INFORME ANUAL 2022
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Dear friends,

2022 was a very special year for Reforestamos as we celebrated our twentieth anniversary. It was very gratifying to celebrate it in an environment of “new normality”, still in global pandemic, but fortunately less dangerous due to vaccines and medical advances, which allowed us to work more smoothly and restore our actions completely, surpassing pre-pandemic levels.

It was particularly positive to have been recognized with the Xochitla Award this year, as it integrates us into a group of 8 organizations that have been recognized for their contributions to our country’s environmental agenda. This recognition fills us with pride and energy to continue working in favor of the forests.

For Reforestamos, access to information is key to making decisions that allow us to ensure more and better forests for the future. Through the Natural Resources Transparency Index developed by our Advocacy Partnerships team, together with three partner organizations, we were able to measure an increase in public information in the forestry sector. The score increased from 0.35 to 0.44 in the last year. There is still a big gap to fill.

In terms of information generation, we are very pleased to have been recognized by the Group of Earth Observers (GEO), which is a voluntary association of governments and organizations that promote better decisions based on geographic observation of the planet in favor of the UN’s 2030 Agenda. The recognition, GEO SDG Award, in the category of member country, was granted to us thanks to the work of our Geographic Information Systems team, which analyzed nearly 12 million hectares in 8 areas of Mexico, from satellite images, which allows us to identify with greater precision the most strategic areas to intervene through our initiatives, such as Better Partnerships, Better Forests, driven by the National Development team for 10 years, which works in more than 12,700 hectares in 20 states of the country.

Another important milestone was that, thanks to the support provided by the FSC® Value Chains team, a company in Villa del Carbon obtained the first Forest Stewardship Council (FSC®) certification for Christmas trees in Latin America, which allows us to continue diversifying and strengthening the enterprises that make this area an example to be followed by other ejidos and forest communities. That is why we are committed to promoting entrepreneurship and innovation in the forestry sector for the provision of forest goods, ecosystem services and services in favor of forests. We are currently promoting the development of 47 forest enterprises and linking more than 870 through our entrepreneurial communities.
In regards to the urban agenda we recognize the 10 cities in Mexico that were awarded with the Tree Cities of the World distinction, thanks to the support of our Árboles y Ciudades team. On this occasion, we had the support of the Mayor’s Office of Tlalpan, which has assumed its leadership and actively participated in our strategies to position the mistletoe problem in Mexico City. In the city of Guadalajara, we organized the 3rd Latin American and Caribbean Forum on Urban Forests, in alliance with FAO, the National Forestry Commission, the Guadalajara Metropolitan Agency for Urban Forests, the Municipality of Guadalajara and Bosque Urbano de Extra, an event that generated the Guadalajara Action Plan to continue promoting this agenda in the region.

With the support of the Private Sector Advocacy team, this year we analyzed 552 actions carried out by companies in favor of forests. This allowed us to recognize 13 companies in Mexico, Colombia, Costa Rica and Peru. We also formed a working group within the framework of the Mexican Alliance for Ecosystem Restoration to nest the One trillion trees (1t.org) initiative of the World Economic Forum. From this initiative we will be motivating Mexican companies to participate in the United Nations Decade for Restoration, the 2030 Agenda and to positively contribute to the new goals of the new 2030 Biodiversity Framework approved at the last COP of the Convention on Biological Diversity held in Montreal in December 2022.

All these actions would not have been possible without the commitment of ejidos and communities where our work lands in the field, the support of private sector companies that trust us with their resources, the alliances with public and civil society organizations that allow us to implement initiatives in a synergistic manner, and the people who currently work at Reforestamos.

The war in Ukraine, climate change, this recession, generate much uncertainty about the future, however, we are confident that forests will continue to provide natural solutions to global challenges and Reforestamos will continue to be an association that ensures a greener, fresher and fairer future for your well-being.

Sincerely yours,

José Federico Suárez de la Torre
President

Ernesto Herrera Guerra
CEO
2. About us: Mission, vision, objectives and lines of action

**Mission**
To ensure more and better forests to promote sustainable development.

**Vision**

**People**
We are people’s number one choice.

**Institutions**
We are opinion leaders with great convening power because we provide innovative and effective solutions to the challenges we face.

**Recipients**
We are effective and efficient in replicating and scaling x 100 the territorial impact.

**More and Better Forests**

Influence
Objectives

- Forest Governance
  - Provide certainty for the future of forests

- Stop deforestation
- Increase sustainable forest management
- Arborize cities

- Restore degraded land

Lines of action

1. Generate information to influence public and private decision making.
2. Promote territorial platforms to ensure governance and connectivity.
3. Brindar certidumbre al futuro de los bosques
4. Promote innovation, entrepreneurship and investment in the forestry sector.
5. Attract and retain talent and investment for forests
6. Empower citizens to take action.
3. Reforestamos’ strategic lines and the Sustainable Development Goals (SDGs)

Por segundo año consecutivo, Reforestamos realizó la identificación de indicadores que ayuden a mostrar las contribuciones de las iniciativas a los ODS.

Durante 2022, 20 iniciativas fueron impulsadas por Reforestamos y/o donde se colaboró con otras organizaciones, las cuales tienen impactos positivos a los Objetivos de Desarrollo Sostenible; logrando como resultado contribuciones a 11 ODS y 32 metas.

The SDG 2022 Indicators Report is available here. (Spanish version)
4. 2022 Results

4.1 Exemplary models in landscape management

4.1.1 Contribution to Geographic Information Systems (GIS)

Reforestamos works to generate statistical and geographic forest information on the territories in which it has an impact in order to facilitate decision-making and better territorial intervention in the Landscapes and Forest Connectivity Corridors in Mexico. By the end of 2022, 12 million hectares were characterized in eight forest connectivity corridors in 16 Mexican states, in such a way that we obtained:

- Restoration potential (35.2 thousand ha).
- Conservation potential (5.3 million ha).
- Forest management potential (1.6 million ha).
- Critical connectivity connectors (1.4 million ha).
- Polygons of interest with monarch butterfly presence (595,000 ha).
- Two projects with the academic sector and one project with Microsoft.
- 645 polygons loaded on the Restor platform, a corridor on the Terraso platform and a drone donated by OTP.
- 513 hectares mapped geospatially with drones.

In addition, a total infiltration volume of 91.4 thousand Mm3 of water, a runoff volume of 94.8 thousand Mm3 and an evapotranspiration volume of 12.9 thousand Mm3 were identified.
Since 2011, Reforestamos Mexico has been carrying out the “Better Alliances, Better Forests” (MAMB) initiative, which is a platform that promotes the development of governance systems in order to facilitate decision making and multi-sectoral actions that contribute to the restoration and connectivity of forests to ensure ecosystem services to the country’s large cities.

During 2022, 495 hectares of forest were reforested and 55.5 hectares were conserved, more than 340 thousand trees were planted in the 93 reforestation events that took place in 9 states of the republic (Jalisco, Guanajuato, Nuevo Leon, Coahuila, State of Mexico, Mexico City, Yucatan, Chiapas and Queretaro) with more than 7 thousand volunteers.

“I joined the brigade because I like to take care of forests, I like to walk in the mountains, I like to learn from other people, to participate in the activities that allow me to provide a livelihood for my family.

We have faced the challenge of achieving equality for ourselves, but we have found people and organizations like Reforestamos México that support us to keep going.”

