



ANNUAL REPORT 2024

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CLIMATE AND CAPITAL: STRATEGIES FOR SUSTAINABILITY

DEAR FRIENDS, ALLIES, AND PARTNERS OF PRONATURA,



As we conclude another year of dedicated efforts for the planet, I am pleased to share the accomplishments we have realized together in our partnership. This year, we not only reinforced our mission to preserve natural capital but also made significant strides toward a future in which climate security is acknowledged as a fundamental component of financial security.

In an increasingly interconnected and vulnerable world, the economic stability of communities, businesses, and nations largely hinges on our capacity to confront environmental challenges. From severe droughts to weather events exacerbated by climate change, climate risks are no longer distant threats; they are current realities. Consequently, our efforts cannot be postponed.

This year, we are dedicated to large-scale projects that can create a systemic impact. Initiatives such as watershed restoration, community resilience enhancement, and ecosystem regeneration not only safeguard our natural resources but also provide sustainable economic opportunities for thousands of individuals.

This year has also been marked by innovation. By employing technology to monitor environmental changes in real time and developing financial models that incorporate climate risk, we have showcased that creativity and science are our most formidable allies.



“**INNOVATION IS IMPERATIVE:**
*There is an urgent necessity
to transform the present and
ensure the future.*”

Photography: Carlos Paz Gil

None of this would be achievable without the support of those who believe in our mission. To our donors, we extend our gratitude for your trust and for enabling us to aspire to great heights. To our clients and partners, we appreciate your alignment with our vision and your dedication to sustainable solutions. Most importantly, to our team, we thank you for your steadfast commitment, passion, and professionalism. You are the essence of this organization. Let us persist in creating a world where safeguarding the planet is not a sacrifice, but a prudent investment in our shared well-being.

Climate security is, now more than ever, the cornerstone of a secure future for all!

With profound gratitude,

Erika Hojel
President

DEAR
COLLEAGUES,

This year served as a compelling reminder that when commitment aligns with action, impact becomes inevitable. From every region of Mexico, our team has operated with the conviction that safeguarding the planet is not merely an option, but an urgent obligation.

In our organization, we advocate for scaled projects, as this is the only way to transform systems rather than merely addressing symptoms. We actively engaged with communities, immersing ourselves in their environments to listen, learn, and collaboratively develop solutions that address environmental challenges through scientific insight, visionary thinking, and local engagement. Our objective was to enhance efficiency. Every peso, every hour, and every effort was meticulously allocated to generate measurable and enduring impacts, grounded in scientific principles and mindful of future generations. This strategy enabled us to optimize resources without compromising our ambition, remaining resolute in our mission: to mitigate and adapt to climate change with concrete outcomes.

None of this would be achievable without the steadfast dedication of our team, who consistently challenge the status quo, interrogate the established order, and pursue innovative solutions. To those who engage on the ground, devise strategies, forge alliances, conduct research, and galvanize efforts: thank you. You are the catalyst behind this movement.



Photography: Emanuel Hernández

Proudly Mexican, our association is committed to the strength of common good; therefore, ***Every project, every conversation, and every decision aims to incorporate additional allies and partners who share a unified vision: a more resilient, equitable, and sustainable Mexico*** where progress does not equate to devastation.

To those who provide their support—donors, partners, institutions, and communities—Dades—I sincerely appreciate your belief in our work. Your trust empowers us to pursue ambitious dreams, act with conviction, and effect meaningful transformations.

With appreciation and optimism,

Kathy Gregoire
Executive Director

CLIMATE AND CAPITAL OF MEXICO IN 2025

Photography: Esteban Saavedra

Understanding the influence of contemporary economic and financial systems on quality of life and livelihoods is a crucial step toward achieving genuine sustainable development. These systems facilitate our ability to acquire, manage, invest, conserve, and enhance the resources that support our societies. Consequently, it is imperative to fortify and transform them from an environmental, social, and economic standpoint that addresses the complexities of today's contexts.

The escalating intensity and frequency of extreme events, including droughts, fires, and floods—exacerbated by climate change—are reshaping the operational landscape of our economies. From January to April 2025, Mexico documented over 2,500 forest fires, many attributable to human activity and intensified by diminished vegetation cover, low soil infiltration capacity, and persistent temperature increases. These impacts underscore the pressing necessity for strategic plans and investment models aimed at mitigating the vulnerability of ecosystems and communities while enhancing their resilience.

Climate investment, defined as the strategic allocation of resources to mitigate the risks associated with climate change, is recognized as a vital instrument for ensuring the sustainability of ecosystems, communities, and productive endeavors.

From this perspective, finance transforms from an isolated tool into a comprehensive mechanism for change. Its incorporation into development policies facilitates the creation of climate-smart solutions, yielding outcomes that extend beyond environmental issues to produce enduring social and economic advantages.

At Pronatura, we have adopted this vision, formulating strategies that integrate adaptation, conservation, and efficiency. This year, we successfully infiltrated or reduced 1,490,599 cubic meters of water, safeguarded 4 million individuals from drought, and enhanced access to water and sanitation for 21,389 people. Furthermore, 2,225 individuals have commenced the implementation of climate adaptation measures, and we have achieved 60% progress in fortifying sustainable value chains, in alignment with our 2022–2027 Strategic Plan.

If economic development remains the primary objective for production processes, then these processes must be reformed to integrate sustainable, adaptive, and resilient practices. Investing in climate change is not only a responsible reaction to contemporary challenges but also a crucial prerequisite for establishing a viable, equitable, and enduring future for all.

STRATEGIC PLAN 2022–2027

CUMULATIVE PROGRESS 2023–2024

ESTABLISHED GOALS 2022–2027

WATER

INDICATORS

5 million cubic meters of water infiltrated or reduced through efficiency measures

75,000 inhabitants with improved access to water and sanitation

10 aquifers benefited

75,000 inhabitants safeguarded against drought

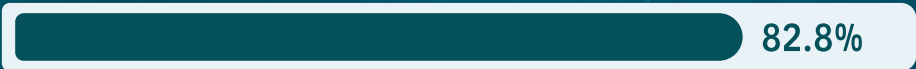
15 planning instruments for integrated and sustainable water management

CUMULATIVE IMPACT THROUGH 2024

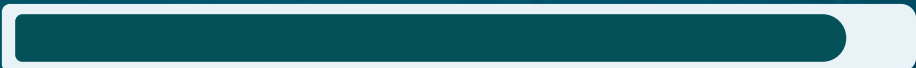


230.02%

111,500,900 M³ OF WATER INFILTRATED OR REDUCED THROUGH EFFICIENCY MEASURES
Equivalent to the capacity of more than 4,000 Olympic-sized swimming pools



62,136 INHABITANTS BENEFITED



9 AQUIFERS BENEFITED



5,628.20%

4,221,148 INHABITANTS PROTECTED AGAINST DROUGHT



8 PLANNING INSTRUMENTS FOR INTEGRATED AND SUSTAINABLE WATER MANAGEMENT

CLIMATE CHANGE

INDICATORS

100,000 tons of CO₂e compensated

15 value chains improving their adaptation capacity

175,000 people directly and indirectly benefited from adaptation projects

500 hectares with enhanced adaptation capacity

CUMULATIVE IMPACT THROUGH 2024



663.7%

663,759 TONS OF CO₂E COMPENSATED



200%

30 VALUE CHAINS IMPROVING THEIR ADAPTATION CAPACITY



161.9%

IMPROVEMENT IN EFFICIENCY AND OPERATIONAL COSTS FOR **30 BUSINESS UNITS**



373 HECTARES WITH ENHANCED ADAPTATION CAPACITY

CONSERVATION

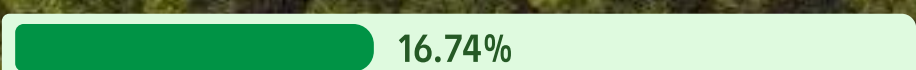
INDICATORS

8,000 men and women directly and indirectly benefited from sustainable practices within production cycles

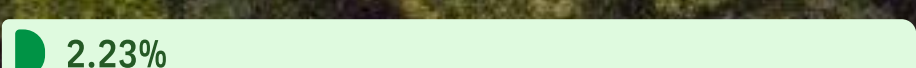
Hectares under sustainable agroecological production and rehabilitated practices

150,000 hectares under effective conservation

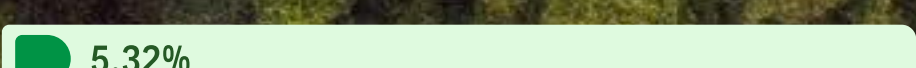
CUMULATIVE IMPACT THROUGH 2024



1,339 PEOPLE TRAINED AND/OR EQUIPPED



223 HECTARES UNDER SUSTAINABLE AGROECOLOGICAL PRODUCTION AND REHABILITATED PRACTICES



7,986 HECTARES UNDER EFFECTIVE CONSERVATION

VALUES THAT INFLUENCE ACTION

In an era marked by significant environmental, social, and economic change, values are not simply statements; they serve as guiding principles for decisions, initiatives, and our operational methods. At Pronatura Mexico, every action is rooted in ethical principles, a collective belief, and a vision that acknowledges the pressing challenges of climate change and the opportunity to make a positive difference in ecosystems and communities.



SUSTAINABILITY

AS A PRINCIPLE OF GUIDANCE

Each of our interventions represents a long-term commitment. From restoration initiatives to water adaptation strategies, our planning guarantees that the impacts are not only beneficial but also enduring and resilient to future changes.



