

# PROJECT IMPLEMENTATION REPORT

Project ID:	9445
Project Name:	Conservation and Sustainable Use of Biological Diversity in Priority Landscapes of Oaxaca and Chiapas
Countr(ies):	Mexico
Implementing Agency:	CI

**TABLE OF CONTENTS**

**I. OVERVIEW .....3**

**A. Description .....3**

**B. Ratings and Disbursements .....3**

**C. Key Dates .....3**

**II. PROGRESS STATUS AND ISSUES .....4**

**A. Progress: Information on progress and outcomes of project implementation activities .....4**

**B. Challenges: Information on challenges of project implementation activities .....11**

**C. Stakeholder Engagement .....11**

**D. Gender Equality .....12**

**E. Knowledge Management .....13**

**III: MINOR AMENDMENTS .....17**

**IV: GEOGRAPHIC COORDINATES OF PROJECT ACTIVITIES .....18**

**V. ANNEX .....19**

## I. Overview

### A. Description

Project name

Conservation and Sustainable Use of Biological Diversity in Priority Landscapes of Oaxaca and Chiapas

Country

Mexico

GEF ID

9445

Implementing Agency

CI

Executing Entity

National Commission of Natural Protected Areas (CONANP)  
and Conservation International Mexico, A.C. CI Mexico

Trust Fund

GET

Project Type

FSP

PIR Submission

9/9/2025

Fiscal Year , PIR Number

FY 2025 , 7th PIR

Objective

Strengthening the conservation of globally significant biodiversity in the national system of protected areas and corridors, through integrated management of culturally diverse coastal and terrestrial landscapes of Oaxaca and Chiapas, Mexico.

### B. Ratings and Disbursements

Implementation Progress

Highly Satisfactory

Development Objective

Highly Satisfactory

Overall risk

Low Risk

Project Financing

7,869,200.00

Cumulative Disbursement

6,683,537.00

### C. Key Dates

CEO Endorsement/Approval

1/10/2018

Agency Approval

12/20/2017

Implementation Start 2/15/2018	First Disbursement 2/15/2018
Expected MTR 8/1/2020	Actual MTR 7/26/2021
Expected Completion 4/30/2025	Actual Completion 4/23/2025

## II. PROGRESS STATUS AND ISSUES

### A. Progress: Information on progress and outcomes of project implementation activities

During the last months of implementation of the project, efforts were focused on addressing the results framework and closing pending activities seeking sustainability of the main results. Since the design of the project, it was established that integrated landscape management would be through the effective conservation of fifteen globally important species, which was achieved through the creation and implementation of biological monitoring brigades in 16 first intervention sites, the strengthening of the management of 9 federal protected areas that average a METT score above 60/100 and with the coverage of low land use plans that promote biodiversity conservation. Technical activities of the project ended in December 2024.

Regarding Component 1, during FY25 the project completed the two land use plans (POERT). Thanks to the efforts of the different stakeholders, the official publication of the POERTs by the state governments of Oaxaca and Chiapas was achieved. Regarding the monitoring of 15 globally important species, it is important to mention that field data collection was completed and a process of systematization of the results by intervention sites is currently underway. A workshop was held for CONANP staff to interpret the results in each zone and strengthen decision-making.

In the area of gender, documents were prepared with specific recommendations for the integration of the gender perspective in the PAs' annual operating plan. A practical guide was also prepared for mainstreaming and including the gender perspective in PA operational planning. A final report was presented with strategies for gender and youth mainstreaming in CONANP.

The systematization of the Integrated Landscape Management model for the three landscapes was consolidated in a participatory manner and was used as the main input for the preparation of the final report of this project. Additionally, three success stories were systematized for the Topón, CUCOS and Café Capitán cooperatives, with a video for each case.

Specifically with the Voluntary Designated Areas for Conservation (ADVC), during this period the certification of the Guevea de Humboldt has been achieved with 20,424 hectares. Four more ADVCS will be certified in the first half of 2025, covering a total of 118,284 hectares.

As for component 2, the project increased the area dedicated to sustainable practices by 5,006.35 hectares, specifically in value chains such as coffee, cocoa, resins, leaf litter, fishing and responsible tourism. It also managed to increase the average net income of producer organizations involved in the adoption of sustainable practices; income in real terms increased by 29.6%.

