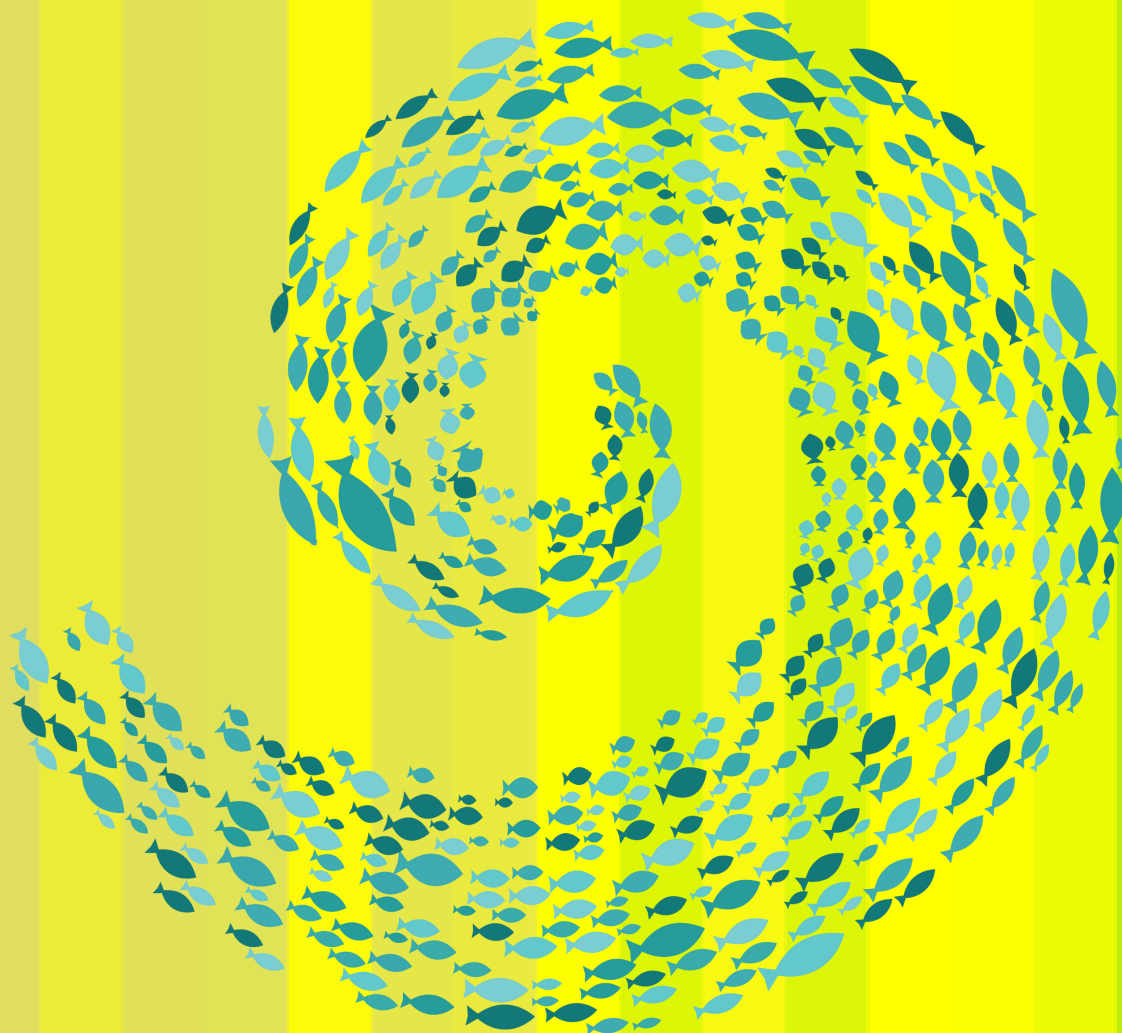




# Bring Nature Back



## CORPORATE PARTNERSHIP REPORT FY 22-23 WWF MEXICO

# INTRODUCTION

Mexico's diverse topography has led to a rich variety of ecosystems and cultures. The country is considered a "mega-diverse" nation, with abundant plant and animal species. It is the birthplace of over 100 globally cultivated crop species and home to a remarkable diversity of mammals. About 50% of its flora is endemic, including exclusive cacti species. Despite challenges, Mexico has improved its Human Development Index. The nation values its indigenous heritage, with 68 spoken languages. Mexico's natural resources are significant, with numerous protected areas and water reserves designated for conservation. Overall, Mexico possesses exceptional natural wealth and actively strives to preserve its biodiversity.