INNOVATION

WITH INTENTION

We investigate, through scientific inquiry, efficient, regenerative, and responsive methodologies to address both longstanding and emerging challenges. The application of nature-based solutions, the integration of monitoring technologies, and hybrid water management systems exemplify how innovation can harmonize with environmental regeneration.



TRANSPARENCY

AS A MEANS OF GOVERNANCE


Pronatura's strength is underpinned by a framework that fosters accountability and ongoing enhancement in data-driven decision-making. Internal management tools, participatory evaluations, and monitoring mechanisms guarantee that outcomes are quantifiable and communicated to those who enable each project.



COLLABORATION

AS A CATALYST FOR TRANSFORMATION

No environmental challenge can be confronted in isolation. Pronatura orchestrates collaboration with grassroots organizations, academic institutions, governments, and other key stakeholders to amplify impacts. This collaborative and inclusive strategy facilitates the creation of holistic solutions that tackle various aspects of a singular issue.



ADVOCACY THROUGH TERRITORIAL VOCATION

Engaging in local, national, and international forums transcends mere representation; it embodies the principles of attentive listening and effective articulation. Each forum, workshop, or public policy initiative we undertake is meticulously crafted in response to the realities of the field and the daily challenges encountered by those who inhabit, cultivate, and safeguard ecosystems.



ADAPTABILITY

WITH A VISION FOR THE FUTURE

The capacity to adapt to evolving contexts is crucial in the climate era. Pronatura has incorporated flexible mechanisms that enable strategies to be recalibrated while maintaining their direction, identifying opportunities, learning from experience, and making decisions grounded in evidence and community knowledge.



EQUITY AND INCLUSIVITY

AS CATALYSTS OF TRANSFORMATION

Internally and in collaboration with all our partners, we advocate for participatory processes that foster social justice and integration. From the design of agroecological plots to decisions regarding restoration and conservation, each action incorporates informed multisectoral participation and equitable community development.



IDENTITY

WITH ROOT AND HORIZON

Beyond the results and indicators, the essence of each action is rooted in an identity cultivated over more than four decades. This identity acknowledges the significance of collaborative efforts, a connection to the land, reverence for life in all its manifestations, and the belief that an alternative future is attainable if we construct it upon shared values.

WATER FOR ECOSYSTEMS AND HUMANITY

Authored by Paola Gordon



Water transforms lives and landscapes. Each drop conserved, every ecosystem revitalized, and every community granted reliable access to safe drinking water exemplifies what we can accomplish through collaboration. With the support of our partners, donors, and allies, we now have tangible results that demonstrate our dedication to sustainable transformation.

We have established a collaborative network comprising communities, authorities, organizations, and businesses to tackle pressing water challenges through impactful solutions. By leveraging joint actions, traditional knowledge, scientific research, and innovation, we restore ecosystems, enhance access to water and sanitation, and bolster climate resilience in vulnerable or priority conservation areas.

Over the past year, with your support, over 21,000 individuals have gained access to water and/or sanitation; initiatives have been executed to safeguard more than 4 million people from the impacts of drought; and ecological integrity has been enhanced.

Ten bodies of water were harvested, benefiting five aquifers. This initiative fostered dialogue between communities and governments to enhance water management and progress toward water security in Mexico.

These accomplishments demonstrate not only our operational capacity but also the effective and transparent utilization of resources. At Pronatura, we recognize that accountability is crucial to achieving our mission. Consequently, each project is structured around verifiable indicators and executed with a steadfast commitment to transparency, collaborative learning, and value generation for all stakeholders.

Each advancement signifies a progression toward ensuring the human right to water, comprehensive watershed management, the restoration of ecosystem services, and the establishment of social peace in intricate contexts. We have enhanced local capacities, encouraged community engagement, and produced valuable evidence for public decision-making.

None of this would be achievable without the dedication of those who place their trust in us, nor without a skilled technical community devoted to safeguarding water, ecosystems, and the individuals reliant on this essential resource.

Today, we encourage you to reaffirm your commitment to this cause. The journey toward water security and the restoration of our ecosystems necessitates continuity, a collective vision, and enduring partnerships. With your support, we can advance further, implement effective solutions, and secure a sustainable future for millions of individuals in Mexico.

SANITATION OF WASTEWATER: A BENEFIT TO COMMUNITIES AND ECOSYSTEMS

Authored by Jorge Chávez



One of the challenges associated with conventional treatment plants is their elevated operating costs, insufficient specialized personnel, and the reliance on chemicals that are difficult to degrade.

Artificial wetlands serve as alternatives that replicate the natural processes of water purification, lower expenses, and enhance biodiversity.

In Santa María Rayón, State of Mexico, residents will observe a nature-based solution for the municipality's wastewater treatment. This artificial wetland is engineered to purify 40 liters of water per second, potentially facilitating its reuse for human activities and its discharge into natural ecosystems.

This project holds significant importance, as prior to its implementation, the wastewater from the municipality, home to over 15,000 residents, was released without any treatment. This practice posed a health risk to the population and contributed to the contamination of the Upper Lerma River Basin and the Lerma Marshes.

A portion of the infrastructure from a decommissioned treatment plant was repurposed for this construction. Emulating the processes of a natural wetland, the project will incorporate bioremediating vegetation that filters and purifies water through biochemical processes, subsequently exposing it to UV rays to enhance its quality and render it suitable for various applications. This approach will also mitigate the risk of contamination to adjacent ecosystems.

A CASE STUDY FOR WASTEWATER TREATMENT

As a sustainable solution for water sanitation, this initiative is anticipated to inspire other towns within the state. Throughout its construction, numerous government officials visited the project in search of innovative sustainable opportunities for water sanitation.

A PLACE FOR COMMUNITY AND NATURE

One of the advantages of constructed wetlands is their capacity to serve as sanctuaries for biodiversity. Avian species already residing in the vicinity will benefit from this site, while the community has expressed interest in converting the area into a productive and recreational space. The residents of Rayón are enthusiastic and take pride in the fact that this constructed wetland is integrated into their landscape. Some recall the transformations within the municipality and view this infrastructure as a chance for a fresh start.

The infrastructure is now complete, and stabilization efforts are in progress. This includes the planting of bioremediation vegetation appropriate for Rayón's climate, training of operators, and ensuring their effective operation. Additionally, a community outreach initiative is underway to promote citizen engagement and integration into wetland management.

The primary energy expenditure of the system takes place at the onset of the primary treatment, which employs a pumping sump. The subsequent stages of the process are facilitated by natural settling and gravity. The wetland spans 27,889 m², comprising six phytoremediation plants totaling 14,636 m² and an open wetland area of 13,253 m².

This project was made possible through the multisectoral collaboration of government authorities, the private sector, and Pronatura México, which facilitated continuous dialogue among all stakeholders and provided technical oversight to ensure that this constructed wetland effectively contributes to sustainable water purification and, consequently, to the conservation of Mexico's priority ecosystems.



ARTIFICIAL WETLANDS FOR WATER PURIFICATION

Constructed wetlands represent a Nature-Based Solution (NBS) that emulates the processes of natural ecosystems to treat wastewater in an efficient and sustainable manner. By utilizing plant filters and permeable substrates, these systems effectively eliminate domestic pollutants without relying on chemicals or excessive energy consumption. Beyond enhancing water quality, they provide environmental advantages, including the creation of habitats for avian and local wildlife, along with social benefits that mitigate health risks and foster environmental education.

These wetlands collectively process a total of **3,814.4 million liters of water** each year, which is comparable to filling over **700,000 water trucks**. These initiatives enhance productive activities and promote water sustainability across the nation.

CIHUATLÁN,
JALISCO •

It processes **1,072.2 million liters annually**, mitigating pollution in the Marabasco River and the Pacific Ocean, thereby enhancing the environmental health of the municipality.

SAN DIEGO •
ALEJANDRÍA,
JALISCO

A wetland capable of treating **7 liters per second** contributes to ecological restoration, water sanitation, and aquifer recharge, thereby benefiting rural communities.

LOS PÉREZ, •
JALISCO

A wetland capable of treating **1.5 liters per second** enhances agricultural land, creates seasonal employment, and offers access to sanitation, featuring native vegetation such as tule and reeds.

RAYÓN,
ESTADO •
DE MÉXICO

It will process **40 liters of wastewater per second annually**, enhancing public health, the ecological environment, and water quality.

MEXICALI, •
BAJA
CALIFORNIA

The expansion of the Guadalupe Victoria facility will yield **1,212.8 million liters of treated water each year**, benefiting **28,800 individuals** and enhancing the ecological condition of the Colorado River Delta.




ACCESS TO SAFE WATER VIA COLLECTION SYSTEMS IN SAN CRISTÓBAL DE LAS CASAS


Over 5,000 individuals in at-risk communities will gain access to a dependable water source.

Annually, 285,000 liters of water will be captured, resulting in cost reductions and enhanced quality of life.


RESULTS AND INFLUENCE




MORE THAN 5,000 INDIVIDUALS
with access to a dependable water source.




SAVINGS ARE PROJECTED TO BE AROUND 50 THOUSAND PESOS ANNUALLY.
by the community, diminishing the necessity to purchase water pipes.



CAPTURE BETWEEN 57,000 AND 96,000 LITERS
of water annually per cistern.
Equivalent to filling between 5.7 and 9.6 water conduits.



ACCESS TO SAFE WATER IN EDUCATIONAL ENVIRONMENTS
facilitates enhanced sanitary conditions.



