances Better Forests (MAMB)” during the period from 2011 to 2020 throughout the Mexican Republic where we have had an influence as an organization.

We updated and generated a total of 443 reforestation polygons (between 2011 and 2020) of the central region, which were uploaded to the Restor platform to make the area of incidence known in a transparent way to other NGOs, government and private initiative that be interested in the territory to form alliances in future projects. Currently we only have information from the central region of Mexico, but we are working to have information from other regions.

Testimony

“Reforestamos Mexico’s collaboration with Restor has been a great step in promoting this platform in Mexico and Latin America. The registration of more than 400 sites where they work allows us to demonstrate the usefulness of a digital platform that records ecological restoration efforts, this is an example that we will use as a reference to promote other Mexican organizations to participate in the first global restoration network.”

Adriana Basauri Molina,
Restor representative in Mexico.
With the objective of improving transparency in the forestry sector in Mexico, and that it be governed by the principles of open government and allow the exercise of the right of access to public information for decision-making with a participatory approach, our project transparency in the forestry sector links the federal government and civil society to improve the quality and access to public information on the management of forest resources at the federal level with a participatory approach. Through the activities developed in this project, information is generated to influence public and private decision making.

During 2021, we held follow-up meetings between government and civil society, conducted an assessment of the Natural Resource Transparency Index 2021 and developed recommendations to improve transparency.

As a result, we contributed to the development of strategies for improving the transparency of the forestry sector by conducting the event to present the results of the assessment, whose index score was 0.44 out of 1 on the transparency of the forestry sector and developed the forestry sector report.

Informe de resultados 2021
Índice de Transparencia de los Recursos Naturales
Bosques
Diciembre 2021

ITRN 2020 Y 2021

<table>
<thead>
<tr>
<th></th>
<th>TA</th>
<th>TR</th>
<th>TP</th>
<th>DA</th>
<th>IG</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
<td>0.55</td>
<td>0.60</td>
<td>0.62</td>
<td>0.64</td>
<td>0.22</td>
</tr>
</tbody>
</table>
| 2021 | 0.82 | 0.64 | 0.86 | 0.81 | 0.45 

**TA**: Active Transparency, **TR**: Reactive Transparency, **TP**: Proactive Transparency
**DA**: Open data, **GI**: Georeferenced information
- Diagnosis of the National System of Forest Management

The Diagnosis of the National Forest Management System (SNGF) is a project that seeks to systematize, automate and standardize forest management at the national level as well as to strengthen transparency and improve services to citizens, which allows for the generation and availability of information derived from the acts of authority in forestry matters for public and private decision-making, as well as forestry and environmental planning. The SNGF is established in the General Law of Sustainable Forest Development in force as one of the policy instruments of the sector and its use is mandatory in the Delegations of the Ministry of Environment and Natural Resources for the management of forestry procedures. Therefore, in view of its importance, it was necessary to identify areas of opportunity to redesign the system in order to systematise, automate and standardise forest management at the national level, making use of information technologies and systems.

During 2021, we conducted a diagnosis of the SNGF and made a conceptual proposal of it with the requirements for the development of the new technological system, as well as two variations of the proposal for the SNGF traceability mechanism.
The Mexican Alliance for Ecosystem Restoration (AMERE) is an initiative promoted by WWF Mexico, WRI Mexico and Reforestamos Mexico with the objective of articulating initiatives, sharing and generating information and influencing public and private policies on restoration issues in the broadest sense towards the development of the National Strategy for the Restoration of Terrestrial and Coastal-Marine Ecosystems. In this way we seek to stop deforestation, as well as to promote the restoration of degraded lands by promoting the creation of multi-sectoral platforms in favor of territorial governance.

According to CONAFOR, land degradation in the country comprises approximately 105.7 million hectares, 54% of the national territory. Of these, 39.1 million hectares (20% of the national territory) are slightly degraded, 7.8 million (4% of the country) are moderately degraded, 52.9 million (27% of the country) are severely degraded and 5.8 million (3% of the country) are extremely degraded. In addition, in terms of forest cover loss, the Global Forest Watch (GFW) platform reports that from 2010 to 2019 Mexico lost 2 million 386 thousand hectares.

In 2021, we held three round-table discussions for Ecosystem Restoration in Mexico, as well as meetings with key government authorities and created a website / repository of relevant information on restoration issues (https://sites.google.com/view/amere/ ). As a result, we engaged 552 potential AMERE members and got 5 government institutions involved in the design of the National Strategy for the Restoration of Terrestrial and Coastal-Marine Ecosystems.

Testimony

“Carrying out this diagnosis helped us to document some of the gaps in the system, as well as management processes that need to be updated for it to function properly. With the results of the diagnosis, we were able to make a proposal to the General Directorate of Forestry and Soil Management for the hiring of a specialized Management for the contracting of a specialized consultancy to gradually modernize the SNGF”.

Rachel Sheridan, Mexico’s Program Director of the U.S. Forest Service
Invitación para la 1° sesión de los Diálogos por la Restauración de Ecosistemas en México.

Invitación para la 3° sesión de los Diálogos por la Restauración de Ecosistemas en México.

Sitio web AMERE
Testimony

“The Mexican Alliance for Ecosystem Restoration (AMERE) is an initiative whose purpose is to articulate initiatives, share and generate information and influence public and private policies on restoration in its broadest sense in coordination with government, academia, CSOs, ejidos, communities and the private sector. Reforestamos Mexico, WRI Mexico and WWF Mexico are the founding organizations.

As a founding partner, Reforestamos has been a fundamental pillar in advancing the consolidation of AMERE in terms of governance, management and effective implementation”.

Lucía Ruiz Bustos
Biodiversity and Finance Coordinator
WWF Mexico

Municipal Governments
- Trees and Cities: Tree Cities of the World

Given the complexity of the management of urban public services, local governments seek to recognize the work toward the care and management of trees and urban forests. For this reason, we actively collaborate with the international initiative Tree Cities of the World (promoted by the Arbor Day Foundation and the FAO) which is an international program whose objective is to recognize those urban localities committed to their forests and trees.

Reforestamos, in partnership with the Arbor Day Foundation, promotes the program in Mexico and Latin America. This 2021, we held the Panel entitled Tree Cities of the World in LATAM: PostCOVID Challenges and Opportunities for Tree Cities of the World, presented the program at the North American Forestry Council session and participated in 4 media events with local governments.

We highlighted the registration of 28 new candidates to apply for international recognition; in addition, we achieved that 21 cities be recognized in that regard in Mexico and Latin America. We also organized the global celebration event for Tree-of-the-World cities to spread the initiative with other organizations.
- Diagnosis of urban tree regulations in Mexico

We conducted a study to generate a diagnosis, estimate benefits and analyze the factors that promote the conditions for the development and maintenance of quality green spaces with trees, in order to standardize and define the basic concepts related to urban trees. This is intended to avoid confusion and get the reader acquainted to the subject regardless of their level of knowledge.

This 2021 we worked on the review of statistical data from 78 Mexican cities for the correction of errors and the 13 variables of the analysis and began updating the document to be published in 2022.
I. Acotación

La finalidad de la presente tabla comparativa, es discernir las semejanzas y diferencias entre las leyes existentes en la república que se encarguen de regular el arbolado y los jardines urbanos con el fin de determinar el contenido para una ley local de arbolado urbano para la Ciudad de México.

Para ello, se analizarán las siguientes leyes estatales:

1. Ley de Parques y Espacios Púlicos de la Ciudad de México. 20 de febrero de 1973

2. Ley de Parques y Espacios Púlicos de la Ciudad de México. 20 de febrero de 1973

3. Ley de Parques y Espacios Púlicos de la Ciudad de México. 20 de febrero de 1973

4. Ley de Parques y Espacios Púlicos de la Ciudad de México. 20 de febrero de 1973

5. Ley de Parques y Espacios Púlicos de la Ciudad de México. 20 de febrero de 1973

6. Ley de Parques y Espacios Púlicos de la Ciudad de México. 20 de febrero de 1973

7. Ley de Parques y Espacios Púlicos de la Ciudad de México. 20 de febrero de 1973

8. Ley de Parques y Espacios Púlicos de la Ciudad de México. 20 de febrero de 1973

Sentado lo anterior, a continuación se analiza, en una primera tabla, el contenido general de las leyes. Es decir, atendiendo a los títulos, capitulos y subtítulos con los que cuenta cada normativa se realiza un análisis general de los temas que cada uno de ellas aborda. En una segunda tabla, se analizará el contenido en particular del articulado de las leyes sujetas a análisis.
The area of Alliances for Advocacy of Reforestamos seeks to promote processes that allow the modification and adaptation of regulatory frameworks for the benefit of forest ecosystems, always through the generation of information to serve for decision making and also in alliance with other organizations that are interested in supporting the proposals.