In Mexico, the rich cultural heritage is closely intertwined with its diverse landscapes and biodiversity, reflecting pre-Columbian influences and intercultural interactions. However, rapid economic growth has led to significant challenges, including resource depletion, pollution, wealth disparities, poverty, and limited education opportunities, impacting the country's social and environmental well-being.

WWF Mexico is dedicated to confronting these issues with a proactive approach, grounded in courage, integrity, respect, and collaboration. Their efforts focus on accelerating conservation initiatives, promoting sustainable practices, and advocating for policy changes to fulfill international commitments. Despite the obstacles, WWF Mexico remains hopeful and committed to leading the way in conservation and sustainable development throughout the country.



# Bring Nature Back

WWF Mexico recognizes the urgent need to prioritize nature as a means to achieve a New Normal. The organization highlights the significant human impact on terrestrial and marine environments worldwide. Alarming statistics in Mexico, such as ecosystem fragmentation and loss of natural vegetation, emphasize the need for immediate action to reverse these trends. Despite existing efforts, transformative change has not been achieved due to limited investment in biodiversity and reduced environmental sector budgets.

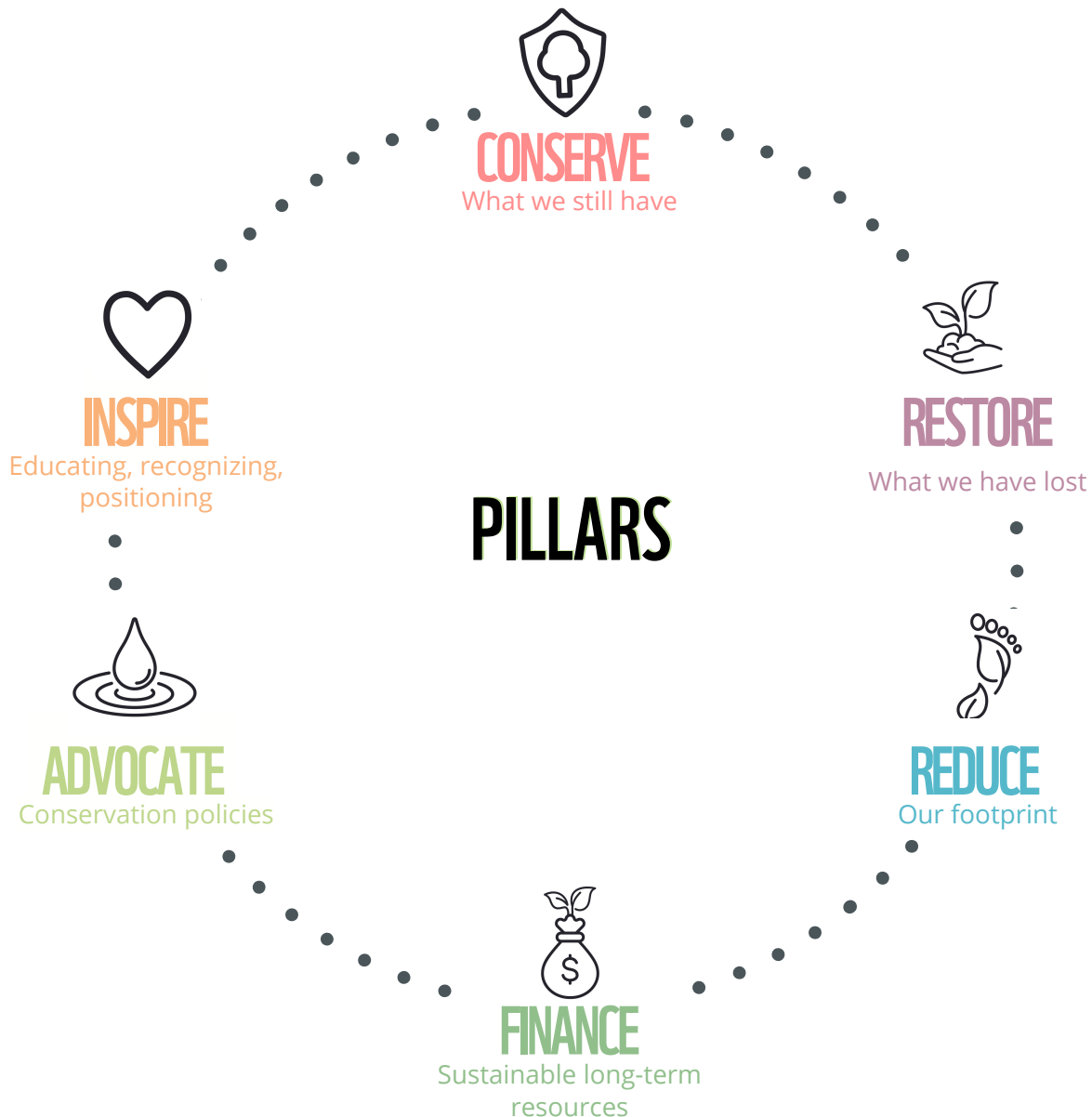
WWF Mexico presents its "BRING NATURE BACK" 10-year vision, aiming to recover habitats for the benefit of a healthy planet and people, with six interconnected pillars.