STRATEGIC PARTNERSHIP
Pronatura Sur.

In alignment with our dedication to ecosystem conservation and water security, we initiated a project aimed at enhancing water access for vulnerable communities in San Cristóbal de Las Casas, Chiapas. By constructing seven ferrocement cisterns, we ensured a dependable water source for over 5,000 individuals, thereby diminishing their reliance on external sources and fostering sustainable water management practices.

The water crisis in San Cristóbal de Las Casas has intensified due to diminished access to potable water and heightened demand, particularly in at-risk communities. Numerous families and educational institutions depend on the procurement of water trucks, a financially burdensome and unsustainable remedy. Contributing elements such as climate change, deforestation, and the overexploitation of water resources have further aggravated this issue.

This project was made possible through the collaborative efforts of various sectors, including the community, government authorities, and Pronatura Sur.

Pronatura México. A feasibility study identified the optimal sites for installation, and the commitment of the beneficiaries was secured.

Each cistern constructed can gather between 57,000 and 96,000 liters of water annually, resulting in savings of approximately 50,000 pesos per year for each community by diminishing the necessity to acquire water from tanker trucks. Moreover, its implementation in educational environments enhances access to safe water for handwashing, thereby decreasing the prevalence of gastrointestinal illnesses and improving sanitary conditions for children and adolescents.

The cisterns were delivered to the community in September 2024, along with training for local officials on their maintenance and the provision of a technical manual that will facilitate the replication of the initiative in other locations.

AQUATIC CONNECTIONS:

TRANSFORMING LIVES BY PROVIDING SUSTAINABLE ACCESS TO WATER IN MEXICO

Over 25,000 individuals in the State of Mexico will gain from enhanced access to water, sanitation, and hygiene services through the Lazos de Agua Program.

A groundbreaking approach with social significance: the integration of infrastructure, community education, and social art will guarantee sustainable and equitable solutions for water accessibility.

The Water Ties Program aims to create enduring change for over one million individuals in Latin America by 2030, guaranteeing equitable and sustainable access to water, sanitation, and hygiene (WASH).

In Mexico, Pronatura spearheads the program's implementation in collaboration with local governments, communities, artists, and specialists, ensuring that solutions are customized to each context. During the 2025-2026 period, Lazos de Agua will directly benefit over 25,000 individuals in the State of Mexico, with interventions concentrated on:



Enhancements to infrastructure for water and sanitation access.



Enhancing local capabilities for the management of community water resources.



Advancing behavioral change with an emphasis on gender equity.



The communities of San Pablo Autopan (Toluca) and San Juan de las Huertas (Zinacantepec) have been selected based on their technical feasibility, strong institutional commitment, and community coordination capacity. This initial impact will serve to validate a replicable model for future phases of the program.

Through the Social Art for Behaviour Change™ approach, developed by the One Drop Foundation, Lazos de Agua aims not only to improve infrastructure but also to promote healthy and sustainable practices within communities—strengthening social fabric, gender equity, and community empowerment.

The regional implementation of the program is led by Fundación Avina, an organization recognized for fostering sustainable solutions and strategic partnerships in the region. This program is made possible through the collaboration of key partners, including One Drop Foundation, a pioneer of the Social Art for Behaviour Change™ approach; the Coca-Cola Foundation, which supports resilient communities; Fundación FEMSA, which promotes sustainable water access; and the Inter-American Development Bank (IDB), the leading source of multilateral financing in the region.



STRATEGIC PARTNERSHIP

One Drop Foundation, Inter-American Development Bank (IDB), Avina Foundation, FEMSA Foundation, Coca-Cola Foundation.

RESILIENT SIERRA DE GUADALUPE: WATER, ENVIRONMENT AND SOCIETY

Photography: Erick Angeles Zaragoza

The project seeks to infiltrate 7.96 million cubic meters of water each year, facilitating aquifer recharge and mitigating soil erosion in the area.

The construction of eighty dams and the restoration of six micro-watersheds will alleviate water stress and enhance the region's infrastructure.

Aiming to enhance water security, safeguard priority ecosystems, and elevate community quality of life, the Sierra de Guadalupe Resilient: Water, Nature, and Community project was initiated. This initiative endeavors to restore the natural infrastructure for the capture and filtration of stormwater within Sierra de Guadalupe State Park.

The plan encompasses the establishment of a meteorological station, the construction of 80 gabion dams, and interventions in six micro-basins aimed at decreasing runoff velocity, minimizing soil erosion, and preventing silt washout. These initiatives will facilitate the annual infiltration of 7.96 million cubic meters of water into the aquifer, thereby contributing to the alleviation of water stress in the region.

A PIVOTAL INITIATIVE IN RESPONSE TO THE WATER CRISIS

The Metropolitan Area of the Valley of Mexico is experiencing a significant water shortage. In 2021, heavy rainfall resulted in uncontrolled runoff that surpassed the capacity of the dam system, leading to extensive damage to infrastructure, residences, and roadways, as well as loss of life. This project aims to mitigate these risks through nature-based solutions.

The project will be executed within a five-year, multi-year framework, involving the Ministry of Environment and Sustainable Development (SMAyDS), Pronatura Mexico, and private sector collaborators. At each phase, gabion dams will be constructed to enhance runoff management, mitigate disaster risk, and yield supplementary advantages such as local job creation, environmental education, CO² sequestration, reduction of the heat island effect, and increased land value financing prospects and global acknowledgment.

The actions will be executed in the Sierra de Guadalupe State Park, serving the municipalities of Coacalco de Berriozábal, Ecatepec de Morelos, Tlalnepantla de Baz, and Tultitlán.

PREVIOUS INITIATIVES AND CONTEXT

The project originates from prior watershed conservation efforts in Latin America. In 2016, Pronatura Mexico, in collaboration with environmental organizations from Guatemala, the Dominican Republic, and Cuba, presented a proposal to the German Federal Environment Ministry to create an ecosystem-based adaptation model.

In 2019, the General Coordination of Ecological Conservation and Pronatura México entered into an agreement aimed at enhancing the conservation efforts of the Sierra de Guadalupe State Park through the Green Basins: Adapting to the Future project, which established the groundwork for the present water conservation and restoration strategy.



**STRATEGIC AREA**
Sierra de Guadalupe State Park, State of Mexico.

**DURATION**
5 years (multi-year scheme).

**PARTICIPATING ORGANIZATIONS**
Secretariat of Environment and Sustainable Development (SMAyDS) and partners from the private sector.

**STRATEGIC PARTNERSHIP**
Secretariat of Environment and Sustainable Development (SMAyDS).

IMPLEMENTATIONS

- Infiltration of 7.96 million cubic meters of water into the aquifer enhances regional water recharge.
- Construction of 80 gabion dams to manage runoff, retain moisture, and enhance soil retention.
- Intervention in six micro-basins to mitigate erosion from the ground and prevent sediment displacement.
- Establishment of a meteorological station.

CONSERVE SOILS, BALANCE ECOSYSTEMS, AND SUSTAIN COMMUNITIES

Soil and water conservation initiatives regulate runoff, mitigate topsoil erosion, and enhance water recharge. These measures stabilize micro-watersheds, uphold ecosystem services, and foster biodiversity conservation. Their execution bolsters socio-environmental resilience to climate change and encourages sustainable land management.

According to a 2024 report from the Ministry of Environment and Natural Resources, 64% of soils in Mexico experience varying degrees of degradation, with a considerable portion classified as severely degraded. This condition diminishes the soil's ability to retain water, thereby impacting the recharge of aquifers, which are vital for water supply in numerous regions across the country.

To alleviate these impacts, it is essential to adopt conservation practices such as terracing, filter dams, and reforestation initiatives. These strategies contribute to diminishing runoff velocity, enhancing water infiltration into the soil, and minimizing soil loss due to erosion. Moreover, restoring vegetation cover is vital for safeguarding watersheds and augmenting aquifer recharge, thereby ensuring a sustainable water supply.

INFILTRATION IN THE SIERRA DE LOBOS, GUANAJUATO:
The execution of retention and filtration projects has facilitated water restoration in the Sierra de Lobos, in collaboration with Coca-Cola.

INFILTRATION IN MORELIA, MICHOACÁN:
Through reforestation and soil conservation efforts, this initiative has enhanced water collection and filtration in Morelia, in collaboration with Coca-Cola.



**TIJUANA RIVER RESTORATION,
BAJA CALIFORNIA:**

This initiative, in collaboration with Coca-Cola, aims to mitigate erosion and rehabilitate the Tijuana River ecosystem through reforestation and erosion management.

**BLUE RECHARGE, TEMASCALAPA,
STATE OF MEXICO:**

Through filter dams, infiltration sumps, and reforestation, the natural water recharge processes in the region have been enhanced in collaboration with Google and Limontech.

**BLUE RECHARGE,
AGUASCALIENTES:**

Through the implementation of filter dams, levees, vegetative barriers, and control dams in collaboration with Coca-Cola, this initiative has enhanced water retention and soil conservation.

**INTEGRATED WATERSHED
MANAGEMENT, PUEBLA:**

Through the integration of filter dams, infiltration basins, and storm drains, this initiative has enhanced water management in Puebla, in collaboration with Driscoll's and the Gonzalo Río Arronte Foundation.

**MANAGEMENT OF STUDIES
C.D. GUZMÁN, JAL.:**

The implementation of infiltration works, gabions, and underground dams has facilitated more effective water management in the region, in collaboration with Driscoll's and the Gonzalo Río Arronte Foundation.