Testimony

María Araceli Gutiérrez Alemán.
Member of the women’s forest fire brigade in Coahuila.
4.1.3 Central-Western Mexico Biocultural Corridor (COBIOCOM)

The Biocultural Corridor of Central Western Mexico (COBIOCOM) is an initiative of eight subnational governments (Jalisco, Nayarit, Aguascalientes, Zacatecas, San Luis Potosí, Guanajuato, Michoacán and Colima) that since 2012 have been building and consolidating a multi-stakeholder platform to comprehensively manage the diverse landscapes, contribute to the restoration and conservation of the natural and cultural heritage of Western Mexico.

COBIOCOM, in addition to integrating the eight subnational governments, has as allies two central government ministries related to biodiversity and natural protected areas, and two civil society organizations. Reforestamos, in addition to being a member, is in charge of the Operational Coordination. COBIOCOM’s mission is to collaborate to conserve biological connectivity and priority ecosystems through the involvement of rural communities for integrated landscape management; its subnational character and inter-institutional arrangements make it a unique initiative in Mexico.

In 2022, four working groups were formed: Resource Mobilization, Climate Change, Tourism, and Training and Dissemination, where technical liaisons from the states were trained. Two project proposals were also submitted, one to the Darwin Foundation and the other to Mexico’s national project portfolio 2022-2026, to be financed with resources from the Global Environment Facility (GEF) in its 8th replenishment; in the latter, the project was approved.

4.1.4 Sierras of Western Mexico

Reforestamos Mexico promotes Integrated Landscape Management in three biological corridors in western Mexico, in the states of Michoacán, Jalisco and Guanajuato. These landscapes are part of COBIOCOM and stand out for their high ecosystem value and biodiversity use by rural communities. The intervention is carried out through the establishment of alliances with the private sector, government agencies and local civil organizations.
The purpose is to contribute to forest connectivity by promoting the adoption of better sustainable practices in agroforestry production systems, multipurpose restoration and biodiversity conservation in these western corridors.

In this first year of the initiative, two ejidos participated: San José del Carmen in Jalisco and Cañada del Agua in Michoacán, as well as the indigenous community of Nuevo San Juan Parangaricutiro in Michoacán. The main results for 2022 are:

- 1,200 hectares of conservation (ADVC in the Sierra de Manantlán-Nevado de Colima Biological Corridor in Jalisco).
- 80 hectares of restoration in agroforestry systems.
- 40 hectares under forest management.
- 55 thousand trees planted.
- Support from 7 companies with the participation of 130 volunteers.

4.1.5 Mayan Rainforest

- Reforestamos Mexico seeks to have territorial advocacy approaches based on integrated landscape management and connectivity to reduce the loss of connectivity in the biological corridor of the Mayan Rainforest.
- During 2022, two states (Quintana Roo and Campeche) were intervened with a total of 138 hectares reforested with more than 96,000 trees and 1,200 hectares of conservation.
“With the support of Reforestamos Mexico, we have developed our productive capacities and have positioned ourselves in the market. We also generated jobs in the community and raised awareness of the need to reforest degraded areas with ramon plants.

We are creating awareness to conserve and care for our forests, this is necessary to have our raw material and, in this way, we will have secured our product in the future to look for better markets for a product that comes from a sustainable forest”.

Testimony
Martina López Hernández, president of the Selva Viva 3G Cooperative with the brand “Ruez Productos de la Selva”.

4.1.6 Transversal Neovolcanic Axis

Strengthening of forestry value chains in Villa del Carbon

This initiative seeks to strengthen productive capacities (ecotourism, wood, carpentry, Christmas trees, etc.) through a sustainable forest management plan (FSC®) certified to improve living conditions as well as the conservation of their natural resources and Otomí culture.
Some of the results obtained were:

- **Ha Maaloma**: Two temazcals and a dressing room were built, 30 copies of the temazcal manual and 50 copies of the Otomi manual were printed, eight informative signs were installed in Otomi, Spanish and English, a website was created and 15 people were trained in Otomi.

- **El Llano Dam**: PFirst certification of Ecosystem Services (watershed and recreational services) in North America, an exchange of experiences with 50 people, 42 solar lights were installed, 11 signage in Otomi, Spanish and English, and a sampling kit to measure water quality.

- **SUCAP**: First Forest Management and Chain of Custody Certification in LATAM for Christmas trees, acquired a sawmill for processing short-sized trees, consolidated a new door-to-door sales scheme and a marketing strategy, and were awarded in the “Los Bóscares” initiative in the category of “Development of Sustainable Forest Communities” through American Express.

- **Industrial Pallets**: A sawmill and tools for short dimension processing were acquired and commercially linked with INDUMARK; they produced 612 heel pallets and 55 wooden pallets.

- **Nursery and botanical garden**: A multi-purpose classroom was built, 2,000 forest, ornamental and medicinal plants were produced, 35 people were trained in Otomi and 15 in traditional Otomi embroidery.

- **Ecoturixtlán**: The project was presented as a success story at the FSC® General Assembly in Bali, Indonesia; 40 lighting fixtures and two solar panels were installed, 11 signs in Zapotec, Spanish and English were installed, a promotional video was produced, 100 manuals were printed, 30 people were trained in Zapotec and 130 uniforms for the industry were delivered.

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**Testimony**

**Benny Mauricio Lavalle Robledo**, sales manager of Villa del Carbon Christmas trees.

“We were unaware of the FSC® forestry certification and thanks to the Reforestamos Mexico value chain team we understood the certification and the benefits it brought us to improve our processes, environmental, social and economic balance... we chose to become certified, it was a long and complicated process but thanks to the support and financing of the initial audit by Reforestamos today is a reality and we can boast that we are the only ones in Mexico and Latin America with FSC® certification”.

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**Testimony**

**Ariana Ángeles Toribio**, former student of CBT No2 José Vasconcelos, Villa del Carbón.

“Collaborating in the development of the rappel, temazcal and botanical garden was an experience that taught me a lot. I hope that my other classmates continue to take advantage of these opportunities to learn and to know that in the community many activities can be carried out so that we can live better. Thanks to Reforestamos Mexico we now have a greener vision in the school and in a few years we will be the school with more trees than any other in Villa or the State of Mexico”.
The Union for Forestry and Agricultural Development of the Valley of Mexico, S.P.R. (Unión para el Desarrollo Forestal y Agropecuario del Valle de México, S.P.R. de R.L., or UDEFAM) is a community forestry enterprise comprised of 13 ejidos and communities in 6 municipalities in the State of Mexico located in the foothills of Izta Popo National Park, which manages 32.8 thousand hectares. UDEFAM’s objective is to strengthen governance, improve its profitability, competitiveness and sustainability of commercial forestry operations in order to increase the well-being of local communities and provide ecosystem services to Mexico City.

In 2022, UDEFAM’s organizational strengthening was achieved through the incorporation of a new member, as well as the renewal of the board of directors, the notarization of the articles of incorporation and the updating of 12 regulatory documents.

Also in this landscape, Reforestamos Mexico is coordinating the development of a forest carbon sequestration project certified under the California Climate Action Reserve Forest Protocol.

We are working in 6 communities in the Izta-Popo region (San Antonio de la Rinconada, San Martin Cuautlalpan, San Pedro Ecatzingo, Santa Isabel Chalma, Santiago Cuautenco, Tlalmanalco) all of which are participating in the development of a forest carbon sequestration project in an area of 8,000 hectares.

