

ANNUAL REPORT

Building environmentalism around the people

2025



 entorno a ti



LETTER FROM THE EXECUTIVE DIRECTOR

2025 marked the year when Entorno a ti moved from vision to practice. It was the moment when our institutional approach took concrete form through work on the ground and engagement in public spaces.

We confirmed that environmentalism in Mexico has achieved meaningful progress. At the same time, we observed that its impact can be strengthened when it fosters a deeper sense of belonging.

In **Coahuila**, through **Nuestra Energía** (Our Energy), we worked with more than 200 ejido members across 10 ejidos. Our purpose was not to promote a predefined agenda, but to create spaces for clear information, technical and legal capacity-building, and respectful dialogue about the future of their land.

In **Baja California Sur**, through **Nuestros Mares** (Our Seas), we collaborated with aquaculture producers in San Buto. We supported community organization processes, strengthened internal governance dynamics, and built constructive working relationships with public institutions.

Throughout 2025, we reaffirmed the role we seek to play: not to replace communities or speak on their behalf, but to **accompany, coordinate, and strengthen local processes.**

Our participation in public spaces — from regional forums to the national conversation in Congress — was guided by the same principle: sustainable environmental policy requires broad social support, and climate strategies are more effective when they meaningfully incorporate local voices.

As we look toward 2026, our priority is to consolidate what has begun, strengthen ongoing programs, advance community organization and governance processes, and expand this approach to new regions. Equally important is maintaining a commitment to an environmentalism that builds bridges, encourages dialogue, and reinforces belonging.

Entorno a ti works so that environmental stewardship is not perceived as an external agenda, but as an integral part of how communities imagine and shape their future. 2025 marked an important beginning. In 2026, we will continue to deepen and expand this work.

Édgar Moreno

Executive Director
Entorno a ti





1. WHO ARE WE?

Entorno a ti (ETI) is a Mexican civil association that works to broaden and strengthen social support for the protection of nature by placing people, communities, and their everyday lives at the center of environmental action.

In Mexico, and around the world, the climate movement has primarily mobilized an urban population with progressive values. While this effort has been essential in placing climate issues on the public agenda, it has struggled to engage broader segments of society: people with traditional values, concerned about order, family, security, and economic stability, who do not feel represented by mainstream environmental discourse.

Rural communities, Indigenous peoples, and working-class neighborhoods are often the first to face the impacts of megaprojects and the last to be heard. Decades of unfulfilled promises have eroded institutional trust and weakened civic participation, leaving many people with the sense that they cannot influence their own future. ETI works to reverse this dynamic.





OUR OBJECTIVE

To build broad and inclusive support for the protection of nature by connecting environmental action with people's values, economic realities, and sense of belonging.

We work to:



Strengthen community leadership.



Foster collaboration across sectors.



Advance solutions that improve both environmental and economic well-being.

OUR VISION

To contribute to building a Mexico where the protection of nature resonates with the values of our society and is connected to economic prosperity.

We believe that environmental protection can only be sustained over time if it ceases to be perceived as an imposed sacrifice and becomes a shared project—one capable of improving people's lives, strengthening communities, and safeguarding the future of families.

For ETI, protecting the Earth also means defending the dignity, identity, and future of those who inhabit it. Our common home can only be preserved if we care for it together.



2. WHAT IS OUR WORKING PROCESS?



Our Strategy

Strengthens community leadership, enabling citizens
- especially **those with traditional or popular values**
- **to become protagonists of climate action.**



Our theory of change

Recognizes Mexico's reality: a population that is largely conservative, deeply distrustful of elites, and often feeling excluded from current environmental movements. Rather than attempting to transform that identity, **we anchor environmental action in its language, symbols, concerns, and priorities.**





IDENTIFYING AND UNDERSTANDING KEY AUDIENCES

Changing the environmental conversation in Mexico requires understanding those who are currently excluded from it or feel distant from it. A large part of the country upholds conservative, religious, and traditional values. We see this as an opportunity, not an obstacle:

there are deep connections between principles of care, intergenerational responsibility, love for the land, and concerns for family.

We avoid generic appeals to "everyone." Instead, **we identify specific social segments with emotional ties to their territory and a latent disposition toward environmental care.** We are particularly interested in rural communities, urban working-class sectors, Indigenous peoples, and workers in fishing, agriculture, energy, tourism, and transportation.

