



MÉXICO

ANNUAL REPORT 2025

30 YEARS BRINGING NATURE
BACK TO MEXICO





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LETTER FROM THE CHAIR

ADVISORY COUNCIL



Collaborative work represents a light in our fight to halt the degradation of nature and address climate change. From my perspective as an advisor to an international conservation organization such as WWF Mexico, it is inspiring to observe how, by joining forces, we can transform daunting challenges into opportunities for change.

Partnerships with the common purpose of protecting our planet not only multiply our resources, but also empower our voices. Each of us brings with him an invaluable history, experience, and knowledge, and by combining those talents, we create a symphony of action that resonates far beyond our individual capabilities. Every effort counts, and by inspiring others to act, we bring to life a global movement that transforms individual passions into collective action.

On this sustainability journey, every action counts and every voice matters. Collaborative work strengthens our immediate actions and sows the seeds of resilience for the future. When we support each other, we create a robust social fabric, capable of adapting to the challenges of climate change and moving forward. Together, we can cultivate an environment where nature and humanity flourish in harmony, a legacy we can leave to generations to come.

Mariana Bellot Rojas
Chair of the Advisory Council

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LETTER FROM THE COUNTRY DIRECTOR

Thirty years ago it was a very different world. The environment was just beginning to be relevant in light of the frank deterioration that was observed on the planet. WWF was a key organization that influenced and promoted the environmental and sustainability agenda that is everywhere today. However, there is still much to be done. It seems that it is still not clear to us that a healthy environment is essential for our existence and well-being. Nature, in its complexity and beauty, sustains our lives and provides invaluable benefits for the social and economic development of the country. However, we are currently facing a dangerous triple environmental crisis – which combines biodiversity loss, climate change and pollution – that has an impact on our food security, our health, access to water, and triggers extreme events that impact vulnerable populations. The decisions we make in the coming years will be crucial to reversing this situation, and it is imperative that our policies prioritize a healthy environment as an essential right.

Mexico is a young country, with 30% of our population in this sector. Young people are experiencing growing eco-anxiety and will face an increasingly adverse context if we do not act promptly in the conservation and restoration of natural spaces that allow us to sustain life as we know it. This reality requires us to make a profound change in behavior, a rupture of the current development system, which integrates knowledge and responsible practices to protect our environment.

The situation in Mexico is critical: we have lost millions of hectares of natural ecosystems, we are facing a significant water crisis, and our oceans are overexploited. However, there is a path to hope.

At WWF Mexico, we reaffirm our commitment to Bringing Nature Back, placing communities at the center of our mission. Through collaboration and empowerment, we have worked alongside local groups to establish models of sustainable development, which conserve nature and sustain human well-being. Flagship projects, such as the Monarch Butterfly Biosphere Reserve and the Mexico Plastics Pact, demonstrate that it is possible to strike a balance between human development and conservation.

We are at a decisive moment in which the urgency of action should not be underestimated. It's time to broaden our visions and efforts, leading an agenda committed to environmental justice, social equity, and ecological prosperity. Only through joint action hand in hand with allies and science-based decisions, can we ensure a future where nature and humanity coexist in harmony.

This 2025 report reflects our achievements, challenges, and above all, our determination to move forward together toward a Mexico where biodiversity and human well-being are inseparable. Thank you to all those who have accompanied us on this path. Together, it is possible to Bring Nature Back.

María José Villanueva
Country Director WWF Mexico



INTRODUCTION

At a decisive moment for the future of biodiversity, Mexico is at a crossroads: preserve its extraordinary natural wealth or continue on a path of accelerated degradation.

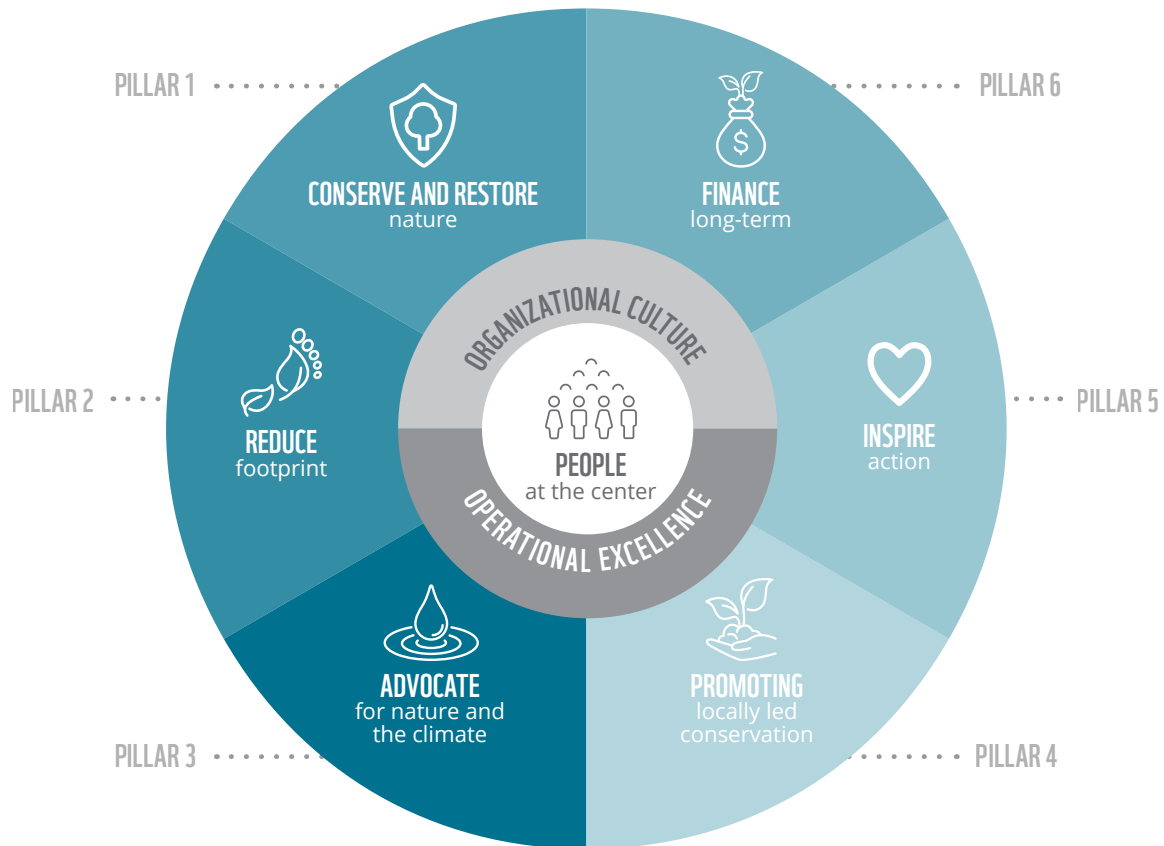
As one of the megadiverse countries on the planet, Mexico is home to unique ecosystems, iconic species, and communities deeply connected to their environment. However, this wealth faces increasing pressures: agricultural and livestock expansion, infrastructure development, overfishing, mining, and the effects of climate change threaten the integrity of our ecosystems and the well-being of people.

