



Mainstreaming Biodiversity Conservation Criteria in Mexico's Tourism Sector with Emphasis on Biodiversity-rich Coastal Ecosystems

Part I: Project Information

GEF ID

9613

Project Type

FSP

Type of Trust Fund

GET

Project Title

Mainstreaming Biodiversity Conservation Criteria in Mexico's Tourism Sector with Emphasis on Biodiversity-rich Coastal Ecosystems

Countries

Mexico

Agency(ies)

UNDP

Other Executing Partner(s):

Ministry of Tourism (SECTUR)

Executing Partner Type

Government

GEF Focal Area

Biodiversity

Taxonomy

Focal Areas, Climate Change, Climate Change Adaptation, Climate resilience, Climate Change Mitigation, Agriculture, Forestry, and Other Land Use, Biodiversity, Financial and Accounting, Payment for Ecosystem Services, Biomes, Mangroves, Sea Grasses, Coral Reefs, Wetlands, Mainstreaming, Infrastructure, Ceritification - International Standards, Tourism, Certification -National Standards, Influencing models, Strengthen institutional capacity and decision-making, Demonstrate innovative approache, Transform policy and regulatory environments, Convene multi-stakeholder alliances, Deploy innovative financial instruments, Stakeholders, Local Communities, Civil Society, Beneficiaries, Private Sector, Capital providers, SMEs, Individuals/Entrepreneurs, Indigenous Peoples, Type of Engagement, Consultation, Partnership, Information Dissemination, Participation, Communications, Awareness Raising, Public Campaigns, Behavior change, Gender Equality, Gender Mainstreaming, Sex-disaggregated indicators, Women groups, Gender results areas, Access and control over natural resources, Participation and leadership, Knowledge Generation and Exchange, Capacity Development, Capacity, Knowledge and Research, Knowledge Generation, Learning, Innovation

Rio Markers**Climate Change Mitigation**

Climate Change Mitigation 0

Climate Change Adaptation

Climate Change Adaptation 0

Duration

72In Months

Agency Fee(\$)

687,668

A. Focal Area Strategy Framework and Program

Objectives/Programs	Focal Area Outcomes	Trust Fund	GEF Amount(\$)	Co-Fin Amount(\$)
BD-4_P9	Outcome 9.1 Increased area of production landscapes and seascapes that integrate conservation and sustainable use of biodiversity into management. Outcome 9.2 Sector policies and regulatory frameworks incorporate biodiversity considerations.	GET	7,238,613	52,712,089
Total Project Cost(\$)			7,238,613	52,712,089

B. Project description summary

Project Objective

To promote biodiversity conservation with emphasis on BD-rich coastal ecosystems through the design and implementation of innovative policies and models of sustainable tourism in Mexico at the national and the local levels.

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
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Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
Component 1: Strengthened institutional, regulatory and policy framework promotes Sustainable Tourism Development (DTS)	Technical Assistance	<p>1.1 Conservation objectives of key Biodiversity integrated into the General Law of Tourism and other sectorial development instruments, including a subset of key norms and technical regulations for the tourism sector, indicated by:</p> <p>(i) progress tracked in the BD Programme 9 Tracking Tool;</p> <p>(ii) subsidiary regulations and clear enforcement and monitoring mechanisms;</p> <p>1.2 Institutional capacity strengthened in SECTUR, state and local governments to mitigate and manage impact of tourism on BD, indicated by:</p> <p>(i) UNDP's Capacity Development Scorecard adapted for these purposes;</p> <p>(ii) development and implementation of landscape level tourism development plans, based on geographic, socio-economic, and bio-physical information;</p> <p>(iii) % application of tools and monitoring systems for gauging impact of tourism development on ecosystems and local communities development;</p> <p>(iv) # of enforcement actions and hectare coverage.</p> <p><i>Indicators will be confirmed and baseline and targets will be established during the PPG</i></p>	<p>1.1.1 General Law of Tourism and other relevant sectoral policy instruments strengthened to include mandatory BD conservation criteria in tourism development and operations in coastal areas;</p> <p>1.1.2 Biodiversity conservation mainstreamed into tourism planning and regulations, resulting in coherence between land use policies/regulations and the General Law of Tourism and associated regulations/ policy instruments</p> <p>1.1.3 Compliance framework in place to guarantee application of regulatory instruments for BD conservation in planning and operation of tourism activities and services.</p> <p>1.2.1 Capacity development</p>	GET	893,660	4,200,000

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
2: Strengthened enabling conditions in the tourism sector address market failures to catalyze financing for biodiversity conservation	Technical Assistance	<p>2.1 Develop/strengthen decentralized self-governance at tourism sites</p> <p>2.2 Market and policy mechanisms for sustainable tourism financing support the optimization of flows of ecosystem goods and services associated with tourism development and operation indicated by:</p> <p>(i) # of consulted or elaborated business plans;</p> <p>(ii) # of consulted or elaborated estimations of the overall value of the goods and services produced at the pilot sites;</p> <p>(iii) # of identified incentive mechanisms;</p> <p>(iv) # of analyzed instruments on feasibility assessment study;</p> <p>(v) # of meetings and/or workshops with stakeholders;</p> <p>(vi) # of incentive mechanisms established and operationalized;</p> <p>(vii) # of stakeholder's oversight committees or other agreed upon mechanisms to monitor collection and use of funds; and</p> <p>(viii) # of companies/establishments participating in the incentive schemes.</p> <p><i>Indicators will be confirmed and baseline and targets will be established during the PPG</i></p>	<p>2.1.1 Decentralized associations for collective action (e.g. landscape associations/stakeholder associations) become the operational mechanism for market and policy mechanisms</p> <p>2.2.1 Business Plan for pilot tourism sites that assess, record, evaluate, and develop strategies designed to link environmental and economic tradeoff analysis of tourism impact on globally significant BD in coastal areas.</p> <p>-Long-term financial planning</p> <p>-Identifying new sources of revenue</p> <ul style="list-style-type: none"> Valuing goods and services; Identifying beneficiaries; Determine willingness and ability 	GET	1,288,150	6,310,700

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
3: Biodiversity mainstreaming in coastal tourism development and operations	Technical Assistance	<p>3.1 New BD-friendly sustainable tourism models (DTS) demonstrated in Quintana Roo, Baja California Sur and Oaxaca and sustainability emplaced, indicated by:</p> <p>(i) improved coastal tourism management and operations covering 4,080,516 ha resulting in improved status of 1,382,525.69 ha of coastal /marine habitats including: 86,686 ha of mangrove forests, 302,366 ha wetlands, 1,757 ha coral reef, 24,124.91 ha sea grass beds and creation of two ecological corridors <i>(tbd during PPG phase)</i>;</p> <p>(ii) improved population of key indicator species^[1]:</p> <p>QR:resident and migratorybirds, mangroves</p> <p>BCS: sea turtles, birds</p> <p>OAX:crocodiles, sea turtles and birds</p> <p><i>Population sizes to be determined during PPG</i></p> <p>(iii) # of certified tourism operations with BD conservation criteria.</p>	<p>3.1.1 Local participation mechanisms for effective land use planning related to tourism developments (developed and implemented in at least 3 municipalities in coordination with the private sector).</p> <p>3.1.2 Strengthened local business capacities in the development and implementation of local initiatives, including implementing sustainability criteria among local business, strengthen management capacities to test the adjusted DTS in 3 priority areas.</p> <p>3.1.3 Landscape wide programs for tourism development reviewed, adopted and implemented by SECTUR, covering priority watersheds and coastal corridors in 3 selected areas</p> <p>3.1.4 Demonstrative</p>	GET	4,091,307	36,400,000

^[1] See justification under paragraph 54, 55,56

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
4: Knowledge Management and Learning	Technical Assistance	<p>4.1 Awareness raised among tourists and tourism industry stakeholders about sector's impact on BD and its associated ecosystem services, as well as potential for conservation measures; indicated by changes in baseline scenarios of surveys applied at project start and end.</p> <p><i>Indicator will be confirmed and baseline and targets will be established during the PPG.</i></p>	<p>4.1.1 Awareness campaign to the different stakeholders and users of tourism services to promote a different behavior, compensate responsible production and consumption of tourism facilities, goods and services.</p> <p>4.1.2 Communications campaign conducted jointly between private and public actors to position Mexico as a BD-friendly tourism destination and raise tourists' awareness about possible conservation actions.</p> <p>4.1.3 Lessons learned, guidance and tools systematized for the development and replication of sustainable tourism services and facilities that are BD-friendly.</p>	GET	620,800	3,165,800

Project Component	Financing Type	Expected Outcomes	Expected Outputs	Trust Fund	GEF Project Financing(\$)	Confirmed Co-Financing(\$)
				Sub Total (\$)	6,893,917	50,076,500
Project Management Cost (PMC)						
				GET	344,696	2,635,589
				Sub Total(\$)	344,696	2,635,589
				Total Project Cost(\$)	7,238,613	52,712,089

C. Sources of Co-financing for the Project by name and by type

Sources of Co-financing	Name of Co-financier	Type of Co-financing	Amount(\$)
Government	Ministry of Tourism (SECTUR)	Grant	500,000
Government	Ministry of Tourism (SECTUR)	In-kind	3,500,000
Government	Ministry of Tourism (SECTUR)	In-kind	200,000
Government	Fideicomiso 2050 para el Desarrollo Regional del Sur Sureste (FIDESUR)	Grant	151,700
Government	Fideicomiso 2050 para el Desarrollo Regional del Sur Sureste (FIDESUR)	In-kind	115,000
Government	National Commission for Natural Protected Areas (CONANP)	In-kind	771,389
	National Forestry Commission (CONAFOR)	In-kind	2,500,000
CSO	Amigos de Sian Ka'an (ASK)	Grant	2,844,000
CSO	Conservation of Mexican Insular Territory (ISLA)	In-kind	600,000
CSO	WWF	Grant	230,216
CSO	WWF and other OSC in Oaxaca coast	In-kind	369,784
CSO	Fundación Avina	Grant	250,000
CSO	Red Indígena de Turismo Alternativo (RITA)	In-kind	500,000
Others	Universidad Nacional Autónoma de México- Instituto de Investigaciones Económicas	Grant	70,000
Others	Universidad Nacional Autónoma de México- Instituto de Investigaciones Económicas	In-kind	30,000

Sources of Co-financing	Name of Co-financier	Type of Co-financing	Amount(\$)
Others	Universidad Autónoma de Baja California Sur	In-kind	1,400,000
GEF Agency	UNDP	Grant	60,000
GEF Agency	UNDP	In-kind	20,000
Government	State Governments (Baja California Sur)	In-kind	6,000,000
Government	State Governments (Quintana Roo)	In-kind	32,600,000
Total Co-Financing(\$)			52,712,089

Agency	Trust Fund	Country	Focal Area	Programming of Funds	NGI	Amount(\$)	Fee(\$)
UNDP	GET	Mexico	Biodiversity		No	7,238,613	687,668
Total Grant Resources(\$)						7,238,613	687,668

E. Non Grant Instrument

NON-GRANT INSTRUMENT at CEO Endorsement

Includes Non grant instruments? **No**

Includes reflow to GEF? **No**

Agency	Trust Fund	Country	Focal Area	Programming of Funds	NGI	Amount(\$)	Fee(\$)
UNDP	GET	Mexico	Biodiversity		No	131,250	12,469
Total Project Costs(\$)						131,250	12,469

Core Indicators

Indicator 4 Area of landscapes under improved practices (hectares; excluding protected areas)

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)
0.00	3966548.06	0.00	0.00

Indicator 4.1 Area of landscapes under improved management to benefit biodiversity (hectares, qualitative assessment, non-certified)

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)
	3,966,548.06		

Indicator 4.2 Area of landscapes that meets national or international third party certification that incorporates biodiversity considerations (hectares)

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)

Type/Name of Third Party Certification

Indicator 4.3 Area of landscapes under sustainable land management in production systems

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)

Indicator 4.4 Area of High Conservation Value Forest (HCVF) loss avoided

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)

Documents (Please upload document(s) that justifies the HCVF)

Title	Submitted
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Indicator 5 Area of marine habitat under improved practices to benefit biodiversity (excluding protected areas)

Ha (Expected at PIF)	Ha (Expected at CEO Endorsement)	Ha (Achieved at MTR)	Ha (Achieved at TE)
	113,967.83		

Indicator 5.1 Number of fisheries that meet national or international third party certification that incorporates biodiversity considerations

Number (Expected at PIF)	Number (Expected at CEO Endorsement)	Number (Achieved at MTR)	Number (Achieved at TE)

Type/name of the third-party certification

Indicator 5.2 Number of Large Marine Ecosystems (LMEs) with reduced pollutions and hypoxia

Number (Expected at PIF)	Number (Expected at CEO Endorsement)	Number (achieved at MTR)	Number (achieved at TE)
0	0	0	0

LME at PIF

LME at CEO Endorsement

LME at MTR

LME at TE

Indicator 5.3 Amount of Marine Litter Avoided

Metric Tons (expected at PIF)	Metric Tons (expected at CEO Endorsement)	Metric Tons (Achieved at MTR)	Metric Tons (Achieved at TE)

Indicator 11 Number of direct beneficiaries disaggregated by gender as co-benefit of GEF investment

	Number (Expected at PIF)	Number (Expected at CEO Endorsement)	Number (Achieved at MTR)	Number (Achieved at TE)
Female		2,225		
Male		3,766		
Total	0	5991	0	0

PART II: Project JUSTIFICATION

1. Project Description

A.1. *Project Description*. Elaborate on:

A.1.1) the global environmental, root causes and barriers that need to be addressed:

No changes from PIF.

A.1.2) the baseline scenario or any associated baseline projects:

The project document identifies a wider range of partners and baseline initiatives that will contribute to the project's results. Kindly refer to Section IV "Results and Partnerships" of the GEF-UNDP project document.

A.1.3) the proposed alternative scenario, GEF focal area^{III} strategies, with a brief description of expected outcomes and components of the project,

No changes to the project's objectives, intentions or scope were made since the PIF stage. The project maintains its alignment with the GEF focal area strategies as stated in the PIF.

Per the STAP review of the PIF, the project framework has been adjusted to include a new **Outcome 2.1 Develop/strengthen decentralized self-governance at tourism sites** and its associated **Output: 2.1.1 Decentralized associations for collective action** (e.g. landscape associations/stakeholder associations) become the operational mechanism for market and policy mechanisms. This is measured in the Results Framework through *Indicator 10: # of stakeholder's oversight committees or other agreed upon mechanisms to monitor collection and use of funds*. Activities include:

- State-level Scientific Committee on Sustainable Tourism functioning in the three model sites
- Create a work group/committee to engage the private sector / Create a private tourism committee for integration of BD in tourism companies.
- Strengthen sustainable tourism activities within the framework of the Advisory Council of Tourism;
- Strengthen the Technical Group on Planning (CSOs, Academia, NGOs) to include mainstreaming of sustainable tourism and BD safeguards in the sector;
- Maintain and strengthen SECTUR's Nature Tourism in Mexico Group.

Kindly refer to Section III Strategy, Table 1 and Annex L (Fact Sheets) of the GEF-UNDP Project Document for further details.

Furthermore, all project indicators and targets have been fine tuned. Please refer to Annex A Results Framework of the CEO Endorsement Request.

A.1.4 Incremental cost reasoning and expected contributions from the baseline, the GEFTF and cofinancing:

No changes from PIF. Baseline projects as well as other contributions to the project's baseline and co-financing are presented in detail in the description of the outcomes and outputs in Section IV "Results and Partnerships" as well as in Section IX "Financial Planning and Management", Table 7 "Parallel Co-financing" of the GEF-UNDP Project document. Co-financing institutions and their contributions have been fine-tuned and the total amount of co-financing committed in the PIF has increased to USD 70,403,996.

Table 7 "Parallel Co-financing" of the ProDoc shows significant investments will be made by key relevant institutions in each of the project's 4 components. These investments will mainly be allocated to: costs of staff assigned to project activities; development of the multi-stakeholder dialogue spaces; investments in programs and projects related to

mainstreaming BD safeguards in sustainable tourism development zones, BD conservation, community support; training; infrastructure; publications and dissemination of information; project monitoring and evaluation; and project management.

GEF resources will be used to address efforts in mainstreaming biodiversity conservation safeguards in the tourism sector at federal and state levels in order to reduce biodiversity loss and generate multiple benefits for the long-term protection of global and local environmental values in Mexico. This includes the development of policy and regulatory frameworks and participatory strategies that improve inter-institutional and multi-level stakeholder coordination; strengthening opportunities for dialogue and consensus; capacity building of national, state and local stakeholders; and access to economic and financial incentives for BD-friendly and sustainable tourism development. This will be done through the provision of incremental funding to add on to investments already being made by the project partners. As such the project can be deemed as entirely incremental.

A.1.5) Global environmental benefits (GEFTF):

Global environmental benefits have been assessed in more detail. As described in Annex N of the ProDoc, the proposed actions in the Strategy Section, Annex 1 Workplan, and the various descriptions included in the fact sheets, the actual interventions to mainstream biodiversity into the tourism sector include, but are not limited to, private reservations, payment for environmental services, advocacy, good practices and certification, zoning and land use planning, tourism diversification at the landscape level, management through the ZDTS which in turn promotes community sustainability through energy and clean water, responsible consumption to reduce environmental impacts, environmental education, etc.

The project will lead to major GEBs in the **BD4** focal area by contributing to the long-term conservation status of globally important coastal habitats in the project area, covering at least 86,685.66 ha of mangroves, 302,366.05ha of wetlands, 1,757.26 ha of coral reefs and 25,124.91 ha of sea grass beds, based on, and motivated by, the generation of sustained economic benefits by these ecosystems with regards to tourism activities. The locations and intensity/frequency of tourism development and associated activities, together with the practices applied, will be determined on the basis of ecological carrying capacity/impact analysis and negotiations with the communities involved, in order to avoid the risk of direct negative impacts on the regenerative potential of target species, such as mangroves, or indirect impacts such as decline in populations of frugivores (which are essential for seed dispersal and therefore regeneration) as a result of excessive disturbance generated by the sector. Ecosystem function will further be promoted through a holistic approach in the promotion of alternative livelihoods that recognize the ecological interdependence of different components of the ecosystem, such as the requirements of the insects responsible for pollination for a range of other complementary species to maintain them throughout the year. In this regards, the project will support the development and strengthening of livelihoods such as ecotourism, among others.

The project will promote mangrove restoration in coastal Quintana Roo, Oaxaca, and BCS through water flow restoration in existing roads. GEF resources for these actions will be complemented by matching resources from foundations, government and/or hotel companies. Furthermore, Amigos de Sian Ka'an will develop a manual on good practices for road construction in order to prevent the interruption of hydrological flow in coastal wetlands. During COP 13, Mexico declared a marine protected area covering 5.7 million hectares in the Mexican Caribbean, creating a more solid legal framework to preserve sea grasses along the entire coast of Quintana Roo as well as over 25,000 hectares of coastal wetlands.

