



The Global Partnership for Business and Biodiversity

Activities report by member initiatives

-Template -

Name: Mexican Alliance for Businesses and Biodiversity (AMEBIN for its acronym in Spanish)

Country: Mexico

Please describe the activities and projects that your initiative has been undertaking in the previous year:

1. Launch Event of AMEBIN (2016)

- Short description: A public presentation of the Alliance took place during the reception of the COP 13 of the Convention of Biological Diversity, celebrated in December 2016 in Cancun. The latter was in response to the growing interest of the public and private sectors in relation to biodiversity.
- Partners: Environmental and Natural Resource Secretariat (SEMARNAT), National Commission for the Use and Knowledge of Biodiversity (CONABIO), CESPEDES, Citibanamex
- Outcomes: The biodiversity agenda was positioned among different stakeholders and the creation of AMEBIN received formal approval from SEMARNAT and CONABIO.
- Further steps: An annual public event will be scheduled to follow-up on AMEBIN's agenda and for accountability purposes.

2. Natural Capital Workshop at the Mexican Bank Association (ABM for its acronym in Spanish)

- Short description: Introductory workshop on natural capital for representatives of the private sector (members of AMEBIN and financial institutions from ABM). Presentations by David Oswald from D+E (Design and Environment) and Zack Oleksiuk from Blackrock Capital.
- Partners: ABM, Banorte, Citibanamex, German Cooperation Agency for Development (GIZ).

- Outcomes: Attendees were introduced to the basic concepts of natural capital and a general outline of the impacts and externalities of a company's operation. Additionally, an overview of impacts and externalities on natural capital were examined for credit rating.
- Further steps: AMEBIN's working group on Natural Capital will follow-up on the objective of generating capacities regarding the evaluation of impacts and externalities on natural capital among members.

3. Participation of AMEBIN during COP 13

- Short description: AMEBIN was formally presented to members of the Global Partnership for Business and Biodiversity during COP 13.
- Partners: AMEBIN
- Outcomes: Exchange of experiences among initiatives of other countries and close encounters with the Japanese (JBIB) and the German (Biodiversity in Good Company) initiatives.
- Further steps: Report AMEBIN's progress to the Global Partnership for Business and Biodiversity.

4. First Seminar on Business Opportunities in Sustainable Forest Management at the Bankers Club

- Short description: Seminar organized with the National Forestry Commission (CONAFOR for its acronym in Spanish) and two forestry companies, members of AMEBIN. The purpose of the event was to present actual business cases of companies working with forests, either through supply chains or directly participating with local authorities to implement the payment for ecological services.
- Partners: AMEBIN, CONAFOR, SEMARNAT, PROTEAK, MASISA, Citibanamex, Environmental Secretariat of the state of Hidalgo
- Outcomes: The forestry agenda was positioned among participants as well as the particularities of linking forests in Mexico to a business perspective. Possible business collaborations between the forestry sector and *ejidos* and communities were highlighted.
- Further steps: Create a revolving fund to finance entrepreneurial projects with the potential of becoming companies that support productive restoration, sustainable management and/or conservation.

5. Presentation Workshop of Mexico's National Biodiversity Strategy

- Short description: CONABIO imparted a workshop to members of AMEBIN to present the National Biodiversity Strategy and identify opportunity areas for its implementation from the perspective of the private sector.
- Partners: AMEBIN, CONABIO
- Outcomes: Out of the 160 lines of action of the National Biodiversity Strategy, 85 were directly related to the influence of the private sector on biodiversity.
- Further steps: Identify activities performed by AMEBIN members that contribute to the implementation of the National Biodiversity Strategy.

6. Map of Field Projects

- Short description: Create a visual tool for AMEBIN members to identify voids, new project opportunities and cross-reference other maps to visualize opportunities and/or potential impacts related to water resources, natural protected areas, deforestation, etc.
- Partners: AMEBIN, Walmart México, Grupo Bimbo, Nestlé, Bonafont, TNC, Pronatura, Reforestamos México.
- Outcomes: Four companies (Walmart México, Grupo Bimbo, Nestlé, Bonafont) have shared strategic information of their relationship with natural capital. The majority of the information was focused on agricultural sites and water sources.
- Further steps: Conclude mapping of information will all member companies and NGO's of AMEBIN in order to identify potential projects, business opportunities and innovation.

7. Participation in Workshops for the 2030 Agenda

- Short description: Presidential elections will be held in 2018 and relevant changes in the administration are expected. AMEBIN has the objective of preparing a long-term sustainability agenda for future candidates. The preparation of the agenda has taken place with key players of the private sector in Mexico, such as the Business Coordinator Council (CCE for its acronym in Spanish) and the Committee on Private Sector Studies for Sustainable Development (CESPEDES for its acronym in Spanish).
- Partners: CCE, CESPEDES, AMEBIN

- Outcomes: Two workshops have taken place to identify different perspectives, specific needs and proposals.
- Further steps: Keep participating in the process and include biodiversity and natural capital as a strategic theme in the agenda.

8. Creation of identity and image of AMEBIN

- Short description: establishment of a communication group within the Alliance for activities related to institutional image, public relations and general communication activities.
- Partners: AMEBIN (Conservation International, BASF)
- Outcomes: creation of AMEBIN's logo.
- Further steps: Create a web page for AMEBIN and to publish the Annual Activity Report (2016-2017).

Please briefly describe what activities and projects you are planning for the coming year:

1. Create a web page for AMEBIN
2. Consolidate the operating structure of AMEBIN
3. Publish an Annual Activity Report (2016-2017)
4. Participate in the Biodiversity and Business Forum of COP 14
5. Nominate at least three "champions" (private sector members in AMEBIN) to implement the Natural Capital Protocol.
6. Identify challenges and opportunities for companies in Mexico to implement the Natural Capital Coalition's Natural Capital Protocol.
7. Identify challenges and opportunities to involve the private sector in the productive restoration of landscape.
8. Compile and communicate best practices of the private sector regarding sustainable landscapes.
9. Detonate new project opportunities, businesses and innovation through the field project map among AMEBIN members.