As a result, 48.7 thousand emission reduction credits were generated in the first year of project production to be traded in the voluntary carbon market.
This initiative seeks to explore advocacy opportunities for the good management of the semi-desert by developing the candelilla value chain in a responsible manner in environmental, social, economic and commercial terms with the purpose of improving the livelihoods of candelilla wax producing communities through the FSC® certification tool.

During 2022, a multi-sector consortium was created and consolidated with 6 actors (Pronatura Noreste, CONANP, FSC®, UNOFOC, Reserva del Carmen and Reforestamos); with which two regions have been intervened (Maderas del Carmen and Ocampo and Cañón del Hipólito Alto de Norias) comprising 20 ejidos with 90 thousand hectares and a beneficiary population of 564 ejidatarios.

In addition, an analysis of governance, transparency and accountability models, a workshop for FSC® Certification, informative sessions, advisory services and alliances were carried out in coordination with partners such as UNOFOC, Pronatura, FSC® and Tecnológico de Monterrey.

“CONANP is part of the candelilla consortium, which has made very good progress with the communities in terms of organization and updating the ejido roundtables. It was my turn to participate in the FSC® continuous improvement workshop, supported by Reforestamos México, and it was a very good experience because this process can be applied in the candelilla communities of the region and thus advance in the certification process. Thanks to Reforestamos Mexico and its donors for their support in these PNAs.

Testimony
José Alfredo Ureste Ruiz,
téfield technician in the Flora and Fauna Protection Area of Maderas del Carmen of the National Commission of Natural Protected Areas.
4.1.8 Urban landscapes

Urban Projects (La Mexicana Park and Desierto de los Leones)

Among the urban activities carried out in 2022 in Mexico City were the planting of 77 trees and three monitoring visits to La Mexicana Park.

In addition, 142 signs were placed in Desierto de los Leones in five trails: Sendero ciclista, Sabio sendero, Los patos, Carmelitas descalzas and Habitantes del Desierto.

As part of the greening of the urban environment, large trees were planted at Marinela (Grupo Bimbo) plants in the cities of Guadalajara, Monterrey, Toluca and Mexico City.

4.2 Effective public policies Transparency in the forestry sector

The Natural Resources Transparency Index (NRTI) is an instrument to measure the accessibility of public information on natural resources with the objective of improving the quantity and quality of forestry information for the population and for multisectoral decision makers in the water, fisheries and forestry sectors. It is implemented by CartoCrítica, Causa Natura, Fondo para la Educación y Comunicación Ambiental and Reforestamos.

In 2021, the index resulted in an increase from 0.35/1 to 0.44/1 in its section for the forestry sector and an increase in the overall index from 0.29/1 to 0.52/1. Monitoring Groups were set up for collaboration and joint co-creation between authorities and stakeholders to strengthen the right of access to public information, proactive transparency policies and accountability. In 2022, the Work Plans of each Monitoring Group were prepared and in the forestry sector, Specialized Technical Groups were set up.

“ I believe that this project has triggered a broader process of collaboration between government institutions and civil society. Undoubtedly, technical and legal challenges remain, but the foundations for an increasingly open government have been laid, where the role of organized civil society will continue to be central. Reforestamos Mexico has been an intermediary and interlocutor between all stakeholders, its role has been central to trigger dialogue processes and organize spaces for exchange between government and civil society”.

Testimony

Catherine Lynnette Navarro Duarte, Forestry Information Manager, CONAFOR.
Refostamos Mexico promotes and collaborates within the Tree Cities of the World initiative, which supports local governments so that more cities in Mexico and Latin America can access the international distinction with the same name, which guarantees that they have the necessary conditions for the city to improve its performance in this area, year after year.

In 2022, 28 cities obtained their TCW distinction, of which 10 are Mexican and 18 are from Central and South America:


During 2022, six thematic workshops were held on standards, inventories, budgets, celebrations, regulations, in which 54 people participated. We also conducted a diagnostic survey to improve standards with responses from 15 municipalities, in addition to the regional meeting within the framework of the “Latin American and Caribbean Urban Forest Forum” where three cities shared their experience. The event was attended by representatives from seven Latin American cities: Tlalpan, Querétaro, Rio de Janeiro, Zapopan, Guadalajara, Barranquilla and Mérida.

Latin America and Caribbean Forum on Urban Forests 2022

Refostamos Mexico participated in the organization of the “3rd Forum on Urban Forests in Latin America and the Caribbean”, which aimed to follow up on the results of the first two forums (Lima 2017 and Bogota 2019) and to frame regional activities related to the management of trees and urban forests from a broad vision.

The event promoted and highlighted positive examples of planning, design and management approaches carried out by cities in the region, with diverse cultures, forms, structures and stories, in order to optimize the contribution of urban forests to sustainable urban development. The event was attended by 202 people from 13 countries in Latin America and the Caribbean, and was organized around thematic roundtables on employment, green economy and entrepreneurship, disaster risk reduction and climate resilience, health and mental wellbeing, and finally roundtables on food security.

At this Forum, the Guadalajara Action Plan was drafted as a result of the discussion of the four working groups on governance and regulations, innovation and academic studies, communication and education.
Diagnosis and index of urban tree regulations for Mexican cities

The Urban Tree Regulations Index evaluates whether the state regulations on trees, contained in a specific law or in the state’s current environmental legislation, include the fundamental provisions for the adequate care of trees, such as the definition of concepts, the delimitation of competent authorities and their attributions, the rights and obligations of people with respect to trees, the inspection, surveillance and sanctions for damage to trees, the compensation and restitution of trees, the procedures for processing authorizations for pruning, felling, planting, financing to carry out actions to restore trees, the procedures for processing authorizations for pruning, felling, planting, and financing to carry out actions to restore trees, inspection, surveillance and penalties for damage to trees, compensation and restitution of trees, procedures for processing authorizations for pruning, felling, planting, financing for actions that favor trees, creation and updating of the inventory of urban trees, as well as citizen participation, reporting and transparency of information on the subject. Reforestamos Mexico generated a diagnosis about the condition of urban trees in Mexican cities, through 12 variables divided into five sections, analyzing a total of 78 Mexican cities to have clear concepts about the perception of the quality of parks and gardens, such as service satisfaction, cleanliness, accessibility, and safety.

With this analysis it was possible to compare cities as best or worst qualified in terms of the different variables by city size (small, medium and large), their level of performance, a comparison over time and the co-benefits associated with trees and urban green areas such as: water catchment and water value, as well as the capture of atmospheric pollutants.
Reforestamos Mexico promotes this initiative that promotes the development of skills and competencies in entrepreneurship among young university students with forestry careers in Latin America, in order to encourage the incubation of responsible and sustainable forest enterprises. This program is implemented through a contest that seeks to recognize the best entrepreneurial ideas proposed by young foresters in Latin America, with the support of their professors in the field, and provides tools and training to strengthen these initiatives before a jury selects the winners.

In the 2022 edition, more than 1,500 young people from forestry schools were trained, and 77 projects were registered with the participation of 44 schools in Latin America. A total of 59 teachers from seven countries (Mexico, Brazil, Colombia, Costa Rica, Ecuador, Paraguay and Peru) participated in the program.

“We are immensely grateful to Reforestamos for believing in our proposal and giving the opportunity to forestry and agricultural producers in Costa Rica and throughout Latin America, thank you for believing in our work, to all the people who have supported us and finally to all the participants and with excellent ideas raised the game.”

Testimony

Sebastián Jesús Montoya Díaz,
winner of the contest as a member of the Biogel project of the University of Costa Rica.
“Thank you very much for giving us the opportunity, the truth is we are very happy to have been chosen, and we cannot believe how far we have come with the support of many people and with the support of our university that has guided us to this point, with all our hearts and on behalf of the Ecuador team, thank you very much.”