Current Practices	Alternatives to be put in place by the project	Global Environmental Benefits
Biodiversity conservation not effectively integrated into tourism development planning.	The General Law of Tourism and related policies and regulations mainstream biodiversity and ecosystem functionality.	Conservation of critical habitats through mainstreaming of BD conservation criteria in Tourism policy framework ensures the integrity of associated ecosystem services: land-use planning tools that include BD conservation criteria have the potential to contribute to climate change mitigation in coastal ecosystems through biosequestration.
Tourism and Environment Ministries work independently on tourism policy, planning and coastal land use planning.	Tourism and Environment Ministries at national and regional level engage in policy dialogues and project interventions with the private sector to promote BD-friendly sustainable tourism development and operation	Articulated coherent policy and institutional roles/functions facilitate BD-friendly planning for tourism development and operations in coastal/marine areas.
Insufficient capacity of local governments and SECTUR authorities to address increased tourism pressure and threats to biodiversity and ecosystem functionality from tourism in vulnerable coastal marine zones.	Tourism Land Use Plans circumscribe development of tourism infrastructure in sensitive areas and include measures to reduce pressure elsewhere	Conservation of globally threatened coastal/marine species through mainstreaming of BD conservation criteria in tourism plans and activities, resulting in safeguarding of globally-important Biodiversity and associated ecosystem services.
Insufficient capacity of SECTUR to engage with local community stakeholders and to address threats in buffer zones of PA and surrounding landscapes	Compliance and monitoring system provides tools for regional and local authorities to monitor threats and control sources of degradation.	Compliance framework in place to guarantee the inclusion of BD criteria in the planning and operation of tourism development practices.
Degradation of mangrove forests, wetlands, dunes and beaches by tourism infrastructure development and population expansion in the wake of tourism development.	Biodiversity offset programmes used by tourism industry and local authorities	<p>Improved management of 4,080,516 ha of terrestrial, coastal and marine habitat, including:</p> <ul style="list-style-type: none"> - 87,085.66 ha of Mangroves; - 302,366.05 ha of Wetlands; - 25,124.91 ha of Sea grass - 1,757.26 ha of coral reefs (including the only coral reefs found in the eastern Pacific and the only one in the Gulf of California. More than 20,000 years old, it is one of the oldest coral reefs in the American Pacific). <p>The project will support the monitoring of key indicator species: migratory birds, sea turtles, whales, corals and mangroves.</p>

Local authorities and other local stakeholders not engaged in coastal land use planning.	<p>Local communities engaged in sustainable tourism planning in coastal areas.</p> <p>Project areas in BCS, QR and OAX have integrated land use plans; improved ecosystem functionality and effectively maintained or increased populations of key indicator species: migratory birds, sea turtles, whales, corals and mangroves.</p> <p>Improved management practices and connectivity in key BD rich areas of BCS, QR and OAX including: conservation of wetlands and mangrove areas and improving management (e.g. elimination of sea grass removal), reversing ecosystem degradation processes.</p>	<p>Local communities adopt BD- compatible livelihoods and practices that reduce threats and improve habitat integrity and connectivity.</p> <p>The tourism sector has improved its decision making processes and management with regards to biodiversity resulting in better conservation status of ecosystems and species and increase in connectivity of key ecosystems.</p> <p>Reduced fragmentation at project sites and compensatory actions supported by a financial mechanism of USD\$1M per year for conservation, restauration of marine and coastal ecosystems.</p> <p>Improved conservation status of wild resources threatened by over-harvesting.</p>
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A.1. 6) innovativeness, sustainability and potential for scaling up.

The project's innovativeness, sustainability and potential for scaling up remains the same and have been expanded with more detail. Kindly refer to Section IV Results and Partnerships of the GEF-UNDP Project document.

[\[1\]](#) For biodiversity projects, in addition to explaining the project's consistency with the biodiversity focal area strategy, objectives

and programs, please also describe which [Aichi Target\(s\)](#) the project will directly contribute to achieving..

A.2. Child Project?

If this is a child project under a program, describe how the components contribute to the overall program impact.

N/A

A.3. Stakeholders

Please provide the Stakeholder Engagement Plan or equivalent assessment.

Prodoc Annex F Stakeholder Engagement plan attached below

Documents

Title	Submitted
PIMS 5766 Mexico BD Tourism Stakeholder Engagement Plan 17April2019	

In addition, provide a summary on how stakeholders will be consulted in project execution, the means and timing of engagement, how information will be disseminated, and an explanation of any resource requirements throughout the project/program cycle to ensure proper and meaningful stakeholder engagement.

During the PPG phase, key stakeholders participated in project planning and design workshops and focus group meetings. These participative fora included: a) PPG inception workshop; b) state and local level workshops with

local authorities, and other stakeholders in Quintana Roo, Oaxaca and Baja California Sur; c) individual meetings and consultations with key national and local institutions, UNDP Mexico and SECTUR authorities; and d) meetings with national and local level CSOs to gather information.

The project strategy is built upon the active participation of public, private and civil society partners. At a broad level, participation and representation of stakeholders will be conducted through the governance structures to be put in place by the project as outlined and depicted in the organization structure in Section VIII Governance and Management Arrangements of the GEF-UNDP Project Document. The project has been developed in collaboration with relevant stakeholders from the government as well as civil society, as summarized in the table below:

Stakeholders	Role in Project Implementation
Ministry of Tourism (SECTUR)	Implementing Partner and main project proponent
Ministry of Environment and Natural Resources (SEMARNAT)	Provide baseline, support legal regulations such as the environmental impact assessment for new infrastructure
United Nations Development Programme (UNDP)	GEF Implementing Agency
Amigos de Sian Ka'an (ASK)	Key partner in the implementation of the demonstrative model in Quintana Roo, Maya Ka'an. (Comp. 3)
Conservation of Mexican Insular Territory (ISLA)	Key partner in the implementation of the demonstrative model in Baja California Sur, Sierra Laguna. (Comp. 3)
WWF Mexico	Key partner in the implementation of the demonstrative model in Oaxaca, Huatulco (Comp. 3)
National Commission for Knowledge and Use of Biodiversity (CONABIO)	Provide information regarding species and ecosystems and the monitoring platform
National Commission for Natural Protected Areas (CONANP)	CONANP's mandate is to protect and manage Mexico's Natural Protected Areas. As such, CONANP will provide information regarding species and ecosystems, as well as contribute to the definition of ecological corridors between PAs and tourism areas outside of the protected areas polygons.
National Commission of Forestry (CONAFOR)	CONAFOR will collaborate with the project to build upon experience generated through its Payment for Environmental Services (PES) programs for BD and hydrological services so as to develop articulated economic incentives for tourism-related conservation compensation schemes in Component 2 that can be validated, tested and reported on promptly within the demonstrative models in Component 3.
National Tourism Fund (FONATUR)	Responsible for the planning and development of tourism projects, property owner of lots near the demonstrative model zone in Huatulco and other tourism developments. Financially supports the improvement of infrastructure of the sector and capacity building for competitiveness. Will be engaged in the definition and implementation of the demonstrative model in Huatulco.
Tour Operators	Private sector involvement for the design of demonstrative models in Comp 3
Institute of Touristic Competitiveness (ICTUR)	SECTUR-based institute in charge of promoting innovation schemes for increased competitiveness in the sector. Will be consulted for the design of incentive mechanisms in Comp 2, demonstrative models in Comp 3 and the awareness campaign regarding sustainable use of natural resources in Comp 4
National Institute for Indigenous People (INPI)	Guide, coordinate, promote, support, foster, monitor, and assess programs, projects, strategies, and public actions to attain integral and sustainable development and full enjoyment of the rights of indigenous peoples and communities. INPI will be invited to support community participation mechanisms in ZDTS interventions.

Stakeholders	Role in Project Implementation
Indigenous Network for Alternative Tourism (RITA – Red Indígena de Turismo Alternativo)	RITA will ensure that specific activities related to the implementation of the Indigenous Peoples Plan (to be presented and validated in the Inception Workshop) are validated and undertaken together with indigenous communities.
State Environment Authorities (BCS, OAX and QR)	In charge of normative and legal frameworks, subnational coordination and local development. Will be engaged in the activities related to the Institutional/Policy Framework in Comp 1 and demonstrative models in Comp 3.
State Tourism Authorities (BCS, OAX, QR)	In charge of tourism promotion, value chains and local development. Will be engaged in the activities related to the Institutional/Policy Framework in Comp 1 and demonstrative models in Comp 3.
Municipalities	Responsible for overseeing land-use management at local level, within their areas of jurisdiction, for ensuring that management strategies are appropriate to local needs and for ensuring that the needs of local stakeholders are taken into account in the definition of management strategies. Will be engaged in the activities related to the Institutional/Policy Framework in Comp 1 and demonstrative models in Comp 3.
Local communities	Local communities and rural users of natural resources will be direct beneficiaries of the project in terms of enhancing capacities for governance systems, planning issues, participation tools. They will participate in some of the activities to be implemented in the demonstrative models (Comp.3).
Indigenous Peoples	Participate as partners and beneficiaries of capacity building, business plans, and other activities related to the demonstrative models (Comp. 2 and 3). Representatives of Mayan and Zapotec indigenous communities in Quintana Roo and Oaxaca, respectively, participated in project planning, and will continue to be engaged in implementation and monitoring & evaluation, especially through local consultative councils. An Indigenous Peoples Plan will be presented and validated at the Inception Workshop.
Other CSOs/ NGOs	Participate as partners and beneficiaries of capacity building, business plans, and other activities related to the demonstrative models (Comp. 2 and 3).
Local tourism service providers	Participate as partners and beneficiaries of capacity building, business plans, and other activities related to the demonstrative models (Comp. 2 and 3). For example, in Maya Ka'an, there are 17 communities in the area that have formed an Ecotourism Network and are part of the Maya Ka'an Consultation Committee formed in 2013.

Participation in project planning, implementation and monitoring will be fostered through several components and mechanisms that have been identified to ensure full, effective and meaningful stakeholder participation and avoid negative human rights impacts. These are:

- Communication and awareness strategy: The communication and awareness strategy of Component 4 will create a portfolio of tools for implementation at the national and local levels regarding the impact of tourism on BD, as well as the opportunities for tourism to mainstream BD safeguards and contribute to its conservation. The strategy will incorporate tools that can be tailored to the local context, in the local languages, and include gender and indigenous sensitivity.
- The capacity development program will target both the national and provincial levels and will aim at strengthening the capacities of government stakeholders (national, provincial and local) as well as civil society including academia, private sector, NGOs, local producers and indigenous peoples.

A Stakeholder Engagement Plan has been developed and is included as Annex F of the GEF-UNDP Project Document. Table 1 of the Stakeholder Engagement Plan details the key stakeholders and describes their roles in project implementation. The stakeholder mapping will be updated during project implementation to fine tune roles and responsibilities as well as to identify other relevant stakeholders to be incorporated in the project's governance

structures as well as in implementation, particularly in the multi-stakeholder dialogue spaces to be established to ensure adequate representation of the relevant sectors and groups.

With regards to indigenous people, an Indigenous Peoples Plan will be presented and validated at the Inception Workshop. The DTS sites in the states of Quintana Roo and Oaxaca involve indigenous communities (Mayan and Zapotec, respectively). Decisions regarding the activities involving Indigenous Peoples and their territories will be made in accordance with the ILO's Convention 169, to which Mexico is a signatory party, undertaking prior consultation in all cases. Additionally, the project will work closely with the Indigenous Network for Alternative Tourism (RITA – Red Indígena de Turismo Alternativo) to ensure that specific activities related to the implementation of the Indigenous Peoples Plan are validated and undertaken together with indigenous communities. This project will promote the elimination of discriminatory practices in the tourism industry. The involvement of indigenous groups during the implementation of the project is particularly essential in Huatulco, Oaxaca and Maya Ka'an, Quintana Roo where traditional practices (e.g. milpa, purpura dye extraction from snails, language, religious practices) need to be protected but also increase the richness and color of the tourism experience. As described in the abovementioned Stakeholder Engagement Plan, the project will work with the existing organizational structures and decision making processes of each group and will take advantage of the dialogue and work spaces already developed between local governments and communities, e.g. the local consultative councils. Representatives of indigenous communities/organizations have participated in project planning, and will continue to be engaged in implementation and monitoring & evaluation. Participatory dialogue and coordination will be established with communities to report, motivate, engage and to receive feedback in regard to project planning and implementation. The Indigenous Peoples Plan (IPP) will be built on UNDP's Social and Environmental Screening Procedure (SESP) and the Stakeholder Engagement Plan.

Select what role civil society will play in the project:

Consulted only; Yes

Member of Advisory Body; Contractor; Yes

Co-financier;

Member of project steering committee or equivalent decision-making body;

Executor or co-executor; Yes

Other (Please explain)

A.4. Gender Equality and Women's Empowerment

Please briefly include below any gender dimensions relevant to the project, and any plans to address gender in project design (e.g. gender analysis).

Project design includes a gender mainstreaming strategy that seeks to raise awareness of the project team and other key stakeholders on the concept of applying a gender approach for sustainable development; empower women through the design of specific activities addressing the improvement of participation and of their livelihoods; and identify and collect disaggregated and gender specific information to measure effectiveness of project implementation, participation, empowerment and improvement of the livelihoods of women (both indigenous and non-indigenous). The strategic lines of action for the incorporation of the gender perspective in the implementation phase are defined as follows and included in the Total Budget and Work Plan:

1. Promote the effective participation of women in the decision-making processes of their communities and their integration in the value chain of the tourism sector.

2. Generation of data and information with a gender focus, through the establishment of baselines on the inequalities associated with the use, access, and benefit of natural resources in the context of sustainable tourism development.
3. Share experiences around the management of biodiversity in marine and coastal ecosystems affected by tourism activity in the sites.

The Project Results Framework (Annex A of this CEO Endorsement Request and Section VI “Project Results Framework” of the GEF-UNDP Project document) is gender responsive and contains sex-disaggregated indicators. For further information kindly refer to Annex G Gender Analysis and Action Plan of the GEF-UNDP Project Document.

Documents

Title

Submitted

PIMS 5766 Mexico DB Tourism GAAP 17April2019

Does the project expect to include any gender-responsive measures to address gender gaps or promote gender equality and women empowerment?

If yes, please upload document or equivalent here

Prodoc Annex G: Gender Analysis and Action Plan attached

If possible, indicate in which results area(s) the project is expected to contribute to gender equality:

Closing gender gaps in access to and control over natural resources; Yes

Improving women's participation and decision making Yes

Generating socio-economic benefits or services or women Yes

Will the project's results framework or logical framework include gender-sensitive indicators?

Yes

A.5. Risks

Elaborate on indicated risks, including climate change, potential social and environmental risks that might prevent the project objectives from being achieved, and, if possible, the proposed measures that address these risks at the time of project implementation.

UNDP Risk Log

#	Description	Date Identified	Type	Impact & Probability	Countermeasures / Mngt response	Owner	Submitted, updated by	Last Update	Statu
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1	Conflicting views between project associates impede implementation of activities.	12 March 2019	Organizational	If risk materializes, logframe results can be impacted Prob = 2 Impact = 4	Priorities of project associates mapped beforehand and during project implementation specific dialogue spaces fostered to promote planning and solution mapping.	Project Coordinator National Officer	National Officer		Initial
2	Changing government priorities put pressure on project to change activities/focus on emerging topics	12 March 2019	Political	If risk materializes, logframe results can be impacted P = 2 I = 2	Adaptative management can be implemented up to a certain point, and clear rules and indications of acceptable GEF-financed activities to be set beforehand through appropriate governance structures.	PMU National Officer	National Officer		Initial
3	First time implementation of a GEF project by Ministry of Tourism means a lack of emphasis on GEB results	12 March 2019	Strategic	If risk materializes, project logframe results can be impacted P= 4 I = 1	Closely working together since PRODOC writing with Ministry of Tourism	GEF focal and political point PMU CO	National Officer		Reduced
4	Co-financing from government counterparts not maintained throughout project implementation	12 March 2019	Financial	Unfulfilled achievement of project activities P = 3 I = 2	Work together with counterparts in annual financial planning exercises. Constant monitoring of the possibility of including new co-financing from additional sources (primarily private sector).	CO	National Officer		Increased
5	Sustainable Tourism norms not able to be incorporated into General Tourism Law	12 March 2019	Regulatory	Prob= 3 Imp= 4	Frequent contact with Legislative branch to ensure inclusion in laws by providing concrete evidence of benefit of including topic of ST as a development enhancer.	SECTUR	National Officer		Initial

6	The project will support land use planning and regulation in sensitive areas where economic activity could potentially impact the ecosystem. This may result in economic displacement (e.g., loss of access to resources due to land use /regulatory restrictions) and could have an opportunity cost to small-scale producers although there will be no loss of access to land or physical relocation.	9 April 2019	Socio-Economic	Prob = 3 Imp = 3	The project strategy has been designed to compensate potential opportunity costs in the short term by testing a range of incentives and compensation mechanisms in Component 2. It will also work through sectoral programmes and capacity development to transition to new sustainable tourism livelihoods	PMU National Officer	National Officer		Initial
7	There is a risk of limited opportunities for engaging women in tourism activities.	9 April 2019	Social	Prob = 2 Imp = 3	These concerns and potential solutions have been included in the overall Project proposal, as well as a detailed description with activities in Annex G Gender Analysis and Action Plan.	PMU National Officer	National Officer		Initial

8	<p>The project activities will take place within and adjacent to critical habitats and/or environmentally sensitive areas, including legally protected areas and indigenous people's lands. The risk is that unless proposed land uses take into account ecosystem structure and function limitations, it may adversely affect conservation values of these areas.</p>	9 April 2019	Social Environmental	Prob = 2 Imp = 3	<p>Regular consultations will be carried out with local and IP communities to ensure that all potential local community grievances are discussed. Decisions regarding the activities involving Indigenous Peoples and their territories will be made in accordance with the ILO's Convention 169, to which Mexico is a signatory party, undertaking prior consultation in all cases. The project will develop an Indigenous Peoples Plan to be presented and validated in the Inception Workshop. The project will work with the sector's planning and operations instruments, through an intersectoral committee at national and local levels, to ensure BD conservation and CC Mitigation criteria are mainstreamed into land use planning regulations and instruments resulting in coherence between land use policies/regulations and the above General Law of Tourism and associated regulations/policy instruments.</p>	PMU National Officer	National Officer		Initial
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9	Promotion of tourism development and related activities (“nature-based tourism” such as sport fishing) and consumption (restaurants) along coastal areas could attract secondary activities and negatively impact the same BD the project is trying to conserve (i.e. aquatic species).	9 April 2019	Social Environmental	Prob = 2 Imp = 3	The project will support the identification, publication and application of Good Practices regarding tourism activities such as Sport Fishing and Whale Watching. It will also define carrying capacity and other indicators as an integral part to the management plan for certification of ZDTS. Furthermore, the destination sites will promote commercial partnerships that engage local sustainable businesses.	PMU National Officer	National Officer		Initial
10	Land use suitability could change due to climate change, making potential outcomes of the project sensitive or vulnerable to potential impacts of climate change. Environmental impacts on project sites (rising sea-levels, extreme drought, pollution) decrease tourist affluence to project identified sites.	12 March 2019	Environmental	Prob= 3 Imp= 3	All project activities in sites will be aligned to comply and address existing national environmental policies, however, if unforeseen impacts materializes, as an extreme measure new project sites could be considered.	SECTUR	National Officer		Initial

11	<p>Indigenous peoples are present in the selected sites of Oaxaca and Quintana Roo. Some of the environmentally sensitive areas may be located in their lands and unless the culturally appropriate consultations are carried out, the land use planning and tourism policies in these areas may affect the rights and interests, lands, resources, territories and traditional livelihoods of the indigenous peoples concerned.</p>	9 April 2019	Social	<p>Prob = 2 Imp = 4</p>	<p>Qualified interventions with local/indigenous communities will be carried out based on prior consultation in all cases. Representatives of IPs participated in project preparation workshops. Most of the groups developing ecotourism projects in Quintana Roo and Oaxaca are integrated by indigenous people, and the interventions of the project will have direct benefits to the groups, their families and communities. The Stakeholder Engagement Plan explains that local indigenous and/or traditional community representatives are expected to fully participate through the local project councils described in the implementation arrangements. RITA – Red Indigena de Turismo Alternativo, Indigenous Network for Alternative Tourism will ensure that specific activities related to the implementation of the indigenous peoples plan are validated and undertaken together with indigenous communities.</p>	<p>PMU National Officer SECTUR WWF ISLA ASK</p>	National Officer		Initial
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As per UNDP policy, a social and environmental risk screening exercise was conducted at PPG stage to identify potential risks that may require monitoring and mitigating. Kindly refer to Annex E UNDP Social and Environmental Screening Procedure of the GEF-UNDP Project Document.

