



Photo by Paulina Cerna

# Sierra y Mar

Biodiversity Conservation in the Sierra Madre Oriental and the Gulf of Mexico

## Objective

Sierra y Mar seeks to improve biodiversity conservation in 14 protected areas (PAs) and ecological corridors in the Northeast and Sierra Madre Oriental; Coastal Plain and Gulf of Mexico; and Neovolcanic Axis and Center by reducing biodiversity loss associated with changes in land use, maintaining their ecosystemic integrity, and providing environmental services.



The project is an innovative design that improves PA management by supplementing resources to strengthen them. The yields from KfW Development Bank assets are used for the acquisition of equipment and infrastructure, while the daily operation is covered by the yields from the assets of the Protected Areas Fund (FANP) and the Coastal Watershed Conservation in the Context of Climate Change (C6) project.

## Lines of work

- 1** Strengthening the management capacity of PAs.
- 2** Strengthening of productive and community initiatives, and greater participation of key stakeholders.
- 3** Financial sustainability of PAs.
- 4** Strengthening of the National Commission of Protected Areas (CONANP, acronym in Spanish) in cross-cutting issues of communication, monitoring and capacity building.