Valeria Estefanía Narváez Vega, member of the vegetable protein supplement team of the Universidad Técnica del Norte “UTN” of Ecuador.

Forests & Co

Forests & Co is a forest enterprise acceleration program developed by Reforestamos in alliance with the organization Alterna in Guatemala. This initiative seeks to generate a renewed generation of talent in Mexico, Guatemala, Honduras, El Salvador, Costa Rica, Panama and the Dominican Republic so that, through their forest enterprises, they can generate a positive impact on the regeneration of forest landscapes.

In the 2022 edition, there were a total of 18 companies accelerated with 10 thousand dollars invested for two companies for their work and results as forest companies. In total, more than 160 applications were received. It is important to mention that the companies that participated contribute to the good management of 50 thousand hectares of forest.

“The mentorships have been very good, I have been supported by excellent people and they have made me feel very good because they are always with that encouragement, always seeing the positive, they never made me feel that my venture was inferior to any other or that I was very disadvantaged, quite the contrary, they always made me focus on the good of my venture.”

Brenda Aguirre, Celia Cheeses (Quesos Celia)
It is a space developed by Reforestamos Mexico that promotes the connection and collaboration between entrepreneurs in the forestry field and companies or experts in technology in order to identify ways to reduce the technology gap and thus accelerate the positive impact on forests and rainforests.

It is considered a virtual space where the most important trends in relation to technology and forests were disseminated, based on conferences, lectures and panels of experts in the application and development of technologies for forests.

“The information and tools have been very useful, because they have allowed us to identify our market niche very well and especially a problem we had was with the organization of finances, so the truth is that it has helped us a lot to have more order with finances and regarding the impact, it has also helped us a lot to have these indicators that we somehow already had, but with your mentoring, with your tools and support, we have been able to have them clearer than we already had”. 

Arturo López, Nanosapiens

Testimonio
Fostering rural entrepreneurial talent in the Neovolcanic Axis with support from Citibanamex

Reforestamos Mexico seeks to promote the generation of socio-environmental entrepreneurship of young university students from the State of Mexico who live in rural/semi-urban areas (with a special focus on increasing the participation of women and the resignification of the role of men) through the development of skills that allow them to undertake entrepreneurship with the vision of improving their quality of life and achieving the welfare of their communities.

As part of the results obtained in 2022, 1183 young people (64% women, 35% men and 1% non-binary) and 20 teachers from 16 middle and high schools were trained, generating 18 entrepreneurship through five mentorships and five trainings with a total of 20 hours, referring to agile methodologies, identification and solution of challenges, soft skills and pitch mentoring. Similarly, 14 virtual workshops were held in 14 universities and high schools in 12 municipalities in the State of Mexico, to address the topics of entrepreneurship and sustainability.

As part of the gender agenda, 966 students were trained in gender studies and new masculinities by experts in these topics.

“Testimony

Merilin y Edwin,
students of the Universidad Politécnica de Atlauta

“This training helped us to understand the stage of the project we are at, and where we should go, we also learned about institutions that can support us, for example, how they can finance the project. The training was very complete and now we understand that as young people it is very important because the future of the country depends on us.”

“Testimony

Rosalet García,
student of Tecnológico de Estudios Superiores de Valle de Bravo

“Thanks to the entrepreneurship conference that Reforestamos Mexico gave us, we can see if the idea is viable or not and also thanks to their didactic material we can see what their objectives and principles are and how we can carry out a project”.

Reforestamos Mexico works to articulate the ecosystem of forest carbon sequestration project developers to support them in their strengthening, foster ethical and responsible relationships with ejidos and forest communities, and communicate relevant information to actors in the national and international voluntary carbon market.

To this end, a participatory workshop was held with 14 developers of carbon sequestration projects in forest ecosystems in Mexico to identify needs, challenges and opportunities related to their strengthening and the development of high quality environmental and social projects.

Forest Enterprise Day is an event that is held to promote the growth of skills in forest entrepreneurs who participate in the Reforestamos Mexico community. This event aims to encourage collaborations among its members and create more feasible alliances for the forestry context, as well as more robust and united ventures.

In 2022, 300 people participated in the event, there were three keynote speeches, four conversation panels and three experience interviews for forest entrepreneurship.
4.4 Commitments to private sector

The Boscars

“The Boscars” is an initiative of research and recognition of the best corporate actions for the care of forests. The purpose is to make visible the importance of the forestry agenda and to motivate and inspire the participation of the private sector in favor of forests and rainforests.

In 2022, three editions of “The Boscars” were held in person in Mexico with six winning companies; and virtually in Peru and Colombia, with three and four winning companies, respectively.

Testimony

Mauricio Gámez Báez, Risk and Financial Inclusion Specialist, BIOFIN

“ We at BIOFIN Mexico believe that an initiative such as The Boscars is of great relevance to recognize and disseminate the good practices and success stories of those private sector companies that prove to be spearheads in the conservation and restoration of forests and their ecosystems, while favoring the development of the local communities with which they work. In this sense, BIOFIN is honored to be part of this initiative that is aligned with the spirit of the Sustainable Development Goals of the 2030 Agenda, making it easier to leave no one behind”.

Mexican Global Compact Network: SDG15 Working Group

The Mexican Global Compact Network seeks to generate a multiplier effect through the collective action of small and large companies to have a positive impact on biodiversity, ecosystems, soils and marine life.

In 2022, an implementation guide was produced with best business practices in regenerative agriculture and forestry.
Mexican Chapter of One Trillion Trees (1t.org) of the World Economic Forum

The Mexican Chapter of One Trillion Trees (1t.org) is an initiative of the World Economic Forum, nested in the Mexican Alliance for Restoration led by Reforestamos Mexico, to accelerate nature-based solutions in support of the UN Decade of Ecosystem Restoration.

Its objective is to mobilize, connect and empower key actors from the public, private (where Bimbo be the first company to participate) and civil society sectors to conserve, restore and care for one trillion trees by 2030.

In 2022, a mechanism for business participation was activated through the opening of the Mexican chapter of the One Trillion Trees (1t.org) initiative of the World Economic Fund.

4.5 Initiatives for citizen empowerment

Network of Youth Organizations for the Environment (OJA Network)

The OJA Network is a platform that promotes the organizational and technical forestry strengthening of environmental organizations led by young people in Mexico and Latin America, in order to carry out actions in favor of environmental connectivity at the urban and rural levels in areas where the member organizations work.

As part of the results of the network, 44.5 hectares were reforested with 33.5 thousand trees planted in three reforestation events, and 14 pollinator gardens were created and implemented through 19 workshops.

There are currently 26 active organizations participating in the network in five states: Veracruz, Morelos, Mexico City, Michoacán, San Luis Potosí and Aguascalientes.
Testimony

LCA Israel Roque Moreno,
Director of Environmental Education and Sustainability, Ecological Center “Los Cuartos”.

“The Cobos - Parga Forest State Protected Natural Area has been restored with native trees, with the participation of volunteers, and with the valuable collaboration of the Ministry of Sustainability, Environment and Water of the State of Aguascalientes (SSMAA), an organized group of women from the community of “Los Parga” and the Civil Association “Movimiento Ambiental de Aguascalientes” (Environmental Movement of Aguascalientes). The leadership led by the young people of the OJA Network and members of the Los Cuartos Ecological Center, whose objective is to contribute to the restoration and conservation of forest ecosystems, connectivity, and land appropriation, stands out”.

