

# Biosfera Desarrollos

*Building solutions in sustainable development in Mexico, Central America and the Caribbean.*

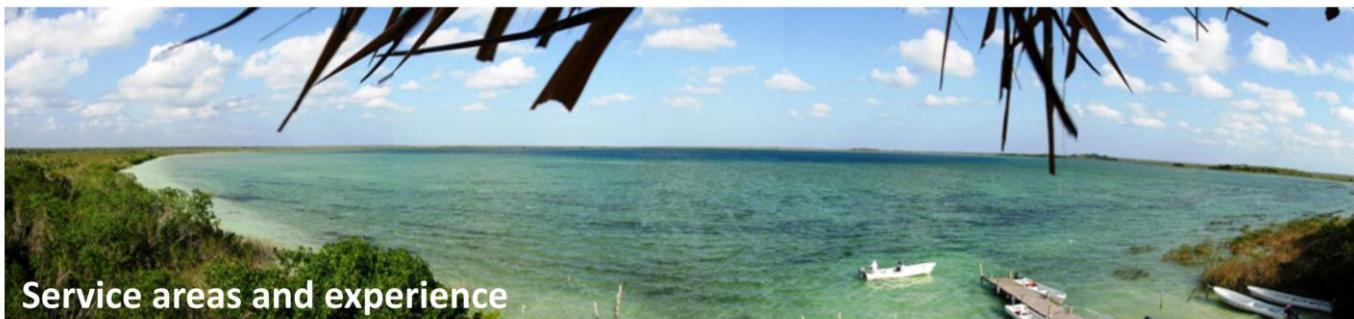
We propose solutions that foster human well-being, prosperous communities, and an institutional environment favorable to development and healthy ecosystems.



**Biosfera Desarrollos** is a consulting company that promotes sustainable development in Mexico, Central America and the Caribbean, the most unequal region in the world, according to the Inter-American Development Bank. We take on the most pressing challenges of sustainable development by putting together experienced specialist teams who address and solve complex challenges faced by the social, governmental and private sectors. Our specialist teams are characterized by their diversity, innovative thinking, extensive technical knowledge and professional project management.

## Approaches and fields of expertise

We respond to the challenges of sustainable development in Mexico, Central America and the Caribbean by designing and constructing replicable models of intersectoral cooperation. We participate in projects where we are certain we will add value, by forming teams of specialists dedicated to solving problems, who have an extensive knowledge of local conditions and international best practices. We support local sustainable development efforts by leveraging four consulting practices: Sustainable Tourism, Resilience, Use and Conservation of Biodiversity and Business Development.



## Service areas and experience

### Sustainable tourism



Well-planned tourism helps to achieve a balance between the urgent needs of short-term economic growth and the long-term objectives of conservation of biological and cultural diversity. We help entrepreneurs, national and local governments to position tourism as a highly competitive economic engine with quality standards and sustainable performance, as well as a means to achieve positive impacts on the surrounding environment. Our services address: sustainability across all forms of tourism and from planning to operation, the establishment of quality management systems for tourism services, tourism product development, tourism in protected natural areas, tourism plans and government programs, design of tourist routes, quality management systems, design and management of brands, business plans and business development of tourism projects. Examples of our projects include:

**Analysis, Design, Development and Implementation of the National Registry of Tourism (2017-2018).** In the Coastal Area Tourism Development Program financed by the Inter-American Development Bank, we advised the Minister of Tourism and the Salvadoran Tourism Corporation to produce a National Tourism Registry as an instrument to promote the competitiveness of the Salvadoran tourist industry.

**Natural Protected Areas and Sustainable Tourism in the context of BioMar (2015-2016).** With funding from the German Cooperation Agency for Development (GIZ), under the program of Use and Conservation of Coastal Marine Biodiversity (BioMar) in the Gulf of California (Mexico), we worked together with CONANP to strengthen the management of sustainable tourism in two clusters formed by 12 ANPs.

**Glamping Muyil business plan (2014).** We designed a product that complemented the tourist offering in the Tulum area, (Quintana Roo), Mexico, ensuring that this enterprise was competitive. We designed a Glamping site (glamorous camp) for an abandoned chicle camp which offers an interpretation of the natural and cultural history of the Yucatan peninsula.