A.6. Institutional Arrangement and Coordination

Describe the Institutional arrangement for project implementation. Elaborate on the planned coordination with other relevant GEF-financed projects and other initiatives.

The Project will be led by SECTUR as part of Mexico's strategy for mainstreaming biodiversity in four productive sectors: forests, agriculture, fisheries and tourism. For Project implementation, SECTUR has partnered with civil society organizations with significant experience in the three pilot sites: *Amigos de Sian Ka'an* (ASK) in Quintana Roo, World Wildlife Fund (WWF) in Oaxaca, and *Conservación del Territorio Insular Mexicano* (ISLA) in Baja California Sur, as well as with other governmental agencies and private sector partners involved with BD conservation and tourism. The Project will be executed through the *National Implementation Modality*; Project Execution will be carried out by SECTUR as Implementing Partner in collaboration with WWF, ASK and ISLA as Responsible Parties, following the rules and regulations of UNDP as Implementing Agency of the GEF.

UNDP is the GEF Implementing Agency and will provide overall project oversight and manage the GEF project cycle including monitoring and evaluation, project support, procurement, administrative support, evaluations, audits, technical backstopping and comply with all GEF reporting requirements. UNDP's Mexico country office is responsible for ensuring that the project meets its objectives and delivers on its targets. UNDP will administer and oversee subsidiary execution agreements between SECTUR and two of the three civil society partner organizations (ASK and ISLA), as Responsible Parties, through a written agreement. Additionally, UNDP will sign a Responsible Party Agreement with WWF as an on-granting institution, through a Responsible Party Agreement with on-granting modality specific clauses. UNDP will provide technical backstopping through its experience in previous and current portfolio in environmental projects. UNDP will participate in the project steering committee to provide guidance on project implementation and to promote synergies with other initiatives.

The Implementing Partner (SECTUR) is the responsible party for the results and management of the project, including monitoring and evaluation activities, meeting project goals and the efficient use of resources. A specific partner will be designated to direct the sub-projects. SECTUR will establish agreements with ASK and ISLA as Responsible Parties. SECTUR will maintain contact with other organizations as needed, to support project goals expected in the project; these other entities will be called responsible partners, and will be identified and included in the project through co-financing or statement of interest letters.

The site partners (WWF, ASK and ISLA) are designated by the Implementing Partner (SECTUR) to support the execution, planning and monitoring of specific activities and components of the project, utilizing their technical knowledge and administrative services to support the objectives. The partners will be responsible for different results and products, carrying out activities related to their institutional capacity in the field, ensuring effective and efficient application of GEF funds. During the initial phase an Agreement will be signed between the Implementation Partner and the Responsible parties.

Figure 1 below summarizes the project's organization structure. Please refer to Section VIII. Governance and Management Arrangements of the GEF-UNDP Project Document for the institutional arrangements for project implementation.

The project organization structure includes the following:

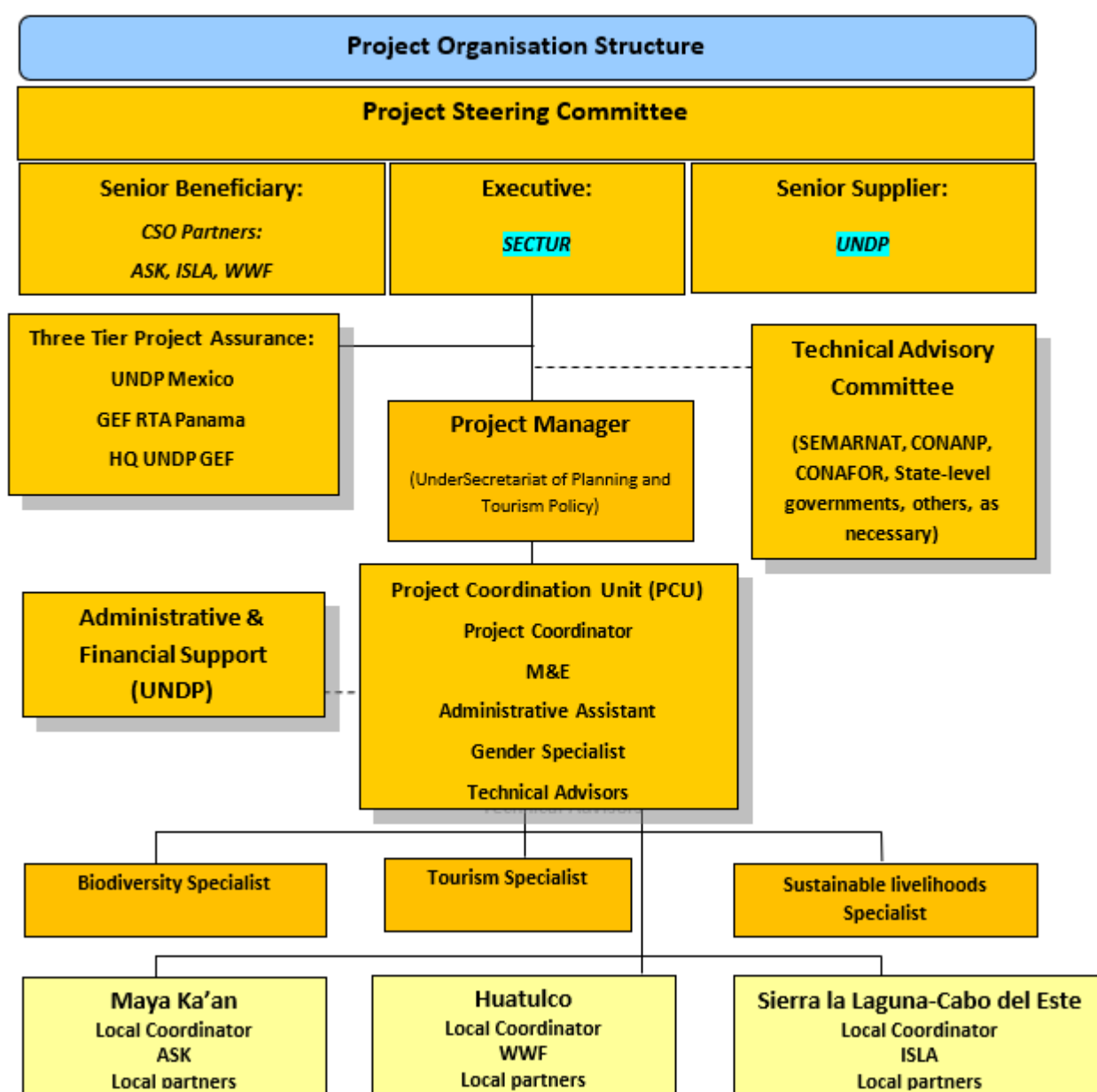
Project Steering Committee (PSC): Project implementation will be carried out under the overall supervision of the PSC, which will be responsible for making strategic and administrative decisions for the project, reached through consensus, and the work plans, annual reports and the project budgets. SECTUR and UNDP will co-chair the PSC and will meet at least three times a year to review project progress and to approve Annual Work Plans and budgets. The 3 site partners will also serve on the PSC, as well as representatives from other interested parties as considered appropriate and necessary. The initial configuration of the PSC will be adopted during the project inception workshop.

Project Coordination Unit (PCU): The day-to-day management and coordination of the project will be under the supervision of the PCU, comprised of a Project Coordinator and a Project Administrator, located in the offices of SECTUR. The PCU will be responsible for the general administration of the project such as the elaboration of annual work plans and technical and financial reports to be presented to the PSC, in order to guarantee that project progress in meeting goals proceeds as scheduled. The PCU will be work in collaboration with the local project coordinators assigned to each of the 3 local ZDTS sites (QROO, OAX and BCS).

Technical Advisory Committee (TAC): A TAC may be established, which shall review all technical aspects of project implementation. This TAC would be directed by SECTUR and would be composed of SEMARNAT, CONANP, CONAFOR, as well as recognized experts from other CSO, academia and state-level governments. Specific Terms of Reference would be considered and ratified at the time of project inception.

Project Assurance: UNDP provides a three-tier supervision, oversight and quality assurance role – funded by the GEF agency fee – involving UNDP staff in Country Offices and at regional and headquarters levels. Project Assurance is totally independent of the Project Management function. The quality assurance role supports the Project Board and Project Management Unit by carrying out objective and independent project oversight and monitoring functions.

Figure 1. Implementing Arrangements – Organizational chart



Planned coordination with other relevant GEF-financed projects: The project will coordinate the implementation of its outcomes/outputs/activities with several other ongoing GEF projects. Coordination will take place through several mechanisms: i) The Project Technical Committee and Working Groups will facilitate coordination through exchange of information on ongoing and planned initiatives of the members; ii) formal and informal meetings for exchange of

information and lessons between the proposed project and other GEF, government and donor funded projects and programs; iii) technical meetings for sector specific matters; and iv) annual coordination and planning meetings and common implementation approaches.

- UNDP/GEF/CONANP: “*Strengthening Management of the PA System to Better Conserve Endangered Species and their Habitats*”. The project would coordinate with the Endangered Species project to ensure the exchange of lessons learned for management of BD in priority tourism areas.

- UNDP/GEF/CONANP: “*Strengthening Management Effectiveness and Resilience of Protected Areas to Safeguard Biodiversity Threatened by Climate Change*” The project will coordinate with the Resilience project to determine actions that are relevant for BD Conservation in the Tourism sector, including consideration of BD-rich coastal ecosystems that provide ecosystem services related to CC and resilience such as blue carbon sinks.

- CI/GEF/CONANP: “*Conservation and Sustainable Use of Biological Diversity in Priority Landscapes of Oaxaca and Chiapas*”. The project will coordinate with CONANP to ensure exchange of lessons learned regarding applicable sustainable use of BD in the pilot site of Oaxaca.

- WB/GEF/INECC/CONANP/CONAFOR/FMCN: “*Coastal Watersheds Conservation in Changing Environments Project*” (C6). The C6 project has identified a number of innovative public-private partnerships for watershed management between state and federal government agencies and hotel associations as well as individual properties. These include payment for environmental services regimes and tax incentives for international travelers to finance conservation activities relevant to Component 2 of the GEF Tourism project.

Furthermore, the project will coordinate with other non-GEF initiatives, such as SECTUR/GIZ: “*Ecosystem-based climate change adaptation in the tourism sector (ADAPTUR)*”. ADAPTUR is a technical cooperation program between SECTUR and the German Cooperation Agency (GIZ) that works in three tourist destinations, one of which is Riviera Maya (north of the GEF project site).

Additional Information not well elaborated at PIF Stage:

A.7. Benefits

Describe the socioeconomic benefits to be delivered by the project at the national and local levels. How do these benefits translate in supporting the achievement of global environment benefits (GEF Trust Fund) or adaptation benefits (LDCF/SCCF)?

The direct beneficiaries of the project are 5,991 people, of which 2225 are women and 3,766 are men, who will improve their livelihoods through several project approaches. The economic and financial instruments to be developed and promoted by the project will provide incentives for transitions to new BD-friendly tourism practices. The project will work with the relevant institutions to mainstream BD safeguards that favor environmentally friendly and sustainable tourism practices. This will enable the relevant institutions to improve their outreach and their services to beneficiaries thereby creating opportunities for employment, diversification of economic activities and investing in best practices, within the framework of SECTUR’s Sustainable Tourism Development approach.

The project will help to build the capacities of the beneficiaries through training and technical assistance. To ensure effectiveness and appropriation, the programming of activities will take into account the work schedules of tourism service providers and their families, and communities, for minimum interference with the daily chores of men and women in order to ensure their participation in the activities organized by the project. Specific training will be developed targeting women beneficiaries (indigenous and non-indigenous) in the 3 ZDTS sites to promote gender equality in the mainstreaming of BD conservation safeguards in tourism-related activities and to ensure that both women and men’s needs are addressed through the project interventions. Capacity building will also take into account cultural and traditional knowledge associated with biodiversity management. This will help empower communities and especially indigenous communities, and will contribute to the preservation of the cultural and natural heritage and identity of the beneficiary communities.

The project will promote those socioeconomically and environmentally friendly and sustainable production practices that will help to maintain and improve the biodiversity value of the target coastal areas and to reduce the pressures from tourism that affect associated ecosystems while at the same time allowing the tourism sector and associated communities to maintain and increase its productivity, thereby providing the opportunity for increased incomes.

The project will make use of the Sustainable Livelihoods Framework methodology^[1] to measure the improvement in the beneficiaries' livelihoods. The methodology will be applied upon project start-up to establish the baseline and fine tune targets and again at project end to measure progress achieved.

^[1] The Sustainable Livelihoods Framework measures progress in five capitals: social capital, productive capital, human capital, physical capital and natural capital. The process is participatory and the methodology of capital analysis assigns point values to each capital ranging typically between 0 and 20 and possible results: unsustainable (0-4), limited sustainability (4.0-8), sustainable (8.0-12), progressively sustainable (12-16) and abundant (16-20).

http://www.latinamerica.undp.org/content/dam/rblac/docs/Research%20and%20Publications/Poverty%20Reduction/UNDP_RBLAC_Livelihoods%20Guidance%20Note_EN-210July2017.pdf

A.8. Knowledge Management

Elaborate on the Knowledge management approach for the project, including, if any, plans for the project to learn from other relevant projects and initiatives (e.g. participate in trainings, conferences, stakeholder exchanges, virtual networks, project twinning) and plans for the project to assess and document in a user- friendly form (e.g. lessons learned briefs, engaging websites, guidebooks based on experience) and share these experiences and expertise (e.g. participate in community of practices, organize seminars, trainings and conferences) with relevant stakeholders.

Knowledge management is an integral part of the project, particularly through Component 4, enabling institutional memory, promoting learning and continuous improvement, generating documents for up-scaling of lessons and experiences and visibility strategies for capacity development. Component 4 of the project comprises a knowledge management and communication strategy that includes lessons and experiences from the implementation of the demonstrative models and is transversal throughout the project's components. Results from the project will be disseminated within the project intervention areas through the different networks and forums available. The Project will strengthen SECTUR's strategic communication initiatives aimed at the general public to facilitate this, as well as promote dissemination among relevant partner institutions and internal communication within the institutions themselves. In addition, the project will participate in the electronic platform for sharing lessons learned among managers established by the UNDP-GEF Regional Service Center (RSC).

B. Description of the consistency of the project with:

B.1. Consistency with National Priorities

Describe the consistency of the project with nation strategies and plans or reports and assessments under relevant conventions such as NAPAs, NAPs, ASGM NAPs, MIAs, NBSAPs, NCs, TNAs, NCSAs, NIPs, PRSPs, NPFE, BURs, INDCs, etc.

The project is fully consistent with national priorities with regards to Biodiversity and Sustainable Tourism. Mexico ratified the Convention on Biological Diversity on 3rd November 1993. The integration of biodiversity in the tourism sector is indispensable to achieving the mission and vision of the CBD's "Strategic Plan for Biodiversity 2011-2020", with an emphasis on strategic objective A: "Address the underlying causes of biodiversity loss by mainstreaming biodiversity across government and society".

The Project is consistent with Chapters VII and VIII of the General Law of Tourism with respect to Tourism-related Land-Use Planning and Zoning as well as the assessment of Sustainable Tourism Development zones. Furthermore, the project provides a critical opportunity to enable the implementation of SECTUR's "Strategy for Biodiversity Mainstreaming in the Tourism Sector". This Strategy envisions Mexico as a global power in sustainable tourism, integrating sustainable use and conservation of biodiversity within the sector, thereby triggering a supply of services and competitive destinations that contribute to sustained and sustainable growth of tourism activities. These would result in a

wide range and fair distribution of financial and social benefits in the affected communities in order to establish a balanced regional development, with high social and environmental benefits.

Finally, the proposed project will also support Mexico's efforts to meet commitments related to the Sustainable Development Goals with regards to: 1) Sectoral consistency; 2) Financial coherence (investments in the field); 3) Policy coherence (BD conservation, GLT); 4) Spatial alignment; 5) Catalytic investments.

C. Describe The Budgeted M & E Plan:

Mandatory GEF M&E Requirements and M&E Budget:

GEF M&E requirements	Primary responsibility	Indicative costs to be charged to the Project Budget (US\$)		Time frame
		GEF grant	Co-financing	
Inception Workshop	UNDP Country Office	USD 15,000	USD 10,000 In-kind from SECTUR if a regional workshop is done in Chetumal (TBD)	Within two months of project document signature
Inception Report	Project Manager	None	None	Within two weeks of inception workshop
Standard UNDP monitoring and reporting requirements as outlined in the UNDP POPP	Project Manager UNDP Country Office	None	None	Semesterly, annually
Project Quality Assurance	UNDP Country Office	None	None	Every 2 years during implementation, Project End
Risk management	Project Manager UNDP Country Office	None	None	Semesterly, annually
Monitoring of indicators in project results framework	Project Manager M&E Specialist	USD 24,000 (Per year: USD 4,000)	CONABIO - CONANP for biodiversity indicators USD 24,000 (per year: USD 4,000)	Annually before PIR
GEF Project Implementation Report (PIR)	Project Manager and UNDP Country Office and UNDP-GEF team	None	None	Annually
NIM Audit as per UNDP audit policies	UNDP Country Office	USD 24,000 (Per year: USD 4,000)	None	Annually or other frequency as per UNDP Audit policies
Lessons learned and knowledge generation for Component 4	Project Manager	USD 40,000	None	Annually

GEF M&E requirements	Primary responsibility	Indicative costs to be charged to the Project Budget (US\$)		Time frame
		GEF grant	Co-financing	
Monitoring of environmental and social risks, and corresponding management plans as relevant	Project Manager UNDP Country Office	None	UNDP USD 4,000 Responsible parties USD 4,000	On-going
Stakeholder Engagement Plan	Project Manager UNDP Country Office	None	UNDP USD 4,000 Responsible parties USD 4,000	On-going
Gender Action Plan	Project Manager UNDP Country Office UNDP GEF team	None	UNDP USD 4,000 Responsible parties USD 4,000	On-going
Addressing environmental and social grievances	Project Manager UNDP Country Office	None	State Social Development, Environment and Tourism Ministries USD 4,000	On-going
Project Steering Committee meetings	Project Steering Committee UNDP Country Office Project Manager	USD 12,000	SECTUR USD, 2,000 (transportation costs to-from Chetumal) State Social Development, Environment and Tourism Ministries (transportation costs)	At minimum twice annually
Supervision missions	UNDP Country Office	None ²¹	None	Annually
Oversight missions	UNDP-GEF team	None ³³	None	Troubleshooting as needed
GEF Secretariat learning missions/site visits	UNDP Country Office and Project Manager and UNDP-GEF team	None	None	To be determined.