Despite these challenges, the country also offers transformative opportunities. Mexico has made ambitious international commitments, such as protecting 30% of its ecosystems by 2030, and has shown leadership in initiatives such as water reserves, the conservation of priority species, and the promotion of nature-based solutions. Civil society, local communities, the private sector, and public institutions are increasingly involved in building a fairer and more sustainable development model.

In this context, WWF Mexico reaffirms its commitment to the vision of Bringing Nature Back, a 2030 strategy that seeks to recover the country's natural ecosystems and transform the relationship between people and nature. This vision is articulated in six fundamental pillars:



Bring Nature Back 2030



THROUGHOUT THIS REPORT, WE SHARE THE WORK WE HAVE DONE TOGETHER WITH OUR PARTNERS OVER THE PAST 30 YEARS, AS WELL AS THE PROGRESS, LEARNINGS, AND RESULTS WE HAVE ACHIEVED IN 2025.

Each action represents a step towards a more resilient, fair, and environmentally friendly Mexico, because we believe it is possible to reverse biodiversity loss, face climate change and build a future where nature and people live in harmony.

CONSERVATION EFFORTS ARE MORE EFFECTIVE
WHEN DIVERSE STAKEHOLDERS UNITE.

30 YEARS OF ACHIEVEMENTS

WWF is one of the most influential organizations in the global arena. In its 30 years of presence in Mexico, WWF has left a significant footprint on environmental conservation.



Oaxaca,
1996

Since its inception in the forests of Oaxaca in 1996, WWF has broadened its focus to a holistic vision of conservation that seeks to preserve biodiversity and key ecosystems, while supporting the sustainable development of local communities.

This integrated approach involves active collaboration with communities, scientists, businesses, and governments, which has made possible to address conservation at a scale that spans entire biomes and diverse species.

WWF's commitment to long-term impact and analysis of the context of each project highlights the importance of working in synergy, emphasizing that conservation efforts are most effective when diverse actors come together, thus allowing us to build a more sustainable future for Mexico and the planet.

Alliances

WWF- CARLOS SLIM FOUNDATION ALLIANCE

Starting in 2008, the alliance between the Carlos Slim Foundation and WWF was established, becoming a key driver of conservation efforts in Mexico over a ten-year period. This partnership complemented the already existing WWF–Telmex Telcel Foundation Alliance. By bringing together civil society, academia, and government across six regions and 18 focus areas, the initiative stood out for its inclusive design and the support of Mexican experts and organizations. It promoted a “Biodiversity Conservation and Sustainable Development Strategy for Mexico”, which helped build national leadership that remains relevant today.

The Alliance surpassed its initial investment goal of USD \$100 million, reaching a total of USD \$115.27 million, channeled to [69 partners through more than 105 projects](#). Key achievements include support for 2.6 million hectares under conservation, 21,651 hectares reforested, 59 forest nurseries established, 72 protected natural areas strengthened, 18 sites implementing climate change adaptation measures, and 33 species monitored and protected. In addition, the Alliance supported more than 469,510 beneficiaries in communities and ejidos, created 2,128 jobs and 28 social enterprises, financed 294 fire management brigades, equipped 463 vessels for sustainable fisheries, trained 54,188 people, and built 24 facilities for research and conservation.

This Alliance marked a milestone for nature conservation and climate action in Mexico, strengthening and consolidating numerous organizations across the country.

WATER

With the Gonzalo Río Arronte Foundation (FGRA) and other partners, WWF analyzed the environmental flows of 356 river basins across the country to assess their conservation status and generate inputs to help drive changes in public water policy. As a result of this effort, Water Reserves were decreed in 295 basins in 2018, ensuring the protection of more than 50% of Mexico's surface water for the next 50 years. This guarantees water supply for 45 million people and contributes to strengthening management programs in 60 Protected Natural Areas and 41 wetlands of international importance (Ramsar sites).

AMERE

In 2021, we promoted, together with The World Resources Institute Mexico (WRI) and Reforestamos México, the creation and launch of the Mexican Alliance for Ecosystem Restoration (AMERE), to articulate restoration actions in at least five million hectares in terrestrial, aquatic and coastal-marine landscapes in Mexico by 2030. AMERE has more than 560 partners, four consolidated working groups and six national and international strategic alliances. Learn more at amere.mx

YUCATAN PENINSULA ALLIANCE

This Alliance seeks to consolidate the Peninsula as a model territory for conservation, restoration, and sustainable management of natural resources through interinstitutional collaboration. It is comprised of Amigos de Sian Ka'an, the Mexican Fund for the Conservation of Nature, the United Nations Development Programme (UNDP), Pronatura Yucatán Peninsula, Sureste Sostenible, The Nature Conservancy, and WWF Mexico.



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The Global Environment Facility (GEF) projects)

The projects of the Global Environment Facility (GEF) are essential for the conservation of the country's natural heritage, as they allow the implementation of strategic actions to protect biodiversity, restore ecosystems and face the effects of climate change. In addition, its catalytic financing nature helps to mobilize additional resources from governments, the private sector and international cooperation, generating synergies that amplify the impact of interventions. Thanks to this leverage capacity, GEF projects not only strengthen environmental management, but also contribute to achieving global and national sustainable development goals. Since 2014, WWF has developed and collaborated on four projects:

2010-2015

Harmoniously integrate the contribution of ecosystem services and land-use options within the framework of poverty alleviation efforts and development planning in the Mixteca region (CONANP, GEF, UNDP, SEMARNAT, CONAFOR and CONAGUA).

Budget: USD \$5.9 million

2014-2020

Tarahumara Sustentable (SEMARNAT, CONANP, PNUMA and WWF).