MÉXICO

# Bring Nature Back

Mexico is restoring natural spaces and promoting sustainable development



# GOALS FOR 2030



**Contributing to conserving and connecting 30% of marine, terrestrial, and aquatic areas, restoring key species, and supporting communities to become resilient.**



**Mobilizing funds and mechanisms for biodiversity conservation and climate change, while fostering partnerships with various sectors.**



**Restoring 500,000 hectares, fostering alliances to recover 10% of the national territory for biodiversity, climate change, and well-being.**



**Influence public/private policies and inform decision-making together with the public and conservation allies.**



**Reducing our footprint by changing the way we consume; reducing pollution, achieving food, energy, and water security, enabling resilient ecosystems.**

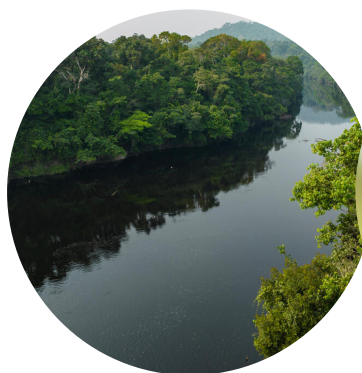


**Inspiring 30 million people by positioning WWF as the leading conservation NGO, while fostering result-driven and motivated teams.**

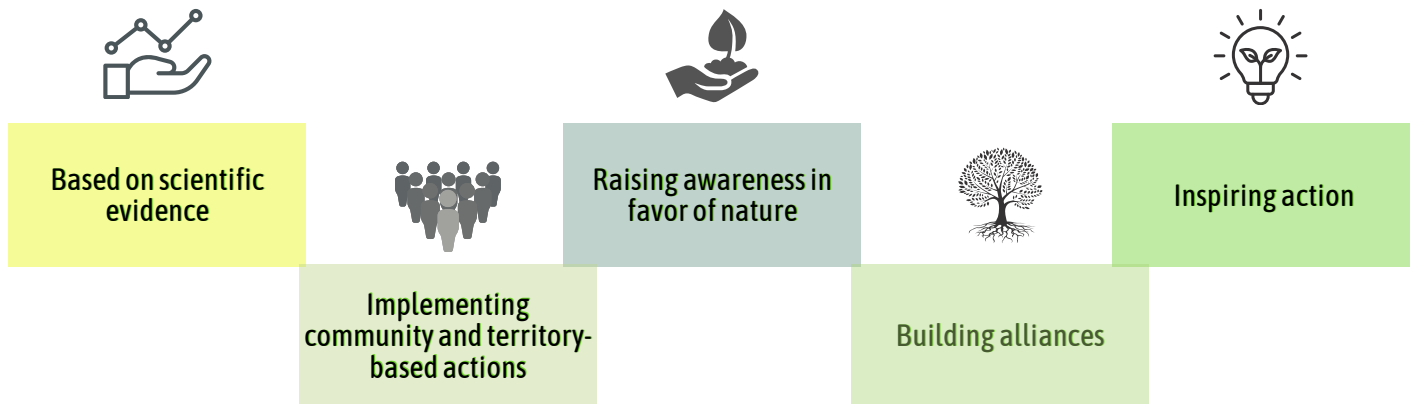


# PROGRAM'S CONCERNS

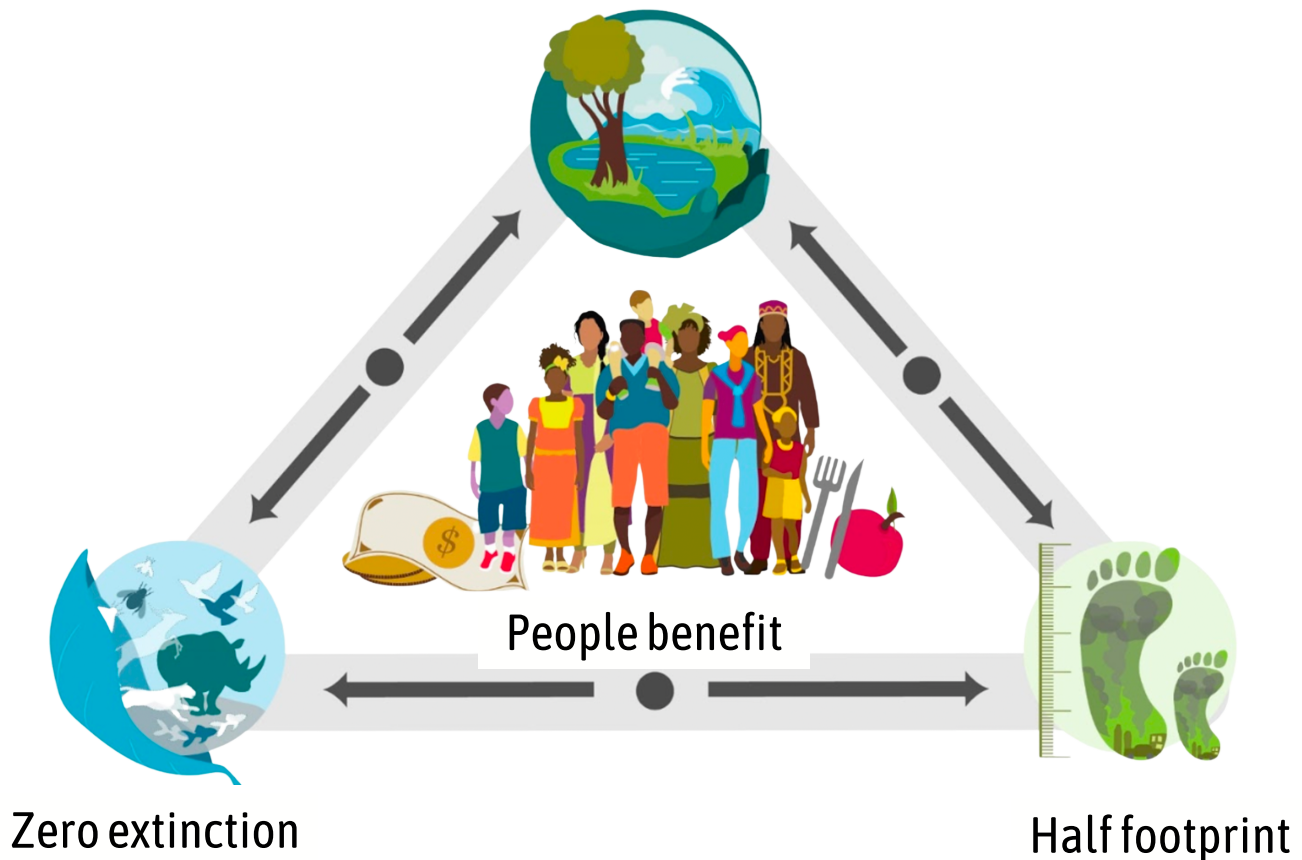
<b>FRESHWATER</b>  <b>Excessive consumption and overexploitation</b>	Conserving freshwater ecosystems with a watershed approach for sustainable management, balancing water use, ecosystems, and human well-being	Restoring forests and implementing community gardens in Copalita-Zimatán-Huatulco basin and Sierra Tarahumara, with local community collaboration
<b>TERRESTRIAL ECOSYSTEMS</b>  <b>50% of ecosystems are fragmented, we are losing over 130,000 hectares of natural vegetation per year</b>	Protecting and restoring through corridors for Monarch butterfly migration and hibernation, and the preservation of Jaguars and grassland birds	Promoting best livestock farming practices and conserving Monarch butterfly and Jaguar habitats, including their migratory routes and ecosystems
<b>CLIMATE CHANGE</b>  <b>The temperature of the planet is increasing at an accelerated pace, leading to catastrophic climat</b>	Limiting global average temperature increase below 1.5°C compared to pre-industrial levels and promoting just and environmentally protective strategies for adapting to climate change impacts	Strategically supporting stakeholders to understand and address climate change through inclusive approaches
<b>OCEANS</b>  <b>Marine biodiversity faces threats: overfishing, illegal fishing, plastic pollution and urban growth</b>	Contributing to coastal and marine ecosystem conservation, fostering healthy marine populations, enhancing resilience and well-being of coastal communities	Conserving and restoring coastal and marine ecosystems and priority species. Promoting actions to minimize human impact on these areas