GEF M&E requirements	Primary responsibility	Indicative costs to be charged to the Project Budget (US\$)		Time frame
		GEF grant	Co-financing	
<i>Mid-term GEF Tracking Tool to be updated</i>	<i>Project Manager</i>	<i>None</i>	<i>None</i>	<i>Before mid-term review mission takes place.</i>
<i>Independent Mid-term Review (MTR) and management response</i>	<i>UNDP Country Office and Project team and UNDP-GEF team</i>	<i>USD 30,000</i>	<i>None</i>	<i>Between 2nd and 3rd PIR.</i>
Terminal GEF Tracking Tool to be updated	Project Manager	None	None	Before terminal evaluation mission takes place
Independent Terminal Evaluation (TE) included in UNDP evaluation plan, and management response	UNDP Country Office and Project team and UNDP-GEF team	USD 50,000	None	At least three months before operational closure
<i>Translation of MTR and TE reports into English</i>	<i>UNDP Country Office</i>	<i>None</i>	<i>None</i>	<i>As required. GEF will only accept reports in English.</i>
TOTAL indicative COST 5% of GEF grant NOT total budget Excluding project team staff time, and UNDP staff and travel expenses		USD 195,000	USD 64,000	

^[1] Excluding project team staff time and UNDP staff time and travel expenses.

^[2] The costs of UNDP Country Office and UNDP-GEF Unit's participation and time are charged to the GEF Agency Fee.

PART III: Certification by GEF partner agency(ies)

A. GEF Agency(ies) certification

GEF Agency Coordinator	Date	Project Contact Person	Telephone	Email
Pradeep Kurukulasuriya	5/28/2019	Lyes Ferroukhi		lyes.ferroukhi@undp.org
Pradeep Kurukulasuriya	8/19/2019	Lyes Ferroukhi		lyes.ferroukhi@undp.org
Pradeep Kurukulasuriya	9/29/2019	Lyes Ferroukhi		lyes.ferroukhi@undp.org

ANNEX A: PROJECT RESULTS FRAMEWORK (either copy and paste here the framework from the Agency document, or provide reference to the page in the project document where the framework could be found).

ANNEX A: PROJECT RESULTS FRAMEWORK

<p>This project will contribute to the following Sustainable Development Goal (s):</p> <p><i>SDG 12: Ensure sustainable consumption and production patterns (Indicator 12.b.1)</i></p> <p><i>SDG 15: Protect, restore and promote sustainable use of terrestrial ecosystem, sustainably management forest, combat desertification, and halt and reverse land degradation and halt biodiversity loss (Indicators 15.1.1., 15.5.1)</i></p>					
<p>This project will contribute to the following country outcome included in the UNDAF/Country Programme Document: <i>The three levels of government, the private sector, academia and civil society will have strengthened their capacities to reverse environmental degradation and take advantage of natural resources in a sustainable and equitable manner through the mainstreaming of environmental sustainability, low emission development and the green economy in the processes of legislation, programming and decision making.</i></p> <p><i>CPD: Promoting development strategies that are low in emissions and disaster risks, resilient and environmentally sustainable, with a gender and multicultural approach to poverty reduction.</i></p>					
<p>This project will be linked to the following output of the UNDP Strategic Plan:</p> <p>IRRF Output 1.4.1. Solutions scaled up for sustainable management of natural resources, including sustainable commodities and green and inclusive value chains.</p> <p>IRRF Output 2.4.1 Gender-responsive legal and regulatory frameworks, policies and institutions strengthened, and solutions adopted, to address conservation, sustainable use and equitable benefit sharing of natural resources, in line with international conventions and national legislation</p>					
	Objective and Outcome Indicators	Baseline	Mid-term Target	End of Project Target	Data Collection Methods and Risks/Assumptions

<p>Project Objective:</p> <p>To promote biodiversity conservation with emphasis on BD-rich coastal ecosystems through the design and implementation of innovative policies and models of sustainable tourism in Mexico at the national and the local levels.</p>	<p><i>Mandatory Indicator 1:</i> (IRRF 1.4.1.1) Number of micro, small and medium-sized enterprises utilizing supplier development platforms for inclusive and sustainable value chains.</p>	<p>0</p>	<p>20</p>	<p>40</p>	<p><i>Source of data: # of business plans developed in Component 2 and ecotourism companies engaged in Component 3</i></p> <p><i>Methodology: This is done by counting the number of micro, small and medium-sized enterprises that utilize a platform and/or related initiative to:</i></p> <p><i>d)Improve the sustainability of natural resources;</i></p> <p><i>e) Improve market access, market share and/or market premiums;</i></p> <p><i>g) Engage in policy dialogue to improve the enabling environment or exchange knowledge. This information acts as a proxy measure for the growth and development of inclusive, sustainable, nature-based enterprises.</i></p> <p><i>Risks/Assumptions: Interest and commitment of tourism sector to adopt sustainable practices that mainstream BD</i></p>
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	<p><u>Mandatory</u></p> <p><u>Indicator 2:</u> (IRRF 2.4.1.1) Gender-responsive measures are in place for conservation, sustainable use, and equitable access to and benefit sharing of natural resources, biodiversity and ecosystems:</p> <p>a) Policy frameworks</p> <p>b) Institutional frameworks</p>	<p>a) No</p> <p>b) No</p>	<p>a) No</p> <p>b) No</p>	<p>a) Yes</p> <p>b) Yes</p>	<p>Source of data: Gender Analysis</p> <p>Methodology: This qualitative indicator measures the effectiveness of UNDP support to put in place: a) policy, b) legal and regulatory, c) institutional and/or, d) financing frameworks for conservation, sustainable use, and equitable access to, and benefit sharing of, natural resources, BD and ecosystems, all of which are gender responsive.</p>
					<p>Risks/Assumptions: Interest and commitment of tourism sector to adopt sustainable practices that mainstream BD</p>

	<u>GEF Core Indicator 3: # direct project beneficiaries (gender disaggregated)</u>	<i>Total: 0</i> <i>QROO: 0</i> <i>OAX: 0</i> <i>BCS: 0</i>	<i>Total: 2872</i> <i>QROO: 1,090 (539 women)</i> <i>OAX: 192 (66 women)</i> <i>BCS: 868 (434 women)</i>	<i>Total: 5,991</i> <i>QROO: 1,816 (898 women)</i> <i>OAX: 255 (87 women)</i> <i>BCS: 2,480 (1,240 women)</i>	<i>Source of data:</i> <i>Surveys, Registries of Certified Persons in SECTUR, Technical file of the ZDTS. Reported in DO tab of the GEF PIR</i> <i>Methodology:</i> <i>Annual Survey via field visits to ZDTS and partner institutions; Counting the number of people trained, who receive local certifications, providers of tourism services who adopt criteria or best practices, people involved in business plans</i>
	<u>GEF Core Indicator 4: Landscape/seascape area directly covered by the project (ha)</u>	<i>Direct: 0 ha</i>	<i>Direct: 3,028,976 ha (no BCS ha since no Plan at MTR)</i>	<i>Direct: 4,080,516 ha</i>	<i>Source of data:</i> <i>BD4Prog9 Tracking Tools</i> <i>Methodology:</i> <i>Application of BD Tracking Tool during PPG, MTR, TE; Direct: area covered by ZDTS decree Indirect: buffer areas</i>

					<p><i>Risks/Assumptions:</i> Political will and commitment of target sector institutions to plan, implement and enforce ZDTS processes.</p> <p>Stakeholders from target sectors are receptive and willingly engage in ZDTS processes and adopt BD friendly and sustainable practices.</p>
<p>Component/Outcome 1</p> <p>Strengthened institutional, regulatory and policy framework promotes Sustainable Tourism Development (DTS)</p>	<p><i>Indicator 5: Level of institutional capacity to support the mainstreaming of BD in the Tourism Sector</i></p>	<p><i>Total Score: 21</i></p> <p><i>Priority Indicators:</i></p> <p><i>Indicator 6: Existence of environmental education programs: Score 0</i></p> <p><i>Indicator 10: Existence of adequate environmental policy and regulatory frameworks (within the Tourism Sector): Score 1</i></p>	<p><i>Total Score: 24</i></p> <p><i>Priority Indicators:</i></p> <p><i>6:1</i></p> <p><i>10:2</i></p>	<p><i>Total Score: 35</i></p> <p><i>Priority Indicators:</i></p> <p><i>6:3</i></p> <p><i>10:3</i></p>	<p><i>Source of data:</i> Annex M: UNDP's Capacity Development Scorecard adapted for these purposes</p> <p><i>Methodology:</i> Application of Capacity Development Scorecard in working session with relevant institutions during PPG, MTR, TE</p> <p><i>Risks/Assumptions:</i> Political will and commitment of local governments, civil society and SECTUR</p>

	<i>Indicator 6: # of tourism development policy instruments integrate BD conservation and sustainable use safeguards</i>	0	<i>2: Regional Tourism Territorial Plan new Sectoral Plan for Tourism</i>	<i>3: General Law of Tourism Regional Tourism Territorial Plan new Sectoral Plan for Tourism</i>	<i>Source of data:</i> Revised General Law of Tourism, Guide for Regional Tourism Territorial Plan, new Sectoral Plan for Tourism <i>Methodology:</i> gap analysis document, proposal for modifications in the GLT, publication of modified GLT with BD safeguards in national Gazette
					<i>Risks/Assumptions:</i> Political will and commitment of local governments, civil society and SECTUR
	<i>Indicator 7: # of intersectoral mechanisms for dialogue including % women</i>	0	<i>1 National Scientific Committee on Sustainable Tourism established and meeting twice yearly, including 45% women</i>	<i>1 National Scientific Committee on Sustainable Tourism established and meeting twice yearly, including 45 % women and 20 recommendations emitted by the Committee</i>	<i>Source of data:</i> Registry of intersectoral dialogue mechanisms; minutes from meetings <i>Methodology:</i> record the # of recommendations issued by National Scientific Committee on Sustainable Tourism and channeled with the responsible authorities.
					<i>Risks/Assumptions:</i> Political will of relevant institutions to actively participate in committee

Component/ Outcome 2 Strengthened enabling conditions in the tourism sector address market failures to catalyze financing for biodiversity conservation	<i>Indicator 8: % of business plans include biodiversity safeguards (BDS)</i>	<i>0% business plans include BDS</i>	<i>50% of business plans include BDS</i>	<i>90% of business plans include BDS</i>	<i>Source of data: Registry of the Chambers of Tourism in each site</i> <i>Methodology: review the business plans from Tourist operators, Developers, Suppliers, Producers</i>
					<i>Risks/Assumptions: commitment of local stakeholders in the ZDTS to actively engage in mainstreaming BDS in business plans</i>
	<i>Indicator 9: # of incentive mechanisms</i> <i>- identified</i> <i>- established</i> <i>- operationalized</i>	<i>0</i>	<i>2 incentive mechanisms (PES agreement between 1 hotel and ZDTS)</i>	<i>5 incentive mechanisms</i>	<i>Source of data: Guidelines, incentive schemes created by SECTUR sites. (Green taxes, blue carbon).</i> <i>Methodology: tbd</i>
					<i>Risks/Assumptions: Political will of SECTUR to establish and promote incentives; interest of stakeholders to pursue incentives</i>
	<i>Indicator 10: # of stakeholder's oversight committees or other agreed upon mechanisms to monitor collection and use of funds</i>	<i>0 (OAX has a "Citizens Observatory")</i>	<i>2 committees or other agreed upon mechanisms to monitor collection and use of funds</i>	<i>3 (1 in each site) committees or other agreed upon mechanisms to monitor collection and use of funds</i>	<i>Source of data: Committee documents</i> <i>Methodology: Replication of National Council at local level</i>
					<i>Risks/Assumptions: Political will and commitment of local stakeholders in the SD zones to actively engage in oversight committees</i>

Component/ Outcome 3 Biodiversity mainstreaming in coastal tourism development and operation	<i>Indicator 11: # landscape level tourism development plans</i>	0	2 (QROO and OAX) 0 BCS	At least 3 (each SD site) 1 QROO 1 OAX 1 BCS	Source of data: Tourism development plan documents Methodology: Reported in DO tab of the GEF PIR
					Risks/Assumptions: Political will and commitment to planning processes of national and local stakeholders.
	<i>Indicator 12: % application of landscape level tourism development plans (tools and monitoring systems for gauging impact of tourism development on ecosystems and local communities development)</i>	0%	0% QROO 20% OAX 0% BCS	20% QROO 40% OAX 10% BCS	Source of data: Reported in DO tab of the GEF PIR Methodology: Reported in DO tab of the GEF PIR
	-				Risks/Assumptions: Political will and technical capacity at national and local levels (managers, sites and SECTUR) to establish and maintain monitoring systems. These monitoring tools depend on the creation of ZDTS Development Plans and the % progress in their application.
	<i>Indicator 13: Population of key indicator species:</i>	226 species	Population maintained or increased	Population maintained or increased	Source of data: CONANP, CONABIO, Methodology: See Fact Sheets
	QR: Number of Bird Species (richness)	1747 individuals			

	and number of individuals per species (abundance)	289.36 ha	Cover maintained	Cover maintained	Risks/Assumptions: Political will and technical capacity at national (CONANP) and local levels to establish and maintain monitoring system in associated PAs. Local interest in pursuing monitoring exercises of key indicator species.
	Coral	86,629.50 ha			
	Mangrove	286,965.81 ha			
	Wetlands	25,124.91 ha			
	Sea grass				
	BCS: Humpback whale	6,820 individuals registered	Population maintained or increased	Population maintained or increased	Source of data: CONANP, CONABIO, UABCS
	Belding's yellowthroat (Geothlypis beldingi)	# Birds tbd Year 1 1,422 ha.		Cover maintained	Methodology: See Fact Sheets
	Coral	400 ha.	Cover maintained		Risks/Assumptions: Political will and technical capacity at national (CONANP) and local levels to establish and maintain monitoring system in associated PAs. Local interest in pursuing monitoring exercises of key indicator species.
	Mangrove				
	OAX: Humpback whale	- 400 individuals per season	Population maintained or increased	Population maintained or increased	Source of data: CONANP, CONABIO, UMAR
	Olive Ridley Sea Turtle	- 3,214 nests protected in community	increased		Methodology: See Fact Sheets

	<p>Coral</p> <p>Mangrove</p> <p>Otter</p>	<p><i>camps</i></p> <p>- 45.90 ha</p> <p>- 56.16 ha</p> <p>- 86 in Copalita; 177 in Zimatán</p>	<p><i>Cover maintained</i></p>	<p><i>Cover maintained</i></p>	<p><i>Risks/Assumptions:</i> Political will and technical capacity at national (CONANP) and local levels to establish and maintain monitoring system in associated PAs. Local interest in pursuing monitoring exercises of key indicator species.</p>
	<p><i>Indicator 14:</i> Private sector adoption of BD safeguards, as measured by:</p> <p># of micro-enterprises adopting biodiversity-friendly tourism activities</p> <p># of tour guides certified in NOM 09 with BD conservation criteria.</p>	<p>0</p> <p>0</p>	<p>20</p> <p>50</p>	<p>40</p> <p>100</p>	<p><i>Source of data:</i> Sectur and Local Tourism Registry, Surveys of SMEs</p> <p><i>Methodology:</i> Registry updated by local coordinators; Surveys applied at project start and end</p> <p><i>Risks/Assumptions:</i> Interest of SMEs to mainstream BD in tourism-related activities; NOM 09 updated (Output 1.1.3)</p>
<p>Component/ Outcome 4</p> <p>Knowledge Management and M&E</p>	<p><i>Indicator 15: Level of improvement in knowledge, aptitudes and practices (KAP) regarding BD and tourism at national and state levels measured through surveys in Year 1 and Year 6</i></p>	<p>KAP survey in PY1. Baseline and targets to be established.</p>	<p><i>Tbd</i></p>	<p><i>Tbd</i></p>	<p><i>Source of data:</i> KAP surveys</p> <p><i>Methodology:</i> Surveys applied at project start and end to assess awareness; compile list of documents/guides / handbooks / lessons learned.</p>

	<p>(including gender disaggregated data) as a result of capacity building programs on mainstreaming BD conservation safeguards in tourism.</p>				<p><i>Risks/Assumptions:</i> <i>KM strategy designed and implemented in pilot zones.</i></p> <p><i>Annual planning incorporates systematization activities.</i></p> <p><i>Interest and active participation of public and private sector stakeholders, as well as civil society.</i></p> <p><i>Receptiveness among institutions to communications related to environmental sustainability in tourism.</i></p>
	<p><u>Indicator 16:</u> # of requests for BD mainstreaming support in the tourism sector in the surrounding area of the ZDTS sites</p>	0	1	3 (at least 1 per ZDTS)	<p><i>Source of data:</i> <i>project documents</i></p> <p><i>Methodology:</i> Up-scaling similar to the model of the Pueblos Magicos</p>
					<p><i>Risks/Assumptions:</i> <i>Interest of surrounding communities to mainstream BD in tourism-related activities</i></p>

ANNEX B: RESPONSES TO PROJECT REVIEWS (from GEF Secretariat and GEF Agencies, and Responses to Comments from Council at work program inclusion and the Convention Secretariat and STAP at PIF).

