



## Global Partnership for Business and Biodiversity: National and Regional Initiatives Report

The Global Partnership for Business and Biodiversity: National and Regional Initiatives Report will serve as a guide for existing and future initiatives to refer to. It will include information from all initiatives on all the points seen below. The purpose of this report is to have the most essential and pertinent information about GPBB initiatives in one place, for easy access and visibility, as well as the up-to-date information as the annual report in each initiative's webpage. Because the makeup of each national and regional initiative is different, we hope this report highlights the key characteristics that comprise the GPBB initiatives.

### 1. General Information

<b>Profile</b>
<u>Description:</u> Please include a brief summary of the initiative while mentioning the date of creation, who it represents, and its main purpose.
Please answer here:  The Mexican Alliance on Business and Biodiversity (AMEBIN for its Spanish acronym) is an alliance based on voluntary and self-managed participation. It was the response of the private sector in Mexico to the reception of the COP13 of the Convention on Biological Diversity held in Cancun in 2016 and it is made up of companies, financial institutions, NGOs, international cooperation agencies, universities and startups/SMEs that base their business model on biodiversity issues.

<b>Vision</b>
<u>Description:</u> Please summarize the initiatives' vision in one sentence.
Please answer here: The Alliance does not have a defined vision.

<b>Mission</b>
<u>Description:</u> Please summarize the initiatives' mission in one sentence.
Please answer here:



Create connections to increase participation, training and promotion of the importance of biodiversity for life, the economy, business and its value chains among various sectors.

## Objectives

Description: In point form, please include the main objectives of the initiative.

Please answer here:

- Exchange information, learn about trends and methodologies to be updated.
- Share sources of information and relevant data.
- Connect with other organizations at a national and international level.
- Carry out pilots and receive support from other members.
- Exchange ideas, positions and different perspectives.
- Update on global and national issues of corporate social responsibility and sustainability around biodiversity.

## Funding, Budget and Resources

Description: Briefly describe the funding aspect of the initiative, including membership fees, external funding, donations, funding through events, etc.

Please answer here:

Since the alliance is voluntary in nature, it does not have its own legal status or operating budget. All activities are carried out on a pro-bono basis by its members, and if there are specific needs requiring funding, they are addressed through voluntary financial contributions from the members.

## Services and Activities

Description: In point form, please include the main services and activities that the initiative provides. These can include projects, events, workshops, information sharing, resource mobilization, capacity building, program development and implementation, case studies, policy recommendations, indicators and methodologies, etc.

- **Mapping and systematization of information.** Collection and organization of information on the main initiatives of the members to generate indicators, promote synergies, and identify limiting factors and enabling conditions for biodiversity conservation.
- **Training and awareness.** Capacity-building among members and the Alliance's network through webinars and in-person sessions on cutting-edge and relevant topics for integrating biodiversity into business practices.



- **Communication and positioning.** Promotion of the Alliance's key activities and those of its members through its official LinkedIn profile. An annual event is held to create a space for interaction with national and international stakeholders interested in biodiversity conservation, showcasing progress and challenges on the Business and Nature agenda through conferences and multisectoral dialogues that foster the formation of a community in favor of biodiversity. An official website for the Alliance is currently under development.

### Membership and Governance

Description: Please describe the membership and governance structures of the initiative, including the executive body, types of membership, levels of engagement and any associated organizations.

The alliance is coordinated by a Secretariat made up of one representative from NGOs and one from the private sector to ensure a balanced approach. The Secretariat is responsible for presenting an annual work plan, executing it, and maintaining external representation of the alliance. Membership is voluntary and begins with a meeting with the Secretariat, during which prospective members outline their motivations and interests for joining, as well as clarify the scope and nature of the alliance. All members share the same category and are asked to provide information about their field projects that have an impact on biodiversity. They are also expected to participate in the alliance's core activities, which include monthly follow-up meetings, dissemination and training webinars, and participation in the annual in face-to-face event.

## 2. Annual Updates

### Businesses your initiative represents

Description: Please indicate the businesses that your initiative represents. Please provide a **full list** of their names and the total amount of businesses that are represented.

Please answer here:

1. CESPEDS (Mexican chapter of the WBCSD)
2. Citibanamex
3. Banorte
4. Walmart México
5. Nestlé
6. Bimbo
7. BASF
8. CEMEX
9. Ecovalores
10. Grupo México



11. Zurich
12. Bayer
13. Grupo Presidente
14. Marsh
15. Multiva
16. Santander
17. Constellation Brands
18. Abejedario
19. Kilimo
20. Canopia Carbon
21. Toroto
22. Nat5.
23. Topia
24. Bioforestal
25. Carbon Free

#### Highlights of Work in 2024

Description: Please highlight outstanding works in 2024.

- 10 new members joined (4 NGOs, 4 startups-SMEs, and 2 companies).
- 8 training and awareness sessions were delivered, 3 of which were held in person.
- 20 additional member initiatives were collected and added to the project portfolio for systematization through an information matrix (total: 67 initiatives).
- 15 initiatives led by members were shared through the Alliance's LinkedIn page.
- The Alliance's Annual Forum was held, featuring 5 panels, 4 of them focused on the main theme: Water.

#### Reports, Platforms, or Publications Launched in 2024

Description: Please indicate reports, platforms, or publications launched by the initiative in 2024, if any.

Please answer here:

#### Planning of Work in 2025

Description: Please indicate the initiative's remarkable work in 2025.

Please answer here:

1. **Networking:** Increase networking among members and increase membership by 25% over 2024 (10 new members).



2. **Training and awareness:** Conduct at least 8 webinars to present projects or work related to biodiversity issues carried out by members.
3. **Communication and positioning:** Annual Forum 2025 (November) and publications in the institutional LinkedIn profile.
4. **Information generation:** One-pager on the integration of biodiversity in the strategies and work of members. Directory of CSOs or high-level people in charge of the biodiversity agenda in the country's private sector.
5. **Web page:** Generate a web page with relevant and updated information on the Alliance and its members' projects.

<b>Please provide the information below:</b>
Website:
Focal point (one or two): Daniel Sánchez y Sánchez, private sector engagement, Reforestamos Mexico