“…that is not the road history has marked out for us. There is a Chinese curse which says: -May he live in interesting times-. Like it or not, we live in interesting times. They are times of danger and uncertainty; but they are also the most creative of any time in the history of mankind. And everyone here will ultimately be judged - will ultimately judge himself - on the effort he has contributed to building a new world society and the extent to which his ideals and goals have shaped that effort.”

From local to global: building partnerships with indigenous communities in the tourism sector to strengthen the governance of biodiversity creating inclusive opportunities.
The case of Ecoexperiencias in the Lacandona Jungle Chiapas, Mexico.

This proposal was sent as our annual platform of internationalization to support different initiatives that reaffirm that the current economic path where the daily life of the majority of the population evolves around practices that are detrimental to the ecosystem cannot continue. The ecosystems and the natural services provided by nature will not be able to adapt. Last January the magazine Science published the updated research of the planetary boundaries. Four of the nine boundaries have been crossed. One of them is the loss of biodiversity now called “Change in biosphere integrity” (Steffen et al., 2015). Is the future of the next generations to admire mechanical animals? Admire plants that are designed in 3D? Through our Ecoexperiencias “duality” Framework we have discovered and re-designed the needs and feasibility of our current business activities in the Mexican southern State of Chiapas. We believe that this grassroots development framework can be applied to different development interventions from a local to global approach. We have applied it to different activities such as the consolidation of our operations technological platform that has allowed us to expand globally, creating a win-win scenario: our local, national and international customers get immersed with our culture and biodiversity universe, and the Lacandones indigenous group and other local stakeholders benefit from the different touristic services Ecoexperiencias offers. Based in our framework we explain our projects in Chiapas: the “ECODREAMS Biodiversity Guide” in the short term, and in Mesoamerica the “Eco-Modules” in the medium term, can potentialize our kids and youth Biodiversity Ambassadors strategy for a better Governance of Biodiversity globally.


Chiapas’ context has given us the opportunity to interact with different indigenous communities. Some similarities of their lifestyle embedded in the “hach winik” cosmovision are shared among other Mesoamerican ethnic groups1. The components of their lifestyle made us rethink the role of our for-profit organization, and evolve into a social enterprise, which now positively impacts the life of more than 300 Lacandones who retain 40% of the income in the value chain. A crucial element is to understand the duality applied to everything they interact with, in which all permutations of two things have a reciprocal

1 hach winik: The “true men in word and spirit”, as the indigenous communities define themselves, has variations of meaning across Mesoamerican countries. But it is a cosmovision that if adapted into a framework has a tremendous potential to be implemented as a development tool. Other countries such South Korea with the Saemaul Undong, have understood endogenous motivation. Saemaul Undong is currently being monitored in different development interventions (Sohn, 2012).
relation (i.e. the feedback loop between human being and nature, collaboration and agreement, etc.). For the Tzotsiles and the Tzeltales ethnic groups labor is a complex value chain, a duality that continuously mirrors, either way, the impacts between the human being, nature, production, human relations, community relations, identity, context, among other elements. For the Lacandones, their cosmovision is a complex duality system of association within a cycle, opening the possibility to either set the options to pursue an agreement, or debating the duality. The second path leads to collaboration. Collaboration begins by working towards a common goal in order to reach an agreement. The process never ends (it is continuously monitored and updated, across generations), and it is always connected with their sacred values, nature and social elements. A good understanding and internalization of this allowed us to develop a relationship of trust with them. Based on these dualities, we designed the framework outlined in Figure 1. This framework can be generalized, as it can be contextualized and applied to many other interventions. It gives the opportunity to be the input of our Global Biodiversity Education platform. It also works as the pathway towards a possible and desirable future, transforming our society’s current consumption patterns.

Figure 1. Ecoexperiencias’ Governance of Biodiversity Duality Framework: Local ↔ Global

As seen above, the EfD cultivates social diversity pushing for the proliferation of ideas developed outside the mainstream system, detonating change. It is a democratic mechanism where all stakeholders promote communication and update their roles. People tend to dislike the inconveniences of a system that requires us to change our lifestyle in order to minimize our ecological footprint; it disturbs us and gets us out of our comfort zone. But if we start accepting a cultural shift that modifies the identities we believe with, cultivating our beliefs and values of change, the system will radically change. The number of tourists that are increasingly fleeing cities to experience Chiapas (Mesoamerica) and its values\(^2\) represents a massive opportunity to cultivate change.