In 2021, in alliance with other organizations, we continued sharing information and promoting legislative initiatives that aim to prohibit mining activities in Natural Protected Areas, so we kept the #FueraMineriaDeANP in our social networks. Furthermore, we began the process of reviewing the legislation on urban trees that exists in the states of the country and started collecting information to draft a legislative proposal that helps promote forest Chain of Custody certification, for which we drafted a document that explains what it is and how this certification works.

3.1.2 Advocacy in private decision making

- AMEBIN: Business Dialogues - Mainstreaming biodiversity into Mexican agriculture

By means of the Mexican Alliance for Biodiversity and Business (AMEBIN), GIZ, Cespedes, Nestlé, BASF, Pronatura Mexico and Reforestamos, the first Business Dialogues for the integration of biodiversity in Mexican agriculture were coordinated with the objective of documenting and sharing information about the companies that are carrying out specific actions related to this issue in the Mexican countryside.

In 2021, we had 13 online sessions through 2 cycles of conferences, carried out by 10 companies, with the aim of sharing sustainable agriculture business projects (Business Dialogues 2021 – CESPEDES, recorded sessions). We also documented 8 business projects through infographics (Business Dialogues 2021 - CESPEDES).
With our event "Los Bóscares", we seek to identify, recognize and disseminate the best practices and projects of the private sector in favor of forests and their inhabitants. Through this event we recognize and encourage the private sector by awarding the best projects with a positive impact on forests in order to motivate and inspire other companies to take action and participate in the forestry agenda.

This year, we established partnerships with 4 civil society organizations in 3 countries outside of Mexico (Costa Rica: 1; Colombia: 2; Peru: 1) and researched and analyzed information from 495 companies in 4 countries (Mexico, Costa Rica, Colombia and Peru). 67 companies from the 4 countries were nominated as finalists for their positive impact projects in forests (Mexico: 20; Costa Rica: 13; Colombia: 14; Peru: 20) and 21 companies from 4 countries (Mexico: 6; Costa Rica: 4; Colombia: 5; Peru: 6) were awarded through 4 digital events open to the public.

A public call for applications was made through which companies submitted their initiatives and actions in favor of forest sustainability in Mexico. As a result of the applications received, 20 initiatives were identified and nominated through 6 categories.

**Testimony**

“In Mexico, as a result of the Implementation of the United Nations Framework on the Economics of Ecosystems and Biodiversity for Food and Agriculture (TEEBAgFood) project, a network of agrifood companies has been formed, transforming their decisions based on the value of their relationship with nature, people and society. Reforestamos Mexico has played a strategic role as a local partner of the Capital Coalition, providing support in dissemination, facilitating discussions, monitoring the progress of the companies and the commitment to keep active and expand the created network of agri-food companies”.

Marta Santamaria, Director of Innovation of the Coalition of Capitals

- Los Bóscares

With our event "Los Bóscares", we seek to identify, recognize and disseminate the best practices and projects of the private sector in favor of forests and their inhabitants. Through this event we recognize and encourage the private sector by awarding the best projects with a positive impact on forests in order to motivate and inspire other companies to take action and participate in the forestry agenda.

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A public call for applications was made through which companies submitted their initiatives and actions in favor of forest sustainability in Mexico. As a result of the applications received, 20 initiatives were identified and nominated through 6 categories.
The nominated and winning companies, in each of the categories, are:

- **Category: Forest conservation**  
  Winner: Grupo Hérdez, for its “A stronger legacy” initiative that seeks to ensure the proper management of resources and capacity of watersheds that irrigate tomato crops (in the State of Durango, Topia, Ejido Topia).

- **Category: Promotion of Sustainable Forest Management.**  
  Winner: Bioforestal Innovación Sustentable, for its “Carbón Otomi La Florida” initiative, which seeks to implement a financial mechanism of carbon credits for sustainable management and conservation of biodiversity (in the State of Hidalgo, Cardonal, Ejido La Florida).

- **Category: Sustainable Forest Community Development**  
  Winner: Santander, for its initiative to support forests in indigenous Otomi communities with a shared territorial vision that promotes self-management of forest resources for their development (in the State of Mexico, Villa del Carbon, Bienes Comunales San Geronimo Zacapexco).

- **Category: Contribution to Forest Restoration**  
  Winner: Farmacias de Similares, for its “Simiplaneta” initiative that seeks to safeguard the ecological balance and mitigate environmental problems caused by people (in Oaxaca, Mexico City, Jalisco, Tabasco, Chiapas, Durango, Coahuila, Q. Roo).

- **Category: Zero-Deforestation Supply Chains**  
  Winner: Café del Pacífico, for its initiative to protect biodiversity in the High Mountain Coffee Zone of Veracruz, through certification for the implementation of best practices (in Veracruz, High Mountain Zone).

- **Category: Local Forest Enterprises**  
  Winner: Bosque Esmeralda Ecotourism Park, for its ecotourism initiative that promotes the conservation and protection of nature through collective work that seeks the common good (in the State of Mexico, Amecameca, Ejido Emiliano Zapata).

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**Testimony**

“In order to be able to carry out Los Bóscares in Mexico for four consecutive years, it has been essential to work in alliance with other institutions, and I am very proud that this same work has allowed us to replicate it for the first time in three other Latin American countries: Costa Rica, Colombia and Peru. Additionally, this work is possible thanks to the generous sponsorship of the French Development Agency”.

Ernesto Herrera  
General Manager  
Reforestamos Mexico
- Global Compact Network Mexico:
  SDG 13 and SDG 15 Working Group

Through participation in the working groups on Ecosystems and Biodiversity and Climate Action of the Global Compact Network Mexico, we proposed concrete actions with a business focus, aimed at addressing issues of combating deforestation and actions to mitigate and adapt to climate change in Mexico in order to contribute to the fulfillment of Sustainable Development Goals 13 and 15 of the 2030 Agenda.

Specifically, we coordinated the working subgroup on Mitigation and Adaptation Projects of the Global Compact Network Mexico, in collaboration with Iniciativa Climática Mexico, and we participated in 7 meetings of the working group on Ecosystems and Biodiversity. Lastly, we also developed 26 flashcards with solutions to implement business actions aimed at combating deforestation, regenerative agriculture and sustainable fishing.

- Carbon sequestration project in forests

In order to explore the carbon sequestration agenda, Reforestamos Mexico linked landowners, Bioforestal and Grupo Bimbo to carry out a carbon sequestration pilot in forests in an area of approximately 8,443 hectares of forests in the Izta-Popo area, for the annual capture of 14,000 tons of CO2e.

In 2021 we worked with 6 forest communities in the Izta-Popo region (Bienes Comunales de Santiago Cuautenco, Bienes Comunales Santa Isabel Chalma, Bienes Comunales de San Pedro Ecatzingo, Ejido Tlalmanalco, Ejido de San Antonio de la Rinconada, Ejido de San Martín Cuautlalpan) which comprise an area of 8,013 hectares, seeking to develop a carbon sequestration project in forests through Improved Forest Management activities under the Forest Protocol of the California Climate Action Reserve.

It was determined that the project will generate approximately 31.3 thousand annual emission reduction credits available for trading in the carbon market, and it was estimated that the total area has a potential infiltration of about 29 million cubic meters of water. In addition, a visit was made to raise awareness of issues related to the project with 16 people from Grupo Bimbo.
- Urban resilience: Forests and the prevention of floods

At Reforestamos we seek to implement a pilot restoration project in forests near the south of Mexico City to generate data that will allow us to create a correlation between forest ecosystem restoration and flooding in urban areas near them.

In 2021, 15,000 trees were planted on 20 hectares in the south of Mexico City in San Nicolás Totolapan, and a collaboration agreement was signed with the Universidad Autónoma Metropolitana, Campus Cuajimalpa, to carry out a study to identify the benefits (water runoff index). A working group was also established within the Mexican Alliance for Biodiversity and Business (AMEBIN) to accompany the implementation of the project (members: Reforestamos, Biofin, Cespedes, Citibanamex, Banorte, Zurich, Nestlé, Universidad Autónoma Metropolitana) and we managed to get Zurich, Nestlé and Banorte to contribute economic resources for the implementation of the project.