Additionally, according to the last measurement of the final evaluation of the management effectiveness tool (METT) of the 9 federal protected areas of the three landscapes and with respect to the baseline obtained at the beginning of the implementation, the final average score of the METT is 63.2 out of 100, exceeding the goal by 3.2 points.

In fisheries, the Topón and Carrizal cooperatives received training in good fishing practices through CESACH and SmartFish. This process had a gender approach as women were integrated into the processing of fish products at the first processing plant for packaging.

A biodiversity pride campaign was launched on social networks, highlighting the importance of the conservation of 15 emblematic species, the sustainable practices developed and the mechanisms used for biodiversity conservation. This campaign is aimed at a specific audience, mainly young people in the area. The campaign content considered trending and storytelling to increase reach and impact: reels, stories, infographics, animations, cards and podcasts. The campaign has reached +900,000 people on Facebook, Instagram, X and LinkedIn in Mexico City, Oaxaca and Chiapas, among other locations.

for 29 million dollars were allocated to the integral management of the landscape and sustainable production during the implementation of the project. These resources come from federal programs such as Production for Wellbeing of the Ministry of Agriculture (SADER), as well as PROCODES and PRORREST of CONANP.

On the other hand, through the USAID-funded Sustainable Landscape Ventures (SLV) project, whose creation was based on this project, the UCIRI and Café Capitán organizations have accessed financing for \$181,185 and \$393,635 USD, respectively, providing financial sustainability to the work of the producer organizations.

Finally, despite the increase in insecurity, mainly in the landscapes of Chiapas, the project was able to continue with the established activities through adaptive management. All the tasks foreseen in the work plan were completed, as well as the commitments established with partners and donors. It is important to highlight that the closing event and the final evaluation were carried out, where the integrated management of the landscape, the donations with the working groups and the scope of the communication campaign were evaluated.

INDICATORS	PROJECT TARGET	END OF YEAR INDICATOR STATUS	PROGRESS RATING <sup>[1]</sup>	COMMENTS/JUSTIFICATION
<b>Outcome 1.1</b> Integrated management of three priority landscapes for biodiversity conservation is substantially strengthened through land-use planning and the expansion and management of protected areas.				
<b>Output Indicator 1.1.1:</b> Number of gender-sensitive land use plans at an integrated landscape level.	Target: At least 1	2	CA	The project has created two land use plans at an integrated landscape level. However, as mentioned above, the publication of the decrees has been delayed significantly.
<b>Output Indicator 1.1.2:</b> Number of gender-sensitive annual operational plans, one per federal Protected Area (PA), to be updated each year during the lifetime of this project.	Target: 9 operational plans per year	9	CA	As part of the exit strategy, the project has developed and handed a set of tools and catered recommendations that assist PAs in the integration of gender in their operational plans.  <ol style="list-style-type: none"> <li>1. Tacaná Volcano Biosphere Reserve,</li> <li>2. El Triunfo Biosphere Reserve,</li> <li>3. La Sepultura Biosphere Reserve,</li> <li>4. La Frailesca Natural Resources Protection Area,</li> <li>5. La Encrucijada Biosphere Reserve,</li> <li>6. Puerto Arista Marine Turtle Sanctuary,</li> <li>7. Lagunas de Chacahua National Park,</li> <li>8. La Escobilla Marine Turtle Sanctuary,</li> <li>9. Huatulco National Park.</li> </ol>

INDICATORS	PROJECT TARGET	END OF YEAR INDICATOR STATUS	PROGRESS RATING <sup>[1]</sup>	COMMENTS/JUSTIFICATION
<b>Output Indicator 1.1.3:</b> Number of Biodiversity monitoring protocols developed and implemented in each landscape.	Target: 15	15	CA	Completed in FY23. The project's community brigades continue to conduct biological monitoring in thirteen PIS.
<b>Output Indicator 1.1.4:</b> The Integrated Landscape Management (ILM) model for biodiversity conservation is validated by the coordinating body in each priority landscape.	Target: Model validated in Y2	Not validated	CA	The project concluded with the systematization of the ILM model. It is available at the following link – <a href="#">Informe Final Paisajes Sostenibles (5).pdf</a>
<b>Outcome 1.2</b> Expansion of protected areas with globally significant biodiversity.				
<b>Output Indicator 1.2.1:</b> Percent age of rural and indigenous communities that grant their consent in PAs following the process of gender-sensitive Free, Prior and Informed Consent (FPIC).	Target: 95%	100%	CA	The project has conducted the FPIC process with all the communities interested in receiving an ADVC certification.
<b>Output Indicator 1.2.2:</b> Number of hectares with draft legislation for the expansion of protected areas.	Target: 102,403 ha	118,284 ha	CA	This year, 37,405 hectares were added to reach a total of 118,284 hectares certified as ADVC.