Budget: USD \$4.9 million

2022-2024

"National Collaborative Planning for an Inclusive and Effective Conservation Approach to Meet Target 3 of the Kunming-Montreal Global Framework for Biodiversity" (SEMARNAT, CONANP and WWF).

Budget: USD \$241,175

2020-2028

"Kuxatur" (UNDP, WWF and Friends of Sian Ka'an).

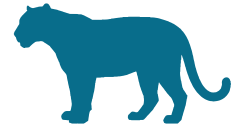
Budget: USD \$7.4 million

2023-2028

"From Bait to Plate" (FAO, WWF, CONANP, IMIPAS and CONAPESCA).

Budget: USD \$9 million

Jaguar conservation



Conserving the jaguar, an emblematic species of Latin American ecosystems, is essential for the health of ecosystems, since it is a top predator that regulates the populations of other species and maintains the natural balance. Their presence indicates that the ecosystem is functioning properly, with enough biodiversity and resources to sustain the food chain. Protecting the jaguar does not only mean conserving an emblematic species but also guaranteeing the stability and resilience of the ecosystems on which we depend.

Since 2019, WWF has been actively working on jaguar conservation. Through strategic actions of research, advocacy, capacity building, awareness-raising, and collaboration with local communities, governments, and allied organizations, we have managed to position jaguar conservation as a priority on national, regional, and international agendas. Some of the most significant actions in recent years are:

- The **Regional Jaguar Strategy** was launched, aligned with the Jaguar 2030 Roadmap, to conserve the species in 15 priority landscapes in Latin America through habitat protection, hunting reduction, strengthening connectivity and regional cooperation, led by WWF Mexico. In addition, the Jaguar 2030 Committee was created, a platform that articulates governments and NGOs to coordinate policies and actions in connectivity, combating trafficking, restoration and coexistence, consolidating a regional vision of conservation.
- Establishment of our first jaguar and prey **monitoring system in the Mayan Forest and Central Pacific** that allows us to understand the current status of jaguar populations and their prey and thus measure the impact of our interventions. So far, 220 photo-trapping stations have been installed in Campeche and 120 in Jalisco and Nayarit.
- Promoting **environmental awareness and engagement** is a central pillar of this strategy. For this reason, communication campaigns were implemented to raise awareness among the population, such as the **“Jaguar King”** campaign, which reached 20 million people and got 200,000 to sign the petition to advance in the implementation of the Jaguar 2030 Plan. These signatures represent significant social support for jaguar conservation and contribute to strengthening citizen engagement.

**220
CAMERA TRAP
STATIONS HAVE
BEEN INSTALLED
IN CAMPECHE, IN
ADDITION TO 120
IN JALISCO AND
NAYARIT.**



Conservation of oceans and marine life

For more than a decade, WWF has led efforts to conserve marine species in Mexico through comprehensive actions that protect critical habitats and reduce direct threats. In the Bay of La Paz, Baja California Sur, we managed to reduce whale shark collision injuries by 22% thanks to the creation of a Refuge Area, improvements in the management of the ANP, satellite monitoring and the training of more than 400 captains and guides per season.

In alliance with Ecobac A.C., we strengthened the Entangled Whale Assistance Network (RABEN), equipping and training more than 180 people in 15 groups throughout the Mexican Pacific.

In 2021 we promoted Mexico's adhesion to the Global Ghost Gear Initiative, to help reduce ghost fishing gear. We have protected more than 17,000 sea turtle nests and conserved critical hawksbill turtle habitats on the Pacific coast. With these actions, we are helping to protect marine life and ensure a cleaner, healthier future for our oceans and coasts.



WWF Mexico led, hand in hand with governments, NGOs, and local communities, two decades of efforts to conserve the vaquita. This work laid the foundation for the development of alternative fishing gear, the promotion of sustainable markets, and support for acoustic monitoring. It also contributed to strengthening policies, combating illegal fishing, and removing ghost nets from the vaquita's habitat. Learn more at: www.wwf.org.mx/vaquita.



22%

DECREASE IN WHALE SHARK
INJURIES IN BAHÍA DE LA PAZ
THANKS TO NEW PROTECTION AND
MANAGEMENT MEASURES.

Conservation of the Monarch Butterfly, its migratory route and its habitat

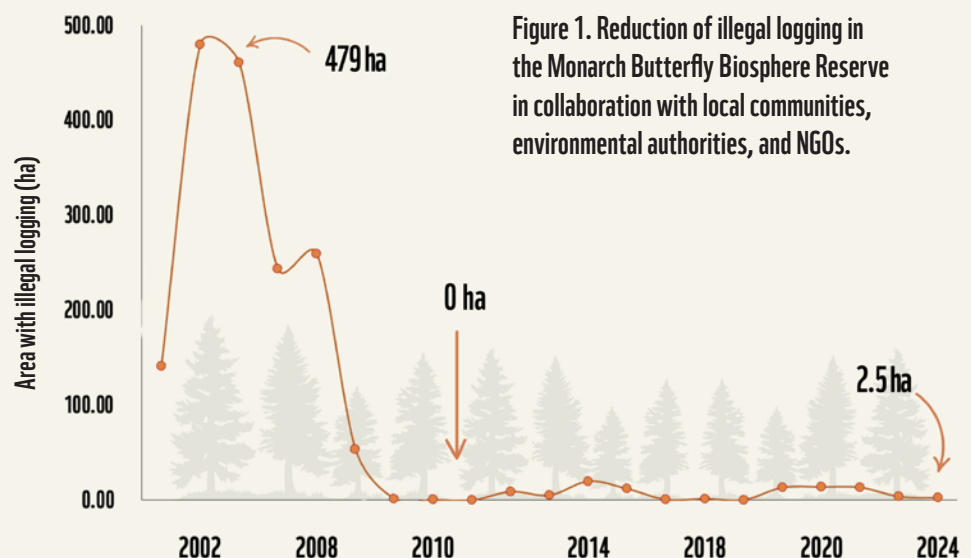
The migratory phenomenon of the Monarch Butterfly, considered one of the most amazing on the planet, has been recognized as endangered by the International Union for Conservation of Nature (IUCN). For more than 20 years, WWF has been working together with ejidatarios and indigenous communities – owners of the oyamel and pine forests in the center of the country – to protect the sites where millions of butterflies arrive each winter after a migratory journey from Canada and the United States.

