



## VOLKSWAGEN AND BIODIVERSITY

Volkswagen de México

Thomas Karig – Corporate Relations

Cancun, December 2016

# WHY ENGAGE IN BIODIVERSITY PROTECTION?

- ▶ Volkswagen aims to reduce the impact on the environment of its activities to a minimum, and keep reducing it further through a continuous improvement process
- ▶ Protection of biological diversity is one of the big challenges of society in our times, and therefore is a part of our environmental protection strategy
- ▶ The engagement for species protection and conservation of natural habitats is a contribution to sustainable development to which Volkswagen has committed itself for all its locations since 2007
- ▶ As a founding member of the „Biodiversity in Good Company“ initiative Volkswagen supports the Convention on Biological Diversity (CBD)



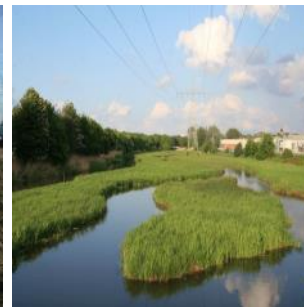
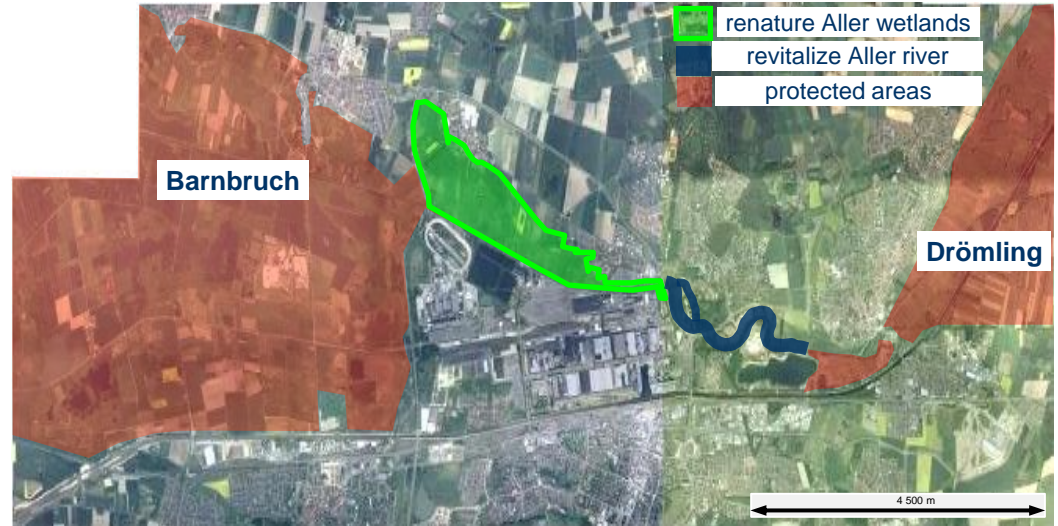
# BIODIVERSITY PROJECTS ALL OVER THE WORLD