CUYOACO, PUEBLA:

A COLLABORATIVE FRAMEWORK FOR WATER SECURITY AND SUSTAINABLE DEVELOPMENT

Nestled in the mountainous region of Puebla, the municipality of Cuyoaco grapples with a paradox prevalent among numerous rural communities in Mexico: remarkable natural resources jeopardized by poverty, strain on water supplies, and the escalating impacts of climate change.

With a population of approximately 17,000, over 60% of whom reside in poverty, and a primarily agricultural economy, Cuyoaco relies significantly on water, not only as an essential resource for food production but also as a fundamental element for life, health, and development.

An integrated watershed and aquifer management project represents a pivotal development in this context. Executed in the communities of San Andrés Payuca, Allende, and the municipal capital of Cuyoaco, this initiative aims to enhance water security through **Nature-based Solutions (NBS)**. The project addresses not only the pressing issues of water availability and quality but also fosters resilience against the growing frequency of droughts, floods, and other climate-related threats.

This project is made possible through a collaboration among **Driscoll's**, the **Río Arronte Foundation**, local authorities, and **Pronatura México**. Its execution represents a confluence of interests that amplifies private sector investment, integrating the community's social commitment, Pronatura's specialized technical expertise, and the government's capacity to scale solutions at the local level.

The municipality of Cuyoaco is situated within the Balsas River basin, one of the most significant in the country, recognized for its size, biodiversity, and contributions to agricultural, industrial, and hydroelectric development. In this context, **enhancing stormwater infiltration**, mitigating water pollution, and fostering more sustainable agricultural practices not only benefit local communities but also positively influence the entire region.



With over **800 species of flora and fauna** —many of which are endemic—Cuyoaco boasts a valuable ecosystem that necessitates active protection. The implementation of Nature-based Solutions (*NbS*), including the restoration of water recharge zones, reforestation, and soil management, enables us to conserve this biodiversity while also ensuring the recharge of aquifers and the maintenance of a balanced water cycle.

Through its impact objectives, the project seeks to enhance the accessibility of water for both human consumption and agricultural purposes, thereby reducing disease and promoting the establishment of a resilient community. Over the long term, these initiatives are anticipated to facilitate more equitable development, enabling individuals to sustain their livelihoods without jeopardizing the natural resources for future generations.



STRATEGIC PARTNERSHIP

Gonzalo Río Arronte Foundation,
Driscoll's, Municipality of Cuyoaco,
and Ejidos.

RESILIENT COMMUNITIES AND ECOSYSTEMS

Authored by Elise Allély-Fermé



Our vision extends beyond the mere protection of natural spaces; it encompasses the regeneration of entire territories, the enhancement of local capacities, and the amplification of solutions that can be replicated across diverse contexts. Adaptation and mitigation have evolved from mere technical concepts into fundamental principles guiding all progressive actions. Communities, ecosystems, and productive sectors are already facing the repercussions of environmental and climate change. In light of this reality, every initiative aimed at restoring nature, diminishing social vulnerability, or transforming economic practices towards sustainability constitutes both a response and an opportunity to rejuvenate our relationship with the planet.

From this vantage point, the conservation, ecological restoration, regenerative agriculture, and climate governance initiatives championed by Pronatura México serve an environmental, social, cultural, and strategic function in linking nature-based solutions with productive systems, public policies, and territories, thereby fostering profound, long-term resilience.

ADAPTATION TO CLIMATE CHANGE

AND OPPORTUNITIES TO STAY IN THE FIELD

Authored by Aideé Palma

Photography: Esteban Saavedra



Climate Alliances is a regional initiative designed to create valuable opportunities in the rural sector while enhancing the influence of civil society in agricultural public policy.

This approach aims to generate opportunities for youth and women to stay in their communities of origin by enhancing climate resilience within their productive systems.

Climate change poses a significant threat to rural ecosystems and economies; however, climate-resilient agriculture can serve as a viable solution. The Climate Alliances project (2023-2027) advocates for this form of agriculture to create sustainable opportunities in rural areas and enhance the influence of civil society on agricultural public policy. This initiative is being implemented by **Pronatura** (Mexico), **Defensores de la Naturaleza** (Guatemala), and **CODDEFFAGOLF** (Honduras), with financial support from the German Federal Ministry for Economic Cooperation and Development, facilitated by **Oro Verde**.

In Mexico, the program emphasizes three key pillars: enhancing farmers' capabilities, encouraging the involvement of women and youth in the agricultural value chain, and supporting public policies and programs that foster the sustainability and resilience of agriculture.

The program influences Mexico City in the Xochimilco Municipality, specifically within the Ejidos de Xochimilco and the San Gregorio Atlapulco Natural Protected Area, as well as in Michoacán, particularly in the Zitácuaro municipality within the Crescencio Morales community of the Monarch Butterfly Biosphere Reserve. As part of this initiative, Pronatura partners with governmental entities in both regions to advocate for and enhance public policies aimed at achieving climate resilience, while also addressing the interconnections between **migration, climate change, and agriculture**.

In conjunction with the project, initiatives aimed at modernizing production systems were advanced through actions focused on climate-resilient agriculture. Furthermore, the project engaged in training sessions addressing gender perspectives and public policy advocacy alongside the implementing partners.

Additionally, a regional exchange took place in Honduras in 2024, attended by the three project partners and the coordinating German association. The purpose of this exchange was to share and standardize strategies that tackle similar challenges related to agricultural sustainability in the participating countries.

GENERATIONAL TRANSFORMATION IN XOCHIMILCO AND ALTERATIONS IN LAND UTILIZATION

In Xochimilco, 60% of the chinampas are abandoned, largely due to changes in land use and a lack of generational renewal. At present, traditional chinampería farming is regarded locally as “unprofitable,” creating opportunities for land use alterations for construction and recreational activities, thereby jeopardizing this ecosystem, which is recognized as a World Heritage Site.

Water pollution intensifies the situation, impacting both native and endemic species, such as the Mexican axolotl. This deterioration undermines biodiversity and the ecosystem services that support the local economy.

Enhancing agricultural resilience to climate change will be essential for safeguarding and promoting a return to sustainable practices in this sector, as well as invigorating the local economy.

FIELD ABANDONMENT AND ITS IMPACT ON THE MONARCH BUTTERFLY RESERVE: THE CASE OF NATIVE CORN

In Michoacán, the production of native corn is experiencing a significant decline attributed to rural migration, insufficient generational renewal, and the erosion of traditional knowledge. At present, this crop is deemed unprofitable in comparison to hybrid seeds, leading to a reduction in its cultivation and jeopardizing the region's agricultural and cultural diversity.

Environmental degradation and the impacts of climate change are intensifying the situation, characterized by deteriorating soils, erratic rainfall, and emerging pests that adversely affect yields. Additionally, restricted market access and insufficient targeted support are compromising the economic stability of the families who cultivate and nurture native corn.

Enhancing sustainable and climate-resilient agriculture is essential for preserving native corn, its associated biodiversity, and the ancestral knowledge that supports it.



STRATEGIC PARTNERSHIP

Defenders of Nature, CODDEFFAGOLF, Green Gold, Federal Ministry for Economic Cooperation and Development of Germany.



AN ECOLOGICAL TECHNOLOGY FOR ENHANCING WATER AND FOOD QUALITY



The interplay between roots and bacteria eradicates contaminants.

DIETARY SIGNIFICANCE

Xochimilco is a lake region in Mexico City distinguished by its traditional system of agricultural islands, known as Chinampas.


A chinampa under optimal conditions of 200-300 m² can yield:



Over 3 tons of food annually

Sufficient for a family of 4 people





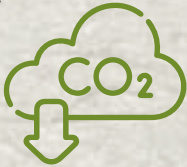
Only 18% of the chinampas yield productive results

THE LOSS OF THIS AREA WOULD INCREASE THE TEMPERATURE OF MEXICO CITY BY 2.5°

Biofilters provide a viable solution to this issue.

ENVIRONMENTAL SIGNIFICANCE

It is estimated that each Chinampa sequesters approximately 113 tons of CO2 annually, which is comparable to the emissions produced by 19 automobiles.



The scarcity of water in Xochimilco adversely affects traditional chinampa agriculture and jeopardizes biodiversity.

Over 300 native and migratory species rely on the Xochimilco canals



HOW DO THEY ENHANCE FOOD SECURITY?

ELIMINATION OF IMPURITIES:

They inhibit the transmission of particles and contaminants suspended in the water.

ENHANCED PRODUCTION QUALITY:

They enhance the quality of water for irrigation.

COMMUNITY DEVELOPMENT:

Agricultural workers offer advantages for both family consumption and market distribution.

Larger particles, such as vegetation, are filtered out.

The purified water is utilized for irrigation.

REFERENCES:
Pronatura México A.C. (2021). *Climate Change Adaptation Program (PACC), Xochimilco, Mexico City 2021-2024*. EUROCLIMA+.
González Pozo, A. (Coord.). (2016). *The Chinampas: A World Heritage Site of Mexico City*. Metropolitan Autonomous University.



CONSERVATION STRATEGIES THROUGH CROSS-SECTOR COLLABORATIONS

The Sierra de Cacoma in Jalisco encompasses over 60,000 hectares and is inhabited by endemic and endangered species, it also supports a population of axolotls that may signify a new species.

The region is inhabited by endemic and endangered species, staining, along with a population of axolotls that may signify a new species.

