



Convention on
Biological Diversity

Business & Biodiversity Forum 2015

Helsinki, Finland

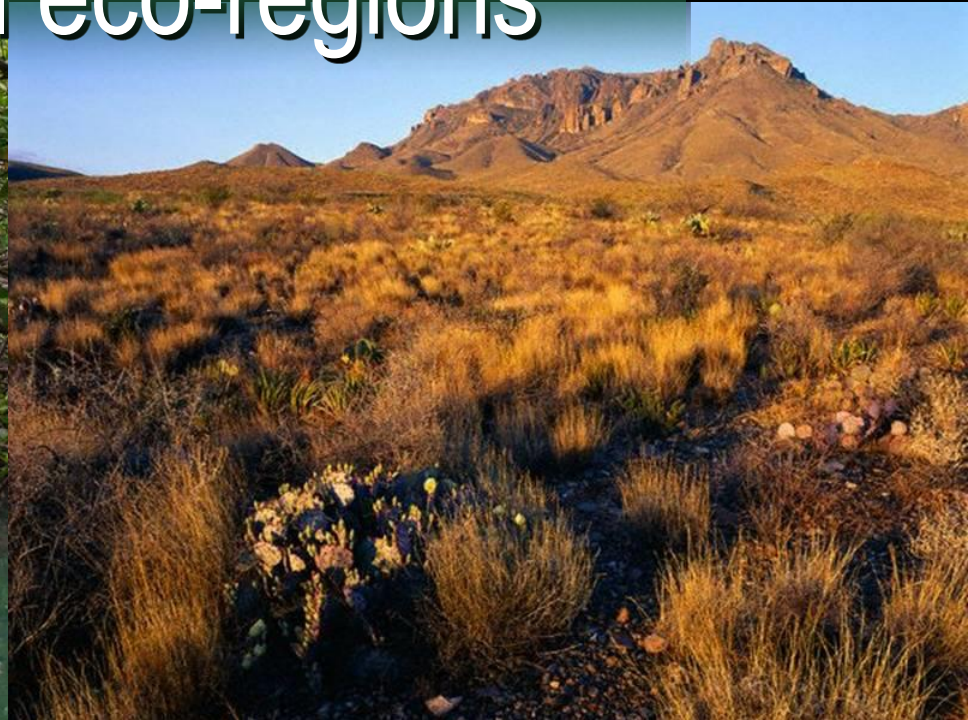




MEXICO



97 terrestrial eco-regions





≈ 70% of the country has forestry potential
(141.7 million hectares)



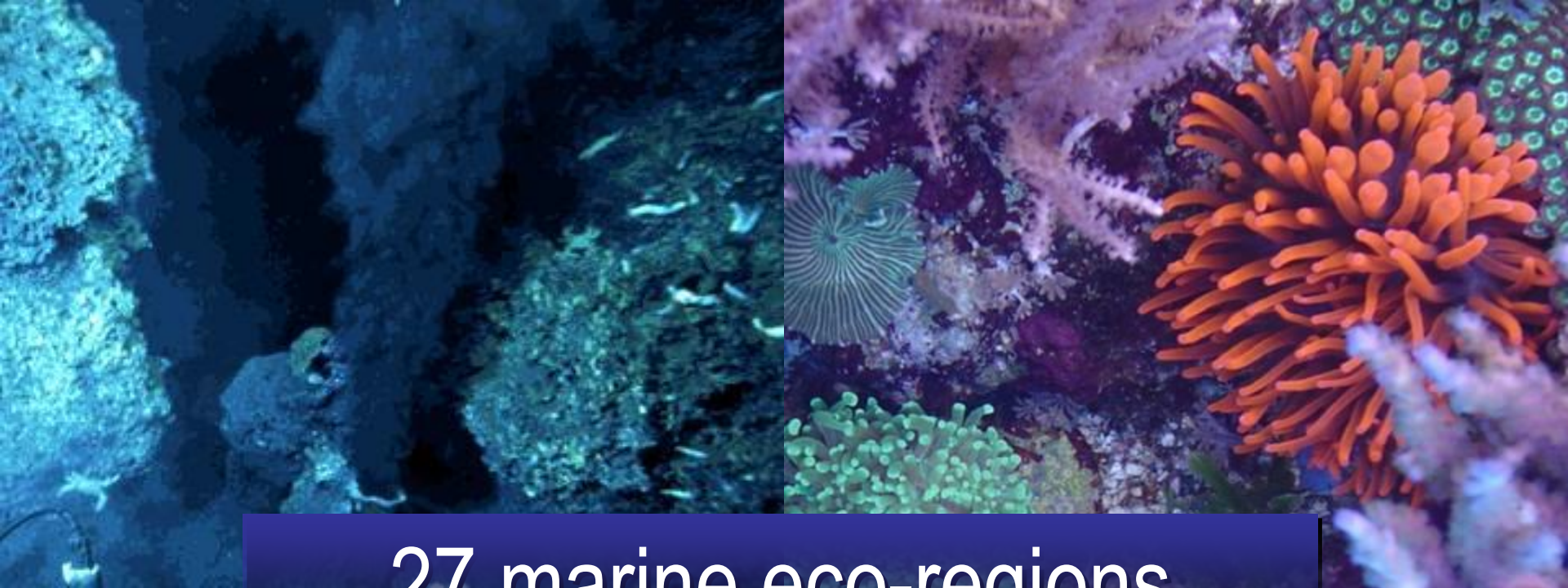
Tropical rain forests:
biologic and genetic reservoirs