\(^2\) Chiapas Branding: In 2008 the company IPSOS BIMSA did a global survey and analyzed the perception about Chiapas in different countries, and in Mexico. See Annex 1 for some results.
How to impact in different areas scaling-up the EdF approach:

1) **Better and Smarter Aid.** We can help to the design and implementation of better and smarter aid by contributing to the adaptation of the Ecoexperiencias “duality” Framework (EdF) to other local contexts. To improve aid efficiency and have a greater impact in the communities, donors should **collaborate locally** and understand their inherent complexities. This requires balancing the specificities of a particular intervention with their overall programs’ goals, and pushing away from imposing conditions that requires localities to artificially adapt to their rules by using a top-down approach. The success will depend on the capacity to manage agreements and the shared the vision of how different inputs impact the status quo at each stage of the process, and how impact is measured. An initial learning process, but one that could be scaled up regionally once few success stories have been established locally.

2) **Domestic Private Sector.** The EdF could also be used to mobilize domestic capital, helping to create businesses and boost economic growth. Using the example of the food industry, we know that companies depend of farmers and of their agro-biodiversity outputs. The food market relies on traditional systems, but consumers are increasingly concerned about the quality of food. Enterprises could promote business opportunities with other agro-SMEs by understanding the complexity of the farmers’ system, exploring the impact of all the actors involved through a collective learning process, and offering alternative products and pushing for a transition in current consumption lifestyle. Many small farmers are tremendous managers of very complex situations, always optimizing their scarce resources through complex decisions. Those decisions are usually very efficient, but are their way or reducing risks and maximize returns. Ecoexperiencias’ framework allows us to build efficient and effective collective choices, as we have understood that **complexity** is a good thing because it brings us closer to reality.

3) **Business and Development Innovations.** In several global industries players are investing in market mechanisms or specific technological projects in order to reduce emissions. However, it is not clear whether this should be done by a closed group of private players and in which way other players (Governments, NGOs, and Multilateral Organizations) could participate. The EdF allows us to analyze the role of innovation in the energy transition debate. What direction should innovation take in the energy transition? Innovation is the engine of growth and in today’s world innovation lacks. A new cycle of innovation to transform the energy sector can be fostered, and companies’ individualistic approach could be transformed into collective action. For citizens to adopt/buy these innovations there is a need to design-implement new policies (how we develop our cities, transport systems, consumption system, etc.). Then, can we instead support “side” public policies and not just specific scientific projects? This is where **“side” public policies** can allow societies to be part of the climate change debate gradually: “I am part of a global movement that starts from local public policies, in specific sectors, not necessarily related scientifically with climate change”.

Are we in an era where the donors and international organizations need to change and adapt their statutes with a mix of the bottom-up and top-down approach? Nowadays, decision-making processes are complex. Millions of people are making decisions and this is not economically rational. So how can we build an efficient collective vision of what is needed?

Chan K’in Lacandon Elder³

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³ Spanish translation: “Hachäkyum hizo las estrellas, sembrándolas en el cielo; las raices que echó cada estrella son las raíces de un árbol que hay en el cielo. Cuando se cae un árbol en el cielo, se cae una estrella” Chan K’in Viejo (Bruce, 1965).
II.- Ecoexperiencias expansion in Mesoamerica: Biodiversity Ambassadors Program.

Our team was exposed to nature through different trips to rural areas. The foundation of Ecoexperiencias began while organizing Summer Camps for international students at Tec de Monterrey, for which he partnered with the Lacandones. As Chiapanecos the team members have also been immersed in our natural parallel world. The year 2015 is an important one as the post-2015 development agenda begins, incorporating the Sustainable Development Goals (SDGs). Today within the United Nations Open Working Group that coordinates the efforts to establish the SDGs, we find the target number 15 (OWG, 2014): “Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss”.

Ecoexperiencias is joining this call and, at the same time, we are transforming our goals and scaling our impact, ultimately collaborating to create a better world for future generations. That is why we pay special attention to the sub-targets 15.4, 15.5, through what we consider are strategies that will contribute to the efforts of the international community aimed at halting the loss of biodiversity by strengthening governance through citizen’s participation.