The project funded by the Rainforest Trust represents a collaborative initiative involving Pronatura Mexico, the Ministry of Environment and Territorial Development (SEMADET), and the Intermunicipal Environmental Board of the South Coast (JICOSUR). Initiated in September 2023, it aims to safeguard the ecological diversity of the mountain range, with a particular focus on the Mountain Mesophilic Forest, alongside other biomes such as pine, oak, and tropical forests. The initiative spans seven municipalities and 18 ejidos (common lands), whose engagement has been crucial in the planning and dissemination of conservation strategies. Through these conservation efforts, the promotion of scientific research and the sustainable development of local communities can be advanced.

THE DISTINCTIVE VALUE OF THE CACOMA MOUNTAIN RANGE

The Sierra de Cacoma safeguards essential agroforestry practices, including the shaded pineapple agroforest, a time-honored and diverse system. This agroforestry method is vital for maintaining biodiversity within the semi-deciduous forest, contributing to an ecological equilibrium between productive endeavors and conservation efforts.

Field trips have enabled us to document a rich diversity of native and endemic flora, including *Quercus insignis*, *Solanum edmundoi*, *Salvia cacomensis*, *Opuntia setocarpa* y *Agave vazquezgarciae*.

These species are essential for comprehending the ecological significance of the region and its biological diversity.

Furthermore, the region hosts emerging populations of the axolotl (*Ambystoma spp.*), whose genetic analysis may uncover a new species or subspecies. These findings underscore the necessity of safeguarding the Sierra de Cacoma, an area of significant ecological and scientific importance.

THE COMMUNITY PRESENT AT THE DECLARATION OF SIERRA DE CACOMA

As part of the initiative, outreach and integration workshops have been conducted in 18 ejidos, updating regional information with contributions from residents and forestry technicians. A proposal for the management of local resources has also been developed, reflecting the community’s existing activities and ensuring the project’s sustainability. The support of ejidatarios, private landowners, and municipal authorities has been crucial in facilitating progress.



The preservation of the Sierra Cacoma embodies an opportunity to safeguard endangered species, conserve vital habitats, and alleviate the impacts of climate change.



ALLY STRATEGIC

Rainforest Trust, Secretariat of Environment and Territorial Development (SEMADET), Intermunicipal Environmental Board of the Southern Coast (JICOSUR).

- Proposals for the conservation of 65,534.72 protected hectares.
- Encompass seven municipalities and 18 ejidos (communal lands), representing 43.36% of the total area.
- Identification of endemic and endangered plant species, as *Quercus insignis* and *Agave vazquezgarciae*. The discovery of new axolotl habitats (*Ambystoma spp.*), with potential new species.



CLIMATE ADAPTATION

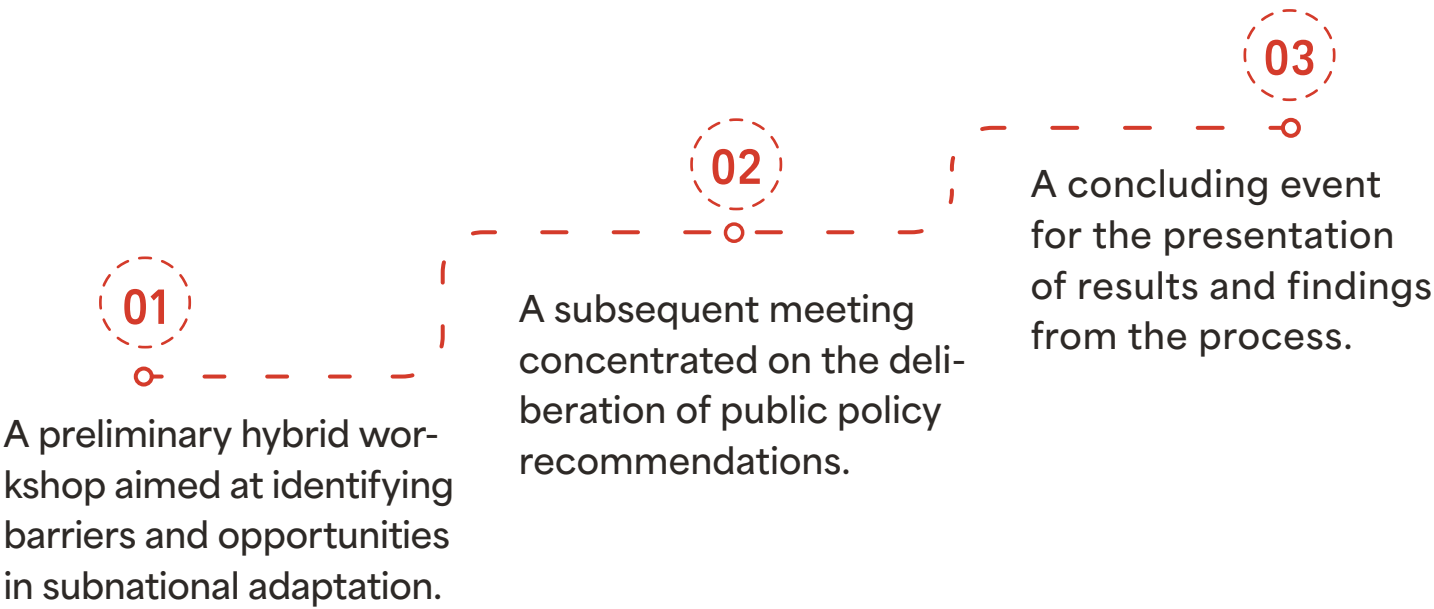
WITH A REGIONAL EMPHASIS ON THE EU-MEXICO DIALOGUE REGARDING SUBNATIONAL WATER POLICIES

4 strategic basins have been analyzed to enhance water resilience in critical regions of the country.

Model subnational policy document that incorporates European and Mexican solutions with an emphasis on social and environmental considerations.

Pronatura México effectively executed the project “EU-Mexico Dialogue on Adaptation and Resilience in Subnational Policy Frameworks for the Water Sector” as part of the European Union Climate Dialogues (EUCDs). This initiative represented a significant advancement in enhancing bilateral collaboration between Mexico and the European Union regarding climate change adaptation, particularly at the subnational level.

During its implementation, three events were conducted to foster dialogue among key stakeholders in the public sector, academia, and civil society:



The project encompassed the development of four case studies in strategic watersheds across the country, all employing a cross-cutting approach to gender and social inclusion: Yaqui River (Sonora), Lower Pánuco River Basin (Tamaulipas), Cutzamala System (Mexico City), and the Yucatán Peninsula Aquifer.

Consequently, a model document outlining subnational policy recommendations was created, incorporating European and Mexican insights and best practices in water management, resilience, and climate governance. This document aims to enhance regulatory frameworks and local adaptation strategies, advocating for solutions such as ecosystem-based adaptation (EbA), community-based adaptation (CbA), and nature-based solutions (NbS).

These analyses enabled the identification of vulnerabilities, institutional barriers, and potential climate adaptation solutions within the water sector from a territorial and multi-stakeholder perspective.



STRATEGIC PARTNERSHIP

European Union, German Cooperation GIZ,
Pronatura Península de Yucatán,
Pronatura Noreste, Pronatura Noroeste.





REESTABLISHING A CONNECTION WITH NATURE THROUGH A SIGNIFICANT SUSTAINABLE IMPACT.

Reconecta is a transformative initiative that brings together individuals, organizations, and communities through volunteer activities integral to a holistic strategy for environmental conservation and regeneration. Each action contributes to comprehensive projects aimed at sustainably addressing the ecological, social, and economic needs of the regions in which we operate.

WITH RECONNECTA:



We enhance ecosystems via community reforestation initiatives.



We mitigate climate vulnerability through ecological preservation efforts.



We advocate for sustainable practices that endure over the long term.



We enhance community-driven initiatives with a regional emphasis.



We enhance local economies through effective conservation efforts.

Where we reconnect, we make an impression:



Photography: Emmanuel Hernández

XOCHIMILCO, CDMX

We advocate for climate alliances that safeguard ancestral practices, including Chinampa agriculture and the cultivation of native corn.



Photography: Ramiro Morales

SIERRA DE GUADALUPE STATE PARK, STATE OF MEXICO

In partnership with local communities, we combat ecosystem degradation through reforestation and initiatives aimed at enhancing water resilience.