Tree Doc

Tree Doc is an initiative that promotes the development of skills through virtual training aimed at young people in Mexico and Latin America with the objective of providing them with technical skills in the management of trees and urban green areas, allowing them to increase their employability and entrepreneurship.

Our main results were to train 96 students, we were able to obtain 30 projects presented, two of which were winners. We taught a total of 11 classes, 7 tutorials and held 3 thematic forums. The two winners were Vanesa Guerrero Hernández, with a project for the production of forest and fruit trees for soil conservation in the Xochimilco lake system with the participation of a group of women producers and Sunashi Elizabeth Vázquez Arceo, with a project to establish and strengthen the link between citizens and their arboreal heritage, through a tree inventory and the creation of an inclusive and tactile interpretive trail of 71 species in the Las Palmas neighborhood, Colima.

Environmental detectives

Environmental Detectives (Detectives Ambientales, or DEA) is a project that encourages people (corporate volunteers, students, neighborhood groups, among others) to reconnect with nature through activities and the use of technological platforms and the generation of knowledge through a series of webinars and face-to-face sessions.

In 2022, a university brigade was trained to raise awareness of biodiversity and climate change (five men and six women). A citizen science workshop was also held for a company with 230 employees.

In addition, three agreements were established with the private sector to receive training on environmental education and climate change.
As every year, the 2022 edition of the Forest Vision and Time Sentinels photography contest was held in conjunction with the National Forestry Commission to encourage, promote and disseminate the appreciation of forest ecosystems and trees through photography, as well as to publicize in a visual way the actions and practices that promote sustainable forestry development, the conservation of ecosystems and their biodiversity.

In the seventh edition of the contest held in 2022, a total of 9,046 photographs were received and evaluated to award the best in three different categories with first, second place and honorable mention, with a total of 245,000 pesos in prizes.

First Place Sentinels of Time, Rural Tree: César Humberto Guzmán Vázquez
First place Sentinels of Time, Wild Tree: Mariana Rodba

First Place Sentinels of Time, Urban Tree: Mariana Gutiérrez Pérez
5. Institutional development

GEO SDG 2022 Earth Observers Award

The area of geographic information systems (GIS) has characterized 12 million hectares, delimiting the national territory in eight forest connectivity corridors where Reforestamos Mexico works. For this reason, the GEO ODS 2022 Award was obtained in the sectoral category of member country, at the ceremony held in the African city of Accra, Ghana. The award recognizes productivity, ingenuity, competence, novelty and exemplary communications of results and experiences in the use of earth observations to support the implementation of the 2030 agenda.

Global action

Participation in international forums:

Through Reforestamos Mexico’s active involvement in international forums such as the Conferences of the Parties (COP) of the Convention on Biological Diversity (CBD) and the Regional Agreement on Access to Information, Public Participation and Access to Justice in Environmental Matters in Latin America and the Caribbean (Escazú Agreement), the organization’s work in favor of forests was given visibility and experiences were exchanged with international organizations.

In the case of biodiversity, we participated in two events organized by the International Union for Conservation of Nature (IUCN) related to the new goals of the Kunming-Montreal Global Biodiversity Framework.

In addition, during COP1 in Escazú, the ITRN was presented as a tool that contributes to access rights during an official side event.
Participation in collaborative spaces:

Participation in international networks such as the International Union for Conservation of Nature (IUCN) and the Aspen Network of Development Entrepreneurs (ANDE) has allowed us to work in alliance with other organizations that share the same concerns to achieve greater impact.

With IUCN, through the presidency of our CEO, Ernesto Herrera, in the Mesoamerican Committee, we have encouraged regional dialogue in Spanish with South America, the Caribbean and Spain.

Within ANDE, Reforestamos Mexico seeks to bring the world of entrepreneurship and the environment closer together, including forests, and therefore participates in a working group on climate change.

2022 Annual Event

As every year, the "Reforestamos Mexico Annual Event" was held, where we recognize and thank each of the alliances achieved in 2022, which support different initiatives with which we work and that, thanks to their donations, allow us to implement actions to achieve the different objectives of the organization.

This event highlights the importance of creating synergies in order to achieve sustainable forest development, where the different sectors of society (government, academia, communities, ejidos, civil society organizations and citizens in general) assume their corresponding responsibilities and where the private sector is increasingly aware that good socio-environmental practices are part of a culture responsible for the care and conservation of the forest ecosystem.

The event was held at "El Bosque Restaurant" located next to Chapultepec Lake, Mexico City, a perfect setting to have a moment of connection with nature and the opportunity to share, learn and recognize experiences of the business sector in its relationship with forests. There was a forum of around 150 participants and 85 donor partnership awards were presented. For this reason, in addition to considering each of the alliances achieved during the year, five alliances that stood out during the year were recognized for their relationship with Reforestamos and the achievements they have obtained as a result:
• Spokesperson for the 2022 cause: Caloncho, for positioning the importance of carrying out actions that add to reforestation with his followers.
• Leadership for Forests 2022: Sandra Flores Hernández, director of the Bala’an K’aax Flora and Fauna Protection Area of the Natural Protected Areas Commission, for professionalizing community brigades in the Mayan Forest.
• Citizen Action 2022: Santander, for its support in calling on its customers and users to join in through donations at ATMs to support community enterprises, and its LikeU campaign, green cards that help to plant trees in several Mexican states.
• 20 years of work: Grupo Bimbo, for its backing and support of Reforestamos Mexico during its 20 years of existence.
• Ally of the Year 2022: Farmacias de Similares, for its commitment and actions in favor of forest conservation and restoration in four Mexican states.

“Behind every story, behind every impact, there are very valuable people from many organizations across multiple sectors. That’s the great thing about this organization, they’ve been able to team up with the right people, people who always find a way to make it happen.”

Testimony
José Federico Suárez, chairman of the board of directors of Reforestamos Mexico
Testimony

Vicente Monroy,
Director of Communications,
Farmacias de Similares

“It has been an honor and privilege to find allies and we are flattered that Reforestamos Mexico considers us an ally, when we believe it is the other way around, because in this crusade it has not been easy to find serious and committed people to show us and teach us the way so that this resource has future projection and really achieves results. This has been our path, one of the first organizations with whom we had this contact with was Reforestamos”.

Testimony

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

“In Santander we feel extremely privileged and honored to receive the recognition of Acción Ciudadana (Citizen Action), we are fully aware of the importance of caring for everything that refers to our ecosystems and undoubtedly forests are one of the main ecosystems on the face of the earth, it is the commitment of all of us who inhabit this planet, to work for its conservation... together establishing alliances with Reforestamos, we try to make this a better world”.

Campaigns in support of Reforestamos

Citizen Action 2022: Santander

For Reforestamos, it is of great value to have allies that demonstrate that teamwork is key to achieve great results, therefore, this year it has been very gratifying to acknowledge Santander in a special way as “Citizen Action 2022”, because it represents the commitment they have to contribute to the fostering of sustainable development in the forests, by promoting the social and economic development of the communities that inhabit them.

Since 2008, Santander has been encouraging citizens to participate with voluntary economic contributions to the care of the forests. This year, the campaigns implemented - "ATMs" and "LikeUGreen Card" - have been very successful.