One of the greatest achievements of this work is that illegal logging in the core area of the Monarch Butterfly Biosphere Reserve (MBBR) has been practically eradicated since 2008 (Graph 1). This means that the forests that represent the fundamental habitat for the Monarch butterfly's hibernation are being protected and conserved. Between April 2023 and February 2024, only 3.7 hectares (ha) of forests were affected in this core area, a decrease compared to 4,112 ha the previous year. This has been the result of:

- The scientific monitoring of forest cover in the core area of the MBBR, which grants economic incentives to more than 33 ejidos and indigenous communities.
- The systematic monitoring of overwintering colonies in coordination with the Natural Protected Areas Commission (CONANP), an example of one of the country's most consolidated efforts, and support for the monitoring of the migratory route in nine states.
- The reforestation of 21,515 hectares and the planting of 22.5 million trees, 21.1 million produced in community nurseries.
- The establishment of 290 pollinator gardens in 20 states, with native plants to support monarch migration.



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© WWF México



**47 LOCAL
GOVERNMENTS**

**ADOPTED AMBITIOUS
CLIMATE PLANS.**

Addressing climate change through GHG Mitigation and Adaptation

We have made historic progress in addressing climate change, promoting concrete mitigation and adaptation actions in different sectors. We have trained more than 200 companies in Mexico for the development of emissions inventories, the establishment of climate goals through the Science Based Targets (SbTI) initiative with a mitigation potential of more than 20 MtCO₂e and the purchase of renewable energy; highlighting the cases of at least 4 companies.

In the urban sphere, 47 local governments adopted ambitious climate plans as part of the Cities Challenge, while more than 130 officials in Nayarit, Yucatan and Quintana Roo strengthened their capacities for disaster risk management. The Ministry of the Navy published, with the support of WWF, the Strategy for the Decarbonization of Ports of Mexico.

We also promoted the Mexico City Plastics Action Platform (PAP-CDMX) that seeks to move towards circularity in Mexico City, in collaboration with the World Economic Forum and the Ministry of the Environment (SEDEMA). Through the Plastics Pact, promoted by The Waste & Resources Action Programme (WRAP), we coordinate strategies to move towards a circular economy in Mexico and published a Guide for identifying problematic and avoidable plastics. Finally, we sensitized more than 400 universities to the impact of food loss and waste through the “Communication for Change” campaign.



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29 COMMUNITY CONSERVATION ENTERPRISES

AND PRODUCTIVE
PROJECTS THAT GENERATE
WELL-BEING WITHOUT
COMPROMISING NATURE.

Community Conservation Enterprises (CCE) and productive activities

We have supported the maturation and entrepreneurship of 29 Community Conservation Enterprises (CCE) in Oaxaca (Copalita and Huatulco basins), Yucatán, Nayarit and Capeche (Calakmul). These productive organizations, led by local people, seek to harmonize economic activity with the protection of ecosystems.

Through our work, we promote equity and strengthening governance in these initiatives; an example is Oaxaca, where 6 of the CCE are led by women and, in total, 151 women participate. Thanks to this model, communities capture the added value derived from conservation, strengthening their capacities, and promoting a nature-based economy.

We have supported other production models that promote sustainability and community well-being. In the monarch region, since 2005 we have strengthened tourist activities in ejidos with Monarch Butterfly hibernation colonies. We also promoted the installation of 32 modules to produce mushrooms and delivered ecological stoves to 71 families, helping to reduce firewood consumption and greenhouse gas emissions. These actions diversify local economic opportunities, aligning them with conservation and resilience to climate change.





Water security

With the Gonzalo Río Arronte Foundation (FGRA) and other partners, WWF Mexico assessed the ecological flows of 356 river basins across the country to evaluate their conservation status and inform changes in national water policy.

Therefore, in 2018, 295 basins were established with a Water Reserves Decree, which protects more than 50% of the country's surface water for the next 50 years, that is, the water of 45 million people, in addition to strengthening the management programs of 60 NPA and 41 wetlands of international importance (Ramsar sites). We currently continue to strengthen these basins and work to replicate this great achievement in 5 Latin American countries: Bolivia, Ecuador, Peru, Chile, and Guatemala.

Water conservation has been a priority in Mexico, promoting solutions that ensure its availability and quality for communities and ecosystems. In Chihuahua, actions such as water harvesting, filtering dams and spring protection have recharged 698,000 m³ of rainwater and benefited 1,452 people in 20 Tarahumara communities. In Oaxaca, the transition to sustainable agricultural practices reduced water use by 64% and eliminated synthetic fertilizers, in addition to installing dry toilets, biofilters and reforesting 2,625 ha with more than 2.6 million trees, benefiting 6,433 people.

These initiatives guarantee water for future generations and strengthen the resilience of ecosystems.

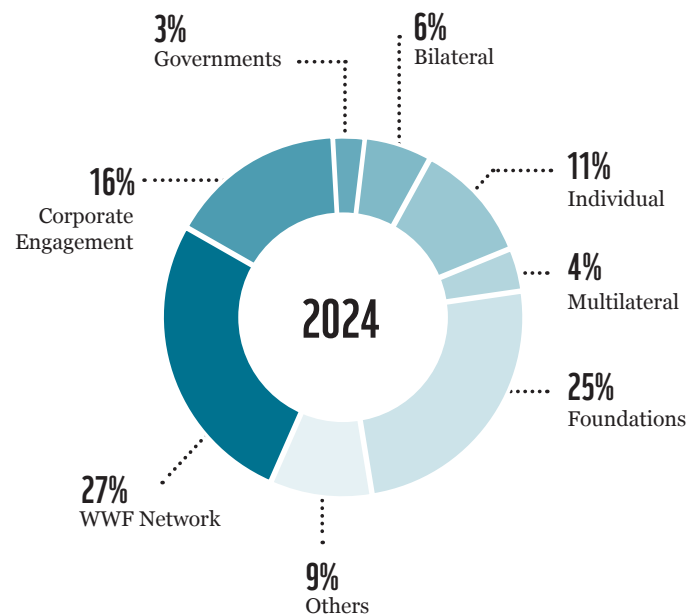
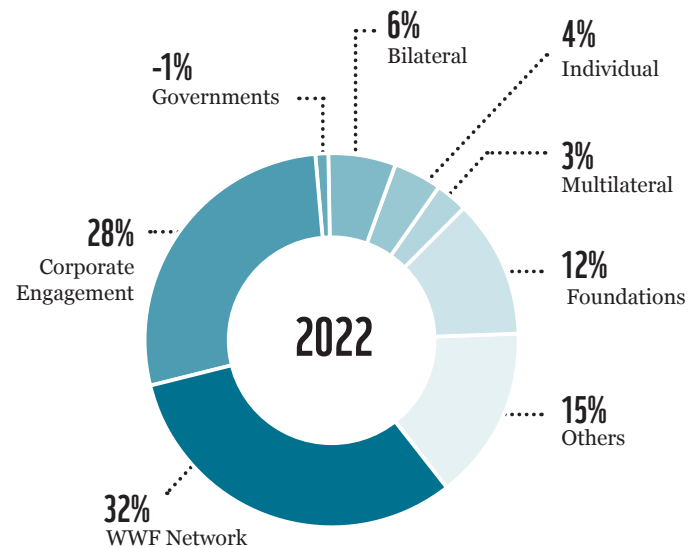
Financing and culture for conservation

