



Valuation of Ecosystem Services in the Monarch Butterfly Biosphere Reserve

National Commission for Natural Protected Areas

SEMARNAT
SECRETARÍA DE MEDIO AMBIENTE
Y RECURSOS NATURALES



Bundesministerium
für Umwelt, Naturschutz,
Bau und Reaktorsicherheit

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Background of the project

- COP 17 CMNUCC (November 2011)
Interest on project focused on valuation of ecosystem services (Mexico and Germany)
- Initial proposal GIZ-CONANP (2012)
BMUB Financing (IKI) and technical support from GIZ
- Approval of the project (December 2012)
Currently under implementation



EcoValor Project's Scope

- Contribute to the international commitments (i.e. **Aichi Targets**)
- Develop and implement a **diversified long-term valuation strategy** to support conservation efforts, management and sustainable use of PA
- **Integrate the values** that ecosystem services provide into **decision-making processes**
- **Strengthen the conservation economics** of CONANP's **2040 strategy**
- **Contribute to reduce the current financial gap** of Mexican Protected Areas' operation



Objectives of the project

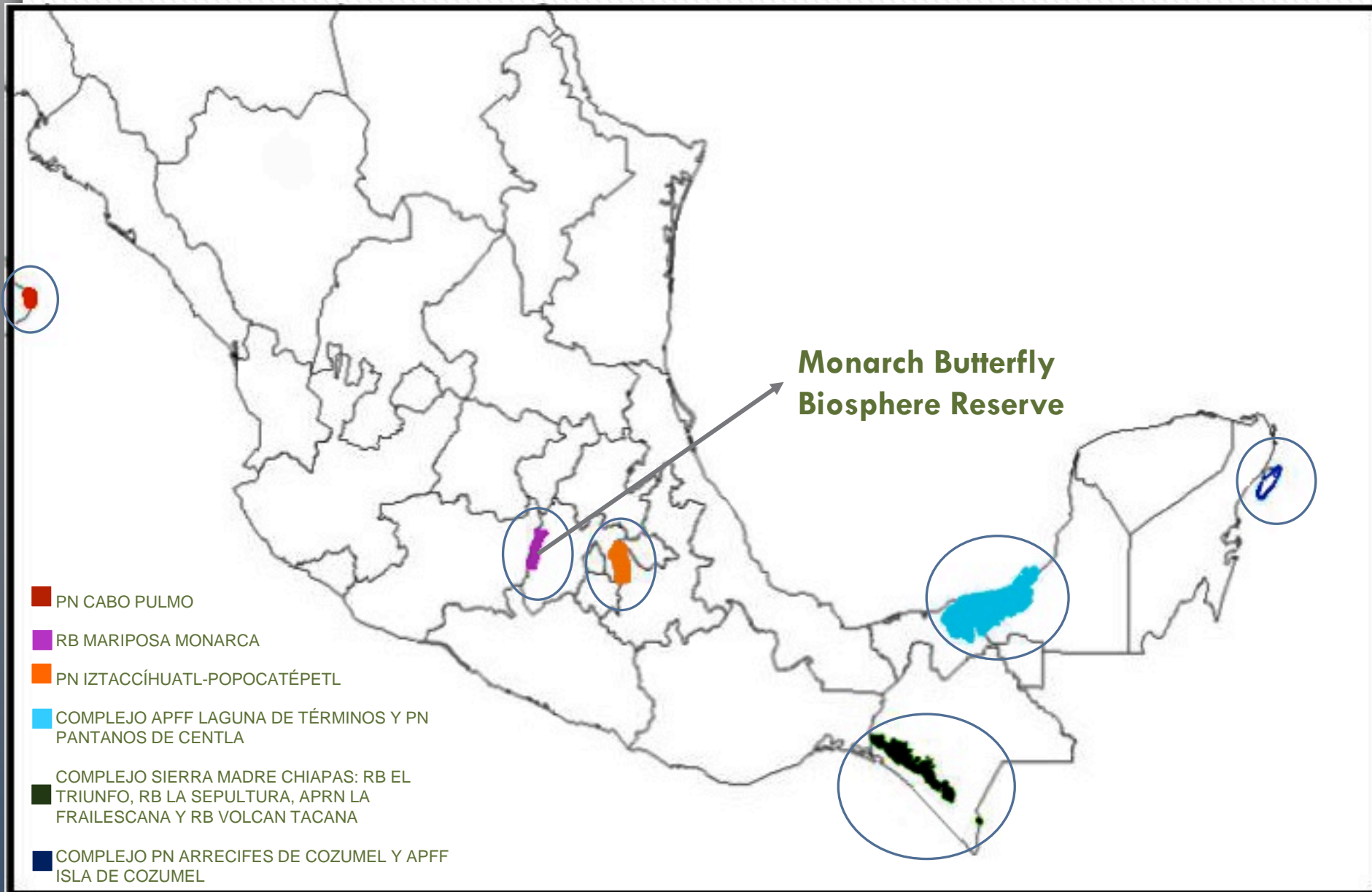
- Systematize information to raise awareness about the value of key ES in PA
- Convey the importance and position PA on the national agenda
- Design economic instruments and institutional arrangements to reward biodiversity and ES conservation
- Foster human well-being inside and beyond PA