The term biodiversity was first used in 1986 by Walter Rosen when he mentioned it an academic forum. In 1992 the term was institutionalized at the United Nations Conference on Environment and Development. Biodiversity is defined as “the variety of life on earth at all levels, from genes to ecosystems, and the ecological and evolutionary processes that sustain” (Gaston, 1996). Governance raises the direct participation of citizens in solving public problems (Kooiman, 1993; Rhodes, 2000; Aguilar, 2006).

If we continue the current economic path where daily life for the majority of the population evolve around practices that are detrimental to the ecosystem, the natural environment would not be able to adapt. Last January the magazine Science published the updated research of the planetary boundaries. As seen in the Annex 5, four in nine have been crossed. One of them is the loss of biodiversity, now called “Change in biosphere integrity” (Steffen et al., 2015).

To join the objective to stop the loss of biodiversity we are promoting citizen’s participation, and designing the Biodiversity Guide and the Eco-Modules.

Short-term objectives:

- **Biodiversity Guide**: the first component is the "ECODREAMS Biodiversity Guide". This is a Didactic Guide for Boys, Girls, and Youth, used and nurtured during their visit to Chiapas with Ecoexperiencias. The Guide is a Kit-Bio that will last after the adventure in the Lacandona jungle-Biological Corridor, where the importance of the different elements of the visited ecosystem are emphasized,
including the meaning of the natural balance that species provide while delivering natural services for the conservation of the area. Thereby, the users will be aware of the impact that their daily activities have on Biodiversity, and will be more inclined to act sustainably on their return to their cities.

- **Biodiversity Platform:** likewise, the Biodiversity Guide allows them to register for the Internet Biodiversity Platform, where they will frequently receive information on sustainability issues that they could apply and discuss at home or school, and the updates on the progress in conservation areas where Ecoexperiencias has activities and they visited during their vacation. This second factor can be achieved by the modernization of our website incorporating this new product, exploring crowdfunding, or possible donations of our customers. This support could also be canalized with our partnerships and the foundations impacting conservation. Similarly, a modern platform would become a friendly access for the kids and youth while searching for information related to the attractions we visited with the tour, and the importance of the strategy for Better Governance of Biodiversity.

**Medium-term objective:**

The second component incorporates the Eco-Modules called "bio-KIDu." These Eco-modules generate "something" to tell. More than a simple visit, we seek that people visiting have different and unique experiences, and lively interaction with Biodiversity. Their experiences generate word of mouth advertising. In this Eco-Module, children experience through their senses (hearing, sight, touch, smell, taste, and digitally), some elements of the Biological Corridors where Ecoexperiencias operates. Their awareness will increase, and they will be “tele-transported” to the natural habitat. This will create resilience with the universe of information related to Biodiversity and its protection. This Eco-Module is proposed as a "Franchise" model, which may be available to young Mesoamerican entrepreneurs. They may be installed in Palenque, Villahermosa, or other southern States of Mexico (direct promotion of ecotourism circuits), as well as the countries of Central America, reaching Colombia or Ecuador, or in other cities such as Mexico City, Washington, or New York, and within shopping malls and touristic zones.

Based on the market research with our national and international, we found that they continuously request information about the natural sites we visit, or they ask about biodiversity in general. Customers are paying for these tours. When visiting the natural beauties they are shocked, but then, when they return to their daily lives only keep the pictures or some souvenirs that “take them back” to the Ecoexperience. The Guide seeks to raise public awareness, keeping children, and adults alike, informed about the activities in our zones of impact. During their visit they will choose a species or an ecosystem, and they will be nominated as its Volunteer Ambassador. Also, they will use the Guide as a Diary during their visit, keeping knowledge of the species or ecosystem chosen. In addition, when visiting the Eco-Modules kids and teenagers can participate in events such as workshops, small plays or educational sessions, again linking them with Biodiversity and its components. At this stage, they will also be appointed as Volunteer Ambassadors of those sessions, planting seeds of knowledge in the future Bio-polymaths (experts) of the XXI Century.
Innovation of our proposal.

Last Christmas one of our customers sent us pictures from the Christmas Bazaar at Paris, located on the Champs Elysees.