# NATURE PROTECTION STARTS AT HOME

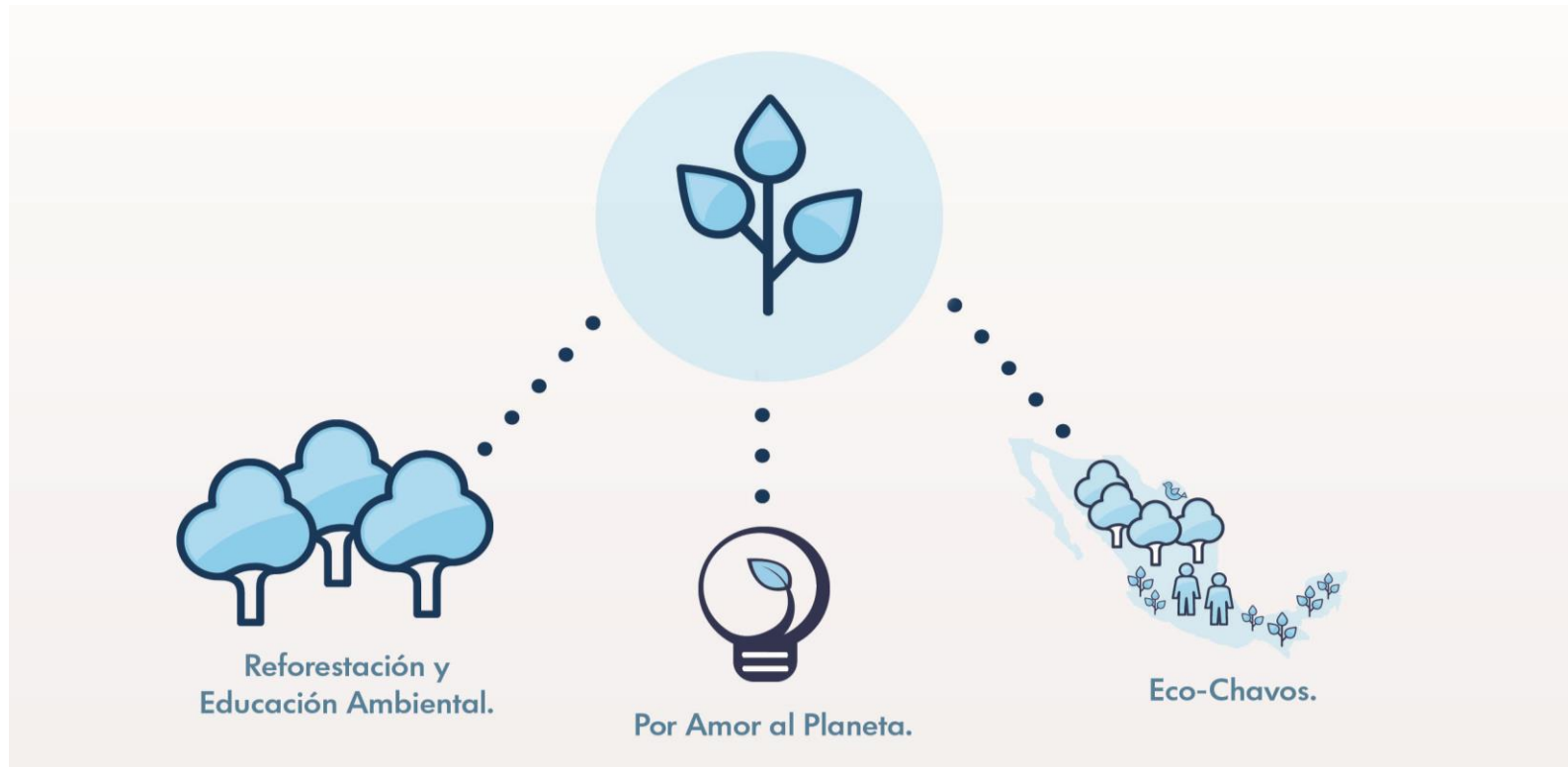
## CONNECTING HABITATS IN THE ALLER RIVER VALLEY NEAR WOLFSBURG

- ▶ Renaturing the river landscape
- ▶ Joint project with the City of Wolfsburg
- ▶ Size: > 200 ha
- ▶ Objectives:
  - Create a naturally flowing water body, creeks and ponds
  - Protect green wetlands, cane brakes, alluvial and oak forest, wet shrubbery



# VOLKSWAGEN

DE MÉXICO



## SUPPORTING NATURE PROTECTION IN MEXICO



# REFORESTATION



Water is the source of life on our planet. Therefore, it is essential to preserve forests, which are also a habitat for a great diversity of flora and fauna, and capture CO<sub>2</sub>

## Two macro projects:

- Reforestation program at the National Park “Izta-Popo” (Puebla-Tlaxcala Valley)
- Protected Natural Area of “Sierra de Lobos” (Guanajuato)

## Main facts

- More than **600,000 trees** planted
- Investment **2 Mio US\$**
- Started **2008**, long term commitment
- 39 suppliers contributing
- Ecological education program
- Cooperation project with the Federal Nature Conservation Agency



# ECO CHAVOS



***Eco Chavos* is a three-year project (2014-2016) led by experts from the German Development Alliance (GIZ) and the Federal Nature Conservation Agency (CONANP).**

The project supports interested young people in five states within the Eastern Sierra Madre Biodiversity Corridor (CESMO), who promote environmental education, reforestation, water preservation and biodiversity protection.