Through qualitative and quantitative research, we deepen our understanding of values, fears, aspirations, and communication preferences in Mexico. We analyze patterns of information consumption, recognizable narratives, and institutions that people trust. This knowledge is not intended to manipulate, but to accompany:

it allows us to design communication and political action strategies that resonate in language, are grounded in lived experience, and align with real priorities.

Building bridges, opening spaces for dialogue, and presenting environmental care as a deeply conservative cause — defending home, community, family, and the future — are central to our work.





BUILDING TRUST AND RELATIONSHIPS

In a country marked by distrust, building trust is a political decision, not a spontaneous act. Where traditional values have historically been marginalized by institutional or technocratic narratives, the environmental conversation must begin with listening. **This requires approaches that recognize the value of community experience, local knowledge, and their own organizational forms.**

Many of the people we seek to work with do not identify as environmentalists. Some even reject the label, associating it with external interests or ideological impositions. Our strategy begins with mutual recognition:

we understand that their care for the environment arises from daily practices, from faith, and from their connection to the land.

We share rather than teach; we accompany rather than direct.

We invest in building genuine relationships with



local organizations,



parishes,



and civil associations that are already working for the common good.

Trust is cultivated through presence, not imposition. Our credibility does not depend on managed funds or cited studies, but on consistency, honoring commitments, humility to learn, and a willingness to remain present. In contexts of neglect or exclusion, perseverance carries more weight than any argument. Only through proximity can new pathways for environmental dialogue be opened.





CAMPAIGNS AND COMMUNICATION

Environmental campaigns in Mexico must connect with broad segments of society. For that reason, we propose a different approach to communication:

hope instead of fear, listening instead of imposition, and collective construction instead of simple persuasion.

A deep understanding of key audiences underpins our communication strategy. Each group has its own codes, forms of expression, and cultural references. We design narratives that connect with their



values,



pride,



sense of community,



and real concerns.

Digital campaigns complement territorial work; they do not replace it. Their purpose is to build shared meaning. Audiovisual tools, testimonies, and partnerships with media outlets amplify the voices of allied communities. **Each piece communicates organized action, affirms identity, and functions as a tool for advocacy.**

We measure impact both by reach and by the capacity to spark dialogue and collective action. Transforming political and environmental culture requires many stories told from within, not a single message.

Our campaigns are living processes—open to learning, adaptable to local contexts, and designed to strengthen the social power of those who have never felt included.



STRENGTHENING POLITICAL ADVOCACY

Our approach begins with a simple and fundamental conviction: **people have the right not only to be heard, but to influence the decisions that affect their land, water, and way of life.**

We do not arrive with prepackaged agendas; we work to create the conditions for each community to define its own.

We promote spaces for civic participation that help people understand how power operates and how to engage with it. We accompany local actors in identifying shared interests, building collective messages, and preparing to engage with decision-makers. We provide tools and strategies to interact with municipal and state authorities, legislators, and political parties.



Advocacy is strategic, but it is also emotional and symbolic. For this reason, we support initiatives that emerge from the territory and move at their own pace. We accompany the organization of public dialogues, meetings with authorities, participation in consultations, and, when necessary, the legitimate exercise of pressure to be heard.

Entorno a ti works so that communities understand and exercise power with dignity and rootedness, and with the conviction that no one is better positioned to defend the land than those who live on it.



MONITORING AND EVALUATION

As part of the [Our Common Home \(OCH\)](#) / [Nuestra Casa Común](#) network, we measure impact at three complementary levels:



SHIFTS IN PERCEPTIONS

We conduct baseline measurements among key audiences at the outset of our interventions to assess understanding of climate change, perception of impacts, support for action, and backing for specific policies. Follow-up measurements allow us to identify shifts in opinion over time.