INDICATORS	PROJECT TARGET	END OF YEAR INDICATOR STATUS	PROGRESS RATING <sup>[1]</sup>	COMMENTS/JUSTIFICATION
<b>Outcome 1.3</b> Governance in the three priority landscapes with multi-stakeholder and multi-sector participation improved.				
<b>Output Indicator 1.3.1:</b> Percent age of key stakeholders that are represented in the three governance bodies for integrated landscape planning and management.	Target: 70%	100%	CA	This target was marked as completed in FY21.  The project has continued to work with 100% of the key stakeholder groups.
<b>Output Indicator 1.3.2:</b> Percent age of women participating in ILM governance mechanisms.	Target: 30% of women out of a baseline of 15%	29.4%	CA	Completed in FY23. The project has achieved that 29.4% of participants in the ILM governance mechanisms were women. Given that the difference with the target is only 0.6%, the project considers it has completed this target.
<b>Output Indicator 1.3.3:</b> Percent age of indigenous peoples and afro descendants participating in ILM governance mechanisms.	Targets: 20% of Indigenous Peoples and afrodescendants, consistent with proportion within the population of the three landscapes.	19.3%	CA	Completed in FY23. Throughout the land use planning participative governance processes, 18.5% of the participants identified as Indigenous, and 0.8% identified as afro Mexicans. Given that the difference with the target is only 0.7%, the project considers it has completed this target.
<b>Output Indicator 1.3.4:</b> Percent age of youth participating in ILM governance mechanisms.	Target: At least 10%, consistent with population representation age classes 20 – 29 yrs.; baseline is the minimal participation of youth in decision making spaces	6.4%	O	The project was not able to engage the target number of youths, reaching 6.4%. The calls were open to young people, but they did not show interest in participating. They usually leave the communities to study or work in the cities.
<b>Outcome 2.1</b> The area of sustainable agricultural, fishery, aquaculture, forestry, and tourism production are substantially increased through best practices and a market-driven value chain approach for biodiversity conservation				
<b>Output Indicator 2.1.1:</b> Number of Producer	Target: At least 9POs	Twenty-seven POs	CA	The Project works with the following POs: 1. Café Capitán (coffee) 2. Productores Orgánicos de Tacaná (coffee) 3. CUCOS (coffee and cacao)

INDICATORS	PROJECT TARGET	END OF YEAR INDICATOR STATUS	PROGRESS RATING <sup>[1]</sup>	COMMENTS/JUSTIFICATION
Organizations (PO) with potential to transform conventional production practices with market orientation in the primary intervention sites (PIS) that are identified, selected and classified and/or its creation is supported.			1	<ul style="list-style-type: none"> <li>4. UCIRI (coffee and cacao)</li> <li>5. Cacao del Alto (cacao)</li> <li>6. Copropiedad Niños Héroes (resin)</li> <li>7. Ejido California (resin)</li> <li>8. Corazón del Valle (resin)</li> <li>9. Raymundo Flores (livestock)</li> <li>10. Luchadores de El Castaño (fishing)</li> <li>11. Agostaderos de Topón (fishing)</li> <li>12. El Carrizal (fishing)</li> <li>13. Ribereña Santa María (fishing)</li> <li>14. Costa Oaxaqueña (fishing)</li> <li>15. Nuevo Horizonte Marino (fishing)</li> <li>16. Punta Paraíso (fishing)</li> <li>17. Pesquería Guadalupe (fishing)</li> <li>18. La Salina Escobilla (tourism)</li> <li>19. Senderos y Humedales (tourism)</li> <li>20. Aquabuses (tourism)</li> <li>21. El Madresal (tourism)</li> <li>22. Las Ninfas (tourism)</li> <li>23. Yoo'Nashi (tourism)</li> <li>24. La Ventanilla (tourism)</li> <li>25. Museo Comunitario de la Tortuga Marina (tourism)</li> <li>26. Aventura y Ecoturismo Lagunas de Chachahua (tourism)</li> <li>27. ADVC El Gavilán (tourism).</li> </ul>
<p><b>Output Indicator 2.1.2:</b> Number of producers (broken down into M/W, Indigenous peoples, Afro-descendant and vulnerable groups) organized in PO that have 6-10 points in the ISP, which participate in transforming conventional production into sustainable production practices in the 16 PIS.</p>	Targets: At least 1,000 producers, seeking proportional participation of M/W, IP and Afro-descendants and youth	1,140 producers	CA	<p>The project directly works with 1,140 producers in POs with a 6-10 ISP score, in seven value chains.</p> <p>Regarding demographics, 29.5% of the producers are women, and 70.5% are men. Additionally, 19.8% of the producers self-identify as indigenous or afrodescendants.</p>