# HOW WE DO IT?



Zero loss of natural habitats



# SPONSORS

FY 2022-2023 WWF MEXICO

WWF Mexico achieved remarkable progress via collaborations with partners and local communities, maintaining positive relationships with government branches. Eliminating budgetary deficit for three years displayed effective financial management. Employee satisfaction improved, reflecting dedication to staff well-being. WWF Mexico extended influence, forging partnerships with prominent corporations.



Fundación  
AXA México





# THE REPORT

This report provides an overview of the partnerships between WWF Mexico and individual companies. It highlights the utilization of funds obtained through these collaborations for supporting conservation projects, reducing ecological footprints, raising public awareness, and promoting sustainable practices.

The passage highlights a photograph showcasing various programs in Mexico, addressing different problems and gaining private sector trust over the years. Diversifying funding sources is crucial for conservation goals while maintaining autonomy. The organization aims to strengthen alliances for ambitious results, with a sector recognizing its responsibility in environmental issues. Addressing environmental emergencies is now an ethical obligation, given the state of climate and biodiversity.





MÉXICO

# OUR PARTNERS





Alianza  
FUNDACIÓN  
**TELMEX** *telcel*

**Company name**

Telmex - Telcel

**Industry**

Communications and Technology

**Type of partnership**

Philanthropic and Communications and awareness raising

**Conservation focus of partnership**

Forests, oceans, wildlife

## Working together for the protection of global and national priority species

Since 2003, the Fundación Telmex-Telcel - WWF partnership has achieved significant results for nature and people. It provided financial and technical support for long-term conservation projects, collaborating with local communities, civil society, public authorities, and scientists.

For terrestrial ecosystems, the alliance supported the National Jaguar Census, studying the species and its prey in over 16 sites to develop conservation strategies. It enhanced cooperation in the Monarch Butterfly Biosphere Reserve, combating illegal logging and conducting yearly surveys to assess the Monarch's hibernation population.

Regarding marine ecosystems, scientific research focused on whales, sharks, sea turtles, and 12 other species in the Sea of Cortez. It participated in establishing a whale shark refuge in the Gulf of California and the Revillagigedo Biosphere Reserve, the largest fishing-free area in North America.

Finally, since 2014, through the 'Nature at your school' program, the alliance raised awareness about conservation among 121,000 students in over 1,100 schools across the country.

**Company name**

SIG Combibloc

**Industry**

Packaging systems and solutions

**Type of partnership**

Philanthropic

**Conservation focus of partnership**

Restoration of the Central Pacific Landscape to improve the integrity of the forest, leading to thriving jaguar populations and benefits for local communities.

## Securing the Central Pacific Landscape through Collaborative Restoration

This project is designed to make significant contributions in two key areas. Firstly, it aims to establish favorable conditions for restoration efforts at a national level by fostering collaboration among diverse stakeholders under AMERE. This will involve bolstering stakeholder capacities, creating financial incentives for on-site restoration, and integrating restoration policies with both the government and private sector.

Secondly, the project will concentrate on safeguarding and revitalizing critical sites to enhance jaguar connectivity within the Central Pacific Jaguar Landscape. By achieving this objective, the project will not only benefit the health and integrity of the forest but also have positive impacts on local communities relying on its resources. The comprehensive approach of the project aims to improve forest connectivity, support sustainable practices, and reduce human-jaguar conflicts, thereby generating significant benefits for people, the climate, and the keystone species like the jaguar.





**Company name**

IKEA Social Entrepreneurship

**Industry**

Home goods store

**Type of partnership**

Driving Sustainable Business Practices  
benefiting the community

**Conservation focus of partnership**

Financing Conservation - CZH (Water). Conservation  
focus of partnership- Freshwater / Forests /  
Sustainable Practices / Livelihood

## Improving the livelihoods of rural communities while implementing sustainable productive practices

IKEA Social Entrepreneurship, in partnership with WWF, implements a 3-year program to strengthen 12 Communities' Conservation Enterprises (CCE's) and young environmental promoters in Oaxaca's Copalita-Zimatán-Huatulco watershed. The program focuses on nature conservation, social benefits, and sustainable business models, with a special emphasis on women and youth. It operates under WWF's global initiative, Nature Pays, supporting communities to make a sustainable living while complementing conservation efforts. The collaboration benefits 285 people, mainly indigenous Zapotec communities, engaged in agroecological practices for agriculture and reforestation. Through a comprehensive approach, the program empowers CCE's, improves production efficiency and fosters social networks.

