PROMOTING GREEN DEVELOPMENT IN MEXICO
Leticia Gutierrez, November, 2014
Summary of Key Factors in Mexico

• Strong legal framework and national-level commitments to reduce deforestation and promote sustainable rural development

• Focus on positive incentives (mostly subsidies)
  – Agricultural subsidies compete with conservation subsidies

• Lack of negative incentives

• Lack of user-friendly tools to promote spatial planning and monitoring/enforcement of commitments
Potential Approaches

Strengthen Factors that are Absent

- Create negative incentives
  - Fines
  - Supply chain interventions
- Increase enforcement
  - Increase capacity of enforcement agencies
- Supply chain pressure
  - Create private sector commitments to sustainability

Focus on Existing Factors

- Reform rural subsidies
  - Promote intense systems vs. extensive systems
  - Target subsidies to specific areas
- Improve spatial planning and monitoring capacity
  - Provide user-friendly zoning tools
  - Make monitoring information publicly available
Improving Rural Subsidies through Integrated Zoning

• **Tool:** Sustainable Production and Conservation Priority (aka Go/No-Go) Zoning

• **Objective:** Create a user-friendly tool for planning public and private investment in production and conservation systems in order to promote sustainable rural development in Mexico

• **Audience:**
  – Federal Environmental, Agricultural, and Planning Agencies
  – State Governments
  – Academic Institutions
  – Financial Institutions
  – Commodities Buyers
  – Land Managers
Conservation Priority Zones

**Data:**
- Natural Protected Areas
- Biosphere reserves
- RAMSAR sites
- UNESCO sites
- Biological corridors
- Water recharge areas
- HCVFs
- Cultural sites
Sustainable Production Zones

Data:
- Current land use
- Low productivity areas
- Crop aptitude
- Access to infrastructure
- Access to markets
Sustainable Production/Conservation Priority Zones
Uses of the Tool

• Government:
  – Target rural development subsidies
  – Target conservation finance
  – Target investments in infrastructure

• Private Sector:
  – Target investments in appropriate crops
  – Identify opportunities to intensify production

• Communities/Land Managers:
  – Improved land use planning

• How does it create accountability?
  – Need to develop government and private sector commitments to comply with the zoning plan
Summary

• Some key factors in Mexico are absent
  – Negative incentives
  – Enforcement capacity
  – User-friendly spatial planning tools

• We are developing some tools based on the factors that are present
  – Reforming rural subsidies
  – Increasing transparency and accountability through integrated zoning

• Challenges:
  – Political will to reform subsidies
  – Getting commitments to comply with the zoning plan
Thank You!

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