Desierto de Sonora



La Encrucijada Biosphere Reserve, Chiapas



27 marine eco-regions



Coastline: 11,122 km



Huatulco National Park, Oaxaca



Sea of Cortes
“The aquarium of the world”

Jacques Cousteau



The Mesoamerican Reef

Second largest
in the planet

Banco Chinchorro
Biosphere Reserve,
Quintana Roo

Mexican ocean waters: sanctuary for sea mammals



Northern Pacific grey whale population is born in Mexican coastal lagoons of the Northwest Pacific Coast and the Sea of Cortes

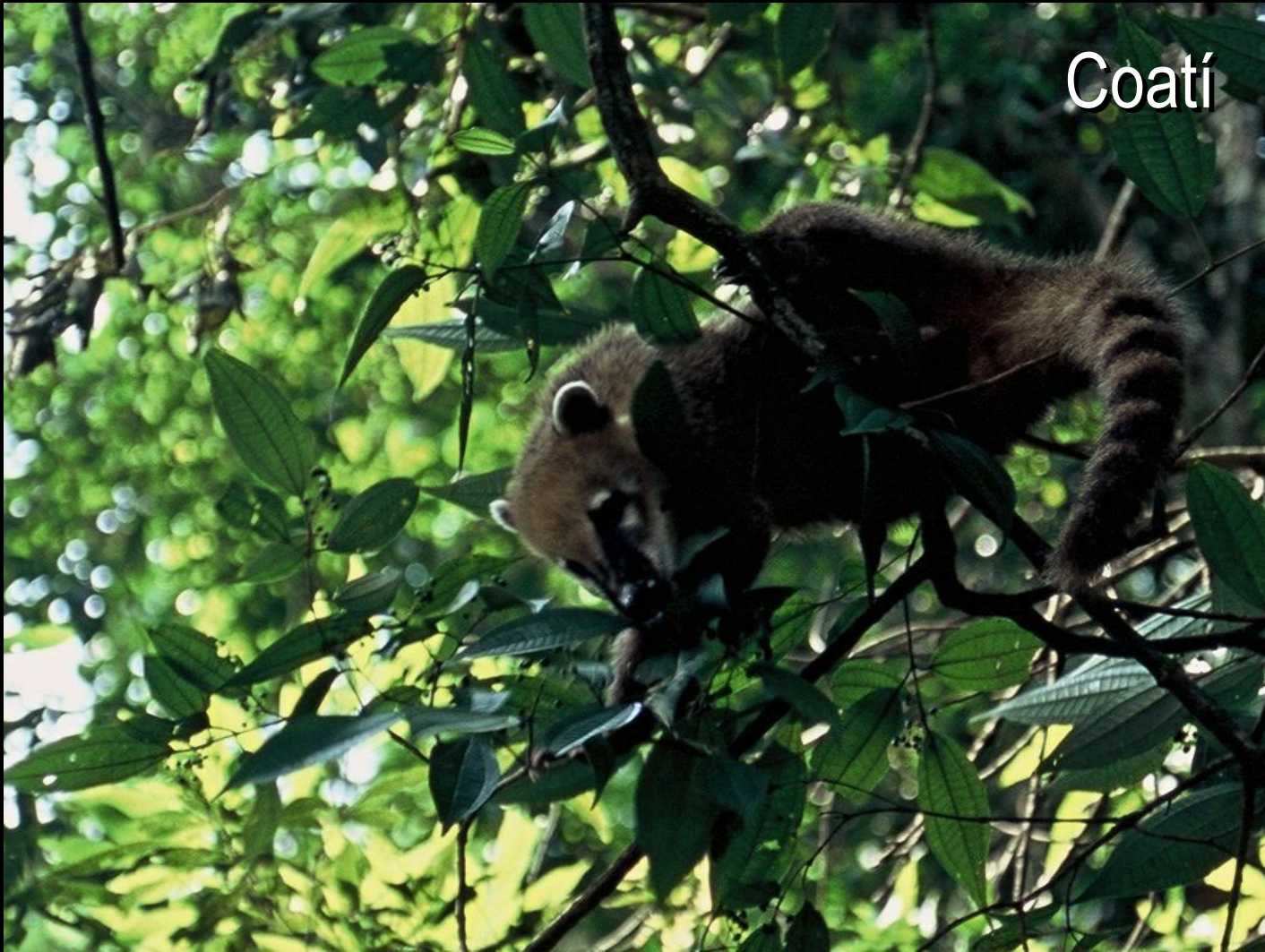
Mexico: one of the five countries with more biological diversity