The partnership aims to showcase an innovative case of harmonizing nature and livelihoods, providing valuable lessons for scalability and replication.



**Company name**  
H&M

**Industry**  
Fashion

**Type of partnership**  
Philanthropic

**Conservation focus of partnership**  
Restoration of the Central Pacific Landscape to improve the integrity of the forest, leading to thriving jaguar populations and benefits for local communities.

## Jaguar conservation in the Selva Maya priority landscape

The Selva Maya, shared by Belize, Guatemala, and Mexico, covers over four million hectares of protected areas with diverse flora and fauna, including threatened species like the scarlet macaw, jaguar, and tapir.

Jaguars, the largest feline in the Americas, play a crucial role in ecosystem balance as a flagship species. They face threats like habitat loss and illegal hunting.

To address this, WWF developed the "Regional Jaguar Conservation Strategy," targeting 15 priority landscapes, including Selva Maya, a significant jaguar stronghold. This project aims to stabilize jaguar populations, enhance coexistence with local communities, and safeguard key sites in the Mexican portion of Selva Maya, benefiting both jaguars and human communities.

**Company name**

Reckitt Benckiser - Airwick

**Industry**

Personal care & cleaning products

**Type of partnership**

Cause Marketing Campaign

**Conservation focus of partnership**

Michoacán (Terrestrial Ecosystems) Monarch Butterfly  
Flyway and wildflower habitats

## Habitat Restoration in Monarch Butterfly Biosphere Reserve: Reforestation and Pollinator Conservation

Reckitt – Air Wick Essential Oils and WWF Mexico have joined forces to protect the Monarch Butterfly and other Pollinators through the preservation and propagation of wild flowering plants that produce nectar in the Mexican Monarch Flyway; using science as a technical base and the communitarian work with respect to the social and cultural identity. The eastern migratory Monarch population has encountered significant challenges for its survival due to the loss of host plants and other factors like climate fluctuations, herbicide use, and land use change, in their breeding and overwintering habitats, leading to an 80% decline of the migratory population in the past two decades.

The project's accomplishments so far include the active engagement and training of 20 women in the extraction of aromatic essences from plants as well as in its use, management, and marketing to produce personal care products; the creation of two aromatic gardens in traditional hospitals at Pátzcuaro, Michoacán and the production of 750,000 tree saplings over three years of production cycles (250,000 plants per year), supporting the creation of 35 permanent and 140 temporary jobs for each production cycle.

Reforestation efforts have been successful, restoring 420 hectares of vital Monarch butterfly overwintering forests. This was achieved through 20 reforestation volunteer groups and the creation of 300 temporary jobs, with a focus on 30% female participation. Additionally, 13,500 hectares of Monarch overwintering forest in the core zone of the Monarch Butterfly Biosphere Reserve have been preserved, thanks to the collaboration of 21 community volunteer groups engaged in forest management and conservation activities.

About 2,000 people each year are engaged in the monarch monitoring of the Mexican flyway. As a result, five national workshops for the conservation of the Monarch butterfly flyway have been developed. Additionally, a documentary was produced and launched with the BBC to promote the collaboration between WWF and Air Wick in Mexico.





**Fundación  
AXA México**

**Company name**

AXA & Fundación AXA

A partnership by WWF France implemented by WWF Mexico.

**Industry**

Services-Insurance

**Type of partnership**

Philanthropic

**Conservation focus of partnership**

Forests, freshwater, climate Change

## Contributing to freshwater conservation, soil and landscape recovery in the Copalita-Zimatán-Huatulco watersheds, Oaxaca

Fundación AXA has partnered with a collaborative initiative to conserve the vital Copalita-Zimatán-Huatulco (CZH) watershed, located in the southern mountains of Oaxaca state. These watershed harbor 26 out of the country's 34 diverse vegetation types, making them of utmost biological significance. Despite their relatively good conservation status, the region faces escalating threats from deforestation, unsustainable agriculture, and mounting vulnerability to climate change.