INDICATORS	PROJECT TARGET	END OF YEAR INDICATOR STATUS	PROGRESS RATING <sup>[1]</sup>	COMMENTS/JUSTIFICATION
<p><b>Output Indicator 2.1.3:</b> Number of demonstration cases of a successful model of sustainable production with a market-driven value chain for biodiversity conservation that is established in each of the three landscapes to promote learning by doing.</p>	<p>Target: At least 1 per landscape.</p>	<p>3 demonstration cases</p>	<p>CA</p>	<p>The team has three systematized demonstration cases (CUCOS, Café Capitán and Agostaderos de Topón).</p> <p>They can be consulted at:</p> <p><a href="https://www.youtube.com/@CI_Mexico/videos">https://www.youtube.com/@CI_Mexico/videos</a></p> <p>– <a href="#">Informe Final Paisajes Sostenibles (5).pdf</a></p>
<p><b>Outcome 2.2</b> Increased income of members of Producer Organizations (PO) that have adopted sustainable production practice with a market-driven value chain approach</p>				
<p><b>Output Indicator 2.2.1:</b> Number of PO that have a partnership with a buyer that will help guide the development of their value chains early on in the process.</p>	<p>Target: At least 9 PO</p>	<p>18 PO</p>	<p>CA</p>	<p>Completed in FY23. The following 18 PO have received feedback from at least one buyer regarding their products or operations during the development of their value chains.</p> <ul style="list-style-type: none"> <li>- Café Capitán,</li> <li>- Cacao del Alto,</li> <li>- Orgánicos del Tacaná,</li> <li>- Los Ángeles,</li> <li>- UCIRI,</li> <li>- CUCOS,</li> <li>- Nueztlan,</li> <li>- Agostaderos de Topón,</li> <li>- Luchadores del Castaño,</li> <li>- El Carrizal,</li> <li>- Yoo'nashi,</li> <li>- La Ventanilla,</li> <li>- La Salina Escobilla,</li> <li>- Senderos y Humadales,</li> <li>- Aquabuses,</li> <li>- Madresal,</li> <li>- Las Ninfas,</li> <li>- Lagunas de Chacahua,</li> <li>- Museo Comunitario de la Tortuga.</li> </ul> <p>The Project considers this target to be completed.</p>

INDICATORS	PROJECT TARGET	END OF YEAR INDICATOR STATUS	PROGRESS RATING <sup>[1]</sup>	COMMENTS/JUSTIFICATION
<b>Output Indicator 2.2.2:</b> Number of PO that benefit from financial mechanisms for investment in sustainable practices and value chain development.	Target: At least 3.	3 PO	CA	Café Capitán and UCIRI have secured financing through the project Sustainable Landscape Ventures' Blended Finance Engine.  Additionally, CUCOS has accessed financing through SLV's partner El Buen Socio to diversify their income with organic egg production. The project's strengthening efforts with CUCOS were pivotal for it to be able to access this financing.
<b>Output Indicator 2.2.3:</b> Number of value chains that reach new markets.	Target: 7 POs	5 PO	CA	Throughout the project's implementation phase, it has helped the following value chains to access new markets: - Coffee: International markets. - Cocoa: Niche market in Oaxaca (higher price than the domestic market). - Livestock (dairy): Niche market in Mexico City. - Cashew: Niche market in Mexico City. - Tourism: Online markets. - Fisheries: Sustainable Fisheries (Basic A and B).
<b>Outcome 3.1: Increasing financial sustainability in the integrated management of the three priority landscapes</b>				
<b>Output Indicator 3.1.1:</b> Number of public or private sources of ongoing investments that have supported or coordinated with project activities, outputs and outcomes for ILM and SPP in the 16 PIS.	Target: At least 7 support programs	16	CA	Achieved in FY23. The following public and private institutions have aligned activities that supported or coordinated with project objectives (not counting the ProDoc's counterpart pledges). 1. Mexican Environment Secretariat (SEMARNAT), 2. Fondo Oaxaqueño, 3. Sociedad de historia Natural Niparáj AC, 4. La Frailecana, 5. Master Chef, 6. INTERCAFE, 7. SmartFish AC, 8. Comité Oaxaqueño de Sanidad e Inocuidad Acuícola A.C. (COSIA), 9. Chiapas Environment Secretariat (SEMAHN, its contribution has surpassed original cofinancing pledge), 10. SEMARNAT (Chiapas delegation), 11. Mexican Forest Commission (CONAFOR), 12. Oaxaca Environment Secretariat (SEMAEDES), 13. Sustainable Landscape Ventures (SLV), 14. Agosteros de Topón, 15. Café Capitán, 16. Priceless Planet Coalition.
<b>Output Indicator 3.1.2:</b> Number of financial mechanisms	Target: At least 1 financial mechanism	1 financial mechanism	CA	The SLV project began implementation in FY22, and its Blended Finance Engine has successfully secured financing for two of the project's organizations in FY23 and FY24.