- Hackathon Latam

We participated in the Hackathon organized by Zurich and the Zurich Foundation so that, through the work and experience of corporate volunteers, Reforestamos Mexico can devise solutions to better communicate to the private sector the work we do in order to increase the economic contributions of the business sector to CSOs.

In this event, 10 Zurich volunteers from different Latin American countries (Mexico, Argentina, Ecuador, Colombia) spent 16 hours of online work to solve Reforestamos Mexico’s challenges related to business involvement. We ranked first place out of 4 civil society organizations that participated with the proposed solution to the challenge established to improve business involvement in projects related to the care of forests.
Better Alliances, Better Forests (MAMB) is a platform that seeks to generate governance systems that facilitate decision-making and actions that contribute to integrated landscape management (ILM) and forest connectivity, in order to ensure ecosystem services. Through nature-based solutions, it seeks to contribute to the restoration and conservation of forests near the cities in which MAMB has an impact in the State of Mexico, Mexico City, Coahuila, Nuevo Leon, Guanajuato, Jalisco, Yucatan and Chiapas.

With the collaboration of 114 allies from the communities, the business sector, governments of the three levels, academia and other national and international civil society organizations, diverse impacts were achieved in the territory with actions of restoration, conservation and implementation of productive and entrepreneurial projects in the communities.

This year, we supported the integration of 30 brigades for conservation and restoration activities, and strengthened 20 productive projects and community enterprises in 12 ejidos and communities.

In addition, as we do every year, we had the participation of volunteers both in person and virtually. As a result, 748.3 hectares of forest were reforested with 512 thousand trees planted, as well as 162.5 hectares of forest conservation with soil remediation and conservation actions.

Temporary jobs were also provided and 328 members of the community brigades, 16% of whom are women, were strengthened with training and equipment.

Productive projects and 3 community enterprises were strengthened (Flonatur, Sierrita linda, Selva viva 3G), 7 nurseries were also strengthened (Vivero la Peñita, Vivero el Pajonal, Vivero El Nevado, Vivero Villas del Carbón, Vivero Santiago Tianguistenco, Vivero BLP, Vivero en Sierra de Lobos) with a production of more than 130,000 plants, as well as 3 community fire brigades in Nuevo León and Coahuila, 5 beekeepers and 2 alternative tourism projects in Jalisco.
For all of this, 513 volunteers participated in the field carrying out reforestation and conservation activities. In addition, 3,278 virtual volunteers participated through webinars and tree adoption on the Reforestamos electronic platform.
The SiMiPlaneta movement promotes and develops different actions in favor of the environment, with the help of the entire society.

Reforestamos Mexico represents a great ally to strengthen the SiMiPlaneta movement and expand protection to more ecosystems. Its experience and seriousness in environmental matters allowed us to get to work in the Mesón de Copala Ejido, in Jalisco, and the Cañón del Sumidero National Park, in Tuxtla Gutiérrez, Chiapas. This alliance will help to improve the conditions of the planet.

Lic. Víctor González Herrera
Commercial Vice President of Farmacias Similares.

The Ministry of Environment and Territorial Planning of the state of Guanajuato, reaffirms its commitment to continue creating alliances for the achievement of fundamental goals, such as the conservation and restoration of our Natural Protected Areas. In this sense, Reforestemos Mexico joins the list of allies with whom we work in Guanajuato with a strategic vision for the protection of forest areas of socio-environmental and biocultural importance, their economic development and protection of the natural heritage of the people of Guanajuato.

María Isabel Ortiz Mantilla
Secretary of Environment and Territorial Planning
Testimony

“Reforestamos Mexico has played an important role for the project and in general for the community, since they have been supporting us for a long time and now that everything burned, with the support of the fire brigade, they gave us jobs to do cordon work and from there we continued with the reforestation, we have felt that they have not left us alone and their support strengthens us and encourages us to continue working for our community.”

Francisco Everardo Torres Saucedo
Commissioner of Bienes Comunales San Sebastian La Peñita in the Municipality of Santiago, Nuevo León. Beneficiary of the productive project Vivero La Peñita.

3.2.2 - Biocultural Corridor of Western Central Mexico (COBIOCOM)

The Biocultural Corridor of Central Western Mexico (COBIOCOM) is an initiative of eight subnational governments (Jalisco, Nayarit, Aguascalientes, Zacatecas, San Luis Potosi, Guanajuato, Michoacan and Colima) that has the primary objective of achieving ecological connectivity, the preservation of different ecosystems, as well as the traditional practices of management and sustainable use of biodiversity in Western Mexico.

Reforestamos Mexico participates permanently in this corridor and in 2021 we have held 10 virtual meetings with the technical liaisons of the states to follow up on their activities. In addition, together with five states and the CONANP we joined the signing of the Manifesto for the protection of the golden eagle in the territory of COBIOCOM.
3.2.3 – Western Sierras of Mexico

The “Western Sierra Conservation Network” initiative seeks to implement strategic actions related to the conservation and restoration of forest ecosystems and biodiversity, as well as sustainable productive management in three landscapes of Guanajuato, Michoacán and Jalisco, with incidence in the COBIOCOM polygon, through the promotion and strengthening of multi-stakeholder partnerships in the territories.

This year we concluded the project “Productive restoration and community biological monitoring” in five pilot sites in the Nevado de Colima-Sierra de Manantlán corridor, within the framework of the Forest Ecosystem Restoration Initiative (FERI) of the Convention on Biological Diversity.

We also collaborated in strengthening the production of native trees for reforestation in the Laguna de Zapotlán sub-basin of the Nevado de Colima - Sierra de Manantlán biological corridor and reforested the Pico Tancitaro Flora and Fauna Protection Area and its area of influence within the Tancitaro-Pátzcuaro-Morelia corridor in Michoacán.

We restored 50 hectares through the implementation of diversified agricultural practices and agroforestry, we made a guide of productive restoration strategies and a community protocol for monitoring species, we installed a warehouse and inputs in the Nevado de Colima nursery for the production of pine and lowland rainforest species and reforested 14 hectares with 17,500 trees of Pinus pseudostrobus and Pinus montezumae species.
3.2.4 - Mayan Rain Forest

This project seeks to have territorial advocacy approaches based on integrated landscape and connectivity management to reduce the loss of connectivity in the biological corridor of the Selva Maya.

To this end, we contributed to the integration of the Committee of Competencies for Community Sustainability in alliance with CONANP Yucatan Peninsula and the Caribbean. We carried out a restoration event of 7 hectares with 4900 ramón trees (Brosimum alicastrum) and promoted the implementation of organic beekeeping schemes for the sustainable management of the landscape (12 thousand hectares of beekeeping management). We also carried out the 1st Standard of Competence in Community Monitoring of Biodiversity in Natural Protected Areas for its Management and Conservation with official validity and scope in the national territory.

Testimonio

“The Mayan rain forest offers us the opportunity to utilize it properly. Our cooperative and the work with Reforestamos Mexico has allowed us to stand out in the use of ramón and promote the restoration of degraded land with this species to provide us with inputs and benefits to the environment”.

Martina Lopez
Legal Representative of
Selva Viva 3G Cooperative Society
3.2.5 - Neovolcanic transversal Axis:

- Sustainable territorial development and rural tourism strategy for cultural conservation in Otomí communities

The Strategy for sustainable territorial development and rural tourism for cultural conservation in Otomí communities aims to strengthen the productive chains of the San Gerónimo Zacapexco community and the Ejido San Luis Anáhuac in Villa del Carbón, to improve living conditions through opportunities for entrepreneurship and the development of productive capacities that each population has, as well as for the conservation of their natural resources, with a forest management plan and land use planning that leads to sustainable entrepreneurship projects and ensures the connectivity of ecosystems, reinforcing the language and traditions of the Otomí ethnic group in the communities of Villa del Carbón.

During this period, we conducted a responsible consumption campaign and 10 empowerment workshops in which we trained 69 people.

Thanks to the support of Santander and the Unión Nacional de Organizaciones de Forestería Comunal A.C. (UNOFOC) we were able to benefit 1,275 people.

We also provided advice on the design and work plan of the community carpentry and advised on the design of carpentry products for sale.

In addition, we contributed to the development of First Aid capabilities in the communities of Villa del Carbón and to the strengthening of traditional practices through the conditioning of the second phase of their temazcal project with the necessary infrastructure to operate in the area of San Luis Anahuac (dressing room and storage of resources for its proper functioning).

