

Climate Change Leadership is the Challenge, Corporate Social and Environmental Responsibility is the Solution.



Offset CO₂ After Reducing Emissions



Begin by calculating the fossil fuels and energy consumed by the company.



Calculate the distances that staff or products travel by air or ground transportation.



Offset your carbon footprint for a healthy planet.



**Grupo Ecológico
Sierra Gorda**^{IAP}



Carbon Neutral
PLANET

Your Climate Change commitment reflects your values.

Choosing to offset your carbon footprint with Bosque Sustentable A.C. (BSAC) in Querétaro State, Mexico, reduces CO₂ in the atmosphere. The carbon offset program operates under agreement with resident landowners in the Sierra Gorda Biosphere Reserve and transforms carbon footprints into trees. The success of the program is enhanced by on-going programs in community environmental education, skill training, product diversification, and other conservation activities carried out by Grupo Ecológico Sierra Gorda I.A.P. (GESG), an awardwinning grassroots organization in central Mexico.

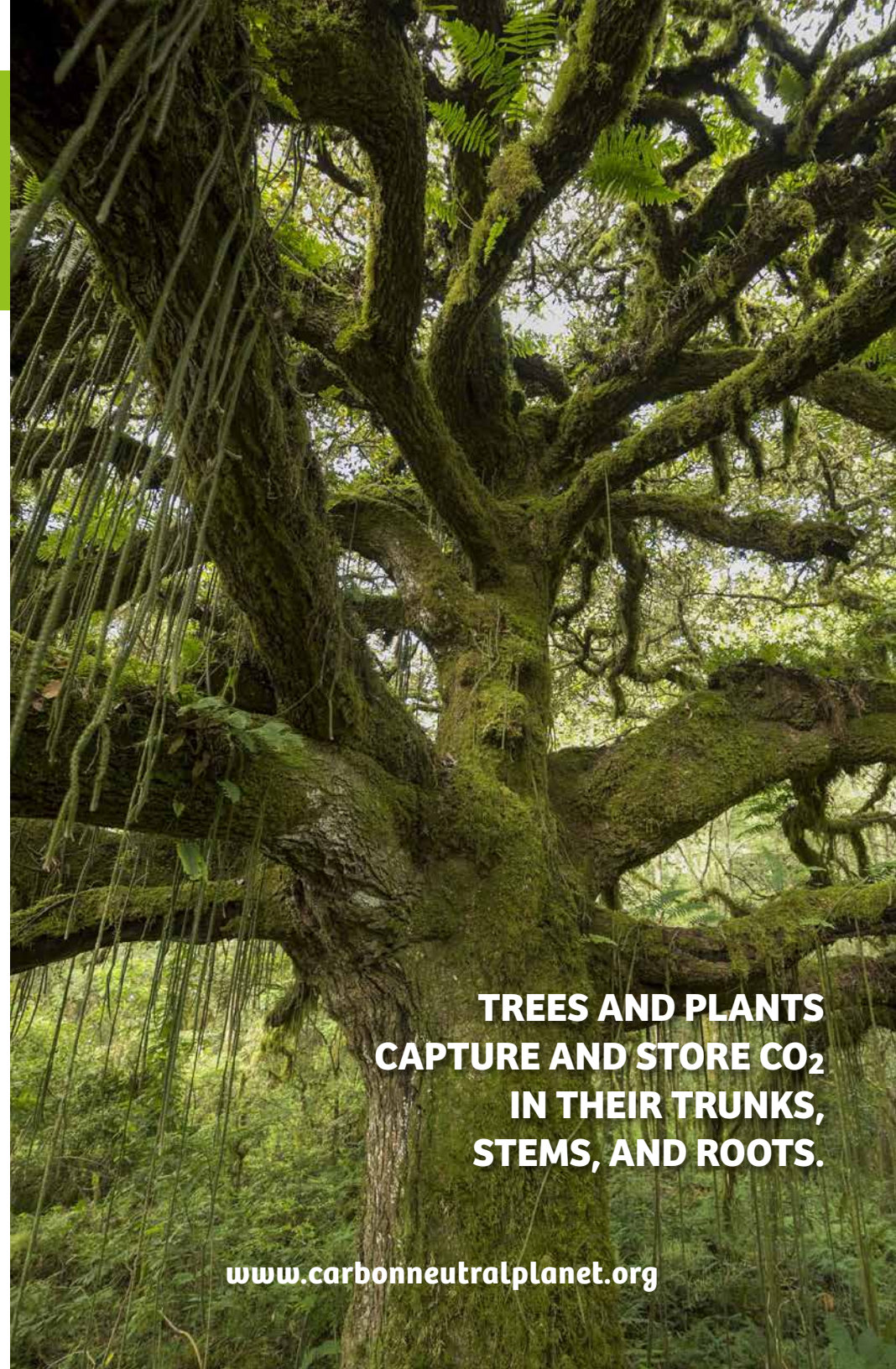
Sierra Gorda's carbon offset inventory is currently based on a very conservative Intergovernmental Panel on Climate Change (IPCC) estimate. For trustworthy carbon data in situ, we initiated a study with the USDA Forest Service and COLPOS to provide local data to characterize ecosystems by analyzing carbon dioxide captured in naturally regenerated forests through chronosequencing. Research is in progress including periodically monitor 24 permanent plots in oak forests to determine CO₂ increases in biomass.



