Conservation in Action in the Heart of Mexico

Sierra Gorda, Querétaro

2012 Buffet Award

Grupo Ecológico Sierra Gorda

National Geographic
2012 Buffet Award

World Legacy Award

CPF

The Rolex Awards for Enterprise

Schwab Foundation for Social Entrepreneurship

Ashoka
RESERVE. The Sierra Gorda Alliance includes:

In this way, it protects the wildlands and species of the

• Reservation areas across the Sierra Gorda, Grupo Ecológico Sierra Gorda I.A.P.

Together with the affiliate organizations of the Sierra Gorda Alliance, Grupo Ecológico Sierra Gorda I.A.P. (GESGIAP) leads a grassroots movement building constructive partnerships among the networks with which it works across sectors and government levels.

In this way, it protects the wildlands and species of the Reserve. The Sierra Gorda Alliance includes:

• Products y Servicios Turísticos Sierra Gorda, S.A. de C.V. Founded in 2008 as an umbrella company that aims to catalyze local micro-enterprises to higher standards within a sustainable destination criteria. Two trademarks include the local service providers: Sierra Gorda Products and Sierra Gorda Ecotours. The tourism operator helps finance conservation activities and training for partners in the region and offsets the trips to protect old forests.
NAMA Nationally Appropriate Mitigation Action

Subnational Mitigation Actions for the Regeneration of Landscapes
Registered under SEMARNAT: NAMA-MX-28; UNFCCC: NS-272

Grupo Ecológico Sierra Gorda, I.A.P is operating a Nationally Appropriate Mitigation Action (NAMA) in Mexico called “Subnational Mitigation Actions for the Regeneration of Landscapes”. This NAMA promotes regenerative actions for forest and pasture lands in 12 high-priority states of Mexico. It is rooted in the successful Carbon Compensation Mechanism of the State of Queretaro, in which the government assigns a portion of the fees for annual license plate renewal to a special fund that supports projects that reduce greenhouse gas (GHG) emissions in the state and increase carbon capture in its forests. As a part of the NAMA, GESG and the state of Queretaro are promoting the development of similar mechanisms in other states. The implementation of planned grazing and other regenerative practices was successfully begun on pilot ranches in Queretaro, San Luis Potosí, Guanajuato, Chihuahua and Sonora, and we are promoting replication in other states. The NAMA also regenerates forests by eliminating extensive livestock grazing, forest fires and logging with incentives of payments for ecosystem services to participating landowners. These actions lead to a significant reduction in CO2 emissions from forest degradation and increase carbon inventories through natural forest regeneration.

Contribution to Mexico’s NDC
The NAMA contributes to mitigation and adaptation goals of Mexico’s Nationally Determined Contributions (NDC) under the Paris Agreement. We estimate that the regeneration of pasture lands will have a net GHG impact of -2.9 MtCO2e/year in 2030, which represents 52% of the theoretical planned grazing potential estimated by the National Institute of Ecology and Climate Change (INECC) and 41% of the goal of -7 MtCO2e for the entire agricultural sector in 2030. The subnational actions for forest regeneration are projected to have a GHG impact of -694,000 tCO2e/year in 2030. The impacts of the NAMA have been assessed utilizing guidance documents of the Initiative for Climate Action Transparency (ICAT) and methods of IPCC 2006 and have been subjected to independent external review.

Impacts for Sustainable Development
The NAMA’s subnational actions contribute to sustainable development in Mexico. They provide rural forest and pasture owners new forms of income for environmental services, increase the productivity of livestock ranches, create hydrological ecosystem services, stimulate biodiversity and aid carbon sequestration, all of which greatly benefit society. In the livestock subsector, we estimate a 53% increase of income for the participating ranches and an increase of environmental services worth $47 million USD per year. In the forest sector, we project economic and environmental returns worth $20 million USD per year.