We developed a visual and informative strategy for the positioning of productive activities and services as an indigenous community through the placement of posters in Otomi / Spanish / English in the region and achieved the strengthening of the organizational structure of the ecotourism park Ha Maaloma, San Luis Anahuac, acquiring a focus on sustainability through workshops and round tables.
Lastly, we were able to provide advice and liaison with the new boards of directors of the community of San Geronimo Zacapexco and representatives of the Ha Maaloma Park to provide continuity to the projects.

Video of Villa del Carbon: [https://www.youtube.com/watch?v=6AFrnK1Myhs](https://www.youtube.com/watch?v=6AFrnK1Myhs)

**Testimony**

“I am grateful towards Reforestamos Mexico A.C. for the great support provided for the realization of the productive projects of the ejido San Luis Anáhuac as well as the strengthening of services and the development of campaigns to promote the ecotourism park Ha Maaloma; the continuity of the support allowed us to generate jobs for the community’s youth to generate jobs.

Jorge Ángeles Cruz
Representative of the Ha Maaloma Ecotourism Park Ha Maaloma.

- Forestry actions for the reactivation of the local economy and the strengthening of communities in the eastern zone of EDOMEX: Union for Forestry and Agricultural Development of the Valley of Mexico (UDEFAM).

The Unión para el Desarrollo Forestal y Agropecuario del Valle de Mexico, S.P.R. de R.L. (UDEFAM) has as its main objective to be a community forestry company that generates social and economic welfare for its ejidatarios and communal farmers, through projects of good forest management, preservation of forests and biodiversity with an area of 32.04 thousand hectares bordering the Iztaccíhuatl-Popocatépetl National Park in 6 municipalities of the State of Mexico.

We have supported UDEFAM in order to strengthen its governance and foster business development in the region, as well as to provide support to develop a vision of sustainable forest management with a landscape approach.
Through the construction of strategic alliances and specific investments in the region with different allies such as Santander Mexico, Sertull Foundation and the National Union of Community Forestry Organizations A.C. (UNOFOC), we have developed a strengthening plan in the area to encourage producers to have better forestry practices through different tools, having as a main axis the international certification scheme of the Forest Stewardship Council (FSC®).

In 2021, with the interest, support and financing granted by PROBOSQUE, the first FSC® chain of custody certification in the region was achieved, positioning the Ejido of San Martin Cuautlalpan as the only sawmill certified with the international standard in the region, improving development and growth opportunities for 412 ejidatarios.

We conducted diagnoses of the 12 agrarian nuclei (NA), 5 workshops to strengthen governance, organization, first aid and FSC certification®, training 111 people in this regard.

In addition, we contributed to the achievement of the first FSC® Chain of Custody certification of the sawmill of the Ejido de San Martin Cuautlalpan in the region and generated an exchange between Indumark and representatives of the 12 NAs in order for the communities to adopt responsible practices in the use of wood and develop sales skills, as well as to analyze a new production line in the pallet business. The total beneficiaries for this project were 2,928 people who are ejidatarios or comuneros.

Testimony

“Reforestamos Mexico is an organization that provides advice to communities with development potential; thanks to their advice, we can visualize projects and carry them out, generating jobs and brotherhood among communities.

Ma. Antonieta Aguilar Espinosa.
Treasurer of communal property of Santa Isabel Chalma.

3.3 Strengthening of the entrepreneurial ecosystem in the forestry sector

Entrepreneurship and Investment Ecosystem in the Forests

Forest companies require various services and support to achieve their consolidation and increase their impact. The ecosystem of entrepreneurship and investment in forests seeks to generate an environment that accompanies entrepreneurs from the generation of ideas to the search for financing according to the level of development of the forest company. Reforestamos Mexico seeks to be the articulating agent between the entrepreneurship, investment and forestry sectors to generate this environment: an ecosystem to help generate companies that have a high impact on forest cover.
In 2021, we focused on generating more bridges between the sectors through training programs, virtual forums, participation in various virtual events, communication campaigns, with the intention of identifying more entrepreneurs in the forest and connecting them with expert allies in entrepreneurship and investment.

Thanks to the support of American Express we were able to start with the creation of a community of entrepreneurship and investment in forests; in alliance with Alterna, we implemented the first program for the acceleration of forest companies in Mexico and Guatemala; together with Fundación Azteca we carried out a campaign for forest entrepreneurs, which allowed us to identify new companies; and with Microsoft Philanthropies we held a forum to connect the sector of forest companies with the technology sector.

- EDUCATION:

- Regional forestry education consultation

In order to validate the results of the Global Consultation on Forestry Education held in 2020, regional consultations were held to listen to various stakeholders involved in forestry education issues in Latin America and the Caribbean.

Reforestamos Mexico implemented the forum in this region and conducted the virtual consultation on forestry education for the Latin American and Caribbean region with three purposes: To present the results of the global forestry education survey, to obtain suggestions from forestry education experts to solve the challenges identified in the survey, and to identify the actors involved in solving these challenges.

The forum was held virtually on February 23rd and 24th 2021 in Spanish and with simultaneous translation into English. The event was attended by 151 participants from 35 countries.

- IDEATION AND INCUBATION:

- Movimiento Azteca (MOVA) – Entrepreneurship and innovation

We implemented a campaign on TV Azteca with far-reaching advertising spots to position the mission of the organization and to motivate companies and citizens to make financial donations to help the operation of enterprises and other forestry initiatives that we have throughout the country.

With this campaign we positioned the scope of Reforestamos’ actions and disseminated community forestry enterprises. A total of 290 forest enterprise applications were received, of which 18 were supported: 10 in the idea stage, 5 in the prototype stage and 3 legally constituted companies.
We were able to have the participation of companies such as Bimbo, Fundación Azteca, Grupo Alen, Fundación Lala, One Tree Planted, Ecosia and Teleurban, achieving a joint donation of more than 7 million pesos, of which 900 thousand pesos came from individual donors.

Testimony

“Our programs “Limiemos México” and “Un Nuevo Bosque” have been seeking for more than 10 years to call for action to promote waste recycling and reforestation of our forests, in this work we have found great allies such as Reforestamos, with whom we share this great common goal of conserving and preserving the forests of Mexico, I am convinced that we will continue to reap many successes together”.

Antonio Domínguez Sagols
General Director of Fundación Azteca
- Forestry Entrepreneurship Guide

There is a need for tools contextualized to the forestry sector that are a guide for people interested in establishing a forestry enterprise. For this reason, in 2021 we produced the forestry entrepreneurship guide, which is a text that provides the basic tools for people to generate a forest-based enterprise.

Based on the first 7 years of Joven Emprendedor Forestal's experience, the most useful and successful tools for young people were chosen. The guide is available in both Spanish and English and can be found at the following link:

Spanish: https://www.emprendedorforestal.org/experiencias


- ACCELERATION:

- Forests & Co

Bosques & Co is an initiative that identifies, accelerates and connects a renewed generation of enterprises in Latin America that regenerate forest landscapes. This program was born from an alliance between Alterna in Guatemala and Reforestamos in Mexico. Alterna brings its experience in identifying and cultivating companies while Reforestamos brings its knowledge in regenerating forest landscapes and its network of contacts to strengthen the ecosystem of entrepreneurship and investment to regenerate forest landscapes in Latin America.
- CERTIFICATION:

- Development and consolidation of the supply/demand of FSC® certified products.

In Reforestamos Mexico we want to compensate and encourage communities and ejidos for the good management of their forest areas in order to protect, conserve, increase and take advantage of the products/services that forests can offer to society in general (watershed services (water), recreational services (nature tourism), biodiversity, carbon, soil, among others).

Therefore, we analyzed, innovated and implemented strategies to build an economically viable and replicable model, under the certification of FSC® ecosystem services in communities and ejidos that have forest management. We also collaborate in raising awareness among the general public about the benefits of the products and services offered by forests, in order to raise awareness about responsible consumption, and we also focused on promoting multi-sectoral collaboration, including funding and partnerships to encourage farms that have the international FSC® certification of ecosystem services.

Internationally, only 33 communities have certified an Ecosystem Service under the Forest Stewardship Council standard (FSC®), in Mexico there are only 3 communities that already have it, in Reforestamos we supported the community of San Geronimo Zacapexco which was the first to register Water Services at the national level and was also the first in North America.
**- INVESTMENT:**

**- Foresting entrepreneurship and investment**

It is an initiative financed by American Express that seeks to articulate the actors in Latin America that are part of the ecosystem of entrepreneurship and investment in forests to strengthen their capacities and detonate joint actions.