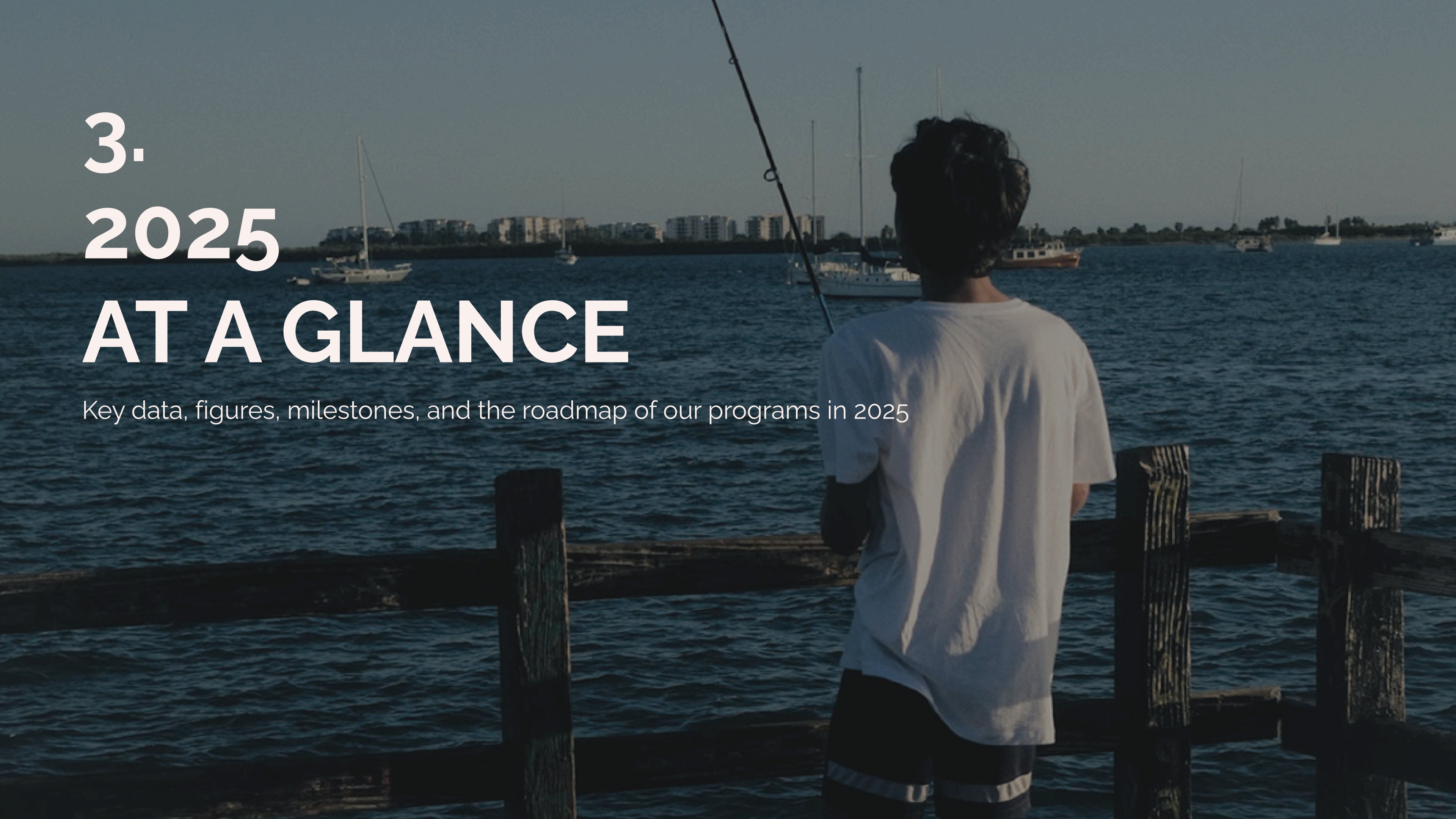
SHIFTS IN DECISION-MAKER NARRATIVES

Through media monitoring and social listening, we analyze the public narratives of key actors and track how they evolve throughout our campaigns.



SHIFTS IN PUBLIC POLICY

Although it is not always possible to directly attribute policy shifts to our actions, documenting policy developments helps demonstrate how shifts in perception and narrative create the conditions for public decision-making.

A person with dark hair, wearing a white t-shirt and dark shorts, stands on a wooden pier, holding a fishing rod. They are looking out over a body of water towards a distant shoreline with buildings and several sailboats. The scene is captured during sunset or sunrise, with a warm, golden light. The text '3. 2025 AT A GLANCE' is overlaid on the left side of the image in a large, white, sans-serif font.

3. 2025 AT A GLANCE

Key data, figures, milestones, and the roadmap of our programs in 2025



NUESTRA ENERGÍA

FUTURO QUE NACE DE LA TIERRA



ETI'S STRATEGIC POSITIONING WITHIN THE REGION

Fostering community connections and conducting capacity-building workshops in 10 ejidos in southeastern Coahuila, engaging over 200 ejido members.