INDICATORS	PROJECT TARGET	END OF YEAR INDICATOR STATUS	PROGRESS RATING <sup>[1]</sup>	COMMENTS/JUSTIFICATION
<p>new to the region that are supporting project activities, outputs and outcomes, funded by diversified sources (could be market based, mixed public-private or other) as a long-term solution for ILM and SPP activities in the threelandscapes.</p>				<p>Furthermore, SLV's partner El Buen Socio has provided financing for CUCOS, which is unlikely to have occurred without this project and SLV's efforts and introduction.</p>

<sup>[1]</sup> **O**= Overdue; **D**= Delayed; **NS**= Not started on schedule; **IS**= Under implementation on schedule; and **CA**= Completed/Achieved

## B. Challenges: Information on challenges of project implementation activities

### Stakeholder Engagement

During the last period of the project, the PMU will also systematize the results and success stories in participatory work and alliances that were key to achieving the established objectives, as well as the challenges and lessons learned.

### Implementation of Safeguard Policies

After a comprehensive review of the year's experiences, the team has underscored certain valuable lessons. The lack of prioritization and suitable tools to ensure the active participation of women has been identified as a significant concern.

Engaging young people in agricultural activities has proven to be a challenging task for the project.

Childcare responsibilities have emerged as a substantial barrier to women's participation, as mothers and grandmothers face difficulties attending advisory council meetings.

Overcoming implementation challenges stemming from cultural norms and limited resources has been recognized as an ongoing obstacle.

#### Community Health, Safety and Security

In response to the increased security concerns in the territory of Chiapas, the following actions were implemented: hiring specialized security personnel, conducting workshops, and distributing safety equipment.

### C. Stakeholder Engagement

During the fiscal year, the Project Management Unit (PMU) focused its efforts on consolidating the objectives established with the Participating Organizations (POs) and other key stakeholders, such as the government and allies in the territory. To achieve these objectives, various sustainability strategies were developed, and strategic alliances were identified to ensure the continuity and follow-up of the project actions.

During the last period of the project, the PMU will also systematize the results and success stories in participatory work and alliances that were key to achieving the established objectives, as well as the challenges and lessons learned.

#### **ESS 8 Community Health, Safety and Security findings**

Despite, ESS 8 was not part of the ESMF when the project started, the team identified the need to assess CHSS risks in the project. The 'risk assessment tool' was re-analyzed to identify hazards to the health and safety of the community where the project is implemented.

During the reported period, in response to the increased security concerns in the territory of Chiapas, the following actions were implemented: a. Hiring specialized security personnel who provided training to both internal staff and members of the Territorial Plans (PO). b. Field visits by the security officer to the PO to provide guidance on risk reduction. c. Conducting a hands-on security workshop. d. Distribution of safety and first aid equipment to the PO, as well as communication equipment.