The pictures included mechanical animals, birds, mammals, reptiles, all kinds of animals. Flora and fauna created by a team of designers and architects. Many children were taking pictures and queuing for the experience. Is this the future of the next generations? Admire mechanical animals? Admire plants that are designed in 3D? According to reports of the International Union for Conservation of Nature and Natural Resources, out of the 47,677 species under their supervision, 17,291 are threatened. Also they estimate that by the end of this century, half of the species could disappear (IUCN, 2011). On the other hand, today, two thirds of ecosystems are exploited beyond sustainable management (Millennium Ecosystem Assessment, 2005). We are aware of this situation. And we believe we can join the global initiatives to change the current course of humanity within the scope of our marginal impact. Using our Ecoexperiencias duality Framework we projected and designed the two initiatives, seeking to contribute to the construction of more resilient and participatory societies in the Governance of Biodiversity.

ECODREAMS Biodiversity Guide.
The Guide keeps children well documented on the Biodiversity Corridors that they will be visiting during our Tours. We also want to inform them about what effects do their actions have on ecosystem services (food, water, nutrients, fertile soil, climate, pollination). The design of the Guide allows children to create their own story, allowing them to develop a fairy tale related to nature, flora and fauna. There are spaces to add comments, drawings, questions, inquiries, descriptions, etc. The activity will encourage them to go deeper into the subject. The idea is to involve them to taking action. Today, we have not found similar product in the sector. The following pictures recreate our goal.
The Guide will give the opportunity to add pictures of the Tour provided by our team.

In our customer service surveys we have identified the need for information related with natural wonders where children spend considerable time, whether in family, on vacation, or other summer events. Today, Ecoexperiencias has not been able to focus on developing this Guide because the daily operations and coordination with the Lacandones consumes a considerable amount of time. Simultaneously, the project has previously conceived, but has not been brought to reality due to the lack of specialized advice in terms of Biodiversity knowledge, the IT design, funding, or the appropriate didactic content.

**Eco-Modules "bio-KIDu"**
The Eco-Module has also been discussed with the tourists. Foreign visitors comment on the possibility of generating a “Business Model”, where they can use the “all inclusive” concept to take our different tours and experiences. National tourists, people we know, tourists from different parts of southern Mexico, alliances in Guatemala, Oaxaca and the Yucatan Peninsula are interested in creating a scheme that allows: 1) to increase the resilience on society about our impact on Biodiversity and its relationship with well-being, 2) educate children about their importance as actors and future inhabitants of a different world, 3) generate sustainable businesses that give opportunity to young entrepreneurs, 4) consolidate a network of Adventure, Geotourism, Cultural Tourism commensurate with the new challenges of development, 5) include the indigenous communities that find an important source of income in these these activities, 6) offer all these in a creative, and participatory way. This is a scheme that does not exist today.
Based on several sessions of "brain-storming", focus groups, and in collaboration with colleagues, partners, and friends, we have concluded that through developing these Eco-modules we can expand our **impact on society**.

We first spotted stands design in other International Tourism Fairs where creativity became noticeable within a given space. Some of them are included in Figure 2. With our Eco-Modules we want to attract people who do not know about Biodiversity or side activities that have a direct relationship with Biodiversity. Likewise we want to be present in the memory of the possible stand visitors while visiting our expositions of natural beauties. Probably some of them have already heard about this **Biodiversity Corridor**, but have not been there. Or maybe they know that there are endangered species when they see a TV program, or at Biology classes. So in this space we look forward to captivate them. We want to tele-transport them to the purest corners of the impact zone. We will include characteristic scents; sounds and acoustics of these areas.

**Figure 2. Stands in different international venues**

One of the objectives of the participation is also to think forward about the design of the Eco-Modules. The design proposal of Figure 3 is based in the flower of Niluyarilo (Tillandsia guatemalensis; see Annex 6), endemic of the Mesoamerican region. The ceremony “the Walk of the Flower Men” is a tradition that takes place every December dating back to time immemorial when the Chiapa Mesoamerican Civilization inhabited the valley. It’s a celebration of the arrival of the new sunrays and the beginning of a new cycle.
Today there is a wave of new businesses that promote sustainable lifestyles balancing their impact in the planet. These Eco-modules will also operate as a selling point to market adventure tours that will be developed based on the supply of attractions where they are implemented in a franchise model. This will offer the possibility for young people to invest in a sustainable business.