**Voluntourism business plan in Chiapas (2011).** We developed four tourism products which complemented the nature tourism offering provided by Ecobiosfera El Triunfo in the Sierra Madre de Chiapas (Mexico). This was directed at international volunteers interested in the culture and ecology of the State of Chiapas. We presented these products to American universities which maintain international volunteer programs.

**Business Plans for El Triunfo and Selva El Ocote Biosphere Reserves (2009).** We designed a portfolio of tourist products for two protected natural areas of the state of Chiapas that highlighted the unique value of these sites and enabled the diversified use of their natural, cultural and tourist resources.

### Resilience



The effects of climate change are a threat to the region: there is virtually no human activity, location or country that is free of the costs caused by changes to climate patterns or the investments needed to alleviate the impacts of catastrophic events (hurricanes, storm surges, landslides, prolonged droughts). We help national and local government, associations and business chambers reduce vulnerability and be better prepared to adapt and mitigate the effects of climate change. Our consulting services are concentrated around the following topics: preparation of plans and programs for adaptation and mitigation of climate change, preparation of mechanisms for Reducing Emissions from Deforestation and Desertification (REDD+) and strengthening the circular and blue economies.

Examples of projects we have implemented in this area include:

**Regional Needs Evaluation of the States of Chiapas, Guerrero and Oaxaca (ENR 2 2016), Baja California, Baja California Sur, Sonora and Sinaloa (ENR 5 2017); States of Mexico and Querétaro (ENR 7 2017).** These three projects contributed to the Program for the Development of Sustainable Energy Technologies for Climate Change, financed by the World Bank and executed by the Mexican Ministry of Energy. The objective of these evaluations was to strengthen the institutions that generate technological knowledge of clean energies in the region, and that offer the potential to be part of a clean energy development strategy for Mexico. We applied the smart specialization methodology to identify actors, map the value chain of clean energies, evaluate the conditions of the innovation environment, prepare strategic plans at the municipal level, identify innovation projects and technological development in clean energies as well as integrate state investment portfolios into clean energies.

**Design of the Mexican Standard SCOFI NMX 157 that establishes the criteria of sustainability for the selection of Site, Design, Construction and Operation of Tourist Infrastructure in the Yucatan Peninsula (2008).** With funding from WWF-Mexico, we advised the Ministry of Environment and Natural Resources, leading a working group of 60 specialists that resulted in a sustainability standard for the tourist industry of the Yucatan Peninsula, a region of striking natural attractions and cultural factors that, combined with a dynamic business community, has given rise to the region with the highest growth in tourism in Mexico and Latin America.

## Conservation and sustainable use of biodiversity



Biological diversity ranges from genes to ecosystems, including species, populations and communities, which provide irreplaceable services and products to society. Our company advocates the actions that preserve this diversity and forms of use that allow their permanence in the short, medium and long term. Our services are aimed at entities of national or local governments, grassroots

organizations, foundations and the private sector to carry out actions of conservation and sustainable use of biodiversity effectively in their productive activities. We specialize in ecosystem-based planning, marine spatial planning and the conservation and use of biodiversity through productive practices. Some projects implemented in this sphere include:

**Design of a conservation fund for the Ataca basins of the Copan and Coapatán Rivers and the Tacaná Volcano Biosphere Reserve (2009).** Following participatory methodology, we worked together with the CONANP, ejidos and users of environmental services with the objective of designing a strategy for the establishment and operation of a conservation fund that allowed the capitalization of payments for environmental services schemes within and in the vicinity of the Reserve of the Tacaná Volcano Biosphere in Chiapas, Mexico.

**Feasibility study on the preparation of apicultural by-products in APFF Bala'an K'aax (2014).** CONANP, through its Conservation Program for Sustainable Development (PROCODES), financed the equipment of three groups of beekeepers from the Ejido Candelaria II in the municipality of José María Morelos in Quintana Roo (Mexico). In 2014, this organization requested a study be undertaken where the objective was to identify the feasibility of manufacturing by-products from the main apicultural products.

**Business Plan for Montane Forests (2010).** We developed a market study and a business plan for the national and international production and commercialization of endemic cycada and palm plants within the competitive global market of "gourmet" ornamental plants. This took place in a "Wildlife Management Unit" of the Bosque Montanos company, who will use this activity as a conservation strategy for cloud forest redoubts in the Sierra Madre de Chiapas (Mexico).