In 2021, 20 sessions were held with more than 30 experts on market development, investment and entrepreneurship skills and sessions were held in collaboration with Iniciativa 20x20, ANDE and AMEBIN. In total, 794 people participated in the Foresting Entrepreneurship community.

**- CULTURE/DIFFUSION:**

**- Forests of the Future**

Forests of the Future 2021 is a virtual forum that serves as a space to reflect on trends related to the reality of rural areas. It seeks to dialogue from this perspective, with a female perspective in which we bring together 27 panelists (25 women and 2 men).

In “Forests of the Future 2021: Designing a new future for the rural world”, we bring together brilliant minds that are making a change from diverse spaces: science, art, academia, media and indigenous peoples. We share their experiences, their work in rural areas and their vision of the future to inspire disruptive actions that lead us to have a new relationship with our environment. In 2021, 201 people participated and there were 4 organizing institutions: Mem Industrial, Fair Connection (Chile), ANCE and Reforestamos. We had the collaboration of Vinculo Agrario, GEDIS Biotech, EMERCON, Microsoft, CATIE, IUFRO, Universidad de Chile, Proteak, Cenit Arquitectos, Tercer Planeta, Alquimia, Voices of Brotherhood, Pregúntale al Biólogo, Universidad EAN, Arauco, Despensa Silvestre, Wise Women Chile, Fundación Huella Local and Parota Raiz.
- **Forests and technology**

Forests and Technology is a program that aims to strengthen the capacities of forest-entrepreneurship actors, investors, CSO members, government and academia to identify solutions to bridge the gap between entrepreneurship and investment and to design actions to be implemented in the framework of the Decade of Restoration.

This year we carried out the implementation of the Latin American Seminar on Entrepreneurship and Investment in Forests in the context of the Decade of Restoration, the New Normal and the race against Climate Change.

As a result, we had 20 sessions developed by more than 30 experts, as well as 794 people participating in the sessions.

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**Testimony**

“It is a very valuable platform to connect and understand Latin American contexts and realities regarding forests (native and planted) with a perspective of generating sustainable economy and employment but fundamentally supporting our planet to maintain life.”

Roberto Mauricio Rios Doria Medina
“It was very interesting to know the points of view of the different associations and to establish guidelines to collaborate with them, as well as to envision possible activities to reconnect people with the forests and to value their benefits.”

Guadalupe Calva Arzate

- Fostering forest-based entrepreneurship in different spaces

The Entrepreneurship ecosystem is a platform that links entrepreneurs and forest companies with actors of the entrepreneurship ecosystem in Mexico and Latin America to generate business models that ensure more and better forests and improve the living conditions of the communities that live in them.

In 2021, we held 12 events in which we collaborated with a talk or a workshop (Emprende Bosques - Guatemala, Expo Mem - GDL, ICFE - IUCN, Talent home and talent land - Mexico, Concausa - Mexico, IDEO Conference - Mexico, Balloon - Mexico, Tu mundo Forestal - Ecuador, Students Congress - Peru, CLECF - Latin America, UVM Social Responsibility Event organized by ENACTUS - Mexico) and one in which we were co-organizers - International Bioeconomy Seminar in collaboration with IICA- INIFAP-COLPOS.
3.4 Social empowerment in the field of forests

- Network of Youth Organizations for the Environment (Red OJA)

The OJA Network is a platform for the strengthening and collective work of young people in favor of the forests of Mexico.

In 2021, the OJA Network was divided into 5 regions: North, West, Central, South and Latam, and 5 regional agendas were established for the strategic axes: institutional development, connectivity, organizational strengthening and environmental culture.

Connectivity:

We designed and initiated the strategy for the Monarch Butterfly Conservation Corridor (CCMM). We trained 11 youth organizations and incorporated 4 organizations into the strategy to operate in nearly 13 municipalities in 4 states, with a total of 740 direct beneficiaries (387 men and 353 women), as well as 1,600 indirect beneficiaries. We also managed to implement about 9 pollinator gardens in strategic areas of the CCMM and managed 3 strategic alliances.

Organizational strengthening:

We diagnosed 23 youth organizations to identify possible topics in which they could be strengthened; derived from this, we developed the training offer for connectivity for 2022 and managed 4 strategic alliances.
Testimony

“Now Derechos Urbanos is even more active in the right to a healthy environment by getting us involved in the range of possibilities that Reforestamos Mexico through the OJA Network has to restore and conserve Mexico’s ecosystems from a sustainable development perspective.”

Brenda Marisol Núñez
Representative of Urban Rights in San Luis Potosí, and coordinator of the Northern Region of the OJA NETWORK

Testimony

“Having the backing and support of Reforestamos Mexico makes the results more achievable because they have the experience and professionalism to make the objectives attainable.”

Jesús Arriaga Vázquez
Friends of the Monarch S.C.
Coordinator Michoacán Mexico.

- Doc Árbol

Doc Árbol is an initiative that consists of virtual training for young people in Mexico and Latin America whose objective is to provide them with new technical skills in the management of trees and urban green areas, which will allow them to increase their employability and entrepreneurship skills.

In 2021, we conducted 21 thematic modules with experts by topic and follow-up of tasks and doubts. Also, we conducted 3 special seminars for the design of projects and ventures and made the presentation of projects and recognition of the best three, as well as a graduation event.
As a result, we had 68 hours of live classes during 5 months, to which 218 young people from Mexico and Latin America attended, where they presented project ideas in order to participate in the selection process. The seminars were conducted by entrepreneurs and experts in entrepreneurship development where 94 young people from Mexico and Latin America graduated in virtual mode.

Testimony

“I am very satisfied with the number of attendees that participated in the course and I think it will be a good experience because the agenda is very broad and covers practically all the topics of modern arboriculture.”

Teobaldo Eguiluz
President of the Fundación Mexicana del Árbol, A.C.

- Photography contest: Forest Vision and Time Sentinels 2021

The photography contest “Forest Vision and Sentinels of Time” was created with the objective of encouraging, promoting and disseminating the appreciation of forest ecosystems and majestic trees of Mexico, as well as to publicize actions and practices that promote sustainable forest development, conservation of ecosystems and their biodiversity.

For the sixth edition of the Forest Vision and Time Sentinels 2021 photography contest, 2,989 photographs were received in just 35 days from the 864 people registered from all the states of our country.

The prize purse for the 2021 edition was 535 thousand pesos, which were distributed in the three categories: Forest Actions, Forest Landscape and Time Sentinels.

Winning photographs 2021: https://cutt.ly/sH9WCSq
Photographs of the 2021 on-site examination: https://cutt.ly/kH9W9lp
Testimonio

“We are very grateful to all the citizens for their participation in this contest, since - through their cameras and lenses - they were able to capture amazing images that will be very useful for the dissemination of forest culture”.

Mtro. Julio Bueno Talamantes
Head of the Education and Technological Development Unit

Testimony

“For us it has become a tradition to participate with Grupo Bimbo, Reforestamos and CONAFOR... we are very pleased to know the winners because the truth is that every year the photographs improve, the contest improves and we hope that this contest lasts many more years and that Citibanamex is honored to be part of it in the future”.

Vanessa González
Director of Social Development
Citibanamex

- Signaling and maintenance of trails of the Desierto de los Leones

Desierto de los Leones is a program that works with the increase and maintenance of the signage and roads of the Desierto de los Leones National Park, to motivate the conservation of the area and create awareness to the visitors of its importance.

This year, we designed, managed and installed 28 “wise trail thoughts”, 24 wildlife signs, installed 24 metal structures for wildlife signs, 5 cycling signs, also rehabilitated 10 stretches of road for cycling routes and 1 bridge. We planted a tree to commemorate Bimbo’s 75th anniversary at the corporate headquarters and performed bimonthly maintenance of 109 existing signs.
Recognition of good practices in the UN's 2030 sustainable development agenda

The United Nations Department of Economic and Social Affairs launched the Second Open Call "Towards a decade of action to achieve the Sustainable Development Goals" at the global level with the objective of identifying inspiring practices, documenting lessons learned and learning success stories in the implementation of the 2030 Agenda, including those that could be replicated or scaled up. More than 700 experiences were presented by UN bodies, non-governmental organizations, the private sector, and governments, among other actors.

Of the 464 cases approved, 16% were experiences from the Latin American region, and of this percentage, only 10 referred to forestry issues, being two of our initiatives presented and recognized: Young Forestry Entrepreneur and Better Alliances Better Forests.