Market analysis. Today the process of democratization in the Latin American region generates a significant participation of indigenous groups. In the following decade, their participation in development processes in equilibrium with the environment will be essential (Nivón, 2006). Likewise, their customs are intangible values of great importance to national identities that are slowly giving them space to be the pillars in the production of cultural goods (García Canclini, 2001). In addition, their inputs have been included to build new measurement of welfare. Their relationship with nature provides opportunities to reconsider new production measurement using more sustainable means in our daily activities (ECLAC, 2014).

Furthermore, tourism is an activity in constant growth and it is expected to continue expanding. According to the World Tourism Organization, there was an increase in flow of international tourists in the area of more than 5% to 1.087 million arrivals (WTO, 2014). In sum, the Adventure Travel Trade Association (ATTA) states that adventure tourism has an average annual rate of + 65% since 2009, moving $ 260 million. Likewise, 45% of adventure travelers plan to use the services of a tour operator on your next trip, compared with 31% for the rest of the travelers. And the percentage of travelers using Facebook (78%) has more than doubled since 2009 (Caribbean News, 2013). Similarly, other...
Final remarks.
Our proposal is that our Biodiversity Ambassadors Program encourages marginal shifts in our lifestyles, promoting a transformation of our economic patterns, creating a new economic growth path, achieving sustainable development. An interpretation of our proposal can be seen in Figure 4.

Figure 4. Biodiversity Ambassadors program: collectively inventing our future.

As other parts of the world, the Mesoamerican region will face dramatic consequences of climate change, including biodiversity loss. Adaptation is already becoming a necessity for many areas, in particular in Central America. In the geopolitical context “the diversity of economic, social and political conditions makes the region a critical area for the testing of new approaches, for the search for innovative ideas, and for the development of areas of regional consensus” (Ramstein et al., 2014).

Our objective is to transform the individual behavior, reaching collective action, driving the sense of change in citizens. In alliance with the Lacandones, Ecoexperiencias is creating a vision of HOW to look into the future, and WHY we need to manage properly the Governance of Biodiversity. We are convinced that while understanding the complexity at local levels interesting synergies emerge.
Annexes


¿Have you heard or not about Chiapas, a southern State in Mexico? (%)

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<th>Spain</th>
<th>Italy</th>
<th>France</th>
<th>United States</th>
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<td>TOTAL</td>
<td>100</td>
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Out of the following topics, to which topic do you associate Chiapas? (%)
Annex 2. Ecoexperiencias general information.

Brand Registration:

Website
http://www.ecoexperiencias.com/

FACEBOOK

Videos
https://www.youtube.com/watch?v=xB3M_0rgpzM
https://www.youtube.com/watch?v=v7G6FtSY014
https://www.youtube.com/watch?v=MxUAB6DgnWQ

Annex 3. Ecoexperiencias CV.

1998 Ecoexperiencias starts of Operations coordinated by Pablo Albores. It works with students in the summer program at ITESM Campus Chiapas.
1999 First international clients coordinated by Pablo Albores through ITESM Campus Monterrey. Beginning of the alliance with the Airline AVIACSA.

1999 First Community Alliance at Lacanjá, in conjunction with the Lacandon Carmelo Chambor, establishing an agreement with Vicente Kin Paniagua to work for three years, according to their rules towards natural areas.


2001 Héctor Albores starts as coordinator of different initiatives.

2002 Sales office is established in Tuxtla Gutierrez Chiapas. Tours are extended in the Lacandona Jungle.

2003 Alliance with the Autonomous University of Chiapas with the chair of Geographic Tourism. Certification M gained (highest tourism standards).

2004 Consolidation of more tours in the Lacandona Jungle. Registration in the Mexican Association of Adventure and Ecotourism.

2005 Integration of conservation and sustainable models with the Indigenous Communities, expanding operations to different ethnicities Choles and Tzotziles. First participation as an exhibitor at the EXPOAVENTURA in Mexico City.

2006 Participation in various fairs, forums, and workshops implementing sustainability wave in southern Mexico.

2007 Business models are developed within the organizational structure.

2008 Abraham Morales begins his involvement with the exploration of the Chinese market with the launch of the business unit Maya Tian Kon; exhibitors at the Beijing International Trade. Participation in the National Tourism Tianguis in Acapulco. Héctor Albores coordinates operations in Monterrey. Integration of fleet members.

2009 Certification to Lacandon Guides (NOM-08); opening of the office in San Cristobal de las Casas. Alliance with ADO-AUTOTUR bus company. Hosting a group of Chinese tourists.