Conservation is a shared responsibility: it involves governments, businesses, communities, and organizations, so having multiple sources facilitates innovation, capacity mobilization, and large-scale impact.

Starting in 2022, the private sector became an important source of funding for Bring Nature Back. In addition, from 2022 to 2024, we saw a notable increase in sources from foundations (from 12% to 25%) as well as bilateral and multilateral funding, many of them channeled through the WWF Network.

In 2021 we began the construction and implementation of an organizational development plan on our path to excellence, whose priorities are resource mobilization, positioning, and operational excellence to strengthen the impact on conservation and raising awareness among citizens about the environmental challenges we face.

Diversification of the WWF Mexico donor portfolio over the years





ACHIEVEMENTS 2025

PILLAR 1

CONSERVE & RESTORE

NATURE

Conservation of species and spaces

Biodiversity conservation is critical to maintaining ecological balance and ensuring the sustainability of life-sustaining ecosystems.

Through strategic actions in our landscapes, we seek to protect threatened species, reduce conflicts between fauna and human activities, and strengthen the resilience of ecosystems to the effects of climate change.





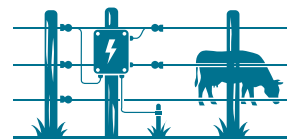
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Jaguar

This year, like all the previous ones, we were in the territory. In each community, forest or coast where we work, the actions became stories of collaboration and care. We implemented more than 195 concrete interventions to conserve species and reduce conflicts between people and wildlife, some of them were the installation of electric fences in communities to avoid negative interactions between families and large carnivores, such as the jaguar, contributing to the tranquility of ranchers and increasing opportunities for coexistence.

Through the monitoring of these electric fences in the Mayan Forest (Campeche), we detected the presence of 18 species, including jaguar, puma, and coyote. In the Central Pacific (Jalisco and Nayarit), we maintained the monitoring of 270 sites, with which we were able to estimate jaguar occupancy at 20–35% of the area.

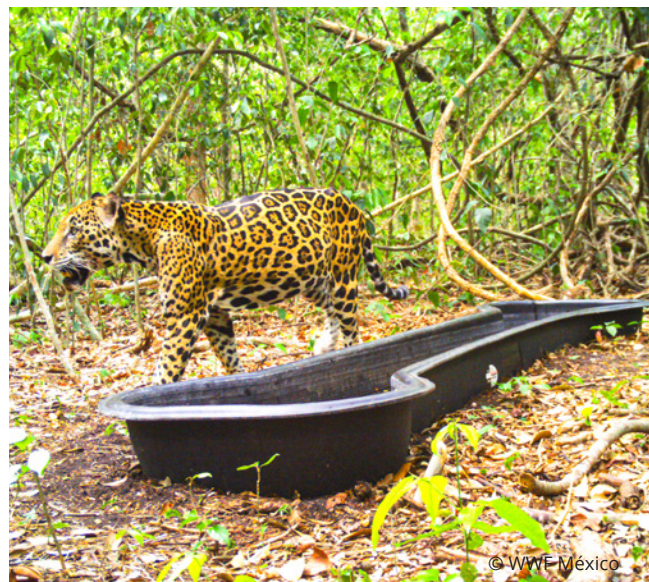
In the Mayan Forest, we traveled extensive areas to keep 115 artificial drinking fountains in operation that cover more than 15,000 hectares. These drinking fountains became vital to supply water to various wild species in dry seasons, supporting their survival and reducing the risk of them approaching inhabited areas.



195 INTERVENTIONS
THAT STRENGTHEN
COEXISTENCE, PROTECT
WILDLIFE, AND PROVIDE
SECURITY TO COMMUNITIES.



© WWF México



© WWF México



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Sharks and whales

We also sailed on the sea, participating in disentangling operations to free sharks and whales trapped in fishing nets, working shoulder to shoulder with authorities and specialized organizations. Each release was a reminder of the impact we can make when we join forces.





99%

INCREASE IN
THE FOREST
AREA OCCUPIED
BY THE
COLONIES.

Monarch Butterfly

Constant monitoring of species and ecosystems is our compass to guide evidence-based conservation decisions. Through various methodologies and technologies, we evaluate the status of emblematic populations such as the jaguar and the Monarch Butterfly, generating valuable information on their distribution, abundance, and threats. As in previous winters, we support the monitoring of the Monarch Butterfly's hibernation and migration season for the period 2024-2025. This year we witnessed hopeful news:

- a) There was a 99% increase in the forest area occupied by the colonies compared to the area recorded in December 2023 (0.90 ha);
- b) Between April 2023 and February 2024, forest degradation in the core area of the Monarch Butterfly Biosphere Reserve (MBBR) was reduced by 0.384 ha, compared to the 2022-2023 period, when 4,112 ha were affected.

At the MBBR we support monitoring, and work with the communities that share this forest with the butterflies, promoting sustainable tourism actions and livelihoods compatible with conservation. These initiatives strengthen the local economy while ensuring the protection of habitat and biodiversity.

Resilience of species and ecosystems

In the case of mangroves, we support the installation of nearly 150 sensors that generate real-time information on how climate change affects these ecosystems in the Marismas Nacionales, Nayarit, and Ría Lagartos, Yucatan NPA.

We also supported the monitoring of a Fisheries Refuge Zone in Yucatan in collaboration with fisheries partners to strengthen the effective management of the region.