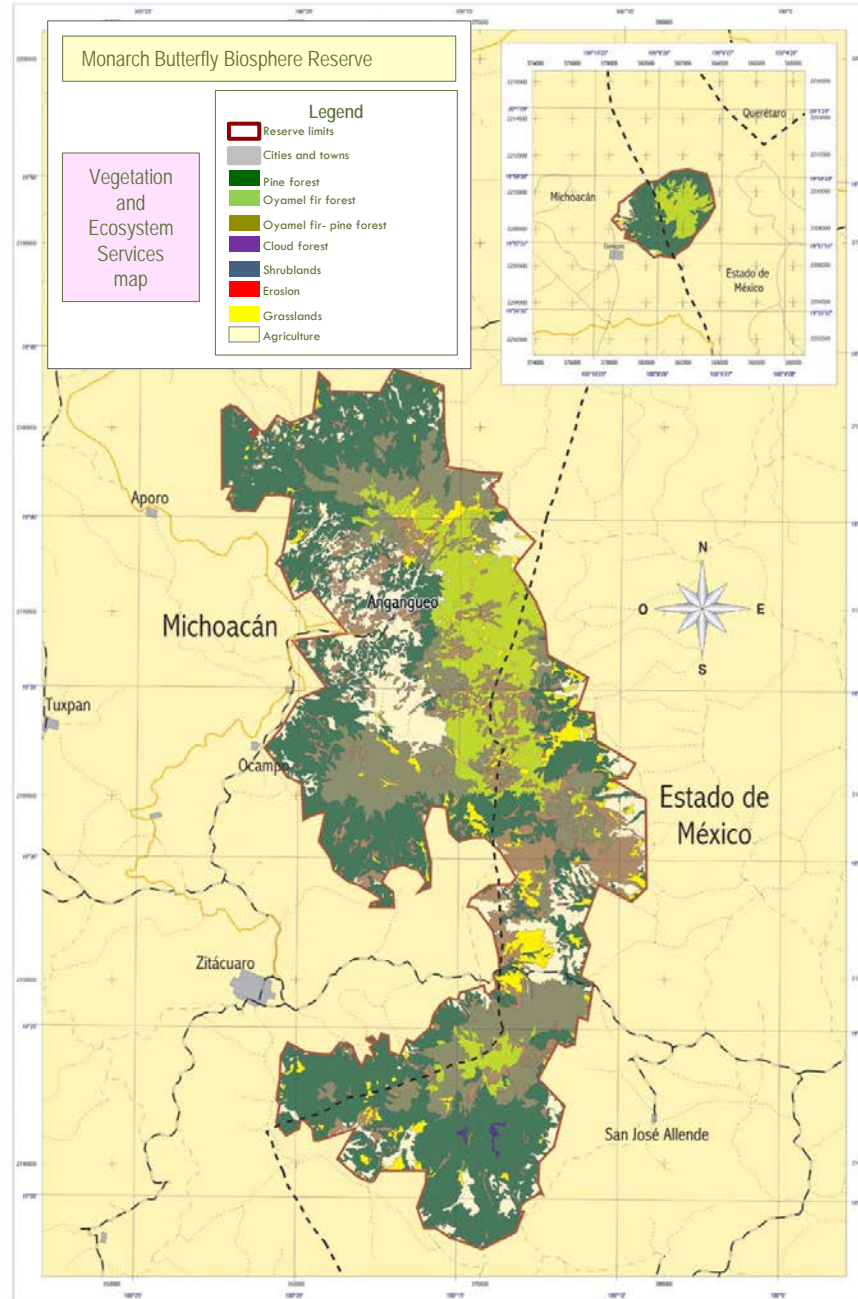
EcoValor Components



Pilot NPA EcoValor



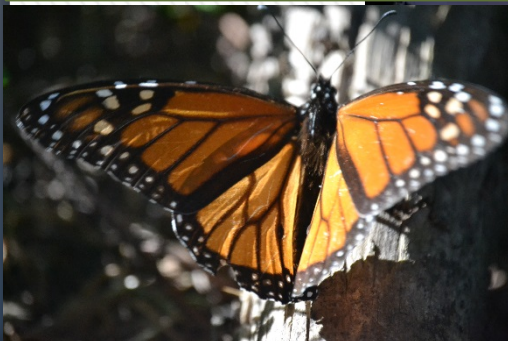
Priority ES in the MBBR



Video



- Value the **ecosystem services** provided by the MBBR
- Incorporate the **ecosystem services** into **management plan and operation** of the Reserve
- **Capacity development** of Reserve's personnel and surrounding population
- Promoting **local communities'** sustainable productive activities and active participation in conservation efforts



Generate information

- Develop **valuation studies** on pilot ES
- **Quantify and systematize** the value of ES
- **Generate information** about the benefits that ES provide
- **Systematize methodologies to replicate** this exercise throughout Mexico's PA system



Communicate the value

- **Communicate** the value to decision makers, to the people living in the MBBR, and to people depending on ES (urban population)
- **Convey** the link between ES and human and economic well-being
- **Incorporate** the importance of ES into the national agenda
- **Recognize** that PA are source of important ES



Strengthen capacity building

- » Develop **technical capacities** for managers and its partners to value ES
- » Incorporate the **approach of valuation of ecosystem services** into the actualized Management Plan of the MBRR
- » Strengthen **local governance** through the inclusion of a VSE focus into community-based development planning





- » Recognize **sustainable management practices** to foster alternative economic activities for people living inside and on the outskirts of the reserve
- » Build strategic alliances to integrate an Ecosystem Services Valuation approach into current existing dialogues and alignment of public policy

Finally...

Increase visibility on the importance of our conservation efforts for ensuring a holistic, planet-wise well-being

By recognizing the value of ecosystem services provided by our protected areas and positioning them at the center of the development debate



Thank you

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