This recognition shows that our initiatives are helping to make forests allies for sustainable development.

Xochitla Award

Reforestamos Mexico receives the Xochitla Award 2021, in its eighth edition, for its trajectory and achievements in ensuring more and better forests to promote sustainable development with the participation of all sectors of society.

The Xochitla Award was established in 2014 as part of the 25th anniversary of its founding, to recognize academic institutions, research, government entities or civil society organizations that stand out in Mexico for their trajectory and achievements in the areas of environment or education for sustainability.

The Xochitla Award VIII Edition was given to Reforestamos Mexico for being a leading organization in forestry issues, promoting the care and proper management of forests and the environmental services they provide.
b. Events

Annual event

Our annual event is to thank and recognize the alliances generated during 2021 within the different Reforestamos projects that help us to strengthen collaborations and seek new allies for the future. This year it was held virtually via Zoom and a live Facebook broadcast.

In 2021 we delivered a total of 95 awards:

**Ally of the Year:** American Express  
**Spokesperson for the cause:** Fundación Azteca  
**Collaborators in Action:** Grupo Bimbo Volunteers  
and **Leadership for Forests:** María Isabel Ortiz Mantilla, Secretary of Environment and Land Management, State of Guanajuato.

Testimony

“Over the years, thanks to the advice and joint work with Reforestamos, American Express has been able to fulfill our promise to support communities, particularly with solutions related to climate change.

Jorge Guevara Lozano  
Vice President of Corporate Affairs and Communications for American Express Latin America.
Testimony

“At Grupo Bimbo we reinvent ourselves every day. I feel very honored to represent our employees and their families who this year joined our volunteer actions. Our commitment is for and with the forests of our country, we need to take actions that contribute to climate change and that can allow us to inherit a better world for future generations.

Thank you for inspiring, thank you for reconnecting and nurturing a better world.”

Leticia Pacheco Tejeda
National Volunteer Leader Grupo Bimbo

Testimony

“We are convinced that we have to work together, hand in hand. Goal 17 of the SDGs says that we have to form alliances. Alliance, public sector, private sector, academia, at the end of the day, organizations like Reforestamos is how we will truly conserve the most valuable thing we have, which are our forests.

Thank you very much for this recognition, and as I said at the beginning, I reiterate the commitment to work for our beloved Mexico all together from our trench, making positive synergy, thinking that we have to act now, thinking about present and future generations.”

Maria Isabel Ortiz Mantilla
Secretary of Environment and Land Management
Government of the State of Guanajuato
c. Presence of Reforestamos in national forums and panels

- MEM EXPO 2021

In order to develop the potential of the Mexican forestry sector, as well as to raise awareness, promote and educate about the implementation of solutions for the management, sustainable use and continuous improvement of the country’s forest ecosystems, Hannover Fairs Mexico and Reforestamos collaborate to bring these issues to the annual MEM Expo, a leading business fair for the furniture, furniture manufacturing and wood processing sector in Mexico.

In 2021, we coordinated and moderated a panel on the acceleration of furniture companies and their productive chain aimed at attendees of the MEM Expo. We also managed to involve the General Directorate of Innovation, Business and Social Development of the Ministry of Innovation, Science and Technology of the Government of Jalisco, and the company Formimarket to talk about the experience of implementing the acceleration program for furniture companies in the state of Jalisco -Mueblenext-.

- Empresability

In the framework of the First Binational Forum on Social Responsibility and Sustainability organized by Empresability, Ernesto Herrera, our CEO, presented an overview of the biodiversity and climate change agenda, as well as the opportunities for collaboration in these agendas by the private sector in order to introduce the discussion around the sustainability cases of the companies Femsa, Melià and Cemex.
d. Presence of Reforestamos in international forums and panels

- COP – Glasgow

**United Nations Climate Change Conference**

From the 1st to the 11th of November, COP26 took place in Glasgow, UK during which the Glasgow Leaders’ Declaration on forests and land use, as well as the focus on Nature-based Solutions as a means to tackle climate change, was highlighted.

Together with the Forest Stewardship Council and the Madagascar Platform, we co-organized the side event “Co-creating Forest-based Solutions to Enhance Social and Ecological Resilience with Shared Value” to promote dialogue between diverse sectors on the challenges of implementing forest-based solutions to address climate change, as well as lessons learned from multi-stakeholder partnerships.

Raquel Jiménez, Director of Global Action at Reforestamos, presented our experiences to promote entrepreneurship and investment in forests and their contribution to climate change mitigation and adaptation through the projects and initiatives that we are working on this year in partnership with actors from the private sector, academia and other non-governmental organizations.

- Escazú Thursdays / IUCN

Our general director, Ernesto Herrera, also serves as president of the Mesoamerican Committee of IUCN. From this platform, “Escazú Thursdays” were organized with IUCN during the months of July and August, where five sessions were held, and in which IUCN members, as well as individuals and organizations that are not part of it, discussed the access rights recognized in the Escazú Agreement. These dialogues were organized by the Caribbean, Mesoamerican and South American Regional Committees, the Commission on Environmental, Economic and Social Policy (CEESP), the Regional Office for Mexico, Central America and the Caribbean (ORMACC), and the Environmental Law and Water Alliance of Guatemala, all of which are part of IUCN.
During 2021, there was a renewal of the Board of Directors of the Mexican Committee of IUCN, in this case Emilio Cruz, Director of Advocacy Partnerships in Reforestamos Mexico was ratified again as Secretary of the Committee, which allows continuity to the work of this committee.

A relevant activity at the IUCN was the World Conservation Congress in Marseille, France, which was attended by Ernesto Herrera on behalf of Reforestamos to present the results of the Escazú Thursdays in a panel where the importance of protecting environmental defenders in the world and particularly in Latin America was positioned.

The results of the Escazú Thursdays were presented at a high-level event at the World Conservation Congress in Marseille, France.

- **Partnerships for Community Forestry Conference**

In November 2021, we participated in the annual meeting of the Alliance for Community Forests, a collaborative space provided by the Arbor Day Foundation to foster partnerships in urban forestry. The forum was held in Louisville, Kentucky. In this space, we presented our work and the importance of the Spanish language to promote the supply of talent in Latin America through Doc Árbol (Doc Arboltor), as well as the development of enabling conditions in the region through Tree Cities of the World.

- **Presentation of the urban agenda to the North American Forestry Commission**

In December 2021, we were invited by the National Forestry Commission to share our urban agenda in a virtual session of the North American Forestry Commission. From this space, we positioned the importance of organizing a forum on urban forests in our country, which we will carry out in 2022 in partnership with FAO.

- **Annual meeting of partners of the 20x20 alliance**

Reforestamos has been a technical partner of the 20x20 Alliance, coordinated by WRI, to restore 20 million hectares in Latin America since 2014. This alliance continues to advance in commitments of hectares and investment pledges in billions of dollars. In this context, in May 2021, Ernesto Herrera presented the importance of involving communities in restoration strategies, taking as an example our work in the volcano zone, as well as the opportunities for large-scale restoration through territorial governance platforms such as UDEFAM and collaborative spaces such as the Mexican Alliance for Ecosystem Restoration (AMERE).

- **UAM – TOKS**

In June 2021, Reforestamos was invited by the University of Manizales in Colombia to share our innovation and entrepreneurship agenda with students at the university. In this space, Ernesto Herrera shared our learnings about the role of forest enterprises in ensuring the sustainability of landscapes and their potential to attract investment for ecosystem restoration.
- Conferencia internacional sobre educación forestal

In June 2021, in the framework of the International Conference on Forestry Education, Ernesto Herrera, from the institutional learning generated in the innovation team of Reforestamos, shared the importance of young people studying forestry careers to develop competencies that allow them to:

- Be informed and able to influence complex decision making.
- Link and reconcile different points of view to strengthen forest governance and certainty in the territories where they work.
- Develop open-mindedness to undertake or promote ventures that provide competitive forest livelihoods.
- Communicate the importance of forests to the population in order to inspire action in favor of forests.

e. Campaigns in favor of Reforestamos

Santander

In Reforestamos Mexico, we aim to promote the social and economic development of the communities that live in the forests in a sustainable way, promoting business development in the affected regions and providing support to develop a vision of sustainable forest management with a landscape approach.