Transformational Change
The NAMA seeks fundamental and sustained change for Mexico’s forest sector and livestock grazing sub-sector in order to contribute to a zero-carbon society in agreement with the Paris Accord, as well as other national and international goals for sustainable development. Reinforcing the subnational actions, the NAMA also promotes a regenerative reorientation of the system of government programs, technical support, incentives and financial mechanisms in the affected sectors. We are also forming a critical mass of regenerative educators, technicians, officials, and legislators who are capable of significant intervention at many levels. All of the above is paired with awareness campaigns geared towards the general public in principal cities of participating states regarding climate emergency awareness and voluntary mitigation of carbon footprints.

Join the Fight!
For more information about how your state or municipal government can join the NAMA and promote regenerative transformation of natural capital in Mexico, please contact Grupo Ecológico Sierra Gorda.
THE FLAVOR TRAIL TOURS FOR FAMILIES AND GROUPS
High mountain cuisine at the roadside restaurants along the scenic route of the Sierra Gorda Biosphere Reserve, Querétaro, México.

LAS MANZANITAS
Seasonal fresh squeezed apple juice from the orchard, edible wild mushrooms as the rains begin, and a handmade spicy hot sauce in a molcajete, are the favorites you shouldn’t miss by this native chef.

COMEDOR CONCHITA
Seasonal dishes, among the best handmade corn tortillas and tasty taco fillings, located on the road to the reservoir in the Magic Town of Jalpan de Serra.

LAS ORQUIDEAS
Typical dishes like “cecina” which is smoked meat on coals, or the atypical egg grilled between banana leaves and beans in broth with a spicy cheese sauce, are some of the delights of this traditional kitchen run by Doña Oralia.

ECO-LODGE NETWORK
Each local owner and operator receives you with genuine warmth and hospitality and we collaborate with them to ensure an unforgettable experience and quality customer service. Groups and families can explore nature and visit them safely, as they explore the cliffs and gorges with the very people who care for and know most about the Sierra Gorda.

LAS MANZANITAS
The cabins are located in the Magical Town of Jalpan de Serra, and are only 1.5km from the historical center and 250m from the Jalpan Reservoir ( Ramsar Site). We have private cabins with capacity for families or larger groups.

RINCON DE OJO DE AGUA
These charismatic cabins are ideal for visiting the Cave of Swallows (Sótano de las Golondrinas) at sunrise, a karst sinkhole. They are surrounded by pine and oak forests and are perfect for a family escape to nature.

LA TRINIDAD
Visit the small community with the separate cabin area located to the west of Xilitla, in the most well-preserved cloud forest in the region. The local experts guide you through different trails and serve meals in the private cabin kitchen for visitors. After visiting the famous Edward James attractions in Xilitla, take an hour drive up the mountain to an inimitable forest hideaway.

ACCOMODATIONS

TOURS FOR FAMILIES AND GROUPS
Sierra Gorda Nature
It’s your opportunity to discover the secrets of the most eco-diverse natural protected area in Mexico, aided by our expert local guides. Swim in crystalline rivers, bird watch at dawn and walk through the jungles and cloud forests of the Sierra Gorda, this tour seeks to bring you as close as possible to nature and to enjoy the regional dishes along the Flavor Trail.

Trails and Culture of the Sierra Gorda
This is a travel experience to enjoy with the family, as you hike through the oak and sweet gum forests that include stops at the most emblematic restaurants of the Flavor Trail. On this tour will awaken your senses with the sounds of the forest and the savor the menu that only the Flavor Trail can offer.

sierragordaecotours.com
Reduce your personal and work travel & calculate your CO₂ footprint at carbonneutralplanet.org

Offset your footprint to regenerate forests, soils and biodiversity in Sierra Gorda.

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SIERRAGORDA.NET

Protecting Wild Cat Habitat
Support Young Environmental Leaders in Mexico
Train Local Brigades to Fight Forest Fires in MX

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Viva Sierra Gorda
EARTH ISLAND

HOW TO HELP
Offset your footprint to regenerate forests, soils and biodiversity in Sierra Gorda.

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