Iguana verde



First in reptile species: 804 (368 endemic)



Second in mammal species: 530
169 endemic ($\approx 33\%$)



Fourth in amphibian species: 361 (174 endemic)

1,107 bird species (125 endemic)



Tocolotito Ilanero

North America traveler

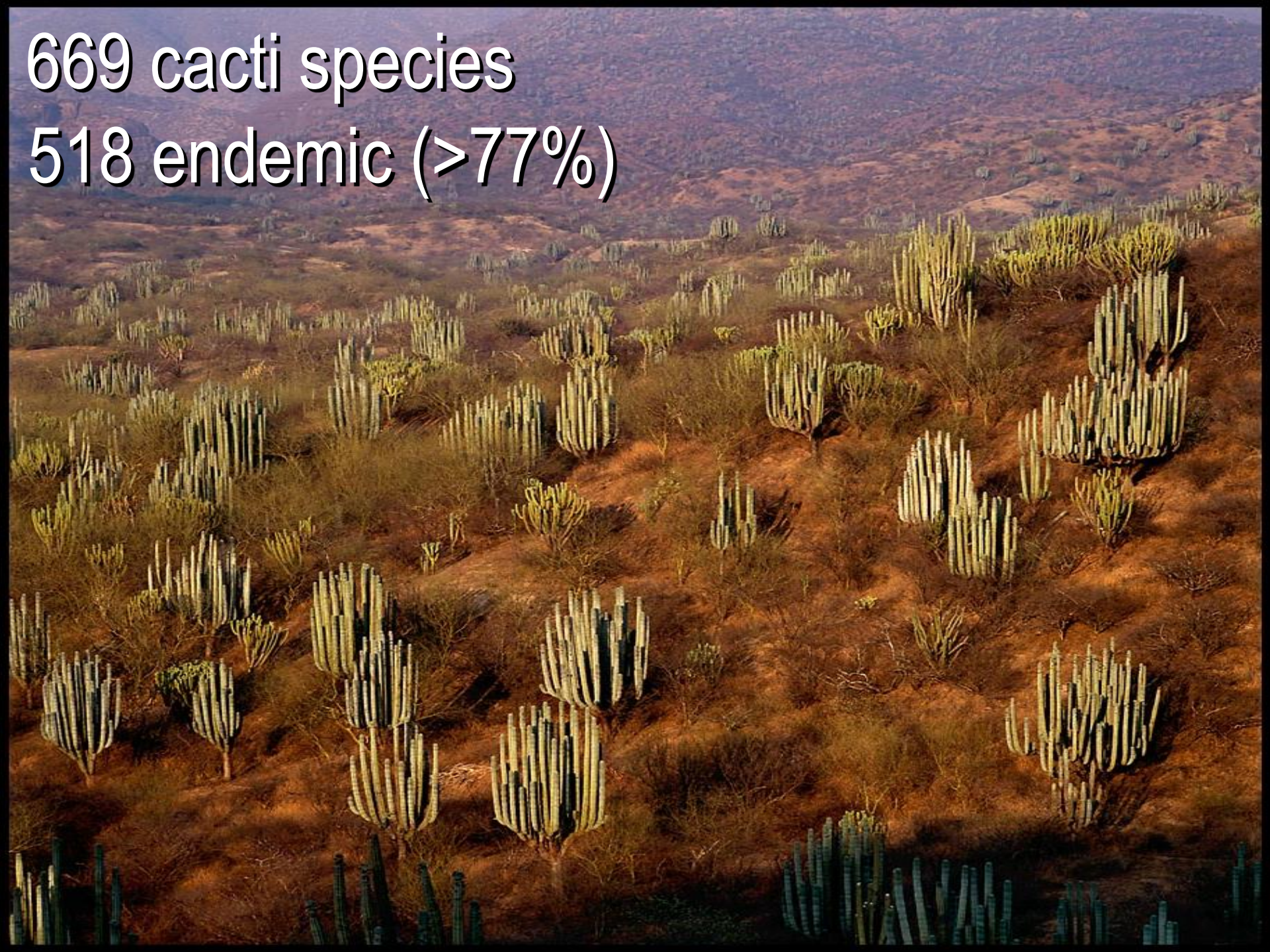



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Monarch Butterfly

669 cacti species

518 endemic (>77%)





47 pine species
19 endemic (> 40%)