With the seed resources from the Santander Green Cards project, we carried out reforestation activities in the Nevado de Toluca in an area of 3.5 hectares with the establishment of 2,500 pine trees (Pinus montezumae) with the participation of 11 members of the community forestry brigade of the San Juan de las Huertas Ejido, in Zinacantepec, State of Mexico and in the Cumbres de Monterrey National Park, in the community of San José Boquillas in an area of 3.3 hectares with the establishment of 2,500 pine trees (Pinus pseudostrobus) with the participation of 10 elements of the community forestry brigade of the Ejido Laguna de Sanchez, in Santiago, Nuevo Leon.

Among the activities we carried out with this resource was the strengthening of productive forestry projects, reforestation in the State of Mexico and Nuevo Leon (5,000 trees in total), as well as integrating the general public to raise awareness of forestry issues and make them participate in the results.
Testimony

“We started with collections in our ATMs for reforestations, training communities to work with certified wood and in 2021 we launched our first credit card with a social purpose and one of them is linked to Reforestamos Mexico.”

Marcela Espinosa Macías
Executive Director of Public Relations, Internal Communication and Responsible Banking. Santander Mexico.

Colgate

In alliance with Colgate, through its brand Tom’s of Maine, we achieved a donation of $500,000.00 with which we carried out the reforestation of 3 hectares of forest in Santiago Tianguistenco, State of Mexico, the intervention in 2 hectares of cordoned off dead plant material in Cumbres de Monterrey National Park. Finally, we were able to involve 50 young environmentalists and train them in environmental transparency. Also, 80 Colgate Tom’s of Maine employees took the Environmental Education webinar.

Cordonning of dead plant material
Testimony

“To have an ally like Reforestamos Mexico is for us a pride and a responsibility that aligns with our sustainability objectives. At Tom’s of Maine we believe in living for today... and tomorrow! since our decisions have a lasting impact, we take them seriously.”

José Miguel Migoya
Associate Marketing
Director TP & MW

Nivea

In partnership with Nivea, we conducted a cause marketing campaign from August 16 to September 30, 2021, so that through the purchase of products from the eco-friendly “Naturally Good” line in Walmart stores, awareness would be generated about the promotion and care of trees in cities through the implementation of the Doc Árbol program, aimed at young people with an interest in urban tree planting.

As a result, 263,950 pesos were procured for the implementation of the Doc Árbol program and we were able to cover a higher percentage of economic needs for the operation of the project with which we trained 100 young people to acquire knowledge about the promotion of urban trees and the creation of environmental enterprises.
“For us as a company, it is important to take care of all aspects of our community, society and environment, and we approached Reforestamos because we are looking for allies with this vision to have an ever greater impact on raising awareness on the importance of caring for the environment.”

Jose Carlos Chaix  
Responsible for Shopper and Customer Marketing at Nivea
With the Rounding-up-for-a-cause campaigns, we seek to make HEB customers aware of forestry issues to motivate their decision to round up their purchases in stores as a donation to support reforestation and restoration of the area affected by the forest fire in the northern part of the country during March and April 2021.

The resources collected by HEB was 833,305.95 pesos and will be directed to the planting of species in the northern part of the country in the next reforestation period and to the strengthening of fire brigades in Nuevo Leon - Coahuila.

Soriana

We also participated in the Rounding Up Campaign during the month of June 2021 in Soriana supermarket stores. The resource will be used to plant one hectare in the Cañón del Sumidero National Park and to promote the processes of traceability and packaging with the acquisition of stationery and various containers for packaging honey from the Sociedad de Producción Rural Floración de la Naturaleza Maya de RL de CV in the Nuevo Becal ejido, Calakmul.
Movistar

Telefónica Movistar, in its concern for the problem of the accumulation of electronics, particularly cell phones, and the little diffusion of the companies that recycle them, launched the campaign: “One cell phone, one tree”, where it invites the general public to take the cell phones they no longer use or that no longer work to a collection center and in exchange a tree will be planted.

The campaign “One cell phone, one tree” is carried out in collaboration with Telefónica and Remsa, whose objective is to reforest 7.5 hectares equivalent to 5,250 trees in the Nevado de Toluca during the month of June 2022. The campaign was in force until December 2021.

Testimony

“In 2021, we decided to align our Permanent Cell Phone Recycling Program with our allies Reforestamos Mexico and REMSA with a single promise: “One cell phone, one tree”, with which we collect cell phones and electronics for recycling and thus fulfill the commitment to reforest 7.5 hectares of Nevado de Toluca forest with great success and with environmental and social benefits for the communities where we recycle and reforest through the circular economy and job creation.”

Ana de Saracho O’Brien
Director of Regulation, Public Affairs and Wholesale Business, Telefónica Movistar Mexico.
f. Scope of communication

Notes on press

In 2021, we produced more than 900 design and audiovisual pieces with the objective of disseminating the different initiatives of Reforestamos Mexico. In addition, we collaborated with 18 social media influencers who acted as spokespeople for the cause. We achieved 302,127 points of engagement, which represents an increase of 2.3% over the previous year, in addition to gaining 8,189 new followers, reaching more than 122 thousand followers in all our networks.

On the other hand, we achieved 255 media impacts, representing a total of $10.1 million of pesos in savings.

We sent notes, notices and materials of relevance to 2,492 people with content segmentation through the first mailing of the Reforestamos newsletter in November 2021.
Social networks, followers

ENGAGEMENT ACUMULADO

POSICIONAMIENTO

NUEVOS SEGUIDORES
ANDE, the Aspen Network of Developing Entrepreneurs, is a global network of organizations that work with entrepreneurs in emerging markets. As part of this network, Reforestamos Mexico has been able to strengthen alliances with organizations from the Mexico and Central America chapter, and the ANDE chapter. At ANDE events, we position the relevance of forest entrepreneurship, and identify allies with whom we can operate initiatives to strengthen the ecosystem of entrepreneurship and investment for forests in Latin America. The general director of Reforestamos Mexico is the current president of the Board of Directors for the Central America and Mexico chapter, which has helped to further connect entrepreneurship actors with actors in the forest and nature ecosystem.

UICN

In Reforestamos, we work through alliances, we believe it is the best way to enhance our efforts and articulate best practices for the benefit of ecosystems and recipients. Being part of large international organizations helps the projection of our agenda, but also to incorporate the international agenda that may be relevant to our initiatives and the country, that is why we are part of the IUCN.

The International Union for Conservation of Nature (IUCN) is one of the oldest international organizations in the world dedicated to the conservation of natural resources and whose influence is significant for processes such as the new post-2020 global biodiversity framework. Reforestamos is also part of the Mexican Committee, which has functioned as a space for discussion and generation of some positions on national environmental policies.

Ernesto Herrera, general director of Reforestamos, remains as president of the Mesoamerican Committee of IUCN; and Emilio Cruz, director of Advocacy Partnerships at Reforestamos, is again ratified as secretary of the Mexican Committee of IUCN.

4.2 Membresías internacionales

FSC®

Since September 2015, Reforestamos has been collaborating with FSC® Mexico (Forest Stewardship Council) with the objective of increasing certified forest management, as well as promoting chain-of-custody certification.

In 2021, the FSC® Strategic Council Mexico was constituted, composed of 6 people, two from each of the chambers that make up the FSC® (Environmental, Economic and Social). Also, Emilio Cruz, representative of Reforestamos to the FSC®, was elected representative of the Social Chamber to the FSC® Strategic Council in Mexico in which he will be at least 2 years in that position.
4.3 Acknowledgements

Government sector

- Área de Protección de Flora y Fauna Bala’an K’aax, Quintana Roo
- Comisión Nacional de Áreas Naturales Protegidas (CONANP)
- Comisión Nacional Forestal (CONAFOR)
- Comisión Nacional para el Conocimiento y uso de la Biodiversidad
- Corredor Biocultural Centro Occidente de México (COBIOCOM)
- Dirección de Medio Ambiente Municipio de Guadalajara
- Dirección de Medio Ambiente Municipio de Zapopan
- Instituto Mexicano de la Juventud (IMJUVE)
- Instituto Nacional de Transparencia, Acceso a la Información y Protección de datos Personales (INAI)
- Municipio de Querétaro
- Organismo Público Descentralizado Bosque La Primavera, Jalisco
- Parque Nacional Cañón del Sumidero, Chiapas
- Parque Nacional Cumbres de Monterrey, Nuevo León
- Protectora de Bosques del Estado de México (PROBOSQUE)
- Reserva de la Biosfera Sierra de Manantlán, Jalisco
- Secretaría de Agricultura y Desarrollo Rural de Jalisco
- Secretaría de Desarrollo Sustentable de Yucatán
- Secretaría de Innovación, Ciencia y Tecnología del Gobierno de Jalisco
- Secretaría de la Función Pública
- Secretaría de Medio Ambiente de la Ciudad De México
- 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 (SEMARNAT)