During 2022, 1.4 million pesos were collected at ATMs with individual contributions of 10 pesos, thus continuing to promote and strengthen community projects in different states of Mexico.
2022 was also the stage for reaping the results of the campaign with the LikeUGreen card; with the resources obtained, through the contribution of 25 pesos per card purchased, the planting of 53 thousand trees has been achieved; during 2021, 2.5 thousand trees in Estado de México and 2.5 thousand trees in Nuevo León; by 2022, 8 thousand trees were planted in Jalisco, 8 thousand trees in Guanajuato, 15.6 thousand trees in Chiapas, 8.1 thousand trees in Nuevo León (to be planted in 2023) and 8.1 thousand trees in Coahuila (to be planted in 2023).

The alliance with the Altiplano agency that Reforestamos has had since 2019, involving Caloncho as spokesperson for its environmental initiative: "Día a Día" (Day by Day), raises awareness about the importance of caring for the environment and how, through small daily changes, we can achieve great positive impacts on "The Sphere" (planet).

This year, Reforestamos recognizes Caloncho as "Spokesperson for the 2022 Cause", because he has been a spokesperson for the importance of implementing actions for the protection of Mexico's forests, it has been part of his environmental agenda to talk about the importance of forests and living in harmony with nature. The activities promoted by his organization "Día a Día", aim to encourage the questioning of consumption habits and the relationship with the planet and its ecosystems, both within the music industry and in our daily lives.

In August 2022, a reforestation day was held where Caloncho spent time with his followers in La Primavera forest, where 700 trees were planted and people were invited to make a commitment to adopt a tree and be aware of the conservation of forests, as well as the environmental services they provide us.
Nivea, Soriana Foundation and Reforestamos

During 2022, actions were carried out as a result of the cause marketing campaign launched in December of the previous year thanks to the alliance between Nivea and the Soriana Foundation. This strategy for Reforestamos is of great value, as it engages the participation of the general public, this helps to position forestry issues in people who are unable to reflect on these in their busy daily lives, therefore, through good practices in consumption, support for forests is increased through "Nivea Essentials", as with the purchase of any product of its line in Soriana stores, Nivea donated 4 pesos, achieving a total donation of 550,000 pesos.

The alliance strengthens the production of pine trees in a forest nursery with a production of 7,000 trees and reforests an area of 20 hectares in the sub-basin of the Zapotlan Lake, Jalisco; it also strengthens the sustainable production of two agroforestry production chains: shade coffee and mezcal agaves, as a strategy for local development and conservation of biodiversity in the Nevado - Manantlan corridor.

This is how Nivea, the Soriana Foundation and Reforestamos, through nature-based solutions, contribute to ecosystem health, biodiversity connectivity and human well-being through landscape restoration, capacity building and leveraging sustainable agroforestry enterprises in the corridor.
The SimiPlaneta program has been the perfect opportunity to strengthen the relationship between Farmacias de Similares and Reforestamos, as it represents the company's commitment to carry out actions that focus on a greener planet.

Farmacias de Similares is the "Ally of the Year 2022", a special distinction that Reforestamos makes for the great socio-environmental results that this collaboration has yielded and that seeks to continue creating synergies in favor of the forests and their communities.

This alliance yielded results in 2022 focused on restoration, conservation, community development and environmental culture actions in four areas of the country, through the Better Partnerships, Better Forests initiative; this is how we achieved the planting of 62.9 thousand trees of native species, affecting Barranca del Río Santiago in Jalisco and Cañón del Sumidero National Park in Chiapas, Tancítaro in Michoacán and Calakmul in Campeche.

During 2022, Reforestamos also benefited from the 14th SimiCarrera held in Mexico City on February 27, the support was targeted towards the conservation of the Chivati - Huacal Sanctuary in the Monarch Butterfly Reserve in Michoacán, a project that is being worked on through our initiative of the Network of Youth Organizations for the Environment (OJA Network). The scope of this project resulted in the planting of 3.7 thousand trees and the creation of two pollinator gardens in the Carpinteros community, as well as the creation of a forest nursery that will produce 50 thousand plants of native and endemic species of the area to facilitate its restoration.
Communication reach: Social networks and mass media

During 2022, the newsletter was sent to more than 15 thousand people on a quarterly basis, with content segmented by type of audience and reaching 96% of successful deliveries with an open rate of 24%.

More than 17 thousand people joined the social networks, reaching a total community of more than 139 thousand followers with an accumulated annual engagement of more than 412 thousand points.

In addition, an alliance was formed with 13 spokespersons who collaborated with Reforestamos Mexico on a voluntary basis on social networks, achieving a total of 66 impacts and more than 286 thousand interactions. On the other hand, a total of 243 impacts were achieved in the media, which represents 10.2 million pesos of savings in media investment, reaching more than 496 thousand people.
Acknowledgments

1. Government Sector

- Agencia Metropolitana de Bosques Urbanos Guadalajara
- Agencia de Seguridad Energía y Ambiente (ASEA), Unidad de Transparencia
- APRN cuenca alimentadora del Distrito de Riego (CADNR) 026 Bajo Río San Juan Coahuila (Sierra de Arteaga)
- Área De Protección De Flora Y Fauna Bala´an K´aax
- Ayuntamiento de Durango de Victoria
- Ayuntamiento de Guadalajara
- Comisión de Medio Ambiente, Sustentabilidad, Cambio Climático y Recursos Naturales de la Cámara de Diputados
- Comisión Nacional Forestal (CONAFOR)
- La Comisión Nacional para el Conocimiento y Uso de la Biodiversidad (CONABIO)
- Comisión Nacional de Áreas Naturales Protegidas (CONANP)
- CONANP Región Frontera Sur Istmo y Pacífico Sur
- CONANP Región Occidente Pacífico Centro
- CONANP Región Península de Yucatán y Caribe Mexicano
- CONANP Regional Noreste y Sierra Madre Oriental
- CONANP Veracruz Tamaulipas
- CONANP Región Centro y eje Neovolcánico
- Corredor Biocultural del Centro Occidente de México (COBIOCOM)
- Dirección de Medio Ambiente Municipio de Guadalajara
- Dirección de Medio Ambiente Municipio de Zapopan
- Gobierno del Municipio de Aguascalientes
- Gobierno del Municipio de León, Guanajuato
• Gobierno del Municipio de Querétaro
• Gobierno del Municipio de Tlalpan
• Instituto Mexicano de la juventud (IMJUVE)
• Instituto Mexiquense del Emprendedor
• Instituto Nacional de Transparencia, Acceso a la Información y Protección de Datos Personales (INAI)
• Instituto de Planeación y Gestión del Desarrollo del Área Metropolitana de Guadalajara
• Junta Intermunicipal del Río Ayuquila
• Minam (Perú)
• OPD Bosque La Primavera
• Parque Nacional Cañón Del Sumidero
• Parque Nacional Cumbres De Monterrey
• Parque Nacional Pico de Orizaba
• Reserva de la Biosfera Sierra de Manantlán
• Procuraduría Federal de Protección al Ambiente (PROFEPA), Unidad de Transparencia
• Protectora de Bosques del Estado de México (PROBOSQUE)
• Secretaría De Agricultura Y Desarrollo Rural De Jalisco
• Secretaría de Desarrollo Sustentable de Yucatán (SDS)
• Secretaría de Medio Ambiente de la Ciudad de México (SEDEMA)
• Secretaría de Medio Ambiente y Desarrollo Territorial del estado de Jalisco (SEMADET)
• Secretaría de Medio Ambiente y Ordenamiento Territorial del estado de Guanajuato (SMAOT)
• Secretaría de Turismo del Estado de Guanajuato (SECTUR)
• Secretaría de Medio Ambiente y Recursos Naturales (SEMARNAT)
• SERFOR (Perú)
• Secretaría de la Función Pública (SFP)