Center of
origin and
genetic
diversity of
cultivated
plants

Natural Protected Areas



25.7 million hectares
≈ England



BAHÍA DE LOS ÁNGELES, BCS

Biosphere Reserve





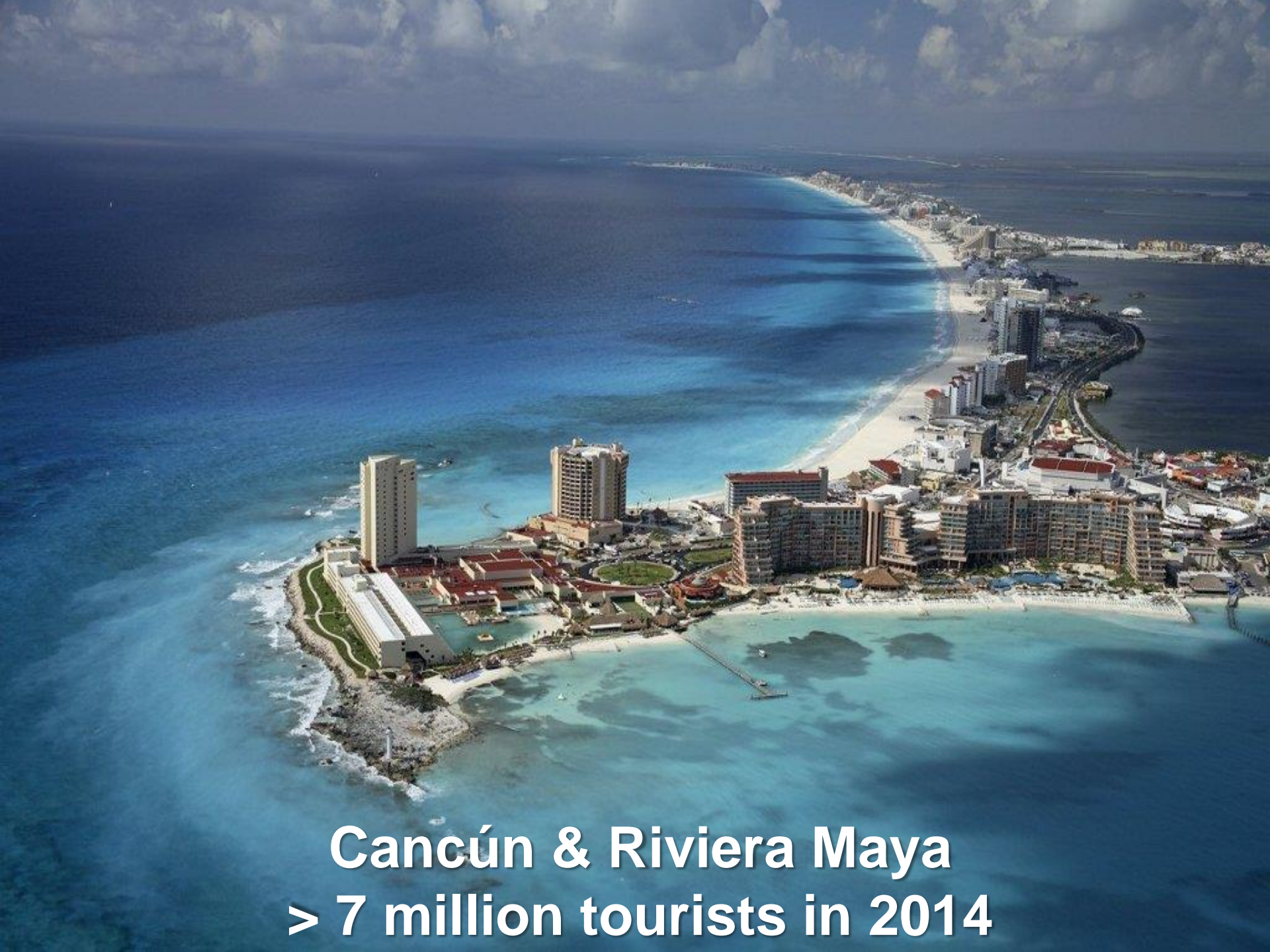
Whale Shark Biosphere Reserve



BARRANCAS DEL COBRE
Priority Region for Conservation



CALAKMUL BIOSPHERE RESERVE
UNESCO World Heritage Site



**Cancún & Riviera Maya
> 7 million tourists in 2014**

Mexico is also:

- 15th world economy.
- ≈125.4 million people (2014, 11th in the world).
 - 78% urban.



10 year framework programmes on sustainable production and consumption





✓ Aichi Target #4:

By 2020, **at the latest**, Governments, **business** and stakeholders at all levels have taken steps to achieve or have implemented plans for **sustainable production and consumption** and have kept the impacts of use of natural resources well within safe ecological limits.

Sustainability performance = competitiveness



Mexico, world leader in PET recycling:

- ✓ 60% bottle/bottle recycling
- ✓ Largest PET recycling plant in the world



Paper industries:

- ✓ Recycling 5 million tons/year, covering 88% of production
- ✓ Promoting commercial forest plantations in degraded land

Micro, Small and Medium Enterprises



Yucatán Peninsula:

- 17,000 beekeepers
- 1.5 million beehives