COMPLETED:

PHASE ONE

(recognition and methodology)

PHASE TWO

(capacity enhancement)



CONTENT CREATION

booklets (three modules), instructional guide, and supplementary resources to steer the dialogue on climate change, renewable energy, and business models related to clean energy production.



TUTORIALS

to strengthen learning and facilitate distribution within the community.



ASSESSING COMMUNITY REQUIREMENTS

for subsequent activities and stages of the project.



INITIAL CONNECTIONS

and consultations with municipal authorities.



IDENTIFICATION OF NEW EJIDOS

to persist in the efforts in Coahuila throughout 2026.

We collaborate with more than
200 EJIDO PARTICIPANTS
in **10 EJIDOS**

corresponding to the municipalities in
Southeast Coahuila

- Arteaga
- Parras
- Ramos Arizpe
- General Cepeda
- Saltillo







**NUESTROS
MARES**
FUTURO QUE NACE DEL MAR



We collaborate with
**Nine permit holders and four
aquaculture producer cooperatives**

from the community of San Buto, located in the municipality of Comondú, Baja California Sur (representing 60% of the total aquaculture producers in the region and 90% of the officially recognized producers).



**FORMALIZATION OF THE
BOARD OF DIRECTORS**

from the aquaculture producers of San Buto



**ENGAGEMENTS WITH
GOVERNMENTAL AUTHORITIES**

of fisheries and health to cultivate a collaborative and supportive relationship, as well as to outline a course of joint actions.



**DONATION OF OYSTER SEEDS AND
THEIR SUBSEQUENT PLANTING**

(3 million certified seeds) to aquaculture farmers participating in the program.



**RELATIONSHIP CULTIVATION
AND ENGAGEMENT**

of fishing organizations collaborating with ETI on the program (CONACOO/FEDECOOP).

100% COMPLETED:

Phase One and Phase
Two of the 2025 program



**ANTICIPATED
AGREEMENT EXECUTION**

collaboration with the BCS Aquaculture Health Committee (Q1 2026).

We collaborate with

33 AQUACULTURE PRODUCERS

in San Buto, in the municipality of Comondú, Baja California Sur,

including members of four unions and independent permit holders.





4.

PROGRAMS

* 4.1 NUESTRA ENERGÍA (OUR ENERGY)

PROJECT OBJECTIVE

Nuestra Energía is an initiative of Entorno a ti that seeks to contribute to Mexico's energy transition through a people- and territory-centered approach. The project is grounded in a clear premise:

the transition to clean energy will only be sustainable if rural communities, ejidos, and Indigenous communities have access to clear information, technical and legal capacities, and spaces for dialogue that allow them to participate in an informed, organized, and fair manner in decisions related to the development of energy projects on their lands.

WHAT DID WE DO IN 2025?

During 2025, Nuestra Energía focused on an **initial phase of territorial assessment, trust-building, and community capacity development**. The work was concentrated primarily in the southeastern region of the state of **Coahuila**, where we carried out an engagement process with ejidos and local authorities, as well as a series of field visits to understand firsthand the concerns, expectations, and needs of the communities.



In parallel, accessible educational materials were designed and developed

(booklets, teaching guides, and audiovisual content)

to facilitate community conversations about **climate change, renewable energy, and business models associated with clean energy generation**. These materials were used in participatory workshops and distributed openly to reinforce learning and expand their reach within the communities.

We also completed the first two phases of the program:

an initial stage of territorial assessment and engagement with ejidos, followed by a capacity-development phase.

This laid the groundwork for subsequent **phases of the project to be implemented in 2026**, including:



Working with ejido members to promote more advanced processes of community organization and governance



Providing legal advisory support



Identifying companies interested in developing renewable energy projects in their territories



Accompanying communities in preparation for negotiation processes



COMMUNITIES AND TERRITORIES

For the Nuestra Energía pilot, we worked directly with **10 ejidos in southeastern Coahuila** (Arteaga, General Cepeda, Parras, Ramos Arizpe, and Saltillo), engaging more than 200 ejido members in training activities and collective dialogue spaces. These territories are characterized by their high relevance for renewable energy development and, at the same time, by a history of exclusion from decision-making processes associated with large infrastructure projects.



