



The business of biodiversity: mainstreaming sustainable practices in the forestry sector

On-the-ground experiences and challenges associated with mainstreaming biodiversity into forestry practices supported by ITTO

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Convention on
Biological Diversity

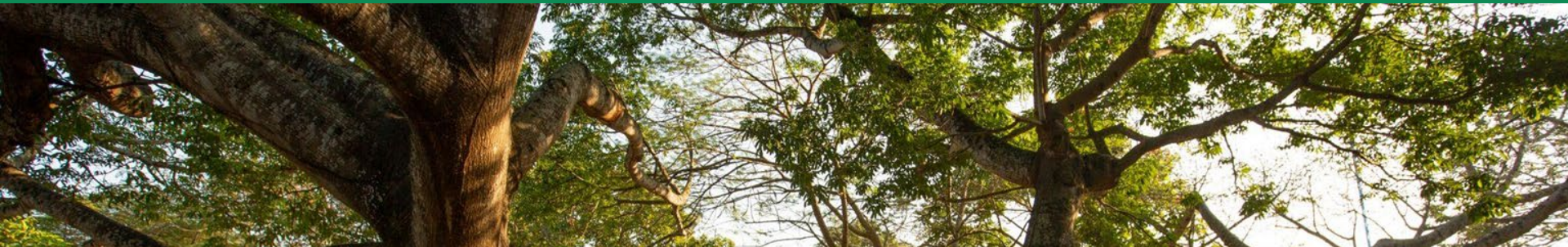


INTERNATIONAL TROPICAL
TIMBER ORGANIZATION



SUSTAINABLE
FORESTRY
INITIATIVE

SFI-0001



Strengthening Mayan communities and their forests

PP-A/ 60-368



PROBLEM & OBJECTIVE



Existence of a great biocultural wealth under pressure from land-use changes:

- Degradation of tropical forest ecosystems.
- Lost of traditional knowledge.



Raise awareness of traditional knowledge for the sustainable management and used of biodiversity in tropical forests while promoting local livelihoods.

- Diagnosis of local enterprises
- Business plan development
- Capacity building



DIAGNOSIS, BUSINESS PLAN & CAPACITY BUILDING

<https://comunidadesymontesmayas.com/>



NAJIL TUCHA

Community cooperative in Punta Laguna offering ecotourism services in the Otoch Ma'ax yéetel Koh Reserve



MIEL DE LA FAMILIA PAT

Family-owned business producing melipona and Apis bee honey and derived products. Located in the area of the Los Petenes Biosphere Reserve.



ECO-SACXÁN

Ecotourism company in Sacxán, Quintana Roo. A tour full of history and nature along the Río Hondo, the border with Belize.



KUCHIL KAAB

Group of women dedicated to the production of honey and food products, cosmetics, and Mayan herbal remedies.



PROJECT SITES



KUCHIL KAAB

Group of women dedicated to the production of food, medicinal, and cosmetic products derived from native stingless bee honey (*Melipona beecheii*) and *Apis mellifera* bees. They also work with traditional Mayan medicine, growing their own plants and creating products from them.

f Kuchil kaab

ig kuchil_kaab

📍 Xcunyá, Yucatán.



Main products:

- Melipona and Apis bee honey in various presentations
- Nutritional supplements and traditional herbal remedies
- Natural cosmetics and health products
- Guided tours of the bee hives and medicinal plant garden

The project helped establish online shops:

<https://kuchilkaab.com/> and <https://mielpat.com/>



NAJIL TUCHA



Community cooperative focused on ecotourism since 2003 in the Otoch Ma'ax yéetel Koh Flora and Fauna Protection Area in Punta Laguna, near the border between Yucatán and Quintana Roo.

Run by the local community and is home to spider monkeys and howler monkeys. It is located by a beautiful lagoon where visitors can swim and be mesmerized by the scenery.



Main services:

- Guided trail tours
- Mayan ceremonies
- Wildlife watching
- Zip-lining
- Kayaking
- Canoe rides
- Handicraft sales



VIDEOS OF EACH PARTICIPANT ENTREPRENEURSHIP

[https://comunidadesymontes
mayas.com/](https://comunidadesymontesmayas.com/)

[https://www.youtube.com/c
hannel/UCCq5XEpbbeL-
8fBlvr3j5pQ](https://www.youtube.com/channel/UCCq5XEpbbeL-8fBlvr3j5pQ)



LESSONS LEARNT CHALLENGES & MOVING FORWARD

- Rural enterprises have been generating jobs in their communities for years and produce their goods and services by caring for the tropical forests of the Yucatán Peninsula.
- Time is needed to gain communities' trust.
- Confidentiality is crucial when preparing business plans for communities.
- Distance to major urban centers (access to markets, banks, couriers and other services).
- Need for continuous capacity building on business skills (marketing, accounting, use of online tools) – communities have a different pace of assimilating and internalizing new skills and knowledge.
- Relevance of preparing material in Mayan cannot be underestimated.
- Assistance needed to further promote their business ventures.



THANK YOU
GRACIAS
YUUM BO'OTIK

www.itto.int
comunidadesymontesmayas.com/