## Business development

The economies of the region depend to a large extent on the entrepreneurial behavior and the expertise of the owners of micro-enterprises and small and medium-sized enterprises. Currently, more than 50% of jobs and 50% of GDP are generated by these MSMEs, which face considerable challenges for their access to, and permanence within, markets, as well obtaining access to appropriate financial services and to establish intra and intersectoral networks of collaboration that allow them grow and meet the needs of broad sectors of the population with innovative business models. Biosfera Desarrollos offers specialized technical assistance services aimed at social entrepreneurs (from social enterprises and community businesses) that allow them to identify and understand market opportunities for the goods and services they offer, develop social enterprise competencies and strengthen sectors through the integration of value chains, and promote innovation and competitiveness. Our services specialize in value chain analysis and market integration, market studies, business plan development, entrepreneur ecosystem management. Some projects in this area that we have carried out include:



**Design of a business model for the Binational Network of Women Artisans Niu Matat Napawika (2016).** We provided consultancy to the network formed by 30 artisan women's organizations in Mexico to assist in the development of their business model. Previously the model was dependent on donations which we helped to shift towards a model of social enterprise oriented towards the market, providing specialized services for business development of rural women's organizations, product development and international marketing.

**Market Study for the ICU-Peru Intelligent Irrigation Programming System of (2017).** In order to identify niche markets for the development of new businesses, we conducted a market study for the Irrigation Programming System, a technological solution to solve inefficient irrigation and lead to water and energy savings, reaching small producers of Peru. The study showed the feasibility of designing a strategy to provide services to 15,000 producers and make production more efficient across 72,000 hectares.



Regional Needs Assessment in the State of Mexico, 2017.



## Our experts

*Biosfera Desarrollos benefits from having a far-reaching network of consultants with extensive experience in the various intersections of sustainable development in Mexico, Latin America and the Caribbean. They include the following specialists and professionals in project management.*

**Fernando García Flores**  
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Biologist and Master in Administration, Fernando has more than 25 years of experience in the management of sustainable development in Mesoamerica. He has worked together with rural communities, NGOs, the academic, private and public sectors in the United States of America, Mexico, Guatemala, El Salvador, Honduras and the Dominican Republic. In each of the projects he has participated in, he has led multidisciplinary groups.

**Ina Elvira Salas Casasola**  
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Economist and Doctor in Economic Sciences. Ina has more than 10 years of experience executing programs and projects in Mexico, El Salvador and Peru, being heavily involved in the strategic planning of these, as well as in the design and evaluation of public policies. Furthermore she has supervised research on the economics of environmental policy within the "green and blue agendas" of SEMARNAT. She also managed a series of projects and evaluations to improve the programs within SAGARPA (Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food). She has also worked with international organizations and civil associations.

**Gabriela Mercado González**  
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Holder of a degree in Law, Gabriela has 15 years of experience coordinating environmental management projects, analysis and design of environmental public policies, and design and application of sustainable performance standards in the urban and tourism areas. She has recruited and managed national and international consultants, as well as assembled and managed interdisciplinary working groups. These projects have been characterized by being participatory, meeting the needs of regulated subjects and complying with public administration procedures, national legislation and best practices in environmental management.

**Claudette Martínez Ortega**  
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Bachelor in Administration and Master in International Management, Claudette has more than 20 years of experience in training managerial and technical skills, business development and preparation of proposals for multilateral organizations in Latin America and the Caribbean, as well as the development and implementation of financial inclusion projects. She has worked as a consultant and / or trainer with government agencies, networks and more than 20 financial institutions, on issues of Strategic Planning, Capacity Building, Organizational Development and Human Talent, Institutional Diagnostics and Institutional Development.

**Perla Claudia Lozano Angulo**  
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Economist, Teacher in Environmental Economics and Natural Resources and Master in Communication Arts, Perla has more than 16 years of experience collaborating both in the governmental and NGO sectors in nature conservation projects. Her role has involved leading processes of social participation and social marketing, capacity building, strategic planning and communication with different actors in Mexico, Guatemala, Belize and El Salvador.

**Azucena L. García Cisneros**  
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Engineer in Sustainable Development and marketing technician. Azucena has four years of consulting experience focused on the three pillars of sustainability: economic development, social and environmental improvement. She has performed various roles: as an analyst, consultant and coordinator of business development in projects within the social, academic, private and NGO sectors.



## Contact

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