Responses to Council Comments

Germany's Comments	UNDP response	Reference
<p>Suggestions for improvements to be made during the drafting of the final project proposal:</p> <ul style="list-style-type: none"> The Strategy for Biodiversity Mainstreaming the Tourism Sector (2016-2022) (SBMT) by Secretaria de Turismo (SECTUR) should serve as the key guiding document for this GEF project since it contains key elements of the planned project: planning, regulation and promotion instruments, Government budget, implementation steps and participation of diverse stakeholders. 	<p>The proponents agree with Germany's comment and, indeed, SECTUR's Strategy for Biodiversity Mainstreaming the Tourism Sector (2016-2022) serves as the key guiding document for this project. The project is designed to create the institutional, political and capacity framework to implement this Strategy at the national and local levels, and provide feedback for its improvement and applicability in different areas around the country.</p>	<p>ProDoc Section IV Strategy, Component 1.</p>
<ul style="list-style-type: none"> Germany suggests to align project planning and execution according to the Convention on Biological Diversity (CBD) Aichi Biodiversity Targets, especially Strategic Goal A: "Address the underlying causes of biodiversity loss by mainstreaming biodiversity across government and society". Germany strongly supports integration and mainstreaming of biodiversity into other policy fields. 	<p>Mexico ratified the Convention on Biological Diversity on 3rd November 1993. The integration of biodiversity in the tourism sector is indispensable to achieving the mission and vision of the CBD's "Strategic Plan for Biodiversity 2011-2020", with an emphasis on Aichi Biodiversity Targets, especially Strategic Goal A: "Address the underlying causes of biodiversity loss by mainstreaming biodiversity across government and society". The project's execution is aligned with the CBD and Aichi targets through its focus on mainstreaming biodiversity conservation safeguards within the tourism sector so as to address the causes of biodiversity loss associated with the sector. Within its role as the project's lead implementation partner, SECTUR is well poised at the national level to support the mainstreaming of BD conservation safeguards within its policy programs, as well as engage its state- and local-level counterparts to test these decisions on the ground in the 3 target destinations. The strategy mentioned above will be key in guiding these programmatic and local actions. In particular, the project will contribute to Aichi Targets #1, 3, 4, 5, 11, 14 and 15, and a table detailing the Targets and specific contributions by the project components has been added to the ProDoc (p. 37).</p>	<p>ProDoc Section V Results, p. 37</p>

Germany's Comments	UNDP response	Reference
<ul style="list-style-type: none"> Germany suggests building as far as possible on ongoing initiatives in Mexico, one example of which would be the project: "Ecosystems- based Adaptation (EbA) for the Tourism Sector (ADAPTUR)" funded by the German government through the International Climate Initiative. 	<p>The proponents agree it is essential to build on ongoing initiatives. As such, ProDoc Section IV Strategy describes how this GEF project has taken into account lessons learned from previous initiatives, as well as reached out to coordinate with relevant ongoing initiatives, such as ADAPTUR. Specifically, ADAPTUR and the GEF Tourism projects are linked as follows:</p> <p>At the federal level, ADAPTUR has a similar approach to this project in that it proposes to include climate criteria in sectoral plans and actions. The strategies that have been developed for inter-agency and public-private dialogue have been reviewed during the preparation phase of the GEF project.</p> <p>At the local level, both projects converge in Quintana Roo, so complementary activities will be carried out in the Caribbean region between ADAPTUR and GEF-Tourism. Furthermore, the other 2 sites will benefit from these interactions so as to include the recommendations arising from the project and the study of vulnerability to climate change carried out by SECTUR in the management program of their respective ZDTS.</p>	ProDoc Section IV Strategy, p 15

Responses to GEFSEC Comments

GEFSEC comments	UNDP Response	Reference
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GEFSEC comments	UNDP Response	Reference
<p>For CEO Endorsement, the GEF Secretariat will require:</p> <p>1. The list of laws and policy sectors to be addressed during project development with proper justification for their selection and how they will work in favor of Sustainable Development.</p>	<p>The project will support the mainstreaming of biodiversity conservation safeguards within several laws, policies and programs, including:</p> <p>SECTUR's General Law of Tourism - Opportunities for modifications include:</p> <ul style="list-style-type: none"> - The Law, published in 2009, does not contain the term biodiversity in its definitions. - Article 7, regarding concurrence with other dependencies, mentions no connection with CONANP – this is essential given the importance/ impact of Protected Areas to tourism hotspots and vice versa. - In chapters V and VI where it talks about the Executive Commission and the Advisory Councils, the issue of sustainability must be integrated. - In article 22, where the National Tourism Program is discussed, a paragraph should be added on the bases of sustainability of tourism activity. <p><u>Tourism Sector Plan 2019 – 2024</u> - It will be important to add the issue of sustainable use of biodiversity as a strategic axis of this planning instrument, so as to be able to incorporate BD-friendly actions and indicators in the short, medium and long term. The first lines of the strategy presented by the federal government do not contain the biodiversity theme. For more info: http://sustentur.com.mx/estrategia-nacional-de-turismo-y-la-biodiversidad/</p> <p><u>Laws and Tourism Plans at the local level</u> - These must be aligned with the federal instruments and thus present an opportunity for modification or adaptation.</p> <p><u>National Strategy for Nature-based Tourism in Mexico</u> - The project will facilitate the review and publication of the National Strategy for Nature-based Tourism in Mexico. Developed in 2017, the Strategy needs to be aligned with the new National Development Plan and Sector Plans. By supporting this alignment, the project will ensure the Strategy's objective of articulating all the resources, initiatives and actions currently undertaken by the various stakeholders involved in the development of Nature Tourism and strategically directing them to position Mexico as a competitive and globally recognized destination in Nature Tourism and an example of sustainable development.</p> <p><u>NOM 09 SECTUR 2002</u> - The project will promote the updating of NOM 09 SECTUR 2002 for nature based guides, which establishes the elements to which the specialized guides in specific activities must adhere and has not been updated since 2003. The project will build upon efforts made in the Mexican Congress regarding the modification of the norm to include more specific criteria to ensure sustainability and better regulation for nature-based guides. These modifications would strengthen the capacity of the guides to provide a quality service with sustainability criteria, and reduce the impacts of the activities under the new sustainable tourism model. The project would support the finalization, formalization and publication of these modifications and support its implementation through guides engaged in the pilot sites.</p>	<p>ProDoc Section IV Strategy, Component 1</p>

GEFSEC comments	UNDP Response	Reference
<p>2. The mechanisms that the project will use to "mainstream" biodiversity into the Tourism Sector. This is about "how" mainstreaming will be implemented and the expected results. Please review language in GEF and STAP publications on Mainstreaming.</p>	<p>As described above, the project will facilitate the mainstreaming of BD conservation safeguards within national and local policies and plans. By embedding BD considerations into tourism-related policies, strategies and practices, the project will ensure that the same BD resources that attract and make tourism possible, are conserved and sustainably used both locally and globally. Furthermore, on-the-ground interventions in the 3 Sustainable Tourism Development Zones (ZDTS) will be crucial to changing the value structures of institutions and individuals that provide tourism services.</p>	<p>ProDoc Section IV Strategy, Components 1 and 3</p>
<p>3. The specifics of the strengthening the Institutional Capacity at SECTUR, State Level Ministries, Private sector, Tour Operators, Municipalities and CSOs with at least 200 people. Because the target audience is very wide as stated in the PIF, focusing on key Institutions will be necessary. Proper justification of the focused targets and suggested activities will be needed.</p>	<p>To facilitate the implementation of a legal/policy framework that mainstreams BD conservation safeguards, the project will support the institutionalization of a capacity development programme targeting SECTUR, Private sector (hotel developers), Tour Operators, Municipalities and NGOs/CSOs. At the central level, the project will align and integrate biodiversity conservation in different capacity building instruments that SECTUR already has. It focuses on improving the instruments that are already in SECTUR to be able to reach at least 200 people (probably more). To achieve this, the project will support the coordination of internal capacity development programmes within different areas of SECTUR to ensure alignment of activities, practices, certification and others, including:</p> <ul style="list-style-type: none"> i. <i>Atlas Turistico</i> ii. Training of key stakeholders iii. Official and Mexican Norms iv. Prize for Innovation in sustainable tourism <p>At the local level, the project partners (ASK, ISLA and WWF) will be instrumental in implementing site-specific capacity building exercises, as described in Components 3 and 4.</p>	<p>ProDoc Section IV Strategy, Outcome 1.2 p. 20</p>
<p>4. The market failures that the project aims at tackling and "how" that will be done. Since the Tourism Industry is pretty robust, changes will require significant time and leverage to get implemented. That is why a very focused approach to address "market failures" is a must.</p>	<p>A series of market failures/ gaps exist that prevent achieving an impact on both the tourist and the suppliers of products and services so as to improve the positive impact of tourism and minimize the negative. The table in Component 2 (ProDoc Section IV Strategy) shows the market failures identified for this project, as well as the solutions and challenges to overcome them. This information is presented in a generic way, since the failures are repeated across the three sites; any site-specific consideration is mentioned in the comments column. The project's interventions will consider these in the confirmation and application of financial mechanisms at the national and local levels.</p>	<p>(ProDoc Section IV Strategy, Component 2 p.24</p>

GEFSEC comments	UNDP Response	Reference
<p>5. The list of specific interventions in the three target geographies, and elements of the Tourism Sector (Hotels, tour operators and local businesses) with detailed information on who is going to be responsible and how these interventions will be made.</p>	<p>The specific interventions in the three target geographies are integrated in several ways in Component 3. Each destination is different, so the strategies vary from one to the other, as summarized below, and discussed in more detail in ProDoc Section IV Strategy and Annex L:</p> <p>BCS:</p> <ul style="list-style-type: none"> - Develop commercial alliances between local producers of goods and services and tourism development of Los Cabos and the hotels and restaurants of east Cape and Sierra La Laguna La Ventana-Sargento La Paz, as value chains with gender and social inclusion. - Advise, train and certify 5 tourism development companies and providers, securing gender participation in the NMX 178 for sustainable tourism in region SLL-LC. - Train specialized guides in compliance of the NOM-09-TUR in the region Sierra La Laguna-Los Cabos with gender and intercultural equity criteria. <p>OAX:</p> <ul style="list-style-type: none"> - Develop business plans for 10 locally owned companies. <p>QROO:</p> <ul style="list-style-type: none"> - Implement the financial plan to fund specific projects to promote the involvement of local tourism business with BD conservation through: <ul style="list-style-type: none"> o Strengthen of private forest reserves. o Development of birdwatching activities linked with bird monitoring. o Implement BD-friendly practices by local tourism business. - Strengthen the PES mechanism developed by ASK (for forests) and identify new opportunities to link blue carbon with tourism activities. - Promote sustainable supply chain management linking sustainable commercial alliances with local producers, etc. 	<p>ProDoc Section IV Strategy, Component 3 and Annex L Fact Sheets.</p>

GEFSEC comments	UNDP Response	Reference
<p>6. A more focused list of indicator species. It is going to be very difficult for the project to pursue and sustain the monitoring (in the long term) of such a long list of indicator species. Neither Funding nor time will be sufficient. For the final list of species, provide the baseline information, that is the quantitative information on the populations of the target species.</p> <p>Since NGOs appear to have been working on some of these species, time series will be required as baseline. Please indicate the Scientific Institutions and/or NGOs that will take care of it. Provide a letter of co-financing (in-kind) if the project is not going to the monitoring.</p>	<p>The 3 ZDTS sites have chosen the following list of indicator species, as provided in the Results Framework “Indicator 13: Population of key indicator species”:</p> <p>BCS:</p> <ul style="list-style-type: none"> - Humpback whale - Belding’s yellowthroat - Coral - Mangrove <p>OAX:</p> <ul style="list-style-type: none"> - Humpback whale - Olive Ridley Sea Turtle - Coral - Mangrove - Otter <p>QROO:</p> <ul style="list-style-type: none"> - Number of Bird Species (richness) and number of individuals per species (abundance) - Coral - Mangrove - Wetlands - Seagrass <p>Annex L of the ProDoc describes the different NGOs and institutions engaged in monitoring efforts in each ZDTS.</p>	<p>CEO End Req, p. 30 Results Framework</p>

GEFSEC comments	UNDP Response	Reference
<p>7. The list of proposed interventions (properly justified) in the three Community Ecotourism Units to be supported by the project.</p>	<p>Rather than create “Ecotourism Units”, the Project will work with partners to develop and promote ecotourism services and activities. At the national level, the project will promote the updating of NOM 09 SECTUR 2002 for nature based guides, which establishes the elements to which the specialized guides in specific activities must adhere and has not been updated since 2003. The project will also review and publish the National Strategy for Nature-based Tourism in Mexico (strategy developed in 2017 but has not been published). At the local level, the project will pursue the following interventions:</p> <p>BCS:</p> <ul style="list-style-type: none"> - Train 30 specialized guides in compliance with NOM-09-SECTUR. - Design and plan ecotourism circuits in the Sierra La Laguna-Los Cabos Region. - Diagnosis of Mexican Standard NMX-133 compliance criteria for the companies in the ecotourism circuits. - Advise, train and certify at least 10 ecotourism companies under the criteria of NMX-133 in the SLL-LC region. - Publish Good Practices of tourism activities that mainstream BD (Whale Watching and Sport Fishing). <p>OAX:</p> <ul style="list-style-type: none"> - Design and implement a capacity building program for eco-tourism and community tourism operators. - Strengthen the community eco-tourism network by developing a monitoring and evaluation platform focused on women empowerment and economic impact. - Train and certify 30 tour guides on NOM-09 for nature-based guides and/or NOM-08 for general tourism guides. <p>QROO</p> <ul style="list-style-type: none"> - Promote the implementation of Good Practices Guidelines in 20 ecotourism companies in Maya Ka’an. - Certification of 50 tour guides in NOM-09 for nature-based guides and/or NOM-08 for general tourism guides. - Update the Maya Ka’an good practices manuals. 	<p>ProDoc Section IV Strategy, Component 3, p.30</p>

Responses to STAP Comments

STAP comments	UNDP response	Reference
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STAP comments	UNDP response	Reference
<p>STAP makes the following recommendations:</p> <p>Component 1 is basically sound, but could be greatly strengthened if Output 1.2.1 is tweaked to develop and train communities of practice (COP) at important sites (rather than just 200 people), and to then work adaptively with these COPs to develop performance criteria (1.2.3) and compliance with them.</p>	<p>The project has been adjusted to develop and train communities of practice within the relevant institutions and project stakeholders at the national and local levels. The project will align and integrate BD conservation safeguards in different capacity building instruments that SECTUR already has. It focuses on improving the instruments that are already in SECTUR to be able to reach at least 200 people (probably more). At the Local level, the project will work with partners to go beyond capacity building to develop performance criteria for existing and updated policies and norms, and fully accompany tourism service providers in complying with and fully certifying themselves in accordance with them.</p>	<p>ProDoc Section IV Strategy, Component 1, p. 20</p>
<p>STAP suggests that project managers streamline Components 2 and 3 during PPG phase as follows:</p> <ul style="list-style-type: none"> • a new Outcome 2.1 develops/strengthens decentralized self-governance at tourism sites (e.g. landscape associations/stakeholder associations). This has many synergies with 1.2.3 above. • Decentralized associations for collective action then become the operational mechanism for 2.2 (i.e. current 2.1), and are given support to test and institutionalize the many good ideas for addressing externalities and market failures. • Component 3 (could be combined with 2 and greatly streamlined) then becomes the mechanism for piloting 3.1 (new models) and 3.2 (community-based tourism) which are then managed adaptively as pilots and the learning mechanisms to improve 2.1 and 2.2, and even to feed back into the enabling environment (component 1). 	<p>The project has been revised to include a new Outcome 2.1, per the STAP comment. However, the proponents deemed it necessary to maintain a separate Component 3 to emphasize the work done in 3 different coastal areas.</p>	<p>ProDoc Section IV Strategy, Component 2, p. 21</p>
<p>General comments: The project would benefit from examining what has worked and what hasn't in other countries seeking to promote sustainable tourism.</p>	<p>The project design draws from lessons learned within Mexico, the Caribbean and other coastal areas around the world.</p>	<p>ProDoc Section IV Strategy, p.14</p>
<p>STAP feels that the use of the word "criteria" is confusing... In this case, perhaps the term "standard" or "safeguard" would be more appropriate – especially since the project envisions that these criteria would be mandatory (para.39).</p>	<p>Agreed, the project text now uses the term “safeguard”.</p>	<p>ProDoc and CEO ER</p>

STAP comments	UNDP response	Reference
<p>Component Two, regarding strengthening enabling conditions to address market failures could also be improved by clarifying some points. For example, para. 44 discusses the need to estimate the overall value of goods and services at a site prior to conducting a business plan for the pilot tourist sites. The paragraph mentions using the results of different studies. Which studies? How will these studies be conducted and using which method or model? Many decision support tools exist for this purpose which require varying levels of time, funds, ability, etc. Reviews like those found in Bagstad et al., 2013 can help project implementers determine which method is most appropriate.</p>	<p>During the PPG, the proponents identified a series of market failures/ gaps exist that prevent achieving an impact on both the tourist and the suppliers of products and services so as to improve the positive impact of tourism and minimize the negative. The table in Component 2 (ProDoc Section IV Strategy) shows the market failures identified for this project, as well as the solutions and challenges to overcome them. This information is presented in a generic way, since the failures are repeated across the three sites; any site-specific consideration is mentioned in the comments column. The project's interventions will consider these in the confirmation and application of financial mechanisms at the national and local levels. "A comparative assessment of decision-support tools for ecosystem services quantification and valuation" by Bagstad et al., 2013 serves as a reference for sources of information about ecosystem goods and services. The methodologies cited in the paper will be considered for the feasibility assessment of each of the different types of mechanisms prior to their implementation. These studies are listed as a footnote.</p>	<p>ProDoc Section IV Strategy, Component 2, p. 23</p>
<p>Also in this section, the project discusses the need to evaluate different types of instruments that can be used to promote sustainable tourism (para 45); however, subsequent paragraphs (48) discuss the use of certification giving the appearance that the mechanism has already been pre-selected. Or is it in addition to one of the others listed in para 45? And how do these mechanisms relate to the list of actions to be taken under para. 53 (laws, regulations, land use planning, capacity building, best practices, monitoring, promotional campaigns, etc.).</p>	<p>The project will use a variety of instruments to promote sustainable tourism. While certifications are deemed important and relevant in several cases, they are not the only instrument to be applied in the ZDTS. Furthermore, it is expected that the mainstreaming of BD conservation safeguards within policy and programs in Component 1 could eventually result in certifications or some other type of market promotion instruments. Thus, the project will not prescribe only 1 type of instrument, but rather will consider the available options as well as the needs/ characteristics of partners and beneficiaries. The mechanisms will provide tools for applying the adjusted policy and planning framework for ZDTS.</p>	