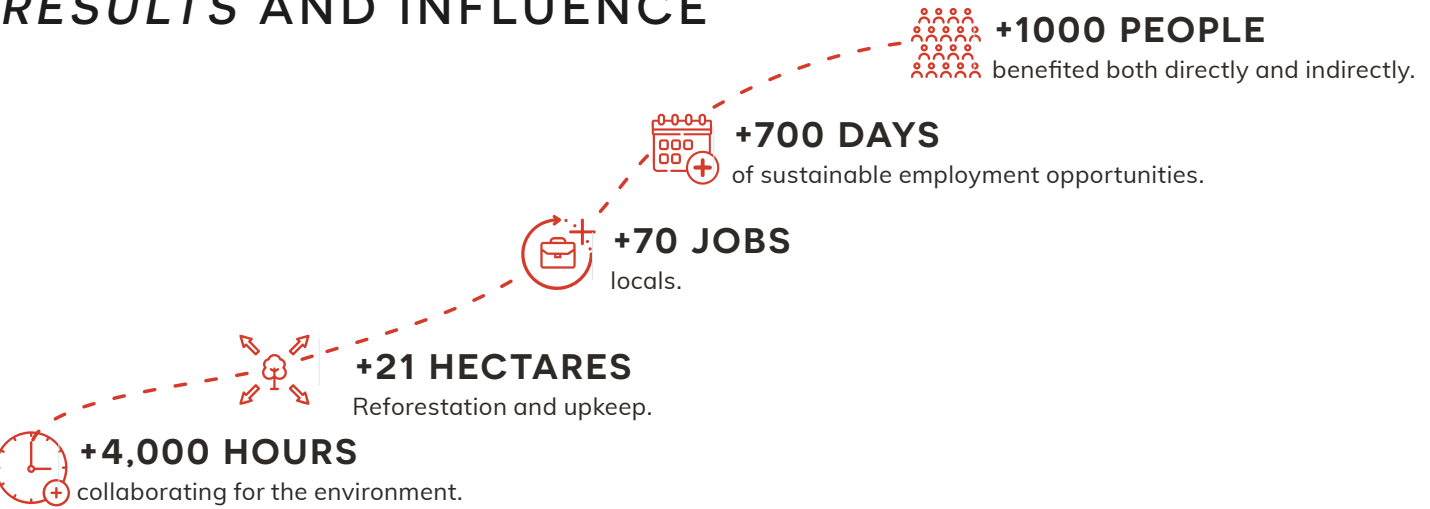


Photography: Erick Angeles Zaragoza

ECOTOURISM RESERVE “EL TEPOZÁN”, MEXICO CITY

We are diligently restoring over 10 hectares through reforestation and maintenance efforts.

RESULTS AND INFLUENCE



ACELERA A CERO:

A COMPREHENSIVE STRATEGY FOR ADVANCING CLIMATE ACTION

Today, discussions surrounding climate change no longer pertain to future projections; they reflect our current reality. Its impacts are evident, influencing communities, ecosystems, and business models alike. In this landscape of rapid transformation—characterized by evolving regulations and heightened consumer expectations for accountability—sustainability has transitioned from a mere option to a strategic imperative. Acelera a Cero assists organizations eager to spearhead this change, enhancing their resilience and positioning them as leaders in the sector. Developing a climate roadmap is a crucial advantage for fostering innovation, achieving meaningful growth, and addressing the demands of this pivotal decade.

Faced with this scenario, Acelera a Cero represents a comprehensive strategy that assists organizations in anticipating and reducing their carbon footprint while making informed decisions that align with scientific principles and the local context. With a 360° perspective, Acelera a Cero integrates technical tools and specialized support to:

Assess and diminish Greenhouse Gas (GHG) emissions within Scope 1, scope 2 and scope 3.

Assess risks climatic and ecological with Geographic Information Systems (GIS).

Enhance internal competencies and develop tailored action plans.

Integrate synergistic strategies such as remuneration and land preservation.



The modular approach enables the service to be tailored to various industries, regions, and operational scales. This strategy integrates social, environmental, and watershed factors to provide effective and quantifiable solutions.



For further inquiries, please reach out to:
Daniela Gutiérrez
Coordinator of Acelera a Cero

ACELERA A CERO INDICATORS

- Over 320 companies and events have measured their carbon footprint.
- More than 668,000 tons of CO₂ mitigated.
- Over 35,000 people benefited across 8 states in the country.

CONSERVATION FOR A SUSTAINABLE FUTURE

Typically, when discussing conservation, we tend to focus solely on the direct influence and protection of ecosystems and biodiversity, often neglecting the underlying efforts required to achieve these goals. Conservation encompasses, among various other aspects, the creation of social processes that restore and dignify the relationship between individuals and their environment. This endeavor necessitates the integration of scientific research, traditional community knowledge, and the commitment of both public and private institutions to formulate robust strategies that holistically address ongoing development with a vision for a conscious, transformative, and sustainable future.

Each narrative in this report constitutes a fragment of a broader puzzle: a grassroots environmental agenda, with initiatives thriving in Mexico's mountains, watersheds, fields, and ejidos. This transformation is evident in Tláhuac and Milpa Alta, where the agroecological transition is initiating a shift in food security and soil health. A similar phenomenon is occurring in the hectares of community-managed forests, where technical and financial expertise bolsters local economies while sequestering carbon and safeguarding biodiversity.

This report transcends mere accountability; it serves as an invitation to collectively envision a nation where stewardship of the land underpins enduring well-being, fostering a development model that is equitable, resilient, and intrinsically linked to the essence of life: nature.



ENVIRONMENTAL REHABILITATION IN TLÁHUAC AND MILPA ALTA, MEXICO CITY

- *The agroecological transition and ecosystem restoration are being promoted in two key boroughs for rural production in Mexico City.*
- *More than 200 individuals participated in a reform community restoration utilizing native species in the Sierra de Santa Catarina.*

With the backing of the Simi Foundation, a project is being advanced that emphasizes the enhancement of food security and environmental resilience through an agroecological transition and ecosystem restoration strategy in the rural communities of Tláhuac and Milpa Alta, Mexico City.

In 2024, in partnership with the Commission on Natural Resources and Rural Development (CO-RENADR), substantial advancements have been achieved in reforestation planning and initiatives, collaborating closely with local stakeholders, including ejidos, civil associations, and government entities.

One of the highlights was the reforestation initiative in the Sierra de Santa Catarina, which engaged over 200 volunteers to plant native species such as tepozán, maguey, and prickly pear. To enhance plant survival and bolster the health of the soil, 100 liters of beneficial microorganisms

and prehydrated solid water were procured and applied directly to the plantation strains.

As part of the agroecological transition, three subsistence staple grain producers have been identified who currently utilize low-impact agricultural practices. Collaborative efforts have commenced to plan agroecological plots based on agroforestry systems and MIAF (Milkfield Intercropped with Fruit Trees), aiming to enhance soil quality and sustainably increase agricultural productivity.

Furthermore, firebreaks were restored to safeguard Tetlalmán Hill, a crucial initiative within the overarching strategy for ecosystem protection and restoration. This collaborative endeavor signifies a significant advancement toward a resilient production model that harmonizes with ecosystem conservation.



STRATEGIC PARTNERSHIP

Simi Foundation, Commission on Natural Resources and Rural Development (CO-RENADR)

FINANCIAL LITERACY FOR SUSTAINABILITY IN FOREST MANAGEMENT COMMUNITY

*Through community forest management,
150,000 hectares of forest have been preserved
in collaboration with forest owners.*

*Forest management has been implemented
in eight states throughout Mexico, positively
impacting over 32,000 individuals since 2013.*

Community forest management represents a conservation strategy that enables communities to generate supplementary income while simultaneously contributing to ecosystem protection. Pronatura México has collaborated with a minimum of 59 forest owners and has trained over 1,000 individuals within the framework of the Forest Protocol for Mexico, aiming to produce more than 1 million carbon credits by 2025. To ensure the sustainability of these initiatives and to perpetuate social and economic benefits, it is crucial to cultivate robust financial knowledge regarding carbon credits and promote social reinvestment.

The intricacies of community forest management and carbon market administration present significant challenges for participants. Elements such as the technical aspects of carbon markets, fluctuations in demand, and the necessity for long-term financial planning can hinder effective revenue management and strategic decision-making. Consequently, communities may encounter constraints in optimizing their resources, overlook critical opportunities, and engage in disadvantageous negotiations.

To tackle these challenges, Pronatura Mexico has formed a strategic partnership with the German Sparkassenstiftung to conduct financial education workshops for communities engaged in carbon projects. Commencing in 2025, these workshops will assist communities in sustainably managing income generated from the sale of carbon credits. Beyond enhancing families' financial stability, this initiative will also promote improved local governance and encourage participatory decision-making. This effort will not only facilitate forest restoration and conservation but will also empower communities to play a pivotal role in climate change mitigation.



This comprehensive model aims to serve as a catalyst for economic and environmental well-being, enhancing community resilience and fostering sustainable resource management. By developing financial and administrative capacities, communities will attain greater autonomy in decision-making concerning their carbon market revenues, thereby ensuring strategic reinvestment in local conservation and social development initiatives.

This initiative will be implemented across five states and aims to train local facilitators who will not only disseminate this knowledge but also enhance the governance and self-management of ejidos, thereby ensuring a sustainable impact on the forestry sector and diminishing reliance on external support.



TRAINERS:

The objective is to educate local trainers to impart financial and carbon market expertise within their communities.



EJIDOS AND COMMUNITIES

Ejidos and communities are anticipated to gain expertise in financial and carbon markets to independently and effectively manage revenue generated from carbon credits.



STRATEGIC PARTNERSHIP
Sparkassenstiftung Alemana

When communities take the lead, the impact endures.

We advocate for sustainable environmental, social, and economic advantages through community forest management.

Present in eight states:

Aguascalientes, Durango, Veracruz, Estado de México, Hidalgo, Oaxaca, Campeche y Quintana Roo



Over 150,000 hectares have been conserved since 2013.

Since 2013, it has provided assistance to over 32,000 individuals.

Pronatura México has collaborated with a minimum of 59 forest proprietors.

In partnership with Climate Action Reserve and local communities, over 1,000 individuals have received training under the Mexican Forest Protocol.

***Caring for Forests
#InspireAction***

RESTORATIONS THAT THRIVE:

OVERSIGHT OF THE NATIONAL REFORESTATION AND WATER HARVESTING INITIATIVE

Following over a decade of reforestation efforts, forests have emerged as a result of community dedication and multisector collaboration.