In terms of water restoration, we have made progress in the generation of knowledge and practices that strengthen sustainable water management. The first protocol for the remote-digital monitoring of flows and flood levels with a citizen science approach was developed, which will allow the active participation of communities in the evaluation of the performance of water reserves and ecological flows. Likewise, 10 infiltration tests were carried out in the Lerma basin, which contribute to improving our actions to support aquifer recharge and the resilience of ecosystems in the face of climate variability.

All these monitoring efforts allow us to adapt our actions, strengthen public policies and promote long-term conservation.



150 SENSORS
MONITOR CLIMATE
IMPACT ON
MANGROVES IN
REAL TIME.





Restoration of spaces

As part of our restoration pillar, we support the creation of 5 AMERE working groups: Coastal-Marine, Terrestrial, Advocacy, Urban Restoration and Linkage with the Private Sector, as well as the consolidation of six national (SNIRA-CONABIO) and international strategic alliances (United Nations Decade, RESTOR, Global Mangrove Alliance, 20x20 Initiative, One Trillion Trees) WWF coordinates the Coastal Marine Working Group, which has 4 subgroups: mangroves, seagrasses, dunes and fisheries.

With AMERE and the work of WWF programs, restoration has become the most tangible way to bring nature back. In 2025 restoration actions were supported in 1,333.7 hectares and 198 sites. In Xochimilco, Mexico City, the Monarch Butterfly region, and in Oaxaca, a total of 943,500 plants were produced to support restoration actions, contributing to the financial sustainability of local communities in each region.

Eighty urban and suburban pollinator gardens have been installed to promote biodiversity and ecological balance, while soil restoration work has improved water infiltration, contributing to the resilience of landscapes to climate change. The restoration has been carried out with native plants from nurseries supported by our organization, which guarantees the adaptation and sustainability of the reintroduced species.



We co-organized with SEMARNAT, AMERE, UNDP and FAO the Summit for Ecosystem Restoration in Mexico, which brought together more than 460 participants and marked the official launch of the National Environmental Restoration Program 2025 - 2030.



198

SITES AND 1,333.7
HECTARES REGISTERED
RESTORATION ACTIONS.



A photograph of three WWF volunteers cleaning a beach. One person in the foreground is wearing a grey shirt with a WWF logo and is bending over to pick up trash. Another person in a purple shirt is also bending over. A third person in a white shirt with a WWF logo and a blue cap is walking towards the camera. The background shows a sandy beach, the ocean, and mountains in the distance.

PILLAR 2

REDUCING OUR FOOTPRINT

Reducing environmental impact by decreasing food waste, reducing the ecological footprint of businesses, and mitigating plastic pollution is one of the pillars of our strategy to Bring Nature Back.

We promote initiatives to optimize the use of resources, promote responsible practices in different value chains, seeking sustainable changes that contribute to the health of ecosystems and the well-being of communities. Reducing not only involves minimizing waste but also transforming habits and processes to move towards a more circular and resilient economy.

A photograph of two women wearing purple t-shirts with a white logo, walking on a sandy beach. They are holding a large white bag filled with collected trash. In the background, there is a calm sea and a range of mountains under a clear sky. A large teal box is overlaid on the right side of the image, containing white text.

2,000

VOLUNTEERS
COLLECTED OVER
2 TONS OF LITTER
ALONG SIX CLEAN-UP
CAMPAIGNS.

Avoid plastics in the environment

Within the framework of the Plastic Smart Cities initiative, this year we managed to add La Paz, Baja California Sur, and Guadalajara, Jalisco, to the global goal of reducing plastic pollution by 30%. In addition, we carried out 6 cleaning campaigns with the help of more than 2 thousand volunteers who collected more than 2 tons of garbage. In the marine field, as part of our actions to remove ghost nets, we supported the Ministry of the Navy (SEMAR) in the removal of a 22-meter extruded net in Nayarit.





**PRODUCERS IN THE
MAYA FOREST AND
THE PACIFIC ADOPTED
AGROECOLOGICAL AND
BETTER LIVESTOCK
PRACTICES THANKS
TO OUR SUPPORT.**

Lowering the footprint of food production

With the knowledge that conventional food production practices are the main cause of ecosystem deterioration, we seek to promote agroecological practices that respect natural cycles and improve soil health, to achieve a transformation in food systems.

At our work sites in Oaxaca, we supported the establishment of 8 biofactories (facilities where microorganisms, biological extracts, or living agents are produced to improve agriculture and the environment) and trained 67 producers in agroecological practices (ways of working the land using natural methods, caring for soil, water, plants, and animals, such as crop rotation, organic fertilizers, and similar practices) and use of biofertilizers; This allowed them to improve their production without negatively impacting the soils and reduce their dependence on products external to the region. On the other hand, in the Mayan Forest and the Pacific we support 195 producers to use agroecological and livestock practices. With great pride, one of the supported silvopastoral systems increased its production by 32%.

By strengthening local knowledge and recovering traditional knowledge, agroecology empowers rural communities, improves their food security, increases their water security and contributes to the restoration of key habitats.



Reducing the footprint of companies

Collaborating with the private sector is key to moving towards more sustainable development models. By reducing their environmental footprint, companies minimize their impact on ecosystems and can transform their value chains, influence their consumers, and contribute significantly to large-scale conservation goals.

This year we managed to get three fruit producing companies to identify strategies to reduce food loss in their production through the implementation of the [Global Agricultural Loss Tool](#), developed by WWF and other partners. In the same way, we influence the environmental and sustainability agenda of 14 companies

through our conservation and transformation programs, thus supporting the private sector to reduce its impact.

In the Lerma River Basin, we began to apply the [Water Stewardship](#), which seeks to achieve a responsible use of water resources, socially equitable, environmentally sustainable and economically beneficial, involving companies, communities and government entities to guarantee water for all.

In collaboration with the Mexican Chamber of the Maritime Transport Industry (CAMEINTRAM), we published a [roadmap to reduce emissions from companies in the sector](#).





PILLAR 3

ELEVATING

NATURE AND CLIMATE

Based on scientific evidence that informs decision-making, strategic dialogues and advocacy in public policy, we seek to advance the conservation agenda.

During the year, we developed and disseminated more than a dozen technical documents and specialized reports, aimed at raising public awareness and strengthening the decision-making of key actors on priority environmental issues.