STAP comments	UNDP response	Reference
<p>The demonstrative models (pilot sites) discussed in Component Three of this project will "enhance the promotion of sustainable livelihoods in communities associated with the pilot areas." (para. 60) and the promotion of "alternative livelihoods" (para. 73), which will be determined during the PPG phase; however, it is not entirely clear what existing livelihoods are. Alternative to what? Will some people be disadvantaged by the proposed changes? How will this be accounted for in the indicators?</p>	<p>The mainstreaming of biodiversity conservation safeguards in tourism will inevitably generate alternatives to traditional tourism (sun and beach), resulting in new ecotourism schemes. Detailed information regarding livelihoods in each of the 3 ZDTS sites is available in Annex L. With regards to a risk of negatively impacting some people, the capacity building for alternative/diversified tourism activities will open opportunities. By converting the zone in DTS, competitiveness and demand will increase, attracting responsible tourism and opportunities for alternative livelihoods. Indeed, the context indicates that, even when tourism is an important economic activity, the mass tourism model has generated environmental and social impacts in the pilot sites. Alternative livelihoods should be understood as a different model, a model of low impact, high benefits and local integration (ecotourism).The following is a summary:</p> <p>BCS: The primary activities in the target area are agriculture, fishing and mining. Tourism is incipient, but growing demand in nearby Los Cabos and La Paz provides an opportunity to promote sustainable tourism activities as an alternative livelihood, generate more income than current agriculture practices, and reduce pressure on natural resources such as fisheries.</p> <p>QROO: Currently, the main productive activities in Maya Ka'an are subsistence-agriculture, low productivity commercial agriculture, tropical timber extraction, and limited handicraft elaboration. However, a large proportion of the local rural economy is based on government subsidies and poverty relief programs. Tourism is growing, with at least 17 cooperatives already operating. Those working in Sian Ka'an Biosphere Reserve are successful initiatives generating significant profits for local people. The project will use these examples to promote tourism as an alternative livelihood to reduce the dependency on government subsidies, generate more income than current agriculture practices, and reduce pressure on natural resources such as tropical forest, mangrove, coral, fisheries, etc. The project is expected to generate direct and indirect benefits to the general population in Maya Ka'an through the creation of business opportunities, employment, sustainable natural resources use and conservation, cultural preservation, etc.</p> <p>OAX: Currently, the livelihoods that prevail in the target area are agricultural activities, fisheries, jobs related to the construction and maintenance of facilities and incipiently tourism services. The social capital related to these means of living is low and requires strengthening. There are no adequate strategies to develop better individual and collective capacities towards tourism, and training is still insufficient and lacks a gender perspective. Livelihoods related to tourism are a promising alternative for communities who also have a closer link with biodiversity and its conservation. The project will work with communities and ventures that already have a vocation towards tourism and have had real experiences to make it their most important socio-economic activity and improve their well-being (towards "good living").</p>	<p>ProDoc Annex L</p>

STAP comments	UNDP response	Reference
<p>Component Four is focused on Knowledge Management, which centers on the development of a communications strategy and an awareness campaign. Would the awareness campaign be a component of the communications strategy and would this be at the national level or for the proposed demonstration sites? Is this really knowledge management in terms of learning from results, sharing information, etc.?</p>	<p>Component 4 will comprise an awareness campaign, communications strategy and knowledge management mechanisms to enable learning from results, sharing information, etc. The project will design and execute an awareness campaign aimed at the different stakeholders and users of tourism services to promote different behavior/practices, and compensate responsible production and consumption of tourism facilities, goods and services. This national awareness campaign will include a tool kit for local application with gender sensitivity as well as options for engaging indigenous peoples and youth. In parallel, the abovementioned awareness campaign will be complemented by a communications campaign conducted jointly between private and public actors to position Mexico as a BD-friendly tourism destination and raise tourists' awareness and demand for conservation actions. Furthermore, the project will systematize lessons learned, guidance and tools for the development and replication of BD-friendly sustainable tourism services and facilities throughout the country. This systematization of experiences will consist of publishing a document with the project memories, results and lessons learned, including the entire history of the process to create, and consolidate each site as a ZDTS and the management process to ensure sustainability. Furthermore, the project will publish the impacts mainstreaming BD safeguards as shown in the results of BD monitoring as well as the results of the evaluation of the Social Return on Investment. The consolidation of these experiences will lend to develop and/or update good practices manuals for each site. It is envisioned that the generation and use of information at different levels will improve decision-making for the conservation of BD (knowledge, assessment, prioritization, load capacity, challenges and threats) and that these efforts will thereby allow the cost-effective replication of mainstreaming BD conservation safeguards in the development of other priority destinations.</p>	<p>ProDoc Section IV Strategy, Component 4, p. 35</p>

Responses to GEFSEC Comments (7-17-19)

GEFSEC comments	UNDP Response	Reference
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GEFSEC comments	UNDP Response	Reference
<p>2. Is the project structure/ design appropriate to achieve the expected outcomes and outputs?</p> <p>7-17-19</p> <p>The project has the following Components and Outcomes: Component 1. Strengthened institutional, regulatory and policy framework promotes Sustainable Tourism Development (DTS) and management (Outcome 1.1 Conservation objectives of key Biodiversity integrated into the General Law of Tourism and other sectorial development instruments, including a subset of key norms and technical regulations for the tourism sector. Outcome 1.2 Institutional capacity strengthened in SECTUR, state and local governments to mitigate and manage impact of tourism on BD). Component 2. Strengthened enabling conditions in the tourism sector address market failures to catalyze financing for biodiversity conservation (Outcome 2.1 Develop/strengthen decentralized self-governance at tourism sites; Outcome 2.2 Market and policy mechanisms for sustainable tourism financing support the optimization of flows of ecosystem goods and services associated with tourism development and operation). Component 3: Biodiversity mainstreaming in coastal tourism development and operation (Outcome 3.1 New BD-friendly sustainable tourism models (DTS) demonstrated in Quintana Roo, Baja California Sur and Oaxaca and sustainability emplaced; Outcome 3.2 Community-based tourism supporting improved livelihoods, integrating BD conservation in target areas). Component 4: Knowledge Management and Learning (Outcome 4.1 Awareness raised among tourists and tourism industry stakeholders about sector's impact on BD and its associated ecosystem services, as well as potential for conservation measures; indicated by changes in baseline scenarios of surveys applied at project start and end).</p> <p>Component 1</p> <p>Output 1.1.2. What are the "BD conservation safeguards" to be mainstreamed into land use planning regulations and instruments? It is important to list the BD measures to be mainstreamed, since the measures and the term are not easy to understand outside of the circles of conservation.</p>	<p>Please see ProDoc Annex N, provided below, which provides a list of safeguards/strategies for mainstreaming biodiversity conservation into land use planning regulations and instruments. The annex details how SECTUR and the project partners (ASK, WWF, ISLA) will implement these safeguards at the federal and local level in the 3 target sites.</p>	<p>Prodoc Output 1.1.2 Page 18 as well as Annex N Prodoc.</p>

GEFSEC comments	UNDP Response	Reference
<p>Component 2</p> <p>Output 2.1.1. The project proposes to support the following bodies: 1) State-level Scientific Committee on Sustainable Tourism functioning in the three model sites (in support of the National Scientific Committee on Sustainable Tourism), 2) the Advisory Council of Tourism, in the three model sites (in support of the National Scientific Committee on Sustainable Tourism), 3) SECTUR's Technical Group on Planning, 4) other relevant stakeholder associations (like?) through CONANP, SEMARNAT, Local Ecotourism Networks such as Maya Ka'an, Visit Calakmul, Cook Maya, Sierra Gorda Ecological Group, Joint Towns of Oaxaca, and Subnational Secretariats of Tourism and Environment, among others. Please explain how these different bodies relate to each other in delivering GEBs.</p> <p>Output 2.2.2. In the table of Market Failures and Proposed Solutions please include the actual activities that will be carried out to address them.</p>	<p>2.1.1 In April 2019, SECTUR invited experts to install a committee called "Tlaltocan de Sustentabilidad Turística" whose objective is to work in a coordinated manner with different key actors from the sector and to join efforts aimed at achieving the sustainability of tourism activity.</p> <p>This Committee will coordinate with other national and state entities to support BD mainstreaming in programs and activities (CONANP and SEMARNAT, among others), and it will be the body that will support the project's work.</p> <p>It is expected that this figure will be replicated in the states, since the law states they should align their tourism policy and activities in accordance with national actions. The project will support the strengthening of sustainable tourism activities with the framework of this figure and strengthen coordination between the state and federal committees, and designate a work group/committee to engage the private sector as well as stakeholder associations to maximize delivery of GEBs.</p> <p>In Oaxaca, for example, local governance spaces will begin with 4 local stakeholders: the Clean Beaches Committee of Santa María Huatulco and San Pedro Pochutla, the EarthCheck Certification Committee for Huatulco, the Wetlands of the Coast Network of Oaxaca, and the State Council of Coastal Wetlands of Oaxaca. In these spaces, members of the Scientific Committee of Sustainable Tourism will be invited, chaired by the UMAR. The national and state scientific committees will provide principles and criteria as well as guidance to local project partners.</p> <p>2.2.2 Please refer to the table on page 24 of the ProDoc which provides market failures and solutions. The Solution column provides a menu of activities to be implemented, with the expectation that each site will tailor this menu based on local needs and tourism demands at the moment of implementation and based on consultancies to be executed through the project. The specific activities are defined in the workplan (most of the Component 2) activities in Annex A.</p>	<p>ProDoc p. 22</p>

GEFSEC comments	UNDP Response	Reference
<p>Component 3</p> <p>Please explain the actual interventions for the "Biodiversity mainstreaming in coastal tourism development and operation". The end-result is very difficult to visualize when the outputs are mostly about supporting organizations/institutions like "Local participation mechanisms", and "Strengthened local business capacities". This also applies to the "Landscape wide programs for tourism development reviewed, adopted and implemented by SECTUR". How these "Landscape wide programs" relate to the "BD mainstreaming"?</p>	<p>There are two levels of intervention for mainstreaming biodiversity in coastal tourism development and operation:</p> <p>First: training local companies to implement good practices related to BD conservation; at the three pilot sites, training to coastal and ecotourism companies are included as a “mainstreaming strategy” for operations, through national norms.</p> <p>Second: the procedure to declare Sustainable Tourism Development Zones (Landscape wide programs) includes the preparation of a file with the following information about the destination:</p> <ul style="list-style-type: none"> · Socio-environmental Feasibility Study with BD information. · Opinion of the National Commission of Protected Natural Areas (if applicable). · Congruence with the National Risk Atlas (if applicable). · Environmental Impact Assessment <p>The fulfillment of the technical file ensures that BD conservation safeguards are mainstreamed in coastal tourism development and operation.</p> <p>Specific examples from the 3 target sites follow:</p> <p>1. In Quintana Roo, Maya Ka'an as a nature-oriented destination serves as a tool to promote local development, improve community livelihoods, and in that way, promote interest and local participation in the conservation of BD. Following the Sian Ka'an example, all the proposed actions in the GEF project are oriented to increase capacities of local people and cooperatives to allow them access to the market, while increasing their awareness and participation in BD conservation. Ecotourism, like ecosystem services, is a productive activity that stimulates BD conservation and motivates local actors to protect nature since it is a source of direct income for them. Landscape-level programs involve integrating BD into production systems at a regional scale. That is, BD is considered in the value chain of a tourism products and services.</p> <p>2. In the case of Oaxaca, the decree of ZDTS and its associated management program will ensure a more sustainable land use planning that prioritizes conservation of ecosystems and species. The strengthening of the eco-tourism and community tourism network will contribute to ensure best practices regarding BD protection and increase social awareness among tourists and operators. Communication campaigns will also focus on raising awareness and best practices in the sector for BD mainstreaming. Increasing BD monitoring capacities in the site will provide a minimum base of knowledge to better inform policies and interventions.</p> <p>3. In the case of Baja California Sur, the policy standard NMX-AA-178-SCFI-2016 provides BD conservation safeguards that should be integrated into land use planning regulations and other instruments as well as the list of measures to be integrated. These include requirements, specifications and sustainability criteria for site selection, design, construction and operation for touristic real estate developments in the Gulf of California. The end result will be best practices adopted by local businesses, capacities and outputs from management programs implemented, the</p>	<p>ProDoc Component 3</p>

GEFSEC comments	UNDP Response	Reference
<p>Output 3.1.4 At PIF approval, the GEF requested the following regarding Indicator Species.</p> <p>6. A more focused list of indicator species. It is going to be very difficult for the project to pursue and sustain the monitoring (in the long term) of such a long list of indicator species. Neither Funding nor time will be sufficient. For the long list of species, provide the baseline information, that is the quantitative information on the populations of the target species. Since NGOs appear to have been working on some of these species, time series will be required as baseline. Please indicate the Scientific Institutions and/or NGOs that will take care of it. Provide a letter of co-financing (in-kind) if the project is not going to the monitoring.</p> <p>The information provided in the CEO Endorsement (including the Fact Sheet on Annex L) is very weak, except for the reference to ASK monitoring coral reef health. Why not supporting their efforts with GEF funds (instead of co-financing) if this is an output of the project?</p> <p>Baja California</p> <p>How is the baseline for Belding's yellowthroat to be determined during year 1 if "There are currently monitoring efforts taking place by UABCS, Centro de Investigaciones Biológicas del Noroeste (CIBNOR) and CICESE"?</p> <p>Humpback Whale. There is a baseline of 6,820 individuals registered presumably by Jorge Urban's team at UABCS doing marine species monitoring and research, and has a database dating back 20 years. Is he going to be supported by the GEF? He should.</p> <p>Coral reefs. Please confirm that there is a baseline and that the GEF will support the work of Carlos Sánchez Group Lab, CBCC, Ecosistemas Marinos UABCS, and Octavio Aburto SCRIPPS Oceanographic Institution. Assume their work is in the tourism sites in the Bay of La Paz with Perlas del Cortez, CONANP, Baja Ferries. Please confirm.</p> <p>Mangroves. Please explain who has the baseline and whether or not the project will support the ongoing monitoring.</p> <p>Oaxaca</p> <p>Who has the baseline and currently monitoring the Freshwater otter? Data from 2008 (11 years old!).</p> <p>Is the CONANP data available for the indicators where it is listed under "Additional comments". Please indicate link to access data or relevant publications.</p>	<p>Per the GEF review at PIF submission, the project sought co-financing support for monitoring with existing NGOs, as detailed in the co-financing commitment letters.</p> <p>As stated in the TBWP and Budget Notes, GEF funding will be used to purchase equipment and carry out capacity development workshops specifically related to community monitoring of BD in order to strengthen existing capacities to ensure long-term sustainability.</p> <p>The indicator species were selected to assess the impact of human activities on ecosystems through the study of the response of the species to the stress generated by tourism. The criteria for selecting these species as indicators of mainstreaming BD conservation in tourism are: existence of biological and ecosystem information (baseline); be included in a regulation for its non-extractive use and conservation; be representative of tourist products in the different ecosystems of the region; monitoring data must be measurable, verifiable, evaluable, with healthy populations and abundant on site. The current baseline consists of the following:</p> <p>Quintana Roo:</p> <p>Bird monitoring database of Maya Ka'an is published in the e-bird data base and registered as Maya Ka'an Birding: https://ebird.org/region/MX-ROO?yr=all&m=&rank=mrec</p> <p>Bird monitoring in Maya Ka'an is the responsibility of ASK, Sal a Pajarear Program, and the local communities.</p> <p>Regarding baselines, the situation is as follows:</p> <p>Mangrove, Coral, Wetlands: ASK has the baselines. The coral data is detailed and analyzed, and published. Mangrove baseline information is also processed and analyzed. For wetlands, the information is on satellite images and aerial photos; some processing and analysis will be done.</p> <p>For sea grasses, the information needs to be generated in the field and from aerial photos.</p> <p>ASK will be responsible for the monitoring activities in coordination with CONANP.</p> <p>Oaxaca:</p> <p>The otter is a sensitive species that integrates the health of the basin that feeds water, materials and energy to the coastal systems.</p> <p>Currently there is no monitoring program in operation dedicated to this species. The latest data is from research conducted, not monitoring systems. This project will provide the technical bases, the commitments with the stakeholders, so that the monitoring system is locally assimilated and maintained over time, as well as making the otter one of the flagship species of the CZH basin, the main source of water of the tourist destination Bahías de Huatulco.</p> <p>CONANP has not systematized the information of its biological monitoring, therefore it is not available on the Internet.</p> <p>Regarding corals and turtles, Costa Salvaje (NGO) and CONANP are developing some indicators for the recent past so there is no solid baseline or monitoring system in place so far. However, in the case of turtles, there is a lot of information from nesting camps that should be</p>	<p>ProDoc Annex L Fact Sheets</p>

GEFSEC comments	UNDP Response	Reference
<p>All in all.</p> <p>1) The project needs to better explain what are the actual interventions to mainstream biodiversity into the tourism sector. There is significant information on the enabling activities (including organizations) but very little in terms of the actual intervention and how they result in mainstreaming BD in the sector.</p> <p>2) The selection of BD indicators has been a major challenge since the approval of the PIF. Please only select those that: 1) Do indicate changes due to the proposed interventions; 2) there is a baseline, and 3) there is an organization that has been collecting the data and will collect the data for the project. Since this output 3.1.4 is part of the GEF project, funds should be used to support these activities.</p>	<p>As described in Annex N, below, the proposed actions in the Strategy Section, Annex 1 Workplan, and the various descriptions included in the fact sheets, the actual interventions to mainstream biodiversity into the tourism sector include, but are not limited to, private reservations, payment for environmental services, advocacy, good practices and certification, zoning and land use planning, tourism diversification at the landscape level, management through the ZDTS which in turn promotes community sustainability through energy and clean water, responsible consumption to reduce environmental impacts, environmental education, etc.</p> <p>For example, in Maya Ka'an, biodiversity (species, ecosystems, landscapes) are tourism attractions that generate income for local communities, and therefore they become more interested in protecting them (Mayan communities have traditional practices to produce food – milpa-, honey, timber, and others, with a balanced protection of the tropical forest). In addition, ecosystems are in general well preserved. Given these assumptions and conditions, we expect to have non-significant changes in the vegetation cover (mangrove, wetland), coral reef cover and species composition, and sea grass composition. That is also the case for bird species richness and abundance. In the case of the coral reef and sea grass, it is important to consider that in the case of tourism, the main factors to consider are the physical damage due to diving and snorkel activities. Coral reef have been affected throughout the Caribbean by different diseases, climate change, and water pollution, variables that, although included in the project, will not be totally solved by the proposed actions, due to their scale and complexity.</p> <p>In Baja California Sur, the changes derived from the proposed interventions are in the compliance criteria of the Mexican Standard NMX 178 (1). The organization that will collect data on the efficacy, effectiveness and impact of the intervention model is ISLA in collaboration with Sectur, Conabio and Conanp (3), taking into account the baseline information on the conservation status of the species in intervention sites (2).</p>	<p>ProDoc Annex N</p> <p>CEO EndReq Section A.1.5</p>