The 2024 monitoring indicates a favorable effect on the recovery of reforested ecosystems from 2007 to 2020 across 60,000 hectares of the nation.

In 2024, the National Reforestation and Water Harvesting Program (PNRCA) underwent monitoring. This initiative, which successfully reforested over 60,000 hectares nationwide from 2007 to 2020, was facilitated through the collaboration of The Coca-Cola Company, CONAFOR, Pronatura México, and numerous local communities.

Monitoring encompassed on-site visits to 20 locations and satellite analysis of 460 sites utilizing the Normalized Difference Vegetation Index (NDVI), a metric for assessing vegetation health and coverage. These evaluations demonstrate a discernible environmental legacy: in various areas, previously degraded regions are now exhibiting substantial recovery in contrast to adjacent areas lacking intervention.

On average, a survival rate of 55.4% was reported at the visited sites, a promising outcome given the challenges that ecosystems have encountered, including fires, pests, and extended droughts. In certain locations, trees have attained heights surpassing three meters, although losses attributed to increasing temperatures and the presence of bark beetles have also been recorded.

However, the most inspiring examples arise from those ejidos (communal communities) that have embraced the project and diligently worked to preserve vegetation cover and ecosystem integrity. In these areas, what commenced as a plantation has now transformed into a forest, a testament to sustained commitment and adaptive management.

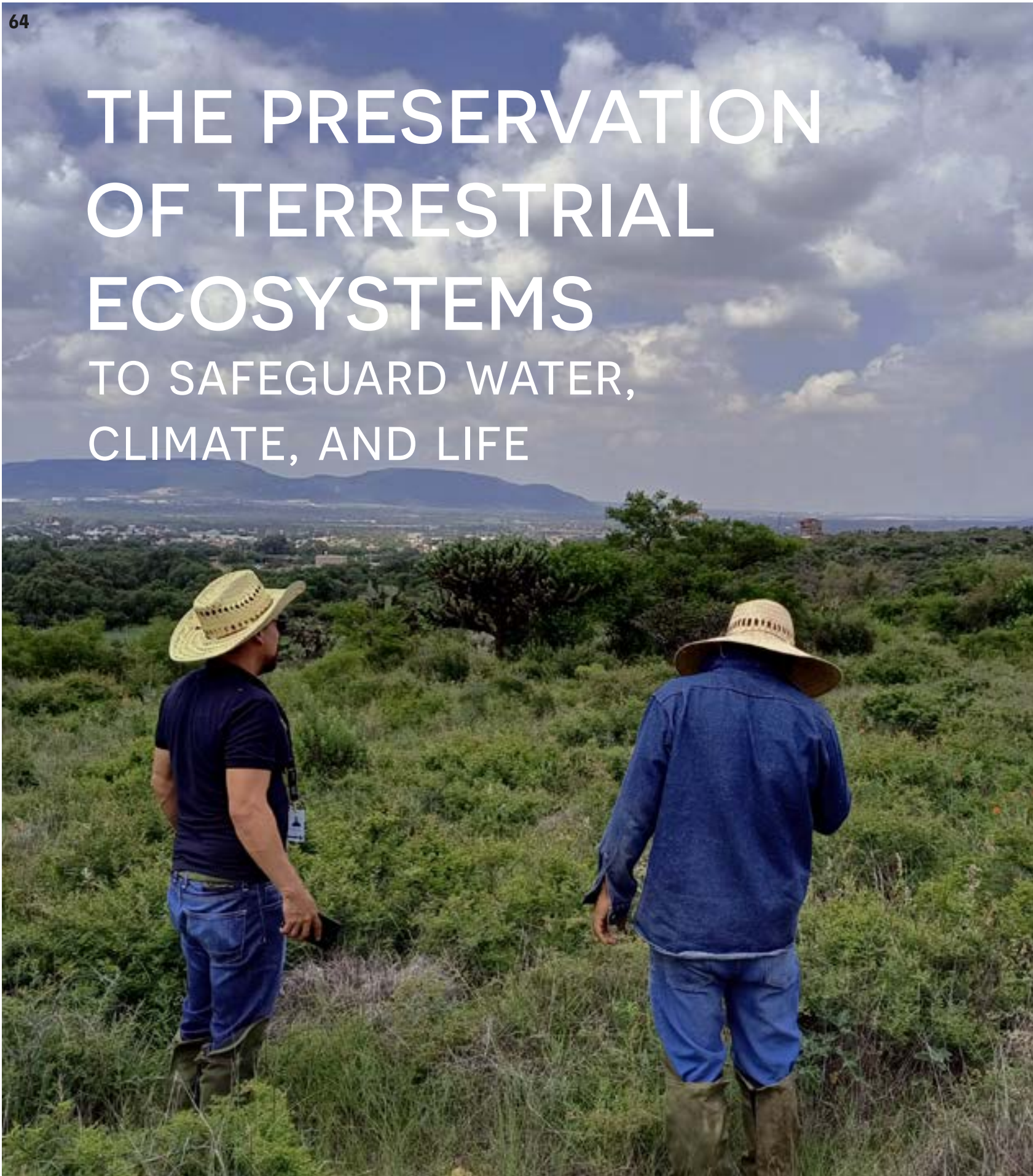


STRATEGIC PARTNERSHIP

The Coca Cola Company, CONAFOR, local communities.



THE PRESERVATION OF TERRESTRIAL ECOSYSTEMS TO SAFEGUARD WATER, CLIMATE, AND LIFE



Desertification and erosion impact 47% of Mexico's territory, diminishing water infiltration capacity and reducing the productivity of the land.

Restoration efforts not only influence the natural equilibrium, but also enhance environmental resilience, thereby improving the quality of air, water, and soil.

One of the objectives of the Convention on Biological Diversity, to which Mexico is a signatory, is to safeguard and rehabilitate at least 30% of its priority ecosystems by 2030. To realize this aim, it is crucial to restore degraded areas and adopt effective conservation practices in key locations.

Investing in restoration represents a commitment to the future, safeguarding our natural resources and ensuring the sustainability of ecosystems vital for generations to come. Moreover, the IPCC indicates that restored ecosystems have the potential to sequester up to 30% of the CO₂ emissions required to restrict global warming to 1.5°C.

An effective conservation strategy involves soil restoration through agroecological practices, soil and water conservation initiatives, and reforestation at key locations. By 2024, these efforts will encompass a total of **436 hectares** subject to management, conservation, and restoration measures. The implemented strategies include the abandonment and revegetation of degraded areas, auxiliary irrigation to alleviate the effects of drought, firebreaks to safeguard the site, and the maintenance and repair of irrigation systems.

Furthermore, effective conservation relies not only on on-the-ground actions but also on sustainable financing and the engagement of local communities. Throughout these initiatives, local communities have received training in restoration methodologies, covering topics such as workplace safety, reforestation, vegetation management, and fertilization. These components, in conjunction with strategic partnerships, have facilitated the expansion of the impact and scale of these initiatives.



STRATEGIC PARTNERSHIP

Esteyco, Simi Foundation, Porcelanite Lamosa

WITH BOOTS ON THE FIELD MOTIVATING ACTION



STRATEGIC LOCATION
Agua Zarca 0, San José Iturbide, Guanajuato.

The project is an integral component of an ecological restoration initiative aimed at rehabilitating ecosystems adversely affected by prior activities and reinstating ecosystem services. It employs sustainable and efficient methodologies, including tree planting and enhancing soil fertility through organic materials, resulting in an 87% survival rate for the planted trees.



AREA OF IMPACT
3.67 hectares of stabilized terraces dedicated to the restoration of ecosystems impacted by prior activities.



RESTORATION AND CONSERVATION INITIATIVES

Planting of 3,500 trees.

Application of 12 tons of compost and 18 tons of solid worm castings.



STRATEGIC LOCATION
El Tepetate, San José Iturbide, Guanajuato.

The project commenced in 2020 as part of the environmental compensation initiatives for land-use change and has been ongoing for five years. This initiative addresses the necessity of ecosystem recovery and aligns with local sustainability and environmental compensation policies, fostering effective restoration practices that enhance the region’s ecosystem services.



AREA OF IMPACT
8.8 hectares.



**RESTORATION AND
CONSERVATION
INITIATIVES**

Monitoring the survival rates and health conditions of planted trees.

Utilization of organic fertilizers.

Rehabilitation of 575 meters of firebreaks for site safeguarding.



STRATEGIC LOCATION

San José Iturbide, Guanajuato.

The Maintenance Project commenced in 2021 and has realized a notable enhancement in the survival rate of planted trees, attaining 92%.



AREA OF IMPACT

Surface area of 1.2 hectares.



RESTORATION AND CONSERVATION INITIATIVES

Reforestation utilizing 1,500 indigenous tree species.

Organic fertilization.

Maintenance of the irrigation system and implementation of supplementary irrigation.



STRATEGIC PARTNERSHIP

The project is associated with Lamosa's initiatives aimed at sustainability and the reduction of environmental impact.



STRATEGIC LOCATION

Forest areas in the municipality of Ramos Arizpe, Coahuila.

This initiative emphasizes environmental compensation and the restoration of xerophilous ecosystems through collaboration among organizations and the utilization of innovative techniques to enhance biodiversity and improve soil conditions in Ramos Arizpe.



AREA OF IMPACT

Municipality of Ramos Arizpe, Coahuila, concentrating on the ecological rehabilitation of xerophilous scrublands.