Academy

- Facultad de Responsabilidad Social, Universidad Anáhuac
- Universidad Autónoma Metropolitana, Campus Cuajimalpa
- Universidad de Guadalajara

Civil and youth organizations

- Acción Climática Colombia
- Agencia Francesa para el Desarrollo (AFD)
- AIDER Perú
- Amigos de la Monarca
- Alianza Mexicana de Biodiversidad y Negocios (AMEBIN)
- Alianza Mexicana para la Restauración de Ecosistemas (AMERE)
- Alianza Mexicana por la Biodiversidad
- Arbor Day Foundation
- Bioambiental
- CartoCrítica
- Causa Natura
- Coarte Chiapas
- Comisión de Estudios del Sector Privado para el Desarrollo Sustentable (CESPEDES)
- Comité Mexicano de la UICN
- Comité Mesoamericano de la UICN
- Convenio sobre la Diversidad Biológica y Korea Forest Service
- Corporativa de Fundaciones
- Delegación de la Unión Europea en México
• Derechos Urbanos
• Eco Maxei Querétaro
• Ecosia
• Fondo para la Educación y Comunicación Ambiental (FCEA)
• Fundación Mexicana del Árbol
• Fundación Zurich
• FUNDECOR Costa Rica
• Fondo Noroeste (FONNOR)
• Forest Stewardship Council (FSC®)
• Iniciativa Climática México
• Iniciativa Finanzas para la Biodiversidad del PNUD (BIOFIN México)
• Junta Intermunicipal del Río Ayuquila
• Magiam Natura
• MOJA
• One Tree Planted
• Organización de las Naciones Unidas para la Alimentación y Agricultura (FAO)
• Patronato Nevado de Colima y Cuencas Adyacentes
• Plant for the planet
• Red Mexicana del Pacto Mundial
• Red Organizaciones de Jóvenes por el Medio Ambiente (Red OJA)
• Simbiociencia
• The Resource Foundation
• Unión Internacional para la Conservación de la Naturaleza (UICN)
• Unión Nacional de Organizaciones de Forestaría Comunal (UNOFOC)
• Unión para el Desarrollo Forestal (UDEFAM)
• US Forest Service y Agencia de los Estados Unidos para el Desarrollo Internacional
• Whitaker Peace Development Initiative (WPDI)
• WRI México
• WWF Colombia
• WWF México

Individuals

• Voluntariado Grupo BIMBO
• Voluntarios Zurich (Zurichers) – Fundación Zurich

Donors, private sector and other partners

• Acciona
• Aeroméxico
• American Express
• AstraZeneca
• Banana Republic México
• BanCoppel
• Barcel
• BASF México, Centroamérica y el Caribe
• BBVA
• BDF México
• BIOFIN México
• Bioforestal
• Cargill de México
• Citibanamex
• Colgate y Tom’s of Maine
• Consejo Coordinador Empresarial
• Consiss
• Distribuidora Comercial Jafra
• Domino Printing México
• DrinkFitzer
• Edenred México
• El Globo
• ElringKlinger México
• Expo MEM
• Farmacias De Similares
• Fibra Terrafina
• Finaccess
• Fomento Social Citibanamex
• Formimarket
• Fundación Alen
• Fundación Azteca
• Fundación Grupo Lala
• Fundación SERTULL
• Grupo Bimbo
• Grupo Bolsa Mexicana De Valores
• Grupo CICADEHP
• Grupo Financiero Banorte
• Grupo HYCSA
• HEB
• Hilti Mexicana
• HSBC
• Laboratorios Liomont
• Linde México
• Lockton México
• LSC Communications
• Marsh & McLennan
• Metlife
• Microsoft Philanthropies
• Moldex
• Natura
• Nestlé
• Nivea
• NUCOR-JFE Steel México
• Pegaso Tecnología
• Pinol
• Provident México
• Quálitas Compañía de Seguros
• Ricolino
• Santander México
• Sanofi México
• Shell México
• Siemens Gamesa
• Sigma Alimentos
• SimiPlaneta
• Smithers Oasis México
• Soriana Fundación
• Telefónica Movistar México
• TeleUrban
• Unilever México
• Veolia México
• Vibracoustic De México
• Von Wobeser y Sierra
• Zimat Consultores
• Zurich
## 4.4 Financial statements

**REFORESTAMOS MÉXICO. A.C.**

**Statements of activities**

(figures in Mexican pesos)

As of December 31, 2008

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Active</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current assets:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash and cash equivalents</td>
<td>$52,859,836</td>
<td>$51,740,864</td>
</tr>
<tr>
<td>Temporarily restricted cash</td>
<td>30,000,000</td>
<td>10,000,000</td>
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<tr>
<td>Donations receivable</td>
<td>181,988</td>
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</tr>
<tr>
<td>Sundry debtors</td>
<td>38,066</td>
<td>209,060</td>
</tr>
<tr>
<td>Prepayments</td>
<td>206,355</td>
<td>76,423</td>
</tr>
<tr>
<td>Tax credit</td>
<td>107,885</td>
<td>81,891</td>
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<tr>
<td>Total current assets</td>
<td>83,394,130</td>
<td>62,123,158</td>
</tr>
<tr>
<td><strong>Non-current assets:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Furniture and equipment, net</td>
<td>2,068,476</td>
<td>1,938,592</td>
</tr>
<tr>
<td>Right-of-use asset</td>
<td>1,025,358</td>
<td>1,025,358</td>
</tr>
<tr>
<td>Deposits in guarantee</td>
<td>38,000</td>
<td>38,000</td>
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<tr>
<td>Total non-current assets</td>
<td>3,131,834</td>
<td>3,001,950</td>
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<tr>
<td><strong>Total assets</strong></td>
<td>$86,525,964</td>
<td>$65,125,108</td>
</tr>
</tbody>
</table>

|                         |             |             |
| **Liabilities and Equity Liabilities** |   |             |
| Liabilities circulating: |             |             |
| Suppliers and other accounts payable | $129,330    | $171,696    |
| Contributions payable   | 1,107,962   | 1,172,888   |
| Lease liabilities        | 151,776     | 151,776     |
| Total current liabilities | 1,389,068   | 1,496,359   |
| **Non-current liabilities:** |             |             |
| Employee Benefits        | 1,939,584   | 1,939,584   |
| Lease liabilities        | 998,562     | 998,562     |
| Total non-current liabilities | 2,938,146   | 2,938,146   |
| **Total liabilities**    | 4,327,214   | 4,434,505   |

|                         |             |             |
| **Equity:**             |             |             |
| Unrestricted assets     | 52,198,750  | 50,690,603  |
| Temporarily restricted assets | 30,000,000  | 10,000,000  |
| **Total equity**        | 82,198,750  | 60,690,603  |
| **Total liabilities and equity** | $86,525,964 | $65,125,108 |
### REFORESTAMOS MÉXICO. A.C.
**Statements of activities**
*(figures in Mexican pesos)*

For the years ended
**December 31, 2008**

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash Donations</strong></td>
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<td>$30,962,38</td>
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<tr>
<td><strong>Restricted cash donations</strong></td>
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<tr>
<td><strong>Other income</strong></td>
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<td>3,030,011</td>
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<tr>
<td><strong>Total Income</strong></td>
<td>76,372,033</td>
<td>30,968,463</td>
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<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Overheads</strong></td>
<td>46,139,136</td>
<td>25,542,415</td>
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<tr>
<td><strong>Restricted overhead</strong></td>
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<td>10,000,000</td>
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<tr>
<td><strong>Total expenses</strong></td>
<td>56,139,136</td>
<td>35,542,415</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Comprehensive financing result Interest</strong></td>
<td>1,275,250</td>
<td>4,285,803</td>
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<tr>
<td><strong>(Insufficiency) excess of income over expenditure</strong></td>
<td>21,508,147</td>
<td>-288,148</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Equity at beginning of year unrestricted</strong></td>
<td>$50,690,603</td>
<td>$40,978,751</td>
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<tr>
<td><strong>Equity at the beginning of the year restricted</strong></td>
<td>10,000,000</td>
<td>20,000,000</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Equity at the end of the year</strong></td>
<td>$82,198,750</td>
<td>$60,690,603</td>
</tr>
</tbody>
</table>