GEFSEC comments	UNDP Response	Reference
<p>1. Does the project take into account potential major risks, including the consequences of climate change, and describes sufficient risk response measures? (e.g., measures to enhance climate resilience)</p> <p>7-17-19</p> <p>There is no risk associated with the proposed changes in the General Law of Tourism, and especially in the implementation of these changes (Outcome 1.1.). Please elaborate.</p>	<p>The new administration has confirmed that the proposed changes in the General Law of Tourism will ensure sustainability via the consideration of issues such as BD conservation.</p> <p>Tourism faces the enormous challenge of conservation and sustainable use of biodiversity as an integral part of its operation and reducing its negative impacts, since failing to do so, the tourist competitiveness of destinations is affected.</p> <p>The transversal nature of tourism activity represents an important tool to boost local and regional development and offers the possibility of contributing to the conservation and sustainable use of the country's natural and cultural capital.</p> <p>Thus, it will propose a reform of the legal framework of tourism, to have the tools for the management of information and sustainable development and the integration of Biodiversity.</p> <p>The foregoing requires a legislative harmonization not only of the General Tourism Law, but of some other laws such as the General Law of the Ecological Balance and the Protection of the Environment and Law on Sustainable Forest Development, for example, environmental compensation schemes at tourist destinations.</p> <p>Additionally, one of the goals of the new PROSECTUR will be to incorporate Biodiversity criteria into the institutional, regulatory and public policy frameworks to promote sustainable and competitive tourism development.</p> <p>For this, the possible risks that the change in the General Law of Tourism could bring include:</p> <ul style="list-style-type: none"> Define biodiversity from a theoretical concept and not aligned to the reality of the country and local communities. (See Risk 3) Do not generate mechanisms for the implementation of measures to enforce the law. (See Risk 2) A possible lack of coordination and lack of financial resources with institutions responsible for the enforcement of environmental legislation (PROFEPA). (See Risk 4) <p>Do not integrate traditional knowledge as criteria of exclusion from the application of the law, and affect indigenous communities and vulnerable groups. (See Risk 11)</p>	<p>CEO End Req Section A.5</p>
<p>2. Is co-financing confirmed and evidence provided?</p> <p>1) Please explain the relationship between the co-financing by CONAFOR and the proposed investments of GEF funds.</p>	<p>We will ensure that cofinancing is well monitored to complement GEF financing.</p> <p>Specifically, CONAFOR will contribute to match GEF funds in components 2 and 3 through the capacities generated by the implementation of the Payment for Environmental Services (PES) programs for BD and hydrological services, as well as for the establishment of a Community Monitoring System for the Sustainable Use of Biodiversity, among other activities.</p>	<p>ProDoc Section X. p. 75 and Co-Financing Letters</p>

GEFSEC comments	UNDP Response	Reference
<p>2) Please explain the relationship between the co-financing by CONANP and the proposed investments of GEF funds.</p>	<p>CONANP's main role in project implementation is to contribute to the definition of ecological corridors between PAs and tourism areas outside of the protected areas polygons. PA staff will be important in the pilot sites regarding their close relation with community-based organizations, members of local communities and civil society organizations as active participants in PA management. CONANP's experience on species and ecosystems monitoring systems will enhance activities under Component 3.</p> <p>Both institutions will participate in the Technical Advisory Committee to be established, in order to review all technical aspects of project implementation.</p>	<p>ProDoc Section X. p. 75 and Co-Financing Letters</p>
<p>3) Please explain the relationship between the co-financing by SEDES0 (\$21.6 million) and the proposed investments of GEF funds.</p>	<p>SEDES0 investment will allow the construction of domestic infrastructure to catch rainwater to fulfill household needs, and to treat wastewater. These actions have two goals in the context of Maya Ka'an: 1) Promote community sustainability together with tourism sustainability; and 2) Reduce impacts to the aquifer as a unique ecosystem with unique biodiversity, and as a source of water for people, tourism, wetlands, and coral reef.</p>	<p>ProDoc Section X. p. 75 and Co-Financing Letters</p>
<p>3. Are relevant tracking tools completed?</p> <p>7-17-19</p> <p>The project included the TT for GEF-6 and the Indicators for GEF-7.</p> <p>Please indicate how the surface area of the three target states was calculated (Table on page 46 of Prodoc). The area for Quintana Roo (3,008,083 ha) is about the same as the area of the state (34,205 km² = 3,4205,000 ha) but that is not the case for the other 2 states.</p>	<p>The calculations include both terrestrial and coastal/marine areas expected to be impacted by the project, as described in the Fact Sheets. Maya Ka'an is indeed a much larger area and benefits from experience and lessons learned through the establishment of the Sian Ka'an – Calakmul Biological Corridor and associated tourism activities, whereas the other sites focus on smaller areas, in part due to availability and interest of local communities. It is possible that during the project, as the Zones are formalized and decreed, the calculations will be adjusted to reflect final agreements and compliance with the ZDTS procedures.</p>	<p>ProDoc Annex L Fact Sheets</p>

GEFSEC comments	UNDP Response	Reference
<p>12. Is CEO endorsement recommended?</p> <p>7-17-19</p> <p>At PIF Approval the GEF Secretariat requested the following:</p> <p>1. The list of laws and policy sectors to be addressed during project development with proper justification for their selection and how they will work in favor of Sustainable Development.</p> <p>At CEO Endorsement: Information provided in output 1.1.1.. Cleared</p> <p>2. The mechanisms that the project will use to "mainstream" biodiversity and into the Tourism Sector. This is about "how" mainstreaming will be implemented and the expected results. Please review language in GEF and STAP publications on Mainstreaming.</p> <p>At CEO Endorsement: This is not clear and should be included under Output 1.1.2 and specially under Component 3 (Biodiversity mainstreaming in coastal tourism development and operation). Please address this head on. Please use direct language to explain what BD mainstreaming in coastal tourism development and operation). Please address this head on. Please use direct language to explain what BD measures will be mainstreamed and how that will be carried out.</p>	<p>As mentioned above in response to Comment 2, please see Annex N, below, which provides a list of safeguards/strategies for mainstreaming biodiversity conservation into land use planning regulations and instruments. The annex details how SECTUR and the project partners (ASK, WWF, ISLA) will implement these safeguards at the federal and local level in the 3 target sites.</p>	<p></p>

GEFSEC comments	UNDP Response	Reference
<p>3. The specifics of the strengthening the Institutional Capacity at SECTUR, State Level Ministries, Private sector, Tour Operators, Municipalities and CSOs with at least 200 people. Because the target audience is very wide as stated in the PIF, focusing on key Institutions will be necessary. Proper justification of the focused targets and suggested activities will be needed.</p> <p>At CEO Endorsement: The universe of target audience changed little since PIF approval and very little information is provided on the actual activities to be carried out (except perhaps on "Official and Mexican Norms"). Please elaborate on the content of the Capacity Development Programme.</p>	<p>Currently, the department in SECTUR in charge of the topics related to tourism and conservation of biodiversity is very small, only 5 people. However, there are decisions within other departments in SECTUR that need to integrate criteria related to biodiversity conservation. To address this and fulfill the objective of strengthening capacities within SECTUR, a Capacity Development Programme will be developed. Ideally, the Programme should be endorsed by the Tourism Competitiveness Institute (ICTUR), and should include at least the following themes:</p> <p>I. Trends in tourism development</p> <ul style="list-style-type: none"> · Update with data and figures and projections · Impacts of tourism and its relationship with biodiversity and social issues · Competitiveness and tourism in Mexico · Trends (overtourism, adaptation, decentralization, collaborative economy) <p>II. Sustainability and tourism, basic concepts and international politics</p> <ul style="list-style-type: none"> · Introduction to sustainability · Sustainable tourism, key concepts · History of Sustainable Tourism, from Lanzarote to COP 13 in Cancún · International Policy <ul style="list-style-type: none"> o Strategic Plan for Biological Diversity and Aichi Targets o Sustainable Development Goals o 10YFP <p>III. National Policy on Sustainable Tourism</p> <ul style="list-style-type: none"> · PROSECTUR · Strategy for the Integration of Biodiversity in the tourism sector · Strategic Framework for Tourism in Protected Natural Areas · General Tourism Law and its Regulations <p>IV. The role of the business sector in tourism and biodiversity</p> <ul style="list-style-type: none"> · The Global Sustainable Tourism Criteria for companies and destinations · Certifications of sustainability · The private tourism sector and the SDGs · The private tourism sector in the future <p>V. Communications for sustainable tourism</p> <ul style="list-style-type: none"> · Basic concepts of communications for sustainability · Identifying the target audience: analysis of Stakeholders · The communication process · The use of traditional media and social networks to show progress · How to achieve a successful sustainability campaign? 	ProDoc Output 1.2.1

GEFSEC comments	UNDP Response	Reference
<p>4. The market failures that the project aims at tackling and "how" that will be done. Since the Tourism Industry is pretty robust, changes will require significant time and leverage to get implemented. That is why a very focused approach to address "market failures" is a must.</p> <p>At CEO Endorsement: As indicated above for Output 2.2.2., include the activities that will be carried out by this project to address the market failures in the table of Market Failures and Proposed Solution.</p>	<p>As mentioned above in response to Comment 2, please refer to the table on page 25 of the ProDoc which provides market failures and solutions. The Solution column provides a menu of activities to be implemented, with the expectation that each site will tailor this menu based on local needs and tourism demands at the moment of implementation and based on consultancies to be executed through the project. The specific activities are defined in the workplan (most of the Component 2) activities in Annex A.</p>	<p>ProDoc Output 2.2.2</p>

GEFSEC comments	UNDP Response	Reference
<p>5. The list of specific interventions in the three target geographies, and elements of the Tourism Sector (Hotels, tour operators and local businesses) with detailed information on who is going to be responsible and how these interventions will be made.</p> <p>At CEO Endorsement: This should be the central part of Component 3. Nevertheless, the component is mostly about investments in Local participation mechanisms, and Strengthened local business capacities. The information could should reside under output 3.1.3. For that, be explicit about the meaning of the Sustainable Tourism Development Zone (ZDTS) in terms of actual interventions resulting in Global Environmental Benefits.</p>	<p>As mentioned above in response to Comment 2, please see Annex N, below, which provides a list of safeguards/strategies for mainstreaming biodiversity conservation into land use planning regulations and instruments. The responsible parties for these interventions are summarized as follows:</p> <ul style="list-style-type: none"> - Private Reserves & Payment for Environmental Services (ASK/WWF/ISLA, CONANP, CONAFOR) - Avitourism (ASK, Sal a Pajarear), - Advocacy - Good Practices and Certification (ASK/WWF/ISLA, SEDETUR, SECTUR, DMO, SEMARNAT) - Zoning and Land Use Planning (SEMARNAT, SEMA, CONANP, municipalities, ASK/WWF/ISLA) - Tourism Diversification at Landscape Level (SEDETUR, CPTQ, CONANP, ASK/WWF/ISLA) - Management through ZDTS (SECTUR, SEDETUR) - Promotion of Community Sustainability – Energy and Clean Water- (SEDESO, ASK/WWF/ISLA) - Responsible Consumption to Reduce Environmental Impacts (ASK/WWF/ISLA, SEDESO) - Environmental Education (ASK/WWF/ISLA) <p>The list of specific interventions expected to generate Global Environmental Benefits in the 3 target sites include:</p> <p>Development and implementation by local businesses of:</p> <p>a) tourism management programs; b) community ecological zoning plans and; c) capacity building workshops for adoption of sustainable tourism best practices.</p> <p>The hotel sector is responsible for implementing the Mexican Standard NMX-AA-178-SCFI-2016 Sustainability Criteria of Touristic Real Estate Developments in The Gulf of California.</p> <p>In addition, a proposal was developed in BCS to harmonize tourism and BD conservation zoning instruments and establish long-term payment of environmental services from federal and local government.</p> <p>Update regulations (NOM of tourism and NMX of sustainable development) and analyse gaps in the regulatory framework of tourism activities and services.</p> <p>Develop a capacity development program aimed at local governments on the mainstreaming of BD conservation.</p> <p>Develop business plans for ecotourism enterprises and circuits and train to the criteria of NMX-133 of Sustainable ecotourism.</p> <p>Establish a Community Monitoring System for the Sustainable Use of coastal and marine BD, and train local communities to monitor biodiversity.</p> <p>In terms of governance, integrate technical groups of local stakeholders related to BD conservation and sustainable tourism.</p> <p>Develop good management practices in sport fishing, whale watching, tourism marina and other tourism-recreational nautical activities.</p> <p>Train youth and women for environmental education and as ecotourism guides.</p> <p>Develop in coordination with competent authorities: a) the</p>	<p>ProDoc Annex N</p>

GEFSEC comments	UNDP Response	Reference
<p>6. A more focused list of indicator species. It is going to be very difficult for the project to pursue and sustain the monitoring (in the long term) of such a long list of indicator species. Neither Funding nor time will be sufficient. For the long list of species, provide the baseline information, that is the quantitative information on the populations of the target species. Since NGOs appear to have been working on some of these species, time series will be required as baseline. Please indicate the Scientific Institutions and/or NGOs that will take care of it. Provide a letter of co-financing (in-kind) if the project is not going to the monitoring.</p> <p>At CEO Endorsement. Please see above in Window 2.</p>	<p>Please see above in the response to Question 6 of Comment 2.</p>	<p></p>

GEFSEC comments	UNDP Response	Reference
<p>7. The list of proposed interventions (properly justified) in the three Community Ecotourism Units to be supported by the project.</p> <p>At CEO Endorsement: Under output 3.2.1.</p>	<p>While the project will establish a project desk within the 3 project partners, there will not be a formal "Community Ecotourism Unit" in the 3 sites. Rather, the Project will work with partners to develop and promote ecotourism services and activities. At the national level, the project will promote the updating of NOM 09 SECTUR 2002 for nature based guides, which establishes the elements to which the specialized guides in specific activities must adhere and has not been updated since 2003. The project will also review and publish the National Strategy for Nature-based Tourism in Mexico (strategy developed in 2017 but has not been published).</p> <p>At the local level, the project will pursue the following interventions:</p> <p>BCS:</p> <ul style="list-style-type: none"> - Train 30 specialized guides in compliance with NOM-09-SECTUR. - Design and plan ecotourism circuits in the Sierra La Laguna-Los Cabos Region. - Diagnosis of Mexican Standard NMX-133 compliance criteria for the companies in the ecotourism circuits. - Advise, train and certify at least 10 ecotourism companies under the criteria of NMX-133 in the SLL-LC region. - Publish Good Practices of tourism activities that mainstream BD (Whale Watching and Sport Fishing). <p>OAX:</p> <ul style="list-style-type: none"> - Design and implement a capacity building program for eco-tourism and community tourism operators. - Strengthen the community eco-tourism network by developing a monitoring and evaluation platform focused on women empowerment and economic impact. - Train and certify 30 tour guides on NOM-09 for nature-based guides and/or NOM-08 for general tourism guides. <p>QROO</p> <ul style="list-style-type: none"> - Promote the implementation of Good Practices Guidelines in 20 ecotourism companies in Maya Ka'an. - Certification of 50 tour guides in NOM-09 for nature-based guides and/or NOM-08 for general tourism guides. <p>Update the Maya Ka'an good practices manuals.</p>	<p>ProDoc Output 3.2.1</p>

Responses to GEFSEC Comments (09-10-19)

GEFSEC comments	UNDP Response	Reference
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GEFSEC comments	UNDP Response	Reference
<p>6. Are relevant tracking tools completed?</p> <p>The project intervention area includes both coastal and marine habitats and as such, the expected results (4,080,515 hectares) should be divided and reported separately under Core Indicator 4.1. (for coastal areas) and Core Indicator 5 (for marine habitat). Please provide the best estimate possible for the indicators in both environments. Thanks.</p>	<p>The project intervention area includes both coastal and marine habitats and as such, the expected results (4,080,515 hectares) have now been divided and reported separately, as follows:</p> <p>Core Indicator 4.1 now states 3,966,548.06;</p> <p>Core Indicator 5 has been added and now states 113,967.83.</p>	<p>CEO EndReq Annex B</p>
<p>8. Is the project coordinated with other related initiatives and national/regional plans in the country or in the region?</p> <p>The GEF Agency aims at carrying out several functions that the Executing Partner should carry out (see A.6 and paragraphs 190 and 191). The GEF kindly request that the Agency refrain from doing this type of activities and remove its name from the Institutional Arrangements and any other part of the project that relates to this matter. The Government of Mexico is very capable and will be able to carry out these duties.</p>	<p>Agreed, the Executive and Senior Supplier were inadvertently switched. The organigram and paragraphs 190 and 191 have been corrected accordingly.</p>	<p>CEO EndReq A.6 and ProDoc par. 190-191</p>

GEFSEC comments	UNDP Response	Reference
<p>9. Does the project include a budgeted M&E Plan that monitors and measures results with indicators and targets?</p> <p>In the Description of the Budget and M&E, the Project Manager's salary is charged to both M&E Plan as well as to the Project components. Project Coordinator Salary should be charged only to PMC. Please remove the charges to the components. There are enough funds in the PMC to cover the salary of the PM. the Audit should also be charged to the PMC instead of to the M&E Plan.</p>	<p>The budget has been adjusted so that the Project Coordinator's salary is charged only to PMC. The technical oversight of the Components will be done by a Technical Advisor.</p> <p>The Audit costs have been moved to PMC.</p>	ProDoc TBWP

Responses to GEFSEC Comments (10-17-19)

GEFSEC comments	UNDP Response	Reference
<p>8.Is the project coordinated with other related initiatives and national/regional plans in the country or in the region?</p> <p>10-17-19</p> <p>1) SECTUR was entered as the Executing Agency. Thanks.</p> <p>2) Procurement, administrative support and the execution agreements are proper functions of SECTUR, the the Executing. Please remove from the Institutional Agreements and Coordination all language that refers to activities that ought to be carried out by the Executing Agency. Please amend the Budget accordingly. Thanks</p>	<p>12-11-19</p> <p>These sections have been revised in the ProDoc and CEO endorsement and DPC for UNDP project support services was removed.</p>	ProDoc clause 206; CEO ER A.6

GEFSEC comments	UNDP Response	Reference
<p>9.Does the project include a budgeted M&E Plan that monitors and measures results with indicators and targets?</p> <p>10-17-19</p> <p>1) The Project Coordinator salary should be charged in full to the PMC.</p> <p>2) In the notes of budget lines 2,12, & 30, the "Project Coordinator" was changed for "Technical Adviser". There is no material difference between the two, and above all, these are functions of the Executing Agency and should be charged to PMC. Not the Components.</p> <p>3a) The Audit should be charged to PMC. There are plenty of funds in cash from GEF and co-Finance to cover these function under the PMC. 3b) The Stakeholder Engagement Plan & Gender Action Plan were already carried out for the preparation of this CEO Endorsement and thus, the budget allocation for these activities need to be removed from the Budgeted M&E. Thanks.</p> <p>Please adjust the Budget accordingly. Thanks.</p>	<p>12-11-19</p> <p>Revised according to GEF comments:</p> <p>1. The Project Coordinator's salary is charged in full to PMC, per previous comments dated 10 Sept with response sent 20 Sept.</p> <p>2. In addition to the PC, each component will have a Technical Advisor or expert in the relevant field to ensure maximum impact on a technical level. The TORs for these are under elaboration and will be available by project inception.</p> <p>a) The Audit is fully charged to PMC, as requested in previous comments dated 10 September and response sent 20 September. b) The Stakeholder Engagement Plan and Gender Action Plan were developed during the PPG but their execution occurs during the project. As part of the M&E plan, the project will measure the achievement of these plans. The M&E Plan has been adjusted to only reflect the monitoring and evaluation of the implementation of these plans by project partners.</p>	<p>ProDoc M&E Plan (p 62), CEO ER</p>

^[1] <https://www.facebook.com/Salapajarearyucatan>

<https://www.facebook.com/Sal-a-Pajarear-283145731756907/>

ANNEX C: STATUS OF IMPLEMENTATION OF PROJECT PREPARATION ACTIVITIES AND THE USE OF FUNDS.