We also strengthened our advocacy on public policy, positioning key conservation issues in regulatory frameworks, national plans, and sectoral agendas. Through collaborative work with authorities, partner organizations and communities, we achieved relevant advances that contribute to a more sustainable and inclusive environmental management:

Among the most outstanding documents are:

- Study on jaguar density in Calakmul Sur (1.03 individuals/100 km²) in Conservation Science & Practice.
- Guide for the proper use of compostable plastics in Mexico City.
- Analysis of ecological flows: 84% of the 295 basins comply with the Reserve Decree (CONAGUA, 2023).
- Map of risk of collisions with boats in Los Cabos.
- Concept Notes on foods and energy for NDC 3.0 and guidance for phasing out fossil fuels.

Key achievements

- Reform in Oaxaca to incorporate Regenerative Tourism into state legislation.
- Strengthening of CALIBRE (Deforestation-Free Meat) with FONNOR A.C., integrating jaguar coexistence strategies and equipment.
- Publication of the National Action Plan for Sharks and Rays (IMIPAS–CONAPESCA), ensuring their management, conservation, and sustainable use.
- Update of regulations on water availability and environmental flows through the adoption of new methodologies.
- Increase in water reserves from 9% to 40% in the Presidio 1 and 2 basins in Sinaloa, benefiting more than 500,000 people.
- Mexico endorsed the Mangrove Breakthrough initiative (SEMARNAT), which aims to mobilize USD 4 billion for the conservation and restoration of mangroves worldwide.
- Coordination of the Mexico–U.S. Binational Forum on Maritime Decarbonization (100+ participants).
- Creation of the Binational Environmental Group for the Conchos River (IBWC/CILA), strengthening cooperation to address water scarcity.






PILLAR 4

PROMOTING

Locally led conservation

Conservation actions not only protect ecosystems, but they can also positively transform the livelihoods of communities.



Through initiatives such as CCE – productive organizations led by local people – an economy is promoted that harmonizes production with the protection of nature, generating sustainable income and strengthening territorial roots. By linking conservation with economic opportunities, local autonomy is fostered, pressure on natural resources is reduced, and fairer and more resilient development models are built.

This year we supported more than 50 companies and community enterprises (fishing cooperatives and CCE), through which at least 1,182 people directly benefited. Some of our most significant achievements were:

- A group of mangrove beekeepers was consolidated in Río Lagartos, Yucatán, with legal status and internal statutes.
- We strengthened the governance of 5 CCE in Oaxaca (185 people), incorporating human rights, gender and youth inclusion approaches.
- We provide equipment and advice on governance and gender equality to 170 members of oyster producing companies (Nayarit).
- Support to 3 CCE of honey and community ecotourism in commercial and tourism management.
- More than 2,030 people trained in our landscapes for inclusive and sustainable conservation.

- Training in disaster management for 86 people in Marismas Nacionales and 48 in the Yucatan Peninsula, with delivery of equipment and creation of community committees.
- Development of an online course on sustainable seafood purchasing; 27 people from 6 companies trained.
- About 100 cattle ranchers in Selva Maya trained in sustainable management and coexistence; 8 community monitors recorded 123 species, including jaguars.
- We trained and equipped 24 community-based tourism enterprises in Yucatán and Quintana Roo in areas such as finance, administration, customer service, and climate change.
- 135 officials from Yucatán, Quintana Roo and Nayarit completed a program on risk reduction and adaptation to climate change.

This year we provided training to 206 people on governance and inclusive conservation issues. Of these, 80 people participated in training specifically focused on raising awareness about the different manifestations of gender-based violence and strengthening women's entrepreneurial capacities to improve the productivity of their businesses and, with it, move towards greater financial autonomy.





PILLAR 5

INSPIRE

ACTION

Inspiring action is critical to achieve lasting change for nature and climate.

At WWF, we understand that conservation also depends on the ability to mobilize people, businesses, and governments toward responsible decisions. For this reason, we develop communication campaigns and strategies that inform, promote sustainable behaviors and amplify the impact of our work in the field.



6.4 MILLION
PEOPLE DRIVE A
WAVE OF ACTION
FOR NATURE AND
THE CLIMATE.

This year we carried out various actions focused on raising awareness about the value of nature, reaching an audience of at least 6,433,182 people. Some of these actions included: campaigns such as “La Navidad del Jaguar”, [“Lo Amo”](#), and [“We Love Cities”](#). [In addition, we supported the launch of the Mexico section of the “Big Food Puzzle”](#) platform, which promotes sustainable food systems and reached more than one million users.

Through a strategic alliance with Cinopolis Foundation, we screened a short movie in more than 4,000 movie theaters, reaching more than 5.4 million people, about the management of water and the work of the CCE in the Copalita Basin, thus sharing the great work they do for conservation.

Finally, this year we strengthened environmental education, benefiting more than 6,430 people with programs that promote sustainable practices. An example was the “Environmental Challenge: Your Resilience Badge”, carried out together with the UN Climate Change Program, where 150 children and adolescents from Río Lagartos participated in activities on climate change, ecosystem conservation and local solutions.

PILLAR 6

FINANCING

LONG-TERM

Channeling finance into conservation is essential to ensure the effective protection of biodiversity and the resilience of ecosystems to climate change.

Without sufficient resources, restoration, monitoring, environmental education, and sustainable management actions cannot reach the scale necessary to generate lasting impacts.

Investing in conservation not only protects species and habitats, but also ensures vital ecosystem services such as water, food, and climate regulation, directly benefiting local communities. In addition, the financing allows for capacity building, innovation in nature-based solutions and the promotion of sustainable production models, transforming conservation into an economic and social development strategy.

Yucatan Biodiversity Fund

This year, we helped create with the Biodiversity Finance Initiative, hand in hand with the Biofin initiative – UNDP, a public trust for the Government of Yucatan. This financial vehicle, created by decree in August 2024, will receive resources from various financial mechanisms, such as the tax on the emission of gases into the atmosphere and the tax on soil, subsoil, and water pollution.

The trust was created to manage and administer resources and allocate them to the protection, conservation, management, restoration, and sustainable use of protected natural areas or those with high ecosystem value located in the territory of the State. A percentage of this trust will be allocated to implement the activities of the Permanent Financing Project (PFP), which will begin in early 2026..



