



Reforestamos Mexico is an NGO that was founded in 2002 in response to the fires of 1998 that impacted nearly one million hectares of Mexican forests.

Reforestamos Mexico works to guarantee more and better forests to foster sustainable development, and its vision is to seek that forests become major allies in achieving the 17 sustainable development goals of the United Nations (UN).

BETTER ALLIANCES, BETTER FORESTS (MAMB)

Since 2011, Through the “Better Alliances, Better Forests” initiative (MAMB for its acronym in Spanish), Reforestamos has improved land management by **monitoring trees for a period of three years** from the day of their plantation with the help of local communities, generating local employment and

ensuring the survival of, on average, **80% of the trees planted.**



ADDED VALUE

Through **MAMB**, Reforestamos constantly involves new actors, who, engaged with environmental protection, collaborate for more and better forests. Reforestamos is committed to the 2030 Agenda, which aims to achieve the UN Sustainable Development Goals.



RESULTS

Since 2002, Reforestamos has planted more than **8 million trees** on more than **14 thousand hectares** in **16 states** of **Mexico**, collaborating with more than **200 organizations** from different sectors of society.



MORE ABOUT OUR WORK

In order to stop deforestation, promote sustainable forest management, restore degraded lands and plant trees, Reforestamos works towards the following goals:

1. To create information that reaches and influences decision-making processes for forests within and across public institutions and the private sector.



2. To promote and strengthen territorial governance platforms in order to foster integrated landscape management and to attract and align different investment types to increase forest cover. Reforestamos is an active collaborator in the Central West Mexico Biocultural Corridor, a territorial platform seeking connectivity of **15 million hectares in eight states of the country.**

3. To create and strengthen entrepreneurial and investment ecosystems for forests so that great ideas have the best chances of becoming sustainable companies with trees and forests at the heart of their business models. Reforestamos collaborates with universities, incubators / accelerators, investment funds and multiple private sector companies to strengthen the forestry sector.



4. To empower citizens so that small actions have great impact. Reforestamos, in alliance with private sector companies, promotes the voluntary **participation of more than 17,000 people to plant trees year after year.**



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