PARTNERS FOR IMPLEMENTATION

The implementation of the project has been made possible through collaboration with strategic partners who contribute territorial experience, legal expertise, and the capacity to coordinate the various activities of the program.

Throughout 2025, key relationships were established with civil society organizations such as Red Mocaf and Grupo Semilla, both of which have extensive experience in community-based work at the national level and within the region, as well as with municipal authorities in the municipalities where the program operates.

These partners have been essential in legitimizing the process, facilitating dialogue with communities, and building a solid foundation for the next stages of the project.





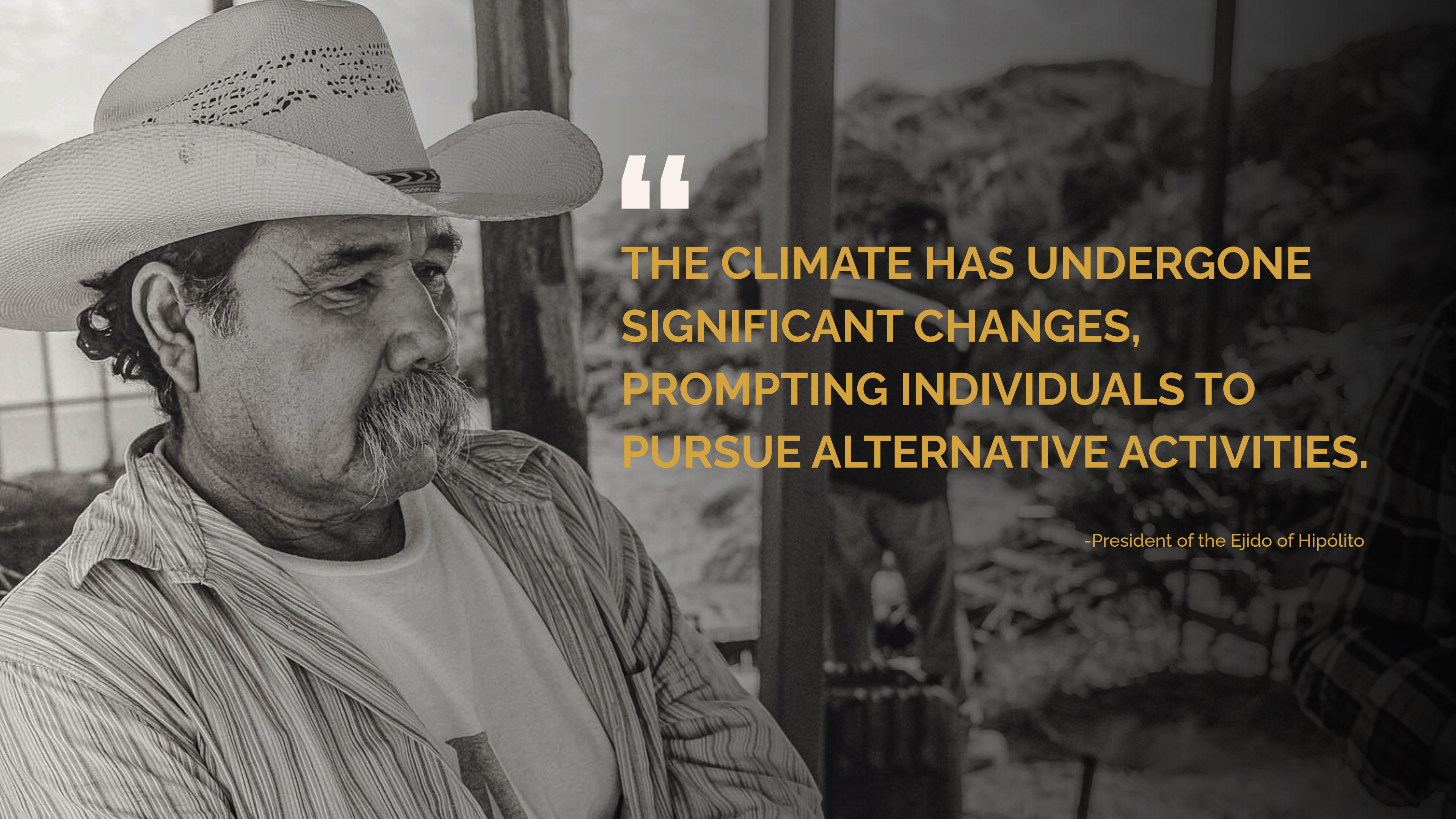
LESSONS LEARNED TO DATE

One of the main lessons of Nuestra Energía is that distrust toward energy projects does not stem from a rejection of clean energy itself, but from uncertainty arising from a lack of information.