Since 2014 Querétaro State partnered with GESG to pioneer a sub-national climate change mitigation protocol that partially finances Sierra Gorda Carbon. The tools are to be adapted to five other Mexican States. Good governance, civil society partnerships, transparency and MRV are the keys to its success.

**TREES AND PLANTS
CAPTURE AND STORE CO₂
IN THEIR TRUNKS,
STEMS, AND ROOTS.**

www.carbonneutralplanet.org



Sierra Gorda Biosphere Reserve



The Sierra Gorda Biosphere Reserve MaB UNESCO in central Mexico boasts the greatest diversity of ecosystems in Mexico. Covering one third of the state of Querétaro at close to 1 million acres, the Reserve houses thousands of species of flora and fauna, many of them in danger of extinction. Help protect habitat for the jaguar and the endemic bearded wood partridge and many species still being discovered. The more than 600 rural communities inside the Reserve live in poverty with no employment opportunities. The three tons of carbon in each hectare of old growth forest are the keystone for life on this planet and are part of the puzzle to achieve resilience in the face of Climate Change.



About us

CarbonNeutralPlanet.org is a website managed by the alliance of civil society organizations working to conserve the Sierra Gorda Biosphere Reserve. The alliance was initiated and is led by the **Grupo Ecológico Sierra Gorda (GESG)** in Mexico and is represented by Viva Sierra Gorda in the USA.

30 years ago, GESG initiated this movement. Its director Martha "Pati" Ruiz Corzo is one of the most respected environmental leaders in Latin America and has been recognized as the Champion of the Earth by the U.N. Environment for her dedication and innovative responses to conservation. Furthermore, she has received other national and international awards from National Geographic, Rolex Prize for Enterprise, Ashoka Innovators for the Public, Schwab Foundation and others.



**United Nations
Global Compact
MEMBER**

The Grupo Ecológico Sierra Gorda, I.A.P. in Mexico is operating a Nationally Appropriate Mitigation Action (NAMA) of "Subnational mitigation actions for the restoration of degraded forests and the implementation of planned grazing." Sierra Gorda's NAMA contributes to the mitigation and adaptation goals of the Nationally Determined Contributions (NDCs) of Mexico under the Paris Agreement. The Sierra Gorda NAMA will build upon the successful state carbon offset mechanism of Querétaro, where the state government has offset emissions of the state vehicle fleet and established a carbon tax on private vehicles registered in the state with proceeds used to partially offset emissions of those vehicles.



Measure, reduce, and pay it back to the planet.

What are carbon offsets?

Your company's carbon footprint represents the total amount of carbon dioxide (CO2) emissions as a consequence of production and distribution based on the amount of electricity and fossil fuels that are spent during these operations.

To demonstrate your company's commitment to corporate social and environmental responsibility, invest in cleaner efficiency and offset the rest in the Sierra Gorda Biosphere Reserve, Mexico.

Measure your impact and pay it forward to rural landowners to keep the Biosphere Reserve intact.

Private and Public Sector Clients:

Events

Ministry of Tourism National Trade Fair, ATMEX



Hotels

Now Sapphire and Now Jade



Businesses

U.N. Foundation



Carbon Neutral Vehicle Fleet

Queretaro State government



Climate Change and Local Economies

Local Forest Ranger

In 2012, Silvestre Cabrera Castillo began receiving carbon compensation payments to ensure the recuperation of the forest's undergrowth on his property. As stipulated, he sold the free grazing cattle that severely degraded the understory and had little financial value.

Today he is a forest ranger responsible for cleaning fire-break trails, maintaining the forest without any livestock, reporting environmental crimes and attending skill training sessions.

Your donation generates another source of income for Don Silvestre in exchange for protecting and conserving the natural capital on his property.

Offsetting your carbon footprint in the Sierra Gorda is a smart investment for generating multiple social and environmental returns.



Reduce your footprint and restore the planet



The Carbon Neutral Planet website www.carbonneutralplanet.org, offers calculators to measure the footprints of air and ground travel, events, and small offices.

Each donation receives a personalized certificate with unique folio to avoid double counting. If you want to compensate your company's total annual footprint, contact us.

The donation is tax deductible in Mexico and in the USA.

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