VW investment: 300.000 USD



Location	CESMO: Puebla, Hidalgo, Veracruz, Querétaro and San Luis Potosí states
Area	4 million hectares
Participants	868 young people, organized in 30 groups, who act as environmental ambassadors identifying environmental problems in their communities and taking action based on their local priorities.
Activities	Environmental protection programs, wildlife monitoring, organic fertilizer production, waste management, tree planting and river cleansing.

# BIODIVERSITY RESEARCH AND CONSERVATION



**“Conservation Biology Research Award”: 500,000 Mex\$**

**11 Mexican scientists awarded**

**“Nature Protection Area Research support”: 1,500,000 Mex\$ over three years.**

**3 projects supported**



## Main facts

- Started 2006
- Unique program in LatAm
- Jury with prominent scientists, Director of Federal Nature Conservation Agency, ProNatura NGO





# AWARD WINNERS

## Conservation Biology Research Award



2006  
Dr. Gonzalo Halffter Salas



2007  
Dr. Gerardo Ceballos



2008  
Dr. Rodrigo Medellín



2009  
Dra. Valeria Souza



2010  
Dra. Ma. Enriqueta  
Velarde González



2011  
Dr. Víctor Sánchez-  
Cordero Dávila



2011  
Dr. Mario González  
Espinosa



2012  
Dr. Eric Mellink Bijtel



2013  
Dr. Enrique Jardel Peláez



2014  
Dr. Alfonso Aguirre Muñoz



2015  
Dr. Ricardo Rodríguez Estrella

## Nature Protection Area Research support



2006  
Dr. Oswaldo Téllez Valdés



2009  
Dr. David Valenzuela Galván



2012  
Dra. Margarita  
Martínez Gómez



## OUR JURY: ENSURING SOLID DECISIONS



**Dr. Exequiel Ezcurra**

Director and  
Professor of Plant  
Ecology- UCMEXUS



**Dr. Rodolfo Dirzo**

Biology Professor,  
Stanford University



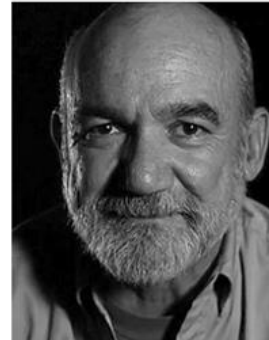
**Dr. Ernesto R. Luna**

Biological Research  
Center , Universidad  
Veracruzana



**Dr. Gerardo Ceballos**

Senior Researcher,  
Institute of Ecology  
UNAM



**Dr. Rodrigo Medellín**

Senior Researcher,  
Institute of Ecology  
UNAM



**Dr. Ernesto Enkerlin**

Society for Conservation  
Biology



**Alejandro del Mazo**

National  
Commissioner of  
Natural Protected  
Areas (CONANP)



**Guillermo Barroso**

Board member,  
PRONATURA A.C.



**Thomas Karig**

VP Corporate Relations  
VW de Mexico



**Iñaki Nieto**

Director VW Brand  
Mexico



**Holger Lange**

Director of Plant Services,  
VW de Mexico



2016

## THE NEXT STEP: POR AMOR A MÉXICO

**Por Amor a México is the evolution of Por Amor al Planeta**

The new program supports initiatives of civil society that preserve and protect the biodiversity of Mexico.

Our jury will evaluate projects and select finalists.

The winner will be voted by VW's Social Media followers and be granted **500.000 Mex\$.**

Social Media posting accompany the entire process and create awareness for nature protection.

[www.vwporamoramexico.mx](http://www.vwporamoramexico.mx)





¡MUCHAS GRACIAS!



BIOTOPE IN THE VOLKSWAGEN PLANT PUEBLA