As of the end of 2025, Nuestra Energía has established solid foundations to move into a new phase, deepening organizational work, strengthening partnerships, and advancing toward more active models of community participation in the development of renewable energy projects.

When clear, respectful, and well-supported spaces for dialogue are created, communities demonstrate a genuine interest in understanding and participating. The importance of moving at a pace consistent with community timelines was also confirmed, as well as investing in trust-building processes as an indispensable condition for any long-term initiative.





“

**THE CLIMATE HAS UNDERGONE
SIGNIFICANT CHANGES,
PROMPTING INDIVIDUALS TO
PURSUE ALTERNATIVE ACTIVITIES.**

-President of the Ejido of Hipólito

4.2 NUESTROS MARES (OUR SEAS)

PROJECT OBJECTIVE

Nuestros Mares is an initiative of Entorno a ti that **seeks to strengthen coastal communities through sustainable aquaculture production models, with a people-, territory-, and local governance-centered approach.**

The objective of the project is to accompany aquaculture producers in strengthening their technical, organizational, and productive capacities, while promoting the protection of marine ecosystems and building trust-based relationships with public institutions.

WHAT DID WE DO IN 2025?

During 2025, the project's work was concentrated in the municipality of Comondú, Baja California Sur, particularly in the community of San Buto, an area of high ecological and productive value. Over the course of the year, progress was made in two key phases:



community engagement and



capacity strengthening.



In this process, formal expressions of interest were received from local producers seeking to join the program, and we worked directly with

9 permit holders and 4 aquaculture cooperatives.

Together, this represents the participation of **33 aquaculture producers**, equivalent to approximately 60% of all formally established producers in the area.

One of the most significant achievements of 2025 was the **strengthening of community organization**. Producers were supported in formalizing their governing board and in developing internal agreements for collective decision-making. Women played a central role in this process, reflected in a governing board in which the majority of members are women. This organizational work laid the foundation for stronger collaboration among community members and for a more structured relationship with authorities and external partners.

In the productive sphere, approximately three million certified oyster seeds were donated and planted, with distribution previously agreed upon by the community to ensure transparency and shared responsibility. At the same time, working meetings were held with state and municipal authorities in the areas of fisheries, aquaculture, and public health to define a joint roadmap for technical and regulatory support. These discussions established as a priority for subsequent phases that participating producers obtain state-level health and safety certifications—an essential step toward improving product quality and expanding market opportunities.





PARTNERS FOR IMPLEMENTATION

The project has been developed in close collaboration with strategic partners, including the **Secretariat of Fisheries, Aquaculture, and Agricultural Development** (SEPADA) of Baja California Sur; **municipal authorities of Comondú**; and the **State Aquaculture Health Committee**, with whom a collaboration agreement is expected to be signed in 2026. The project has also partnered with fisheries sector organizations such as the National Fisheries Cooperative Confederation (CONACOO) and the Federation of Fisheries Cooperative Societies of Baja California Sur (FEDECOOP).

These alliances have been essential in ensuring that the work carried out in the territory is aligned with existing public policies and supported by institutional backing.



LESSONS LEARNED TO DATE

The lessons gathered thus far confirm that productive sustainability cannot be imposed from outside; it must be built from within the community.

The process has demonstrated the importance of generating trust, respecting local timelines, and strengthening social organization before scaling technical or productive actions. It has also become clear that when communities actively participate in defining rules and priorities, stronger conditions are created for the protection of marine ecosystems and for local economic development.

Overall, the work carried out through 2025 positions Nuestros Mares as a solid foundation for consolidating a sustainable aquaculture production model, rooted in the community and with the potential to be replicated in other coastal territories across the country.





“

We possess the capability to accomplish numerous tasks; however, we currently lack organization. It is our hope that this initiative (Nuestros Mares) will bring us together as a community, enabling us to coordinate our efforts and engage in activities beyond mere oyster farming. Oysters represent only a fraction of our potential; we must undertake various endeavors as a community to attract attention and demonstrate our value, showcasing what we have to offer: our products, our beach, and our land.

