



Established in 2002, Reforestamos is a civil society organization whose mission is to guarantee more and better forests to foster sustainable development. Reforestamos aligns actions that contribute to the efforts of communities living in forests, private sector, government and other NGO's to promote competitive management of forests and responsible entrepreneurship, to contribute to achieve the United Nation's Sustainable Development Goals by 2030 through thriving forests. The main objectives of Reforestamos are to stop deforestation, to increase sustainable forest management, to promote productive restoration of degraded lands, and to increase urban tree canopy.

Since 2011, Reforestamos has worked in alliance with 148 companies and more than 97,000 volunteers in different forest restoration activities (reforestation, ground retention, pest control, plant production, maintenance, fire prevention, etc.) through a collaborative platform called **Better Alliances-Better Forests (Mejores Alianzas, Mejores Bosques)**. This platform promotes the collaboration among forest communities, private sector, local and federal government, and civil society organizations. By means of different investments, 10,800 hectares are under various restoration schemes in 16 Mexican states (out of 32) through Better Alliances-Better Forests platform.

From 2012 to 2015, Reforestamos represented the **Forest Program of the Carbon Disclosure Project (CDP)** in Mexico, formerly known as "Forest Footprint Disclosure Project", to motivate Mexican companies to disclose information related to deforestation risks (regulatory, operational and/or reputational) caused by the procurement of timber, soy, palm oil, beef and cattle products. During this period three large Mexican companies participated in the Program (Alsea, Grupo Bimbo, Kimberly Clark Mexico). With the experience gained from this initiative, Reforestamos proposed the inclusion of the **Forest Footprint** topic in the largest national initiative regarding corporate social responsibility (ESR-CEMEFI). In 2017 160 large companies reported to have measured and managed their forest footprint. Nevertheless, further analysis has to be done on companies understanding of forest footprint and examine the information these companies provided in order to reduce deforestation in Mexico.

In 2016, Reforestamos along with CESPEDS (the Mexican chapter of the World Business Council for Sustainable Development) promoted the creation of the **Mexican Alliance for Business and Biodiversity** to establish a permanent communication mechanism to mainstream biodiversity issues into business decision making to conserve, restore and ensure sustainable use of biodiversity. Fifteen large companies and financial institutions, environmental NGO's and international cooperation agencies integrate the Alliance. Reforestamos was in charge of managing the Secretariat of the Alliance for the 2016-2018 period, and now leads the Natural Capital working group within the Alliance along with the GIZ (German Cooperation Agency). Through this working group, the **Natural Capital**

Protocol methodology is being tested with five companies of the Alliance (Banorte, Citibanamex, Grupo Bimbo, Proteak, Walmart Mexico), in order to identify impacts and dependencies regarding natural capital and its business operations.

In 2013 Reforestamos launched the **Young Forest Entrepreneur** initiative to work with talented young students from forestry degrees who are interested in developing entrepreneurial ideas with social and environmental impact, contributing to the sustainable development of forests and generating wealth in communities that inhabit them. While meeting the needs in Mexico, the initiative expanded to Latin America as of 2016. Through this initiative Reforestamos has worked with 6,456 students, 83 teachers and 65 universities from 13 countries from Latin America to ensure that young students of forestry degrees are capable of creating companies that sustainably use their region's natural resources.

To strengthen the **Entrepreneurial Forest Ecosystem**, Reforestamos expanded its scope last year (2018) to get in touch with forest enterprises (community based and private) with the aim of evaluating their business development and support them through the articulation with several actors mainly from the entrepreneurial ecosystem (incubators, accelerators, investment funds).

Finally, Reforestamos has other kind of initiatives like **Open Forests**, created in partnership with Carto-Crítica and the Mexican Center for Environmental Law (CEMDA) with the aim of strengthening transparency, legality and access to information in the forestry sector. The *Open Forests* platform was developed to make government information available to the public.

Reforestamos is a member of The International Union for the Conservation of Nature (IUCN), The Forest Stewardship Council (FSC®) and has the consultative status with the Economic and Social Council of the United Nations (ECOSOC). Nationally, the organization also has multiple awards such as *"The National Award for Forestry Merit 2009 by the National Forestry Commission (CONAFOR)"* and *"The Recognition for the Conservation of Nature 2018 of the National Commission of Natural Protected Areas (CONANP)"*.