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An Innovative Green Growth Model for the Planet

An historic agreement is signed; committing to collaborate towards sustainable production, cultural preservation and the conservation of vital global habitats.

Cancun, Mexico, December 10, 2016 — During the United Nations Biodiversity Conference [COP13](#), the state governments of Campeche, Quintana Roo and Yucatan, Mexico's federal government representatives, civil society organizations and more than 50 companies committed to green growth and conservation in the Yucatan Peninsula by signing the [Yucatan Peninsula Framework Agreement on Sustainability \(ASPY\)](#).

The Campeche Governor Alejandro Moreno Cardenas, Quintana Roo Governor Carlos Joaquin Gonzalez, and the Yucatan Governor Rolando Rodrigo Zapata Bello, signed this historic agreement with the endorsement of the principal social stakeholders who will oversee its implementation.

"The consolidation of the Green Growth Compact model, which benefits both nature and people, can only happen when all the social sectors commit to work together — from the communities, academia, environmentalists, companies and governments," said Aurelio Ramos, the Director of the Latin America Region for The Nature Conservancy. "This agreement creates a platform for cross-collaboration that promotes low-emission development and helps conserve biodiversity. At the same time, this will generate opportunities to finance and invest in value chains that are favorable to communities and ecosystems."

The Yucatan Peninsula contains 10 million hectares (24.7 million acres) of diverse forests, serving as fundamental carbon sinks for the planet. Despite the region's immense natural capital, the Yucatan Peninsula loses 80,250 hectares (almost 20,000 acres) of biodiversity-rich forest per year due to extensive cattle ranching and agricultural production. This agreement seeks to transform this reality for communities and their forests.

The environmental state secretariats will be in charge of implementing ASPY in collaboration with Mexico's federal governmental agencies — National Commission for the Sustainable Use of Biodiversity (CONABIO), National Forestry Commission (CONAFOR), Secretary of Environment and Natural Resources (SEMARNAT) and Secretary of Agriculture (SAGARPA), among others. Likewise, academic and research institutions, such as the Marista University; municipal and *ejido* representatives, and more than 50 statewide, national and international companies, are all part of ASPY. These stakeholders will work towards concrete actions aimed at achieving the following goals by 2030:

- Achieve net-zero deforestation
- Restore 2 million hectares of degraded land





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- Ensure 50% of the Peninsula's territory is sustainably managed.
- Promote integrated management across 5 million hectares of culturally and ecologically significant landscapes.
- Leverage private and international financing to complement domestic public funding for the Green Economy.
- Restore 20% of coastal reefs and 30% of coastal dunes for resilience against the effects of climate change.

Agriculture, finance and tourism companies, among others, are part of this innovative accord supporting concrete actions against climate change. They will also support the environment in terms of water quality, healthy soils and safeguarding pollinators—all of which are essential for productivity, investment and a better quality of life in the Yucatan Peninsula.

“The companies that have become part of this commitment today coincide and voluntarily support the three state governments’ goals, all of which attest to the urgent need to act against climate change and help conserve biodiversity”, said Daniel Servitje, CEO of Grupo Bimbo, member of the [Latin America Conservation Council](#) which promotes initiatives to support food security.

By signing ASPY, the Yucatan Peninsula and Mexico lead the way in conservation through the implementation of a Green Growth Compact model for sustainable productivity and competitiveness in farming for the first time in the world. The Nature Conservancy (TNC)—an NGO with more than 30 years of experience in Mexico and the Yucatan Peninsula—designed this model over the course of six years using science and best land management practices. This model will be used in other countries supported by the Conservancy in the future.

“After six years of work comparing different pilot projects on sustainable development and conservation through the Mexico REDD+ Program, financed by the U.S. Agency for International Development (USAID), we know that conservation and productivity are not incompatible,” said Rane Cortez, Chief of Party for the Mexico REDD+ Program on behalf of TNC. “Not only can both co-exist, but they must thrive together to safeguard nature and its benefits for future generations.”

ASPY will be bolstered with additional agreements between Mexico's National Forest Commission (CONAFOR), Agriculture Secretariat (SAGARPA), to coordinate actions supporting the agreement's goals, as well as incentives and public policies in favor of a real green growth.

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The Nature Conservancy is a global conservation organization dedicated to conserving the lands and waters on which all life depends. Guided by science, we create innovative, on-the-ground solutions to our world's toughest challenges so that nature and people can thrive together. We are tackling climate change, conserving lands, waters and oceans at





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Mexico REDD+ Program is an initiative that supports the process for preparation of REDD+ in Mexico and is integrated by the following non-governmental organizations: The Nature Conservancy (TNC), Rainforest Alliance, Natural Spaces and Sustainable Development (ENDESU) and the Woods Hole Research Center. It is supported by the United States Agency for International Development (USAID). For more information, visit www.alianza-mredd.org

The Latin America Conservation Council (LACC) is a unique group of business, political and financial leaders, dedicated to accelerating the science-based solutions of The Nature Conservancy in three specific areas: Water Security, Sustainable Food and Smart Infrastructure. The Council has about 30 Members who provide advice, networking, advocacy and financial support to promote conservation with development in Latin America at a scale that matters. Visit: www.laconservationcouncil.org