-Emma Cortés,
*Aquaculture producer from San Buto and
participant in the ETI Nuestros Mares program.*

5. VOCES DEL TERRITORIO (VOICES FROM THE TERRITORY)

Voces del Territorio is an initiative of Entorno a ti focused on promoting communication, political advocacy, and social dialogue around environmental public issues, with particular emphasis on the voices of community leaders and local actors who, from within their territories, advance sustainable production initiatives and ecological economic alternatives.

This project is grounded in the conviction that meaningful environmental change is achieved through the lived experiences of those who work the land, manage natural resources, and directly confront climate and economic challenges in their territories.





To accomplish this, we focus on three fundamental areas that we consider vital for attaining this objective:



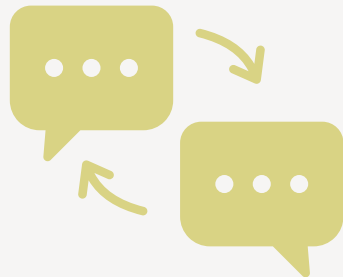
TO HIGHLIGHT THE CHAMPIONS OF SUSTAINABILITY

To prioritize the perspectives of those who champion sustainable production practices, community management of natural resources, responsible tourism, regenerative agriculture, artisanal fishing, and other ecological local economies.



FOSTERING A NEW DIALOGUE ON ENVIRONMENTAL ISSUES

To transition from a conventional environmental agenda—centered on technicalities and regulatory frameworks—to a dialogue that embodies the cultural values, economic realities, and social aspirations of the diverse regions of Mexico.



TO PROMOTE COMMUNICATION AMONG COMMUNITIES, CIVIL SOCIETY, AND POLICYMAKERS.

While it may not always be feasible to directly link these changes to our actions, recording policy advancements enables us to demonstrate how shifts in perception and narrative foster conditions for public decision-making.

All of this aligns directly with our vision of fostering a pluralistic and co-responsible public dialogue to ensure that climate action becomes a phenomenon deeply embedded in local contexts and reflective of the genuine priorities of communities.



FORUM “ROOTS AND FUTURE: ADVANCING MEXICAN ENVIRONMENTALISM”

HOUSE OF REPRESENTATIVES

Held in December at the **San Lázaro Legislative Palace**, the event featured the participation of Secretary of Environment and Natural Resources, **Alicia Bárcena**, along with various members and representatives of the Chamber of Deputies, **Entorno a ti**, and several civil society organizations, all aimed at further establishing ETI's environmental vision on a national scale.

The following concepts and insights emerged during this meeting:



The necessity to **cultivate an environmentalism** that transcends mere technical or regulatory frameworks, embracing **social and cultural dimensions while prioritizing the people and communities residing within the territory**.



The acknowledgment that **environmental policy requires extensive social backing**, derived from the experiences and aspirations of various sectors, including producers, cooperatives, and community organizations.



The significance of **democratizing environmental decision-making**—through informed consultations, direct community engagement, and environmental education—is essential **for achieving environmental and social justice**.

In addition to enabling us to position these ideas within the public discourse, hosting this forum permitted us to advocate that **environmental public policies should translate into human and economic well-being for the communities that uphold the territories in which they are enacted**.

This emphasizes the principle that the voices of communities should not only be acknowledged but also formally integrated into the formulation of national environmental public agendas.

PARTNERSHIPS THAT MAKE CHANGE POSSIBLE

As Entorno a ti (ETI) defined its vision, mission, and programs in Mexico, it became clear that environmental action can only be legitimate, sustainable, and politically viable if it is built with actors beyond those traditionally linked to the environmental sector. In the Mexican context, this requires expanding our work into spaces where consensus is not given in advance.

ETI begins from a simple premise:

for the environmental agenda to have a future, it is necessary to broaden who participates, from where the conversation takes place, and under what frameworks collaboration occurs. This means stepping outside familiar circles and taking on the challenge of working with sectors that, although directly affected by environmental decisions, do not always see themselves as part of that conversation or have maintained distance from it.

In this sense, ETI's partnership strategy is built around specific audiences defined by values, identities, and motivations, rather than by demographic categories or ideological affiliations.



This approach, developed in collaboration with Our Common Home (OCH), makes it possible to understand how decisions are made in real life, what builds trust and what generates resistance, and from there to design more realistic and sustainable forms of collaboration.