### D. Gender Equality

During this year, the consultancy for the mainstreaming of gender and youth perspectives was concluded, achieving the following results:

1. Training was provided to the teams from the directorates of 10 PAs and 21 POs
2. Documents with specific recommendations for gender mainstreaming in the annual operational programs of the PAs were integrated. This document offers concrete and practical recommendations aimed the PAs team to strengthen gender inclusion and equity in their management.
3. A practical guide for gender mainstreaming and inclusion in the operational planning of the PAs was developed. This guide provides practical tools and methodologies to incorporate the gender perspective into the daily operational planning of their activities and programs.
4. A final report with strategies for mainstreaming the gender and youth approach in CONANP was presented. This report contains a detailed analysis and a series of strategies designed to effectively integrate the gender and youth perspectives into their activities and policies.

### Additional Activities

During this process, some gender-focused activities were included in the operational plans of the PAs. However, a greater effort was identified as necessary. Therefore, three additional actions were defined to be executed before the project's conclusion:

1. Training on safeguards for the PAs teams.
2. One-on-One Sessions: Individual sessions will be held to address and prioritize actions to be included in the operational plans.
3. Teams will be invited to participate in two regional workshops on gender and the environment, leveraging synergy with another project implemented by CI Mexico.

These additional actions are expected to strengthen the integration of gender and youth perspectives in the planning and execution of activities in Protected Natural Areas, thus contributing to more inclusive and equitable management.

### Integration of Women and Youth in Fishery Product Transformation

One of the most significant achievements of the project has been the integration of women and youth in the process of transforming fishery products. This has been accomplished through continuous support to cooperatives and the incorporation of gender and youth awareness processes. A notable example of these efforts is the Training of Trainers (ToT) workshop on responsible fishing, which included a specific module on gender. These advancements reflect the project's commitment to promoting equity and inclusion in the fishery value chain.

### Gathering of Indigenous, Afro-Mexican, and Rural Women Leaders

Additionally, in August, the 'Gathering of Indigenous, Afro-Mexican, and Rural Women Leaders' was held, with 17 women from organizations and communities participating in the project. The workshop aimed for 30 indigenous, Afro-Mexican, and rural women from Oaxaca, Chiapas, and the Yucatán Peninsula, who lead sustainable and scalable productive activities, to identify and incorporate high social value ideas with a gender, intercultural, and intersectional perspective.

[Conservacion International MX \(vimeo.com\)](#)

### **E. Knowledge Management**

**Participatory Process in Developing Territorial Management Tools:** Establishing participatory processes for creating Territorial Management Plans (POERTs) was crucial. Elements such as creating spaces for participatory development and conducting indigenous consultation processes can serve as valuable examples for similar exercises at local, regional, and national levels.

**Gender Mainstreaming:** The comprehensive approach taken during the project's implementation enabled the identification of at least three successful cases (Café Capitán, Cucos, and Topón). These cases demonstrate a clear connection between inclusion actions, the participation and promotion of women's leadership, and the conservation outcomes of productive projects.

**CI TE ESCUCHA** Although the project initially included an AGM, it is important to note that even during project implementation, structural improvements to these mechanisms are essential to ensure accessibility and functionality. Establishing guiding principles, such as conflict prevention through a peace culture approach, is key to enhancing these processes.

The project has meticulously compiled a comprehensive folder containing all relevant documentation, ensuring that all project activities, plans, and outcomes are thoroughly recorded and easily accessible. This systematic organization of documents includes detailed reports, data sets, field notes, and progress evaluations, which collectively provide a clear and structured overview of the project's development and achievements. Also, the project is systematically organizing its primary activities.

Moreover, a specialized consultancy is currently being conducted to systematize the demonstration cases of a successful sustainable production model. This consultancy focuses on creating a detailed framework that showcases how market-driven value chains can effectively contribute to biodiversity conservation within each targeted landscape. The consultancy involves:

**Detailed Case Studies:** Documenting specific examples of sustainable production practices that have been successfully implemented in various landscapes, highlighting their unique challenges, strategies, and outcomes.

**Market Analysis:** Assessing the market dynamics that drive these sustainable production models, identifying key factors that contribute to their success, and exploring opportunities for scaling and replication.

**Biodiversity Impact Assessment:** Evaluating the positive impacts of these production models on biodiversity conservation, including metrics on species preservation, habitat restoration, and ecosystem health.

**Best Practices Compilation:** Collecting and compiling best practices and lessons learned from each demonstration case, providing a valuable resource for future projects and stakeholders interested in implementing similar models.

**Stakeholder Engagement:** Involving local communities, producers, and market actors in the consultancy process to ensure that the systematized model is comprehensive, inclusive, and grounded in real-world experiences.