- 40 different flower species
- Honey from *Melipona* sp and Maya Real (native bee)
- 3th organic honey producers in the world



COP13-COPMOP8-COPMOP2 CANCÚN, MÉXICO 2016



INTEGRANDO LA BIODIVERSIDAD PARA EL BIENESTAR
CONVENIO SOBRE LA DIVERSIDAD BIOLÓGICA

General agenda and scope



- 2 - 4 December 2016: High Level Segment.
- December 4th: opening of COP 13
- 4 - 17 December:
 - COP-13
 - COP-MOP-8 Cartagena Protocol
 - COP-MOP-2 Nagoya Protocol
- Parallel events:
 - Summit for Cities and Subnational Governments (ICLEI)
 - Fora for business, NGOs and indigenous communities
- ≈ 10 thousand participants
- Looking for: **“Biodiversity Mainstreaming for Wellbeing”**



BUSINESS AND BIODIVERSITY

- ✓ Biodiversity as an integrated part of all productive sectors.
- ✓ Biodiversity is valued, conserved, restored and used in a sustainable way.
- ✓ Sustainability = competitiveness = do more and better with less.

A satellite view of Earth showing the Americas. The image is centered on North America, with the continent of North America in the upper half and South America in the lower half. The oceans are a deep blue, and there are white clouds scattered across the globe. The text "Muchas gracias" is overlaid in white, sans-serif font in the upper-middle part of the image.

Muchas gracias

Kiitos paljon