A. Provide detailed funding amount of the PPG activities financing status in the table below:

PPG Grant Approved at PIF: 131,250.00			
Project Preparation Activities Implemented	GETF/LDCF/SCCF/CBIT Amount (\$)		
	Budgeted Amount	Amount Spent To date	Amount Committed

<u>Project preparation grant to finalize the project:</u> Mainstreaming Biodiversity Conservation Criteria in Mexico's Tourism Sector with Emphasis on Biodiversity-rich Coastal Ecosystems	131,250.00	80,748.05	50,501.95
Total	131,250.00	80,748.05	50,501.95

ANNEX D: CALENDAR OF EXPECTED REFLOWS (if non-grant instrument is used)

Provide a calendar of expected reflows to the GEF/LDCF/SCCF/CBIT Trust Funds or to your Agency (and/or revolving fund that will be set up)

N/A

ANNEX E: GEF 7 Core Indicator Worksheet

Use this Worksheet to compute those indicator values as required in Part I, Table G to the extent applicable to your proposed project. Progress in programming against these targets for the program will be aggregated and reported at any time during the replenishment period. There is no need to complete this table for climate adaptation projects financed solely through LDCF and SCCF.

Core Indicator 4	Area of landscapes under improved practices (hectares; excluding protected areas)				(Hectares)
		Hectares (4.1+4.2+4.3+4.4)			
		Expected		Expected	
		PIF stage	Endorsement	MTR	TE
		1,382,525.69	3,966,548.06		
Indicator 4.1	Area of landscapes under improved management to benefit biodiversity				
			Hectares		
			Expected		Achieved
			PIF stage	Endorsement	MTR TE
			1,382,525.69	3,966,548.06	
Indicator 4.2	Area of landscapes that meet national or international third-party certification that incorporates biodiversity considerations				
Third party certification(s):		Hectares			
		Expected		Achieved	
		PIF stage	Endorsement	MTR	TE
Indicator 4.3	Area of landscapes under sustainable land management in production systems				
			Hectares		
			Expected		Achieved
			PIF stage	Endorsement	MTR TE

Indicator 4.4	Area of High Conservation Value Forest (HCVF) loss avoided					
			Hectares			
			Expected		Achieved	
			PIF stage	Endorsement	MTR	TE
Core Indicator 5	Area of marine habitat under improved practices to benefit biodiversity					113,967.83 (Hectares)
Core Indicator 11	Number of direct beneficiaries disaggregated by gender as co-benefit of GEF investment					(Number)
					Number Achieved	
			Endorsement		MTR	TE
			2,225	Female		
			3,766	Male		
			5,991	Total		

ANNEX: Project Taxonomy Worksheet

Use this Worksheet to list down the taxonomic information required under Part1 by ticking the most relevant keywords/topics//themes that best describes the project

Level 1	Level 2	Level 3	Level 4
<input checked="" type="checkbox"/> Influencing models			
	<input checked="" type="checkbox"/> Transform policy and regulatory environments		
	<input checked="" type="checkbox"/> Strengthen institutional capacity and decision-making		
	<input checked="" type="checkbox"/> Convene multi-stakeholder alliances		
	<input checked="" type="checkbox"/> Demonstrate innovative approaches		
	<input checked="" type="checkbox"/> Deploy innovative financial instruments		
<input checked="" type="checkbox"/> Stakeholders			
	<input checked="" type="checkbox"/> Indigenous Peoples		
	<input checked="" type="checkbox"/> Private Sector		
		<input checked="" type="checkbox"/> Capital providers	
		<input type="checkbox"/> Financial intermediaries and market facilitators	
		<input type="checkbox"/> Large corporations	
		<input checked="" type="checkbox"/> SMEs	
		<input checked="" type="checkbox"/> Individuals/Entrepreneurs	
		<input type="checkbox"/> Non-Grant Pilot	
		<input type="checkbox"/> Project Reflow	
	<input checked="" type="checkbox"/> Beneficiaries		
	<input checked="" type="checkbox"/> Local Communities		
	<input checked="" type="checkbox"/> Civil Society		
		<input checked="" type="checkbox"/> Community Based Organization	
		<input checked="" type="checkbox"/> Non-Governmental Organization	
		<input checked="" type="checkbox"/> Academia	
		<input type="checkbox"/> Trade Unions and Workers Unions	
	<input checked="" type="checkbox"/> Type of Engagement		
		<input checked="" type="checkbox"/> Information Dissemination	
		<input checked="" type="checkbox"/> Partnership	
		<input checked="" type="checkbox"/> Consultation	
		<input checked="" type="checkbox"/> Participation	
	<input checked="" type="checkbox"/> Communications		
		<input checked="" type="checkbox"/> Awareness Raising	
		<input type="checkbox"/> Education	
		<input checked="" type="checkbox"/> Public Campaigns	
		<input checked="" type="checkbox"/> Behavior Change	
<input checked="" type="checkbox"/> Capacity, Knowledge and Research			
	<input type="checkbox"/> Enabling Activities		
	<input checked="" type="checkbox"/> Capacity Development		
	<input checked="" type="checkbox"/> Knowledge Generation and Exchange		
	<input type="checkbox"/> Targeted Research		
	<input type="checkbox"/> Learning		
		<input type="checkbox"/> Theory of Change	
		<input type="checkbox"/> Adaptive Management	
		<input type="checkbox"/> Indicators to Measure Change	
	<input type="checkbox"/> Innovation		
	<input checked="" type="checkbox"/> Knowledge and Learning		
		<input checked="" type="checkbox"/> Knowledge Management	
		<input type="checkbox"/> Innovation	
		<input checked="" type="checkbox"/> Capacity Development	
		<input checked="" type="checkbox"/> Learning	

	<input checked="" type="checkbox"/> Stakeholder Engagement Plan		
<input checked="" type="checkbox"/> Gender Equality	<input checked="" type="checkbox"/> Gender Mainstreaming		
		<input checked="" type="checkbox"/> Beneficiaries	
		<input checked="" type="checkbox"/> Women groups	
		<input checked="" type="checkbox"/> Sex-disaggregated indicators	
		<input type="checkbox"/> Gender-sensitive indicators	
	<input checked="" type="checkbox"/> Gender results areas		
		<input checked="" type="checkbox"/> Access and control over natural resources	
		<input checked="" type="checkbox"/> Participation and leadership	
		<input type="checkbox"/> Access to benefits and services	
		<input checked="" type="checkbox"/> Capacity development	
		<input checked="" type="checkbox"/> Awareness raising	
		<input checked="" type="checkbox"/> Knowledge generation	
<input checked="" type="checkbox"/> Focal Areas/Theme			
	<input type="checkbox"/> Integrated Programs		
		<input type="checkbox"/> Commodity Supply Chains (4-Good Growth Partnership)	
			<input type="checkbox"/> Sustainable Commodities Production
			<input type="checkbox"/> Deforestation-free Sourcing
			<input type="checkbox"/> Financial Screening Tools
			<input type="checkbox"/> High Conservation Value Forests
			<input type="checkbox"/> High Carbon Stocks Forests
			<input type="checkbox"/> Soybean Supply Chain
			<input type="checkbox"/> Oil Palm Supply Chain
			<input type="checkbox"/> Beef Supply Chain
			<input type="checkbox"/> Smallholder Farmers
			<input type="checkbox"/> Adaptive Management
		<input type="checkbox"/> Food Security in Sub-Saharan Africa	
			<input type="checkbox"/> Resilience (climate and shocks)
			<input type="checkbox"/> Sustainable Production Systems
			<input type="checkbox"/> Agroecosystems
			<input type="checkbox"/> Land and Soil Health
			<input type="checkbox"/> Diversified Farming
			<input type="checkbox"/> Integrated Land and Water Management
			<input type="checkbox"/> Smallholder Farming
			<input type="checkbox"/> Small and Medium Enterprises
			<input type="checkbox"/> Crop Genetic Diversity
			<input type="checkbox"/> Food Value Chains
			<input type="checkbox"/> Gender Dimensions
			<input type="checkbox"/> Multi-stakeholder Platforms
		<input type="checkbox"/> Food Systems, Land Use and Restoration	
			<input type="checkbox"/> Sustainable Food Systems
			<input type="checkbox"/> Landscape Restoration
			<input type="checkbox"/> Sustainable Commodity Production
			<input type="checkbox"/> Comprehensive Land Use Planning
			<input type="checkbox"/> Integrated Landscapes
			<input type="checkbox"/> Food Value Chains
			<input type="checkbox"/> Deforestation-free Sourcing
			<input type="checkbox"/> Smallholder Farmers

		<input type="checkbox"/> Sustainable Cities	
			<input type="checkbox"/> Integrated urban planning
			<input type="checkbox"/> Urban sustainability framework
			<input type="checkbox"/> Transport and Mobility
			<input type="checkbox"/> Buildings
			<input type="checkbox"/> Municipal waste management
			<input type="checkbox"/> Green space
			<input type="checkbox"/> Urban Biodiversity
			<input type="checkbox"/> Urban Food Systems
			<input type="checkbox"/> Energy efficiency
			<input type="checkbox"/> Municipal Financing
			<input type="checkbox"/> Global Platform for Sustainable Cities
			<input type="checkbox"/> Urban Resilience
	<input checked="" type="checkbox"/> Biodiversity		
		<input type="checkbox"/> Protected Areas and Landscapes	
			<input type="checkbox"/> Terrestrial Protected Areas
			<input type="checkbox"/> Coastal and Marine Protected Areas
			<input type="checkbox"/> Productive Landscapes
			<input type="checkbox"/> Productive Seascapes
			<input type="checkbox"/> Community Based Natural Resource Management
		<input checked="" type="checkbox"/> Mainstreaming	
			<input type="checkbox"/> Extractive Industries (oil, gas, mining)
			<input type="checkbox"/> Forestry (Including HCVF and REDD+)
			<input checked="" type="checkbox"/> Tourism
			<input type="checkbox"/> Agriculture & agrobiodiversity
			<input type="checkbox"/> Fisheries
			<input checked="" type="checkbox"/> Infrastructure
			<input checked="" type="checkbox"/> Certification (National Standards)
			<input checked="" type="checkbox"/> Certification (International Standards)
		<input type="checkbox"/> Species	
			<input type="checkbox"/> Illegal Wildlife Trade
			<input type="checkbox"/> Threatened Species
			<input type="checkbox"/> Wildlife for Sustainable Development
			<input type="checkbox"/> Crop Wild Relatives
			<input type="checkbox"/> Plant Genetic Resources
			<input type="checkbox"/> Animal Genetic Resources
			<input type="checkbox"/> Livestock Wild Relatives
			<input type="checkbox"/> Invasive Alien Species (IAS)
		<input checked="" type="checkbox"/> Biomes	
			<input checked="" type="checkbox"/> Mangroves
			<input checked="" type="checkbox"/> Coral Reefs
			<input checked="" type="checkbox"/> Sea Grasses
			<input checked="" type="checkbox"/> Wetlands
			<input type="checkbox"/> Rivers
			<input type="checkbox"/> Lakes
			<input type="checkbox"/> Tropical Rain Forests
			<input type="checkbox"/> Tropical Dry Forests
			<input type="checkbox"/> Temperate Forests
			<input type="checkbox"/> Grasslands
			<input type="checkbox"/> Paramo
			<input type="checkbox"/> Desert

		<input checked="" type="checkbox"/> Financial and Accounting	
			<input checked="" type="checkbox"/> Payment for Ecosystem Services
			<input type="checkbox"/> Natural Capital Assessment and Accounting
			<input type="checkbox"/> Conservation Trust Funds
			<input type="checkbox"/> Conservation Finance
		<input type="checkbox"/> Supplementary Protocol to the CBD	
			<input type="checkbox"/> Biosafety
			<input type="checkbox"/> Access to Genetic Resources Benefit Sharing
	<input type="checkbox"/> Forests		
		<input type="checkbox"/> Forest and Landscape Restoration	
			<input type="checkbox"/> REDD/REDD+
		<input type="checkbox"/> Forest	
			<input type="checkbox"/> Amazon
			<input type="checkbox"/> Congo
			<input type="checkbox"/> Drylands
	<input type="checkbox"/> Land Degradation		
		<input type="checkbox"/> Sustainable Land Management	
			<input type="checkbox"/> Restoration and Rehabilitation of Degraded Lands
			<input type="checkbox"/> Ecosystem Approach
			<input type="checkbox"/> Integrated and Cross-sectoral approach
			<input type="checkbox"/> Community-Based NRM
			<input type="checkbox"/> Sustainable Livelihoods
			<input type="checkbox"/> Income Generating Activities
			<input type="checkbox"/> Sustainable Agriculture
			<input type="checkbox"/> Sustainable Pasture Management
			<input type="checkbox"/> Sustainable Forest/Woodland Management
			<input type="checkbox"/> Improved Soil and Water Management Techniques
			<input type="checkbox"/> Sustainable Fire Management
			<input type="checkbox"/> Drought Mitigation/Early Warning
		<input type="checkbox"/> Land Degradation Neutrality	
			<input type="checkbox"/> Land Productivity
			<input type="checkbox"/> Land Cover and Land cover change
			<input type="checkbox"/> Carbon stocks above or below ground
		<input type="checkbox"/> Food Security	
	<input type="checkbox"/> International Waters		
		<input type="checkbox"/> Ship	
		<input type="checkbox"/> Coastal	
		<input type="checkbox"/> Freshwater	
			<input type="checkbox"/> Aquifer
			<input type="checkbox"/> River Basin
			<input type="checkbox"/> Lake Basin
		<input type="checkbox"/> Learning	
		<input type="checkbox"/> Fisheries	
		<input type="checkbox"/> Persistent toxic substances	
		<input type="checkbox"/> SIDS : Small Island Dev States	
		<input type="checkbox"/> Targeted Research	
		<input type="checkbox"/> Pollution	

			<input type="checkbox"/> Persistent toxic substances
			<input type="checkbox"/> Plastics
			<input type="checkbox"/> Nutrient pollution from all sectors except wastewater
			<input type="checkbox"/> Nutrient pollution from Wastewater
		<input type="checkbox"/> Transboundary Diagnostic Analysis and Strategic Action Plan preparation	
		<input type="checkbox"/> Strategic Action Plan Implementation	
		<input type="checkbox"/> Areas Beyond National Jurisdiction	
		<input type="checkbox"/> Large Marine Ecosystems	
		<input type="checkbox"/> Private Sector	
		<input type="checkbox"/> Aquaculture	
		<input type="checkbox"/> Marine Protected Area	
		<input type="checkbox"/> Biomes	
			<input type="checkbox"/> Mangrove
			<input type="checkbox"/> Coral Reefs
			<input type="checkbox"/> Seagrasses
			<input type="checkbox"/> Polar Ecosystems
			<input type="checkbox"/> Constructed Wetlands
	<input type="checkbox"/> Chemicals and Waste		
		<input type="checkbox"/> Mercury	
		<input type="checkbox"/> Artisanal and Scale Gold Mining	
		<input type="checkbox"/> Coal Fired Power Plants	
		<input type="checkbox"/> Coal Fired Industrial Boilers	
		<input type="checkbox"/> Cement	
		<input type="checkbox"/> Non-Ferrous Metals Production	
		<input type="checkbox"/> Ozone	
		<input type="checkbox"/> Persistent Organic Pollutants	
		<input type="checkbox"/> Unintentional Persistent Organic Pollutants	
		<input type="checkbox"/> Sound Management of chemicals and Waste	
		<input type="checkbox"/> Waste Management	
			<input type="checkbox"/> Hazardous Waste Management
			<input type="checkbox"/> Industrial Waste
			<input type="checkbox"/> e-Waste
		<input type="checkbox"/> Emissions	
		<input type="checkbox"/> Disposal	
		<input type="checkbox"/> New Persistent Organic Pollutants	
		<input type="checkbox"/> Polychlorinated Biphenyls	
		<input type="checkbox"/> Plastics	
		<input type="checkbox"/> Eco-Efficiency	
		<input type="checkbox"/> Pesticides	
		<input type="checkbox"/> DDT - Vector Management	
		<input type="checkbox"/> DDT - Other	
		<input type="checkbox"/> Industrial Emissions	
		<input type="checkbox"/> Open Burning	
		<input type="checkbox"/> Best Available Technology / Best Environmental Practices	
		<input type="checkbox"/> Green Chemistry	

	<input checked="" type="checkbox"/> Climate Change		
		<input checked="" type="checkbox"/> Climate Change Adaptation	
			<input type="checkbox"/> Climate Finance
			<input type="checkbox"/> Least Developed Countries
			<input type="checkbox"/> Small Island Developing States
			<input type="checkbox"/> Disaster Risk Management
			<input type="checkbox"/> Sea-level rise
			<input checked="" type="checkbox"/> Climate Resilience
			<input type="checkbox"/> Climate information
			<input type="checkbox"/> Ecosystem-based Adaptation
			<input type="checkbox"/> Adaptation Tech Transfer
			<input type="checkbox"/> National Adaptation Programme of Action
			<input type="checkbox"/> National Adaptation Plan
			<input type="checkbox"/> Mainstreaming Adaptation
			<input type="checkbox"/> Private Sector
			<input type="checkbox"/> Innovation
			<input type="checkbox"/> Complementarity
			<input type="checkbox"/> Community-based Adaptation
			<input type="checkbox"/> Livelihoods
		<input checked="" type="checkbox"/> Climate Change Mitigation	
			<input checked="" type="checkbox"/> Agriculture, Forestry, and other Land Use
			<input type="checkbox"/> Energy Efficiency
			<input type="checkbox"/> Sustainable Urban Systems and Transport
			<input type="checkbox"/> Technology Transfer
			<input type="checkbox"/> Renewable Energy
			<input type="checkbox"/> Financing
			<input type="checkbox"/> Enabling Activities
		<input type="checkbox"/> Technology Transfer	
			<input type="checkbox"/> Poznan Strategic Programme on Technology Transfer
			<input type="checkbox"/> Climate Technology Centre & Network (CTCN)
			<input type="checkbox"/> Endogenous technology
			<input type="checkbox"/> Technology Needs Assessment
			<input type="checkbox"/> Adaptation Tech Transfer
		<input type="checkbox"/> United Nations Framework on Climate Change	
			<input type="checkbox"/> Nationally Determined Contribution
			<input type="checkbox"/> Paris Agreement
			<input type="checkbox"/> Sustainable Development Goals
		<input checked="" type="checkbox"/> Climate Finance (Rio Markers)	
			<input checked="" type="checkbox"/> Climate Change Mitigation 0
			<input type="checkbox"/> Climate Change Mitigation 1
			<input type="checkbox"/> Climate Change Mitigation 2
			<input checked="" type="checkbox"/> Climate Change Adaptation 0
			<input type="checkbox"/> Climate Change Adaptation 1
			<input type="checkbox"/> Climate Change Adaptation 2



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