

**"BIODIVERSITY CONSERVATION IN THE
BIOSPHERE OF THE SIERRA GORDA
RESERVE" QUARTERLY BULLETIN
Third Trimester 2004**



- The Grupo Ecológico Sierra Gorda I.A.P. has launched its new and updated web page, where a description of the different programs, activities, products and services, as well as information on the GEF full-size project can be found. Go to www.sierragordamexico.org to visit the web site.
- As an initiative of the Wal Mart auto service chain, an ambitious campaign was triggered with the support of the Grupo Ecológico Sierra Gorda I.A.P., which was celebrated the 28th and 29th of August in eleven of the corporation's chain stores in the City of Querétaro. The Sierra Gorda made itself present through cartels and flyers which were distributed by the personnel of the different participating stores, whose staff received informative and sensibilization talks about the reserve. Likewise, a client fund raising campaign was developed, where every peso that a client donated, Wal Mart Foundation donated another one. These resources were destined to the Environmental Education Program.
- The *Plaza de Armas* was used as the focus point to carry out the *Noche Serrana*, on September 11 in the city of Querétaro. This event was organized in coordination and support of the *Instituto Queretano de la Juventud del Gobierno del Estado de Querétaro- Pulso Joven*. The purpose of this event was to bring the society of Querétaro together with the natural richness, gastronomy, culture and conservation works of the Sierra Gorda Biosphere Reserve. A high number of people assisted to the event, and had the opportunity to enjoy the performance of a young trio of *huapangueros*, as well as the Youth Symphonic Band of the State of Querétaro.
- A work group was formally constituted among members of the Training Centre for Sustainable Development of the SEMARNAT and the GESGIAP, to translate and adapt the environmental education material of the UNESCO for teachers denominated: "Teaching and Learning for a Sustainable Future". Some of modules already have been translated. Once the material is ready, it will serve as an invaluable support and reference for educational activities. Besides, it is the first effort to make these kind of materials accessible to the Hispanic public, which have a great value do the full support and approval of the UNESCO.
- From the 24th of August to the 8th of September, we received the visit of Mrs. Beverly Moody, South African fellow of the ASHOKA Foundation and director of Business Outreach, who imparted several workshops in Jalpan de Serra with the theme of "Successful Enterprises". This workshop provided useful tools for the integration of business plans for the trainers of the GESGIAP and the Direction of the Reserve, and will be used with different community groups where diversity productive projects are being developed.
- Mr. Ricardo Bertolino, director and founder of the International Ecoclub Network, which has its headquarters in Argentina, and fellow of the Ashoka Foundation, came to visit the two ecoclubs integrated by young students of Jalpan de Serra and San Pedro Escanela to see the activities in which they are involved. These activities are carried out to benefit the communities and the environment, and have been supported by local authorities as well as the GESGIAP. The visit also had the purpose of planning exchange programs with participants from other Latin American Ecoclubs.
- Under the counselling and guidance of the teacher Lucila Valencia de la Mora of the National Autonomous University of Mexico (UNAM), the sistematization of 15 years of experience acquired by the work carried out by the GESGIAP in the Sierra Gorda was initiated. This has the purpose of integrating the curricula and materials to be implemented and used in the Sustainability Training Centre "Roberto

Ruiz Obregón”, as well as to develop the complementary materials for the functioning of five training levels.

- The John F. Kennedy School, located in the city of Querétaro, will send the first group of students to a camp in the ecotourism centre San Juan de los Durán, as part of the campaign “Come and explore your Reserve”. Students will receive lectures on the ecosystems of the reserve as well as environmental sensibilization workshops. This camp will economically benefit the community of San Juan de los Durán because all the money paid by the students will directly go to the people running the ecotourism centre. In the long run, it is hoped that this turns into a solid alliance which will benefit visitors and the community, thus allowing the creation of a stronger link between the students and their reserve, as well as the promotion of community tourism projects.
- The Forum “Nature and Society” took place the 23rd of July in the H. Legislature of the State of Querétaro. Among some of the personalities that assisted and participated in this event were Adolfo Aguilar Zinser, foreign ambassador of Mexico as for the UN, Dr. Ernesto Enkerlin Hoeflich, Director of the National Commission for Natural Protected Areas, and Tatiana Clouthier Carrillo. Throughout the event, they expressed their support and recognition towards the Sierra Gorda project and the leadership of Martha Isabel Ruiz Corzo.
- As part of the University Extension program of the Autonomous University of Querétaro, experts from the house of studies will be offering free counselling to community producers of the different productive diversity projects, impelled by the GESGIAP and the Direction of the Reserve. These projects include: apiaries, aquaculture, fruit dehydration, peccaries management, and technical management in sustainable goat keeping. Without a doubt, this support is extremely important to achieve adequate training of the beneficiaries in order to carry out and consolidate the projects.
- With the support of the Direction of Strategic Communication and Identity of the National Commission of Natural Protected Areas of the Autonomous University of Querétaro, a group representing different state and national information media, such as Channel 11, Televisa, Channel 22, TV Azteca, La Jornada and El Financiero, came to the Reserve to visit the projects and programs that are currently being carried out. They had the opportunity to interview forestry producers, house wives, people contributing to reforestation works, ceramists, among others. The extent in which we impart our activities will represent the importance, back up, and validation of the public opinion.
- The Ecosystem Marketplace will be a web-based clearinghouse of information on ecosystem service markets and transactions that aims to accelerate market development by providing a credible and predictable information flow to: increase transparency, inform policy development, and assist payment systems that reward low-income producers. The website will be accompanied by a biweekly eNewsletter featuring the latest market news, editorials, and analyses on market transactions and business opportunities, as well as the latest information on policy, regulation, and science for all environmental markets. To access the Ecosystem Marketplace internet clearinghouse and sign up for the bulletin update, go to: www.ecosystemmarketplace.com.