**Strategic Recommendations:** Developing strategic recommendations for policymakers, conservationists, and business leaders on how to integrate sustainable production models into broader conservation and economic development plans.

#### **Required topics**

1. Knowledge activities/products (when applicable), as outlined in the knowledge management plan approved at CEO endorsement/approval.

The project has meticulously compiled a comprehensive folder containing all relevant documentation, ensuring that all project activities, plans, and outcomes are thoroughly recorded and easily accessible. This systematic organization of documents includes detailed reports, data sets, field notes, and progress evaluations, which collectively provide a clear and structured overview of the project's development and achievements. Also, the project is systematically organizing its primary activities.

Moreover, a specialized consultancy is currently being conducted to systematize the demonstration cases of a successful sustainable production model. This consultancy focuses on creating a detailed framework that showcases how market-driven value chains can effectively contribute to biodiversity conservation within each targeted landscape. This consultancy concludes in August and involves:

- Detailed Case Studies: Documenting specific examples of sustainable production practices that have been successfully implemented in various landscapes, highlighting their unique challenges, strategies, and outcomes.
- Market Analysis: Assessing the market dynamics that drive these sustainable production models, identifying key factors that contribute to their success, and exploring opportunities for scaling and replication.
- Biodiversity Impact Assessment: Evaluating the positive impacts of these production models on biodiversity conservation, including metrics on species preservation, habitat restoration, and ecosystem health.
- Best Practices Compilation: Collecting and compiling best practices and lessons learned from each demonstration case, providing a valuable resource for future projects and stakeholders interested in implementing similar models.
- Stakeholder Engagement: Involving local communities, producers, and market actors in the consultancy process to ensure that the systematized model is comprehensive, inclusive, and grounded in real-world experiences.
- Strategic Recommendations: Developing strategic recommendations for policymakers, conservationists, and business leaders on how to integrate sustainable production models into broader conservation and economic development plans.

This systematic approach not only documents the project's achievements but also provides a replicable model that can inspire and guide similar initiatives aimed at promoting sustainable production and biodiversity conservation.

### **Additional topics**

#### **Capacity building**

The project's strategy has centered from the start on first finding a buyer to guide producer organizations, and afterwards strengthening them towards what the market demands. While the presence of a partner to offer feedback and support is crucial, the team has learned that premature entry into new markets can have adverse effects if the producer organization has not yet developed the necessary organizational skills and social capital stock.

A livestock group served as a noteworthy case study for the project team in understanding this phenomenon. The project had been collaborating with this group since 2019, when CONANP facilitated their introduction to the markets staff in Sierra Madre. Unlike other producer organizations, that faced great challenges in establishing buyer connections, this particular group quickly established a partnership with a niche buyer in Mexico City interested in sustainable dairy products. The group successfully delivered its initial dairy product shipment without any issues. However, soon after, the COVID-19 pandemic struck, significantly impacting the buyer's financial capacity to fulfill payment obligations to its suppliers. As a result, the buyer fell behind on payments to the livestock group for a period of three months, triggering internal discord within the group regarding the appropriate course of action. Some members advocated for reverting to local milk production instead of continuing to sell dairy products.

The project team intervened by linking the group with an alternative buyer that supplies to nearby cities. The interested buyer expressed satisfaction with the group's product samples and proceeded to place further orders. Unfortunately, the group's commitment to maintaining high product quality waned after the initial successful order. The decline in quality did not go unnoticed by the buyer, who subsequently terminated the commercial relationship. This setback created further internal strife within the organization, leading to a prolonged impasse on the way forward, lasting several months. Eventually, the producers and the project reached a consensus, determining that the group should resume selling milk locally, with the project focusing on fortifying their organizational practices.

Had the team focused on developing stronger organizational, administrative, technical and governance capacities in the beginning, it would have been more resilient to these types of setbacks. Without a strong social capital, administrative, technical, and organizational capacity to understand and respond to market dynamics, an organization may struggle to succeed in the market.

In comparison, the project had the opposite experience with POs that were strengthened before they accessed markets. For example, a coffee and cacao producer organization in Oaxaca was markedly weak in its organizational capacity. Established originally as a mechanism through which to access subsidies for coffee producers, the organization lost the majority of its members when subsidies declined. Viewing the PO's potential, the team worked to stabilize the organization, holding training workshops and strategic planning meetings to consolidate their organizational capacity. After their organizational consolidation, they were linked with a buyer in Oaxaca City. The partnership has proven to be lasting and successful, and the organization itself has become remarkably resilient.