WWF-Fundación AXA México's program for the 2020-2022 period aims to restore up to 90 hectares of forest by planting 30,000 native plants annually. To achieve this, three community-driven nurseries will be established, each dedicated to a specific level of the watershed. The focus will be on strengthening the governance structures of these organizations, incorporating a gender equality perspective.

The program endeavors to promote agricultural innovation to foster sustainable practices, enhancing soil health, waste utilization, and efficient water management. Technical assistance, such as soil analyses, rock grinding machines for producing rock flour and waste transformation into biofertilizers, will be provided. These sustainable practices will be facilitated through capacity-building programs that emphasize local, technical, and scientific knowledge.





**Company name**

Coca-Cola & Arca Continental

**Industry**

Beverages

**Type of partnership**

Financing the restoration and conservation of aquifers in Chihuahua (Water)

**Conservation focus of partnership**

Freshwater conservation

## WWF, Fundación Coca-Cola y Arca Continental work for the conservation of aquifers in the Chihuahua urban area.

WWF, The Coca Cola Foundation, and Arca Continental are implementing the "Aquifer Conservation in Chihuahua" initiative to address severe aquifer overexploitation in the state. The project focuses on rainwater infiltration and slowing down water flows in streams during summer. It aims to raise awareness, especially in agriculture, and support local water agencies. The initiative seeks sustainable solutions to balance urban growth with water security.

**Company name**

Santander

**Industry**

Bank & finance

**Type of partnership**

Cause Marketing Campaign Bahía Banderas, Nayarit pilot (Oceans).

**Conservation focus of partnership**

Ghost Gear Removal

## WWF and Santander collaborate to remove abandoned fishing gears in Bahía Banderas, Nayarit

WWF and Santander, since 2021, have worked together to tackle the issue of ghost gears in Bahía Banderas, in the pacific state of Nayarit. These fishing gears that have been abandoned, lost or discarded in the oceans, amount to up to 10% of marine debris. They are the most harmful form of plastic in the ocean, since it can keep on catching marine species for years and damage ecosystems such as mangroves, corals, among others. Since 2019, WWF México have lead a pilot project Bahía Banderas, a key region for marine biodiversity, home to 18 species of marine mammal, that is 42% of the national marine mammals' diversity.

With the support of Santander, the organization seeks to extend this pilot program to the whole bay of Bahía Banderas, extending campaigns, multiplying the number of local partners and of capacitation workshops. Santander will donate \$25 pesos to WWF for every LikeU Blue digital credit card purchased from WWF Mexico for the benefit of marine mammals and other commercially valuable species and local fishermen.



**Company name**

Unilever

**Industry**

Food & Personal Care

**Type of partnership**

Cause Marketing Campaign

**Conservation focus of partnership**

Philanthropic

## Atlas por la Biodiversidad: Promoting Agrobiodiversity through Endemic ingredients and Mexican Gastronomy

The "Atlas por la Biodiversidad" project is committed to promoting 15 endemic ingredients of Mexico, highlighting their nutritional value and sustainable production methods. Aligned with WWF's #Dale Chamba campaign, the Atlas features a diverse collection of recipes contributed by chefs, cooks from Oaxaca, and chefs and culinary students from partner universities, thereby safeguarding the invaluable heritage of Mexican gastronomic knowledge.

Through the collaboration between Unilever and WWF, both organizations have received positive recognition. The primary objective of the project is to raise awareness about the essential link between biodiversity and Mexican gastronomy, instilling a sense of shared responsibility among culinary stakeholders in protecting agrobiodiversity. Additionally, the success of this project opens up possibilities for further investment in conservation and transformation initiatives in the future.



**Company name**

Air BnB

**Industry**

Hospitality and tourism

**Type of partnership**

Sustainable tourism

**Conservation focus of partnership**

Transformative and General Public Campaign (Financing Conservation and Biodiversity)

## WWF and Airbnb collaborate to promote sustainable and responsible practices in the touristic sector in biodiverse areas

After a first successful collaboration in the Yucatan Peninsula in 2021, Airbnb reaffirmed its commitment to conserving biodiversity in Mexico by reinforcing its alliance with WWF.

This year 2023, we jointly developed the Big 7 program in Baja California Sur, whose objective is to reinforce the good practices of tourist service providers for the sighting of marine species such as gray whales, whale sharks or sea lions, among others.