RESTORATION AND CONSERVATION INITIATIVES

- Utilization of hydrogel for moisture retention.
- Organic fertilization.
- Safeguarding against local wildlife.
- Consistent irrigation.
- Upkeep of individual terraces.



STRATEGIC PARTNERSHIP

Pronatura México and Pronatura Noreste.



Fotografía: Esteban Saavedra

ALLIES IN SUSTAINABILITY

Strategic partnerships are crucial for tackling the intricate challenges of sustainable development. By combining the capabilities, expertise, and resources of governments, civil society organizations, the private sector, and communities, it becomes feasible to produce more comprehensive, effective, and enduring solutions.

Collaboration among various stakeholders enhances the effectiveness of initiatives and guarantees that the advantages extend to the regions most in need. It is only through collective efforts that we can expedite the realization of the Sustainable Development Goals and foster a more equitable and resilient future for everyone.

Together, we persist in inspiring action.

ENHANCING MANGROVE ECOSYSTEMS FROM MEXICO TO A GLOBAL AUDIENCE

Our involvement in the Biodiversity Financing Roundtable enabled our participation in the national workshop on mangrove conservation, an initiative supported by the Global Mangrove Alliance. As a result, we contributed to the formulation of a 10-year national proposal within the Global Mangrove Breakthrough framework. In the Central Pacific region, we coordinated with local stakeholders and established the logical framework for action for Jalisco, Colima, and Michoacán.





VOICES FROM STOCKHOLM FOR A SUSTAINABLE AQUATIC FUTURE

During World Water Week 2024, our Water Director, Paola Gordon, acted as a judge for the Stockholm Youth Water Prize, where Mexican participants Shanni Mora and Rosa Mendoza were acknowledged for their project. This underscores our dedication to fostering youth innovation and promoting multi-sector collaboration to tackle water challenges.



BRIDGES OF COOPERATION WITH THE NETHERLANDS

As part of the Mexico 2024 Dutch Visitor Program, we cultivated international partnerships focused on regenerative agriculture, climate change, and water justice. A notable moment was our visit to Xochimilco, where we exchanged models of adaptation and climate-resilient agriculture with the Netherlands Water Envoy.

PRONATURA AT COP16: BIODIVERSITY FOR PEACE

At the COP16 Biodiversity Summit in Cali, Colombia, we engaged to emphasize Pronatura's role as a strategic partner in ecological restoration and conservation. This involvement enabled us to enhance connections with global stakeholders and align our initiatives with the objectives of the Convention on Biological Diversity.



BUSINESS AND BIODIVERSITY WITHIN A UNIFIED FORUM

At the 2024 Forum of the Mexican Alliance for Biodiversity and Business (AMEBIN), we presented our expertise in the conservation of mountainous regions, forests, wetlands, and urban ecosystems. Pronatura played a pivotal role in the discussions on integrating sustainability into business practices, establishing itself as a leader in bridging biodiversity and economic development.





DUTCH VISITORS' PROGRAM 2024

Pronatura Mexico's involvement in the Dutch Visitors' Programme 2024 provided a significant opportunity to enhance its international standing on critical issues such as water management, regenerative agriculture, climate change, and social justice. Throughout its visit to the Netherlands, Pronatura engaged in knowledge exchange with experts, scientists, and representatives from governments and organizations, enabling it to identify innovative solutions and forge strategic connections pertinent to the Mexican environmental agenda.

One of the most significant impacts was the visibility and recognition the organization achieved as a committed player in sustainability. Its involvement in high-level events and direct engagement with key stakeholders, including representatives from the Ministry of Foreign Affairs and prominent organizations such as Deltares and Urgenda, enhanced its institutional profile.

Finally, the Mexican delegation, which included Pronatura, was commended for its willingness to learn and seek synergies. During an official reception at the Mexican Embassy in the Netherlands, a Memorandum of Understanding was signed between the two nations, reaffirming their mutual interest in environmental cooperation. This visit not only enhanced Pronatura's network but also created new opportunities for collaborative projects in sustainability and conservation.



IMPACT THAT MOTIVATES ACTION

In 2024, Pronatura Mexico is championing conservation with a steadfast commitment to inspiring action. This principle, which has guided us for over 40 years, is evident in each of our campaigns and partnerships, where the message of safeguarding our ecosystems resonates with those who have shared a common purpose for many years, while also mobilizing new allies across all sectors to unite in our efforts.

Each campaign presents an opportunity to forge connections and create a meaningful impact.

This year, we enhanced our collaboration with universities, businesses, organizations, and citizens to advance conservation through knowledge and creativity. During the University Water Festival, we involved students in interactive activities that underscored the significance of water and adaptation to climate change. Concurrently, in partnership with Casa Botánica and Artificio de la Naturaleza, under the motto “Art inspires me to action,” we effectively emphasized the consequences of forest fires and motivated a greater number of individuals to undertake tangible actions for conservation.

In 2024, Breitling participated in the Adopt a Hectare campaign, collaboratively creating and launching a special edition of the Super Chronomat 44 Pronatura. The proceeds from 50 unique pieces contributed to the rehabilitation of eight hectares within the Tepozán Ecological Park. This impact was further enhanced during Mexico Art Week at Zona MACO, where Breitling donated three artworks that were auctioned to support the restoration of the Sierra de Guadalupe.





Photography: Esteban Saavedra

CONTRIBUTE TO REGENERATE:

LINKING INDIVIDUALS TO CONSERVATION

Pronatura Mexico reinforces its dedication to engaging a broader audience, including individuals, corporations, and strategic partners, in conservation initiatives. Each of these campaigns serves as an open invitation to take action across various sectors in support of a more sustainable future.

PROVIDE A TREE AND
RESHAPE THE FUTURE
OF OUR SAFEGUARDED
NATURAL AREAS

More than a mere symbolic gesture, gifting a tree represents a tangible action with significant benefits. In 2024, 4 hectares were reforested in the “El Tepozán” Ecotourism Park located in the Tlalpan Municipality, while 72.83 hectares were afforested in the Sierra de Guadalupe State Park. This reforestation initiative involved the planting of 4,000 native trees and the installation of wooden fences to mitigate erosion and prevent forest fires.



ADOPT A HECTARE TO
ASSIST IN MITIGATING THE
EFFECTS OF CLIMATE CHANGE

For the 2024 “Adopt a Hectare” campaign, donors dedicated to reforestation and environmental conservation were united. As a result of their contributions, a total of 21,068 trees were planted throughout 2025. Through this initiative, we encourage you to adopt a hectare to regenerate and restore its ecological function, thereby contributing to carbon capture, soil preservation, and biodiversity.

CONTRIBUTE TO BIODIVERSITY
AND HONOR THE DISTINCTIVE
QUALITIES THAT MAKE
MEXICO EXCEPTIONAL

Mexico ranks among the most biodiverse nations globally. This campaign intertwines love with wildlife conservation, emphasizing the significance of preserving the habitats of the species that render our country distinctive. As a component of this strategy, we introduced the Unique Mexico Challenge, a 15-day event designed to highlight the nation’s natural and cultural treasures through photography. This initiative has fortified partnerships with photographers and creators dedicated to biodiversity.



EMPOWER FOREST
GUARDIANS AND SAFEGUARD
MEXICO’S WOODLANDS

Forest firefighters serve as the primary line of defense against fires and threats to the ecosystem. The Firefighter Heroes campaign enables individuals and organizations to directly support the equipping, training, and fortification of community firefighters, underscoring their vital role in preserving our natural heritage. With each contribution, these heroes will receive the essential tools and knowledge required to protect the nation’s forests.

WITHOUT CLIMATE SECURITY,

THERE IS
A LACK OF
FINANCIAL
SECURITY



The climate crisis poses a significant threat not only to the environment but also to the social and economic well-being of communities. At Pronatura México, we recognize that the health of our ecosystems is intrinsically connected to the quality of life of individuals, and that safeguarding nature is vital for promoting equitable and sustainable development for all.

This year, we have focused on science-driven solutions that comprehensively tackle the challenges posed by climate change, engaging a wide array of societal stakeholders, including businesses, communities, academic institutions, and governments. Through strategic partnerships and collaborative methodologies, we have advanced the establishment of networks that redefine economic development and foster financial models that align with the conservation of the natural resources essential for sustaining life.

What we achieved this year was a collective effort. We are eager to continue collaborating with generous individuals, dedicated governments, reliable companies, and engaged communities who, like us, strive to make a difference in the present and motivate others to create and share a brighter future.

ACKNOWLEDGMENTS

*Thank you to all of you who
are members of this team.*

THANK YOU FOR YOUR COMMITMENT, DEDICATION, AND ENTHUSIASM!

Throughout our journey, we have assembled a technical and management team characterized by an impressive level of expertise, united by a common purpose: to safeguard the world and effect necessary transformations to inhabit it with respect, awareness, and consistency. We recognize that what we cherish is, in fact, what sustains life.

Thank you for the time you have dedicated to the field, for your presence at every site, and for fostering collaborative relationships and bonds of trust in each interaction with allies and friends. Thank you for providing us with new perspectives at every implementation, for your commitment to pursuing solutions, even when they appear distant. You bring ideas to fruition, enable projects to thrive, and convert challenges into opportunities; you exemplify hard work, perseverance, and resilience.

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Their commitment and resolve consistently position us ahead in our objectives, establishing Pronatura México as a valuable partner for those, like us, who aspire to create new realities.





ALLIES AND DONORS 2024

Fotografía: Esteban Saavedra



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