This experience has underscored the importance of balancing market entry with adequate organizational development and strong social capital, which allows to face challenges without compromising social cohesion. It has also highlighted the need for producer organizations to possess the requisite administrative, service, procurement and human resource management skills and capacity before venturing into new markets. The project team has internalized the significance of sustainable growth and the need to carefully manage partnerships, ensuring that producer organizations are equipped to meet market demands while maintaining consistent product quality.

### **Implementation of safeguard policies, including gender mainstreaming, accountability and grievance mechanisms, stakeholder consultations**

After a comprehensive review of the year's experiences, the team has underscored certain valuable lessons. The lack of prioritization and suitable tools to ensure the active participation of women has been identified as a significant concern. Therefore, it is strongly encouraged to integrate gender-inclusive criteria into project selection and evaluation processes as well as give prominence to projects involving or benefiting women.

Engaging young people in agricultural activities has proven to be a challenging task for the project. Going forward, it is advisable to design interactive sessions that cater to the specific interests and preferences of young individuals.

Childcare responsibilities have emerged as a substantial barrier to women's participation, as mothers and grandmothers face difficulties attending advisory council meetings. To overcome this hurdle, participants have

proposed the use of educational materials, games, and activities, such as puppets, to keep children entertained during sessions. This would enable mothers and grandmothers to fully engage in the meeting.

Discussions have emphasized the importance of involving women and children in environmental education initiatives, with the aim of promoting gender equality and youth participation. Overcoming implementation challenges stemming from cultural norms and limited resources has been recognized as an ongoing obstacle. Hence, tailored educational approaches that consider the specific needs and preferences of children, incorporating playful elements, interactive activities, and age-appropriate materials, are deemed essential for effective engagement.

Furthermore, concerns have been raised regarding the diminishing connection between children and nature, which can be attributed to urbanization, technology, and limited outdoor experiences. To reestablish this vital bond, participants have suggested organizing outdoor field trips, creating nature-based learning experiences, and encouraging unstructured play in natural settings.

Environmental education has been identified as a crucial catalyst for bridging the gap between children and the environment. Hands-on activities, immersive experiences, and storytelling have been highlighted as effective methods for nurturing a deep and enduring connection with nature.

Overcoming barriers such as time constraints, safety concerns, and limited access to green spaces necessitates collaborative efforts from educators, parents, and communities. Additionally, integrating technology, including digital resources, interactive applications, and virtual reality experiences, has been recognized as a potential tool to reconnect children with the environment.

### III: Minor Amendments

CONTEXT	
Result Framework	
Components and Cost	
Institutional And Implementation Arrangements	
Financial Management	
Implementation Schedule	
Executing Entity	

Executing Entity Category	
Minor Project Objective Change	
Safeguards	
Risk Analysis	
Increase of GEF Financing up to 5%	
Co-Financing	
Location of Project Activity	
others	

#### IV: Geographic Coordinates of Project Activities

Location Name	Latitude	Longitude	GeoName ID
Madre de Chiapas	15.4884	-92.59226	3523774

Location Description:

Landscape encompassing the mountain range Sierra Madre of Chiapas, from the border with Guatemala to the border with the Chimalapas.

Activity Description:

Land use planning, strengthening conservation, improving sustainability of value chains, boosting financing.

Location Name	Latitude	Longitude	GeoName ID
Istmo de Tehuantepec	17.0000	-95.0000	3,516,105

Location Description:

Landscape in the State of Oaxaca encompassing the mountain range Sierra Sur and the Isthmus of Tehuantepec (excluding the Chimalapas).

Activity Description:

Land use planning, strengthening conservation, improving sustainability of value chains, boosting financing.

Location Name	Latitude	Longitude	GeoName ID
Parque Nacional Lagunas de Chacahua	16.00028	-97.65611	3800541

Location Description:

Landscape of the Coast of the Mexican States of Chiapas and Oaxaca, from the border with Guatemala to the border with the State of Guerrero.

Activity Description:

Land use planning, strengthening conservation, improving sustainability of value chains, boosting financing.

## V. ANNEX

Uploaded Document

Document Category  
M and E Document

Title  
20250909\_FY25 PIR\_9445\_Mexico O&C

Document Category  
M and E Document

Title  
20250909\_FY25 Core Indicators\_Mexico O&C