2. Academy

• CBT No. 2 José Vasconcelos, Villa del Carbón
• Instituto de Investigación y Desarrollo de la Universidad Centroamericana (NITLAPAN-UCA) (Nicaragua)
• Instituto Tecnológico y de Estudios Superiores de Occidente (ITESO)
• Instituto Tecnológico de Monterrey
• Universidad Anáhuac
• Universidad de Guadalajara: Centro Universitario de Ciencias Biológicas y Agropecuarias, Centro Universitario de la Costa Sur
• Universidad del Valle del Mezquital
• Universidad Intercultural del Estado de México

3. Civil and Youth Organizations

• Consejo Asesor de Reforestamos México, A.C.
• Amigos de la monarca S.C.
• Apeam A.C.
• Asociación de Colonos ZEDEC Santa Fe
• Asociación Mexicana de Arboricultura
• Asociación de Scouts de México A.C.
• Battus A.C.
• Be trep
• Biolobo, A.C.
• Biosfera
• Bosque Urbano de Extra, A.C.
• Canopea, A.C.
• Cámara Verde de Comercio
• Caminantes del Desierto, A.C.
• CartoCrítica
- Causa Natura
- Centro ecológico los cuartos, A.C.
- CEMEFI (Centro Mexicano Para la Filantropía)
- CHAUPEA Chapingo unidos por el ambiente
- City Plants
- Coarte Chiapas, A.C.
- Colectivo Bioambiental
- Colectivo Compostearte
- Colectivo Juventir
- Colectivo Reforestación Sierra de Guadalupe
- Con tinta Verde
- Corporativa de fundaciones, A.C.
- Derechos Urbanos
- Ecosistemica, A.C.
- Ficus.org
- Foncen, A.C.
- Fondo para la Comunicación y la Educación Ambiental (FCEA)
- Fonnor, A.C.
- Fomento Social Citibanamex
- Fundación Amigos del Arcoíris
- Fundación Calmecac
- Fundación Grupo HTM
- Fundación Mexicana de Arboricultura
- Fundación Rescate Arbóreo
- Impulso Ambiental, A.C.
- Jóvenes en impulso
- Magiam natura, S.C.
- MOJA, A.C.
- Mujeres Arboristas de Latinoamérica
- NATIVA: Naturaleza, Tierra y Vida, A.C.
- Oficina Regional México, América Central y el Caribe de la Unión Internacional para la Conservación de la Naturaleza (UICN)
- OMAM México
- Ornalisudes, S.C.
- Patronato Nevado de Colima y Cuencas Adyacentes
- Paso Verde, A.C.
- Puertas villas del cielo
- Plantemos conciencia, A.C.
- Pronatura México, A.C.
- Red Acbic
- Red de Árbol Urbano de Chile
- Reforestación Extrema, A.C.
- Simbiociencia
- Tonantzin Tlalli Madre Tierra, A.C.
- Reserva Natural El Carmen
- Unión Nacional de Organizaciones de Forestaría Comunal A.C. (UNOFOC)
- WRI (World Resources Institute - México)
- WWF (World Wildlife Fund México)

4. International Organization

- Acción Climática (Colombia)
- AIDER (Perú)
• Aspen Network of Development Entrepreneurs - Capítulo Centroamérica y México
• Arbor Day Foundation
• Ashoka
• Asocarbono (Colombia)
• CAF (Charities Aid Foundation America)
• Comité Sudamericano de la UICN
• Comité Español de la UICN
• Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
• FAO (Organización de las Naciones Unidas para la Alimentación y la Agricultura)
• Foro Económico Mundial
• Fundación Heinrich Böll
• FUNDECOR (Costa Rica)
• FSC® (Forest Stewardship Council)
• ICCF- The International Conservation Caucus Foundation
• INTERNATIONAL LAND COALITION ILC
• Organización de las Naciones Unidas para la Alimentación y la Agricultura, División de Silvicultura y Forestería Urbana
• OTP (One Tree Planted)
• Plataforma SIG Restor
• Plataforma SIG Terrasso
• Servicio Forestal de Estados Unidos
• TRF (The Resource Foundation)
• UICN (Unión Internacional para la Conservación de la Naturaleza)
• Whitaker Peace and Development Initiative

5. Ejidos and Community Brigades

• Chancuellar
• Comunidad El Baratillo
• Comunidad El Zorrillo
• Comunidad Huitzilac
• Comunidad indígena de San Gerónimo Zacapexco
• Comunidad La Barreta
• Comunidad La Peñita
• Comunidad Laguna de Sánchez
• Comunidad Los Parga
• Comunidad Magdalena Contreras
• Comunidad Nuevo San Juan Parangaricutiro
• Comunidad San Antonio de la Osamenta
• Comunidad San Pablo Oxtotepec
• Comunidad Tierra Colorada
• Consejo De Autogobierno Comunal Indígena De Donaciano Ojeda
• Ejido Comunidad
• Ejido Eduardo Benavides
• Ejido El Pajonal
• Ejido El Sauz Seco
• Ejido El Triunfo
• Ejido La Cañada
• Ejido La Primavera
• Ejido La Venta del Astillero
• Ejido Mesón de Copala
• Ejido Nuevo Becal
• Ejido Nuevo Bochil
• Ejido Potrero de Abrego
• Ejido San Juan de las Huertas
• Ejido San Juan de Otates
• Ejido San Luis Anáhuac
• Ejido San Martín Cuautitlán
• Ejido San Nicolás Totolapan
• Ejido San Pedro Néxhapa
• Ejido Santiago Tilapa
• Ejido Tesistan
• Ejido Timucuy
• Ejido Tlalmanalco
• Ejido Tres Garantías
• Ejido Ucum
• Ejido Xalatlaco
• San José del Carmen
• Tetapan
• Unión para el desarrollo forestal y agropecuario de México (UDEFAM)

6. Individual Alliances

• Adrián Ornelas Muñiz
• Alberto Farca Amigo
• Armando Laborde
• Atzin Clavillo Arriola
• Diego Alcazar
• Diego Lira
• Emmanuel Barrera
• Eréndira Reyes
• Esperanza Ricalde Sarmina
• Evlyn Cervantes
• Hugo Nolasco Reyes
• Irma Acosta
• Ivonne Lorena Mijares
• Javier Warman
• Jorge Torres Pérez
• José Bonaparte
• Juan Daniel
• Juan del Cerro
• Juan Manuel Barrera
• Laura Ortiz
• Laura Tamayo
• Lucía Ortiz Arellano
• Luis Alonso Castellanos
• Luis Alfonso Argüelles Suarez
• Marcelo Zepeda
• María Luisa Chávez
• Mariana Bellot
• María Inés
• Nicolas Gallego
• Paloma Gallegos Tejeda
• Raúl Zapata Rosales
• Rigoberto Vargas Carballo
• Saúl Alcántara Onofre
• Saúl Gustavo Rodríguez González
• Shaun Paul
• Tanya Eguiluz Hernández
• Teobaldo Eguiluz Piedra
• Vanessa González
• Vincent Lagacé
• Wilmer Ureña