The priority audiences guiding ETI's work do not represent "target populations" in the traditional sense, but rather social groups that can assume a strategic role in building environmental action in Mexico.

Working with these audiences enables ETI to design alliances that do not depend on prior ideological consensus, but on real interests, shared values, and clear benefits.



This starting point is particularly pertinent in a nation where the environmental agenda has evolved amid structural tensions. On one hand, there are entrenched community struggles for land, water, health, and natural resources. Conversely, institutional, regulatory, and technical agendas frequently fail to yield tangible improvements in individuals' daily lives. Amid these two extremes, numerous initiatives have inadvertently or deliberately contributed to the erosion of social trust, whether by imposing external agendas, prioritizing short-term gains, or perpetuating exclusionary dynamics. **Consequently, the environmental sector has witnessed significant advancements, yet it remains characterized by fragmentation, attrition, and a disconnection from broad segments of society.**



A STRATEGIC DECISION: RECONSTRUCT FROM THE FOUNDATION.

Confronted with this scenario, ETI implements a strategic decision that aligns with the principles of Our Common Home:

not to expand a pre-existing environmental agenda, but to reconstruct it from social sectors historically marginalized within environmentalism.

The objective is not to persuade, but to create opportunities for reconstructing dialogue grounded in experience, values, and material circumstances.



ETI AS A CATALYST FOR LOCAL ORGANIZATIONS

Within this framework, ETI is envisioned as an accelerator for local organizations and processes, rather than a conventional implementer. Its role is not to supplant existing territorial efforts or centralize agendas, but to enhance, coordinate, and fortify the organizational, narrative, and political capacities of actors already active in their respective territories. This accompaniment may encompass



strategic and
methodological assistance



collaboration with networks
and partners



enhancing dialogue and
advocacy capabilities



The judicious allocation of
financial resources.

In this approach, funding does not dictate the alliance; rather, the alliance determines the appropriateness of resource utilization. Funds are perceived as a means to support agreed-upon processes, mitigate asymmetries, and enhance existing capacities, rather than as a mechanism for control or enforced conformity.





TERRITORIAL WORK AND FIRST STEPS

For each intervention, ETI conducts a thorough review of the local context, engages in dialogue with actors from different sectors and backgrounds, and identifies existing relationships, past experiences, and levels of trust in order to clearly define objectives for engagement and collaboration. This process makes it possible to recognize allies, risks, limits, and real opportunities for joint work.

Although ETI has already initiated work in specific territories, **the current period has been marked by institutional consolidation.** This has included national and territorial mapping of actors, as well as the identification of organizations, initiatives, and interests to assess where to accompany or accelerate efforts. Our approach is centered on designing strategies through dialogue and building gradual agreements grounded in trust and clarity of expectations.

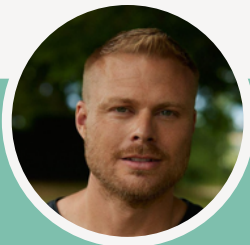
This approach lays the foundation for partnership work that does not seek immediate results, but instead aims to create long-term conditions to expand the social and political space for environmental action in Mexico.





INSTITUTIONS
COUNCIL AND GOVERNANCE

As part of the institutional enhancement of Entorno a ti, we now have a well-established Council composed of five multidisciplinary professionals with considerable experience. The Council endorses the organization's strategic decision-making and enhances our governance, offering vision, rigor, and direction during this phase of growth.



Scott Langdon

President – Chief
Executive Officer of OCH



Edgar San Juan

Filmmaker and
Film Producer



Claudia Núñez Sañudo

Chief Executive Officer
of FinTech México



Rosa Chávez Aguilar

Consultant and Specialist
in Agriculture



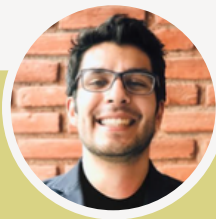
Rosario Álvarez Gutiérrez

Executive Director of
Pronatura Noreste



Edgar Moreno

Chief Executive Officer



Leo Cerezo

Programs and
Strategy Director



Cristina Hardaga

Alliances Coordinator



Diana Meneses

Project Manager



Orlando Monroy

Financial Officer



Ivonne Gardens

Operations Manager



Alejandra Leal

Creative Director



Daniela