2010 Trade name Ecoexperiencias. Participation in National Tourism Tianguis in Acapulco. Alliance with Online Travel Agencies (OTA) Best Day, and BOLETOTAL. Upgrade of our software platform.


2012 Expansion of product portfolio of Ecoexperiencias and inclusion of new OTAs via the Internet. Participation at ATMEX, Tourism Tianguis Vallarta and International Tourism Fair of the Americas. Alliances with TURISSTE, South Hope, Luftansa Mexico, OTAs Price Travel and GLOBE GO.
2013 Consolidation of the target of **1000 tourists** per year, of which 55% are national and 45% are foreigners. Increase of strategic alliances with the Indigenous Communities at the frontier with **Guatemala**. Integration of new products (Cycling, Kayaking). Participation at the **World Adventure Summit** at Namibia, **Tourism Tianguis Puebla** and **ATMEX**. Alliance with the Convention and Visitors Bureau Chiapas and OTA Booking (promoting Chiapas in Europe). Pablo Albores is the Delegate in Chiapas of the **Mexican Association of Adventure and Ecotourism**. Increase to 1500 customers. Benefit to over 50 families in different indigenous communities.

2014 Alliance with OTAs **DESPEGAR** and **VIATOR**. Participation in tourism fairs **FITUR** (Madrid), **ITB** (Berlin), **FITA** (Mexico), **Tourism Tianguis in Cancun**, and the **World Adventure Summit** in Ireland.

Annex 4. Ecoexperiencias team members.

**Pablo César Albores León**. I was born in Tuxtla Gutiérrez Chiapas. Currently I am in charge of all the operations to ensure that all the products actually generate experiences for life, achieving the integration of the services of our community partners with whom we establish a bond of trust. I graduated from the Industrial Engineering at Tec de Monterrey. I have a Master’s in Business Administration, with a specialty in strategic marketing, and in the last 8 years I have devoted all my efforts to develop communities with high ecotourism potential in order to achieve sustainable destinations.

Ecoexperiencias team members in the I4A competition:

**Brenda López Miramontes**. I was born in the Pacific region, at Nayarit. Being close to the richness of Mexico, I decided to travel to the south of the country and give it a try. Suddenly I was amazed by the people in Chiapas and the opportunities for young people and decided to stay. With a background in tourism, I arrived to Ecoexperiencias and have found a professional path to be able to expand my career and help expand the enterprise around the region. I truly believe on the impact we are creating in the community, and hope that more initiatives like this emerge.

**Damián Chankin Miranda**. I am part of the Lacandon community in the Lacandona Jungle. Our objective is to keep our customs and show that there is a possibility that sustainably, the community benefits doing partnerships similar with the one with Ecoexperiencias. I am currently getting trained in Tuxtla Gutiérrez, at Ecoexperiencias, to improve the services we provide to the tourists, and I represent my community. I speak English and want to participate in this challenge. My family is living in the Jungle and we think that this is a good opportunity.

**Héctor Albores León**. I was born in Tuxtla Gutiérrez Chiapas. Today, I am focused on developing various alliances in Latin America and Europe. I am an Engineer in Information Systems, graduated from Tec de Monterrey with a specialty of Marketing B2C. I am currently the Product Manager of the Brand Ecoexperiencias, seeking alliances with the OTA’s (Online Travel Agencies), achieving the development of new products available to different markets. I firmly believe in the potential of the region. I think we can be the source of knowledge to create a balance between the indigenous communities and the environment.
Héctor Saldoval Vargas. I was invited to be part of this team to support Ecoexperiencias in the Financial area. I am an economist from UNAM. I am a graduate student from the Social Research Master program at the LSE, and I have other training on Evaluation at ITAM. I have done different interventions related with: regulation, econometrics, economic theory, statistics, competence, and industrial economics. I am based in Mexico City.

Adolfo Argüello Vives. I am originally from Comitán de Domínguez Chiapas. Currently I develop strategic alliances in the United Kingdom, as well as our network of Social Entrepreneurship in France. I have training in Cultural Studies at UAM, and Environmental Policy at FLACSO Mexico. I studied International Business at Tec de Monterrey. I am convinced of the potential of the region and I will continue developing a bridge between the environment, the indigenous communities and other global players.

Annex 5. Planetary Boundaries
Annex 6. Niluyarilo flower

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