7. Donors, private sector and other partners

• Acco Mexicana
• Aeroméxico
• Agencia Francesa para el Desarrollo
• Altiplano, Caloncho
• Amefibra
• American Express
• American Tower
• Ammper
• Asociación de Bancos de México
• Asociación de Productores Exportadores de Aguacate de México (APEAM)
• Asociación de Turismo de Naturaleza y Aventura de Guanajuato A.C.
• Astra Zeneca
• AT&T
• Fundación AXA México
• BANORTE
• Promologistic
• Banregio
• BASF
• BBVA
• Bimbo
• BIOFIN / PNUD
• Bolsa Mexicana de Valores
• BorgWarner
• Cacomixtle
• Capgemini
• Cargill
• Celanese
• CICADEPH
• Citibanamex, Fomento Social Citibanamex A.C.
• Colgate Tom's of Maine
• Consejo para la Promoción del Turismo de Guanajuato Patrimonio de la Humanidad A.C.
• COPPEL
• Crédito Real
• Dentsu
• DHL
• DocuSign
• Domino
• Driscolls
• DSV
• El Globo
• Elringklinger
• Estee Lauder, Origins
• Evergreen
• Farmacias de Similares
• FEMSA
• Fermaca
• Fibra Hotel
• Filtrox
• Finaccess
• Fondo Unido
• Fundación Alen
• Fundación Compartamos
• Fundación Jorge Vergara
• Fundación LALA
• Fundación Metlife
• Fundación Parker Hannifin
• Fundación Patrimonio Indígena MX
• Fundación Sertull
• G – One
• Grupo Konecta
• HEB
• Hersheys
• HILTI
• Hito
• Home Depot
• Hound – Express
• HSBC
• UPS, International Tree Foundation
• Jafra
• Kyndryl
• KYU/Nuba
• La Cocinoteca
• La Moderna
• Linde
• Liomont
• Lockton
• Lovely Planners
• LSC Communications
• Make Sense
• Marsh
• Microsoft México, S. de R.L. de C.V.
• Minu
• Mission – Hills
• Nesspreso
• Netlogistic
• Nivea
• Soriana Fundación
• One Tree Planted
• Pegaso Tecnología
• PricewaterhouseCoopers S.C
• Provident Financiera
• Qualitas
• Reckitt
• RLH Properties
• Robot digital
• Santander
• Schneider Electric
• SCHNELLECKE
• Siemens Gamesa
• Sigma
• Smither Oasis
• Smurfit Kappa
• Steelcase
• TCL Electronics México
• Teia Cosméticos
• Terrafina
• TikTok Latam, Makesense México
• TMS Transportes Monroy Schiavon S.A. de C.V.
• Grupo Trimex
• UPS
• VectorB
• Veolia
• Vibracoustic
• VivaAerobus
• Voluntariado Bimbo (Barcel, Moldex, El Globo)
• Webhelp
• Zimat
# 6. Financial statements

## Statement of financial position
(figures in Mexican pesos)

<table>
<thead>
<tr>
<th></th>
<th>As of December 31</th>
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<tr>
<td></td>
<td>2022</td>
<td>2021</td>
</tr>
<tr>
<td><strong>Assets</strong></td>
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<td>Current assets:</td>
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<tr>
<td>Cash and cash equivalents</td>
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<td>Temporarily restricted cash</td>
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<td>Taxes payable</td>
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<td><strong>Total current assets</strong></td>
<td><strong>101,926,687</strong></td>
<td><strong>89,346,870</strong></td>
</tr>
<tr>
<td><strong>Non-current assets:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Furniture and equipment, net</td>
<td>2,872,943</td>
<td>2,068,476</td>
</tr>
<tr>
<td>Right-of-use assets</td>
<td>1,105,174</td>
<td>1,105,174</td>
</tr>
<tr>
<td>Security deposits</td>
<td>38,000</td>
<td>38,000</td>
</tr>
<tr>
<td><strong>Total non-current assets</strong></td>
<td><strong>4,016,117</strong></td>
<td><strong>3,211,650</strong></td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$105,942,804</strong></td>
<td><strong>$92,558,520</strong></td>
</tr>
<tr>
<td><strong>Liabilities and Shareholders' Equity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current liabilities:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Suppliers and other accounts payable</td>
<td>$522,479</td>
<td>$129,330</td>
</tr>
<tr>
<td>Contributions payable</td>
<td>1,466,847</td>
<td>1,107,962</td>
</tr>
<tr>
<td>Lease liabilities</td>
<td>151,776</td>
<td>151,776</td>
</tr>
<tr>
<td><strong>Total current liabilities</strong></td>
<td><strong>2,141,102</strong></td>
<td><strong>1,389,068</strong></td>
</tr>
<tr>
<td><strong>Non-current liabilities:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Employee benefits</td>
<td>2,581,774</td>
<td>2,581,774</td>
</tr>
<tr>
<td>Lease liabilities</td>
<td>627,554</td>
<td>627,554</td>
</tr>
<tr>
<td><strong>Total non-current liabilities</strong></td>
<td><strong>3,209,328</strong></td>
<td><strong>3,209,328</strong></td>
</tr>
<tr>
<td><strong>Total liabilities</strong></td>
<td><strong>5,350,430</strong></td>
<td><strong>4,598,396</strong></td>
</tr>
<tr>
<td><strong>Equity:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unrestricted equity</td>
<td>80,592,374</td>
<td>57,960,124</td>
</tr>
<tr>
<td>Temporarily restricted equity</td>
<td>20,000,000</td>
<td>30,000,000</td>
</tr>
<tr>
<td><strong>Total equity</strong></td>
<td><strong>100,592,374</strong></td>
<td><strong>87,960,124</strong></td>
</tr>
<tr>
<td><strong>Total liabilities and equity</strong></td>
<td><strong>$105,942,804</strong></td>
<td><strong>$92,558,520</strong></td>
</tr>
</tbody>
</table>
Statements of activities
(figures in Mexican pesos)

For the years ended December 31 of

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash donations</td>
<td>$71,290,651</td>
<td>$43,244,722</td>
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<tr>
<td>Restricted cash donations</td>
<td>0</td>
<td>30,000,000</td>
</tr>
<tr>
<td>Donations in kind</td>
<td>18,972</td>
<td>97,300</td>
</tr>
<tr>
<td>Other income</td>
<td>77,620</td>
<td>3,030,011</td>
</tr>
<tr>
<td><strong>Total Revenues</strong></td>
<td><strong>71,387,243</strong></td>
<td><strong>76,372,033</strong></td>
</tr>
<tr>
<td>Overhead expenses</td>
<td>50,228,144</td>
<td>39,777,137</td>
</tr>
<tr>
<td>Restricted overhead</td>
<td>10,000,000</td>
<td>10,000,000</td>
</tr>
<tr>
<td><strong>Total expenses</strong></td>
<td><strong>60,228,144</strong></td>
<td><strong>49,777,137</strong></td>
</tr>
</tbody>
</table>

Comprehensive financing result

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interests</td>
<td>1,473,151</td>
<td>1,275,250</td>
</tr>
<tr>
<td>(Insufficiency) excess of income over expenses</td>
<td>12,632,250</td>
<td>27,870,146</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2022</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted equity at beginning of year</td>
<td>$77,960,124</td>
<td>$50,089,978</td>
</tr>
<tr>
<td>Restricted equity at beginning of year</td>
<td>$10,000,000</td>
<td>$10,000,000</td>
</tr>
<tr>
<td>Equity at the end of the year</td>
<td><strong>$100,592,374</strong></td>
<td><strong>$87,960,124</strong></td>
</tr>
</tbody>
</table>
Reforestamos 20 Aniversario