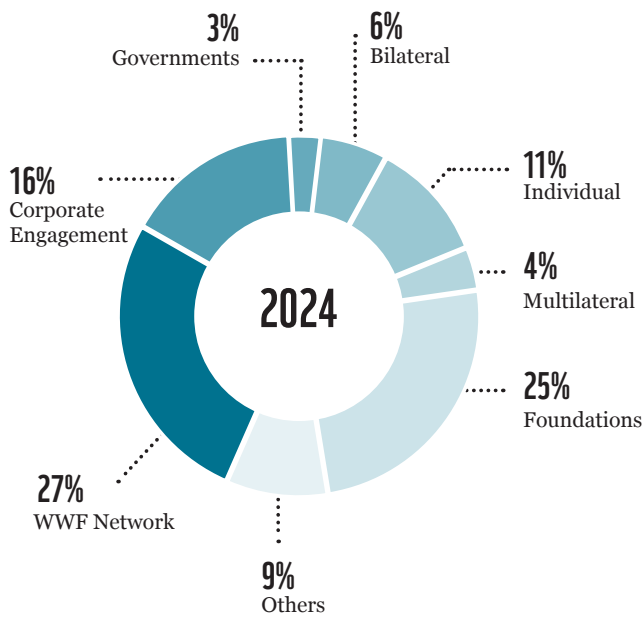


WWF Mexico consolidated its impact through collaboration with more than 350 strategic partners, including civil society organizations, academic institutions, businesses, local communities, and government entities.

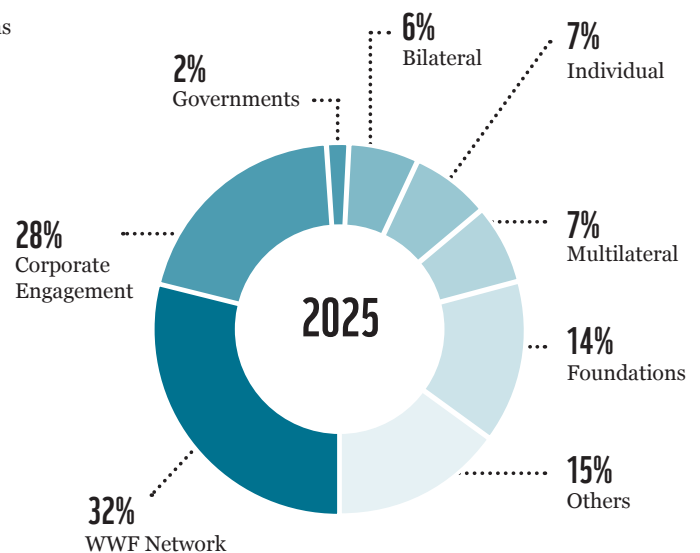
These alliances have been fundamental to implement conservation, restoration, environmental education, and communication projects, joining efforts to protect biodiversity and face the challenges of climate change.

Thanks to this collaborative network, we have managed to scale our actions and generate results that would not be possible in isolation, demonstrating that conservation is a shared commitment. We are deeply grateful to our donors, whose support has made each of these achievements possible and drives us to continue working for a future in harmony with nature.

Diversification of the WWF Mexico 2025 donor portfolio



THIS YEAR WE CONTINUE TO WORK WITH DIFFERENT DONORS, MAINTAINING THE COMMITMENT OF THE DIFFERENT SECTORS TO BRING NATURE BACK.



WHAT'S NEXT...



First subnational PFP that will support the effective management of 551,228.36 ha of state NPA with a long-term vision. Led by the Government of Yucatan, WWF and partners have contributed to the creation, through State Decree, of the Yucatan Biodiversity Fund, which is a financial vehicle that aims to manage and administer resources for the protection, conservation, management, restoration, and sustainable use of protected natural areas or those with high ecosystem value located in the state territory. Part of the assets of this trust will come from the collection of taxes on the emission of gases into the atmosphere and the emission of pollutants into the soil, subsoil, and water.

GEF Coexistence

The GEF project “From Conflict to Coexistence: Safeguarding Wildlife Corridors in Mexico for Sustainable Development”, aims to halt and reverse the decline of keystone species, prevent biodiversity loss, promote habitat connectivity, and move towards carbon neutrality, while strengthening local livelihoods. The project addresses habitat loss, retaliatory hunting, and zoonotic disease risk, promoting coexistence through a multisectoral approach with four components: creation of enabling conditions, actions in the field, coordination and exchange of knowledge, and monitoring and evaluation. WWF acts as the implementing agency and the Wildlife General Direction (DGVS) of SEMARNAT is the executing technical agency. Among the expected global environmental benefits are the improvement in the management of more than 8 million hectares and the promotion of sustainable practices in 400,000 hectares outside protected areas. The project will directly benefit 10,000 people (4,000 women and 6,000 men), including local communities, indigenous peoples and Afro-descendants, ensuring the active participation of women in all their diversity. With the GEF's technical approval already obtained, the project will begin in the coming months, contributing to improving conservation, strengthening human-wildlife coexistence, and promoting sustainable production practices in key biological corridors of the country.





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IIBIS: Indigenous Initiative for Biodiversity, Inclusion and Sustainability

Globally, it is estimated that less than 1% of total funding for biodiversity and climate action reaches indigenous peoples and local communities directly, even though these groups protect approximately 80% of the world's remaining biodiversity. This is why WWF is building, hand in hand with indigenous groups and strategic partners, a financial and multi-stakeholder mechanism that will allow indigenous peoples and local communities to directly access financing for conservation actions, sustainable development and capacity building. Our goal is for this initiative to recognize and reward the contributions of indigenous peoples to the conservation and sustainable use of biodiversity, generating sustainable life alternatives based on cultural identity and land management.



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THANKS



We would like to express our sincere gratitude to all the individuals, teams, governments and institutions that have contributed with their commitment, effort and collaboration to the achievement of our goals. We especially acknowledge the valuable participation of local and indigenous communities, whose wisdom, leadership, and resilience have been critical every step of the way. We also extend our thanks to our allies in the non-governmental sector, whose joint work has strengthened our actions and broadened our impact. Finally, we are deeply grateful to our donors, whose financial support has made it possible to implement strategic projects and scale our conservation actions across the country.



**LET'S MOVE FORWARD
TOGETHER, FOR A MEXICO
WHERE BIODIVERSITY AND
HUMAN WELL-BEING ARE
INSEPARABLE.**

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Working to sustain the natural
world for the benefit of people
and wildlife.

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Av. Insurgentes Sur 1216, Despacho 702-703-704, Colonia Del Valle,
Alcaldía Benito Juárez C.P. 03100 CDMX | +52 55528 65631.