Additionally, Airbnb supports through its international cooperation fund, our programs in Jalisco, Mexico City and the Yucatan Peninsula for more sustainable tourism and social impact for local communities. This is a 3-year commitment to WWF and the communities with which we work, proof of the company's commitment to the Mexican territory.



- MEZCAL -  
**AMARÁS**



**Company name**

Mezcal Amarás

**Industry**

Wine & Spirits Industry

**Type of partnership**

Driving sustainable practices

**Conservation focus of partnership**

Forests, freshwater, community engagement in conservation

## Driving Sustainable Practices in the Agave-Mezcal Production System in the Central Valleys of Oaxaca

The partnership between WWF and Mezcal Amarás has sought, since 2020, to foster sustainable practices for agaves cultivation, and the related mezcal production. The overall objective is to develop a pilot project of sustainable production with the participation of three women mezcal producers in the communities of Santa María Velatón, San Luis Amatlán y Santiago Matatlán, in Oaxaca.

The first pillar of the project aims at tackling water scarcity that affect cultivation by fostering Models of Sustainable Water Use (MUSA in Spanish). Capacitation workshops and eco-techniques have been implemented, along with technical support consisting of the installation of water purifying filters and rainwater harvesting systems, among others. Secondly, the project seeks to implement a regenerative agriculture, through the elaboration of bio-inputs and the capacitation of producers to more sustainable practices.

The third pillar of the project is structured around a reforestation process based on native plants used in mezcal production. The nursery to produce these plans is now operational, producing 5,000 plants, and benefiting more than 100 people from a neighboring community.



**Company name**  
HSBC

**Industry**  
Bank & finance

**Type of partnership**  
Financing conservation in (CZH) watershed in Oaxaca (Water)  
and Marismas Nacionales, Nayarit.

**Conservation focus of partnership**  
Freshwater conservation & reforestation

## HSBC's Support for Sustainable Water Management and Mangrove Restoration: Fostering Ecological Balance and Community Well-being

HSBC has provided its trust and support in the development of comprehensive studies on the rivers and aquifers in the basins of the San Pedro Mezquital and Copalita rivers. With their assistance, we have gained a deeper understanding of the correlation between surface water and groundwater, as well as the impact on ecosystems and the well-being of communities. This research contributes to enhancing public policies that strengthen the integrated management of water resources.

Moreover, HSBC is currently assisting us in the natural restoration of mangroves through the implementation of Nature-based Solutions (NbS). This effort involves restoring hydrosedimentary dynamics by cleaning and desilting secondary channels in the core zone of the protected natural area, the Marismas Nacionales Biosphere Reserve in Nayarit. The project has also created temporary economic opportunities through wage payments, which has generated a temporary economic income with the payment of wages.





RÉMY COINTREAU

**Company name**

Rémy Cointreau

**Industry**

Wine & Spirits Industry

**Type of partnership**

Philanthropic

**Conservation focus of partnership**

Forests, community engagement in conservation

## Conserving the Monarch Butterfly in Mexico: Empowering Communities through Tree Production, Forest Restoration, and Pollinator Gardens

WWF's commitment to preserving the Monarch Butterfly in Mexico extends over several decades. With a strategic approach centered on tree production, forest restoration, and pollinator gardens, WWF has been instrumental in safeguarding the butterfly's overwintering grounds. Through the establishment of community-based tree nurseries managed by ejidos and indigenous communities, WWF effectively tackles forest degradation while promoting restoration efforts in the region. This dedicated work not only benefits the Monarch butterfly but also contributes to the conservation of biodiversity, as well as vital water resources for almost six million people inhabiting Mexico's metropolitan region.





**CREEL** GARCÍA-CUÉLLAR  
AIZA Y ENRÍQUEZ

**Company Name**

Creel, García-Cuellar, Aiza y Enríquez

**Industry**

Law Services

**Type of Partnership**

Services Collaboration

## Collaborating with WWF Mexico: Contributing to Conservation and Corporate Responsibility

The law firm Creel, García-Cuellar, Aiza y Enríquez has provided legal counsel to WWF Mexico for over 18 years, assisting with contracts, agreements, and intellectual property rights. This partnership facilitates the implementation of WWF Mexico's conservation projects and awareness campaigns. It also ensures compliance with legal and regulatory obligations within the Mexican framework. Together, they promote a culture of collaboration and corporate responsibility.



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**MÉXICO**

## **CONTACT**

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# Bring **Nature** Back

# **THANK YOU!**

## **CORPORATE PARTNERSHIP REPORT**

**FY 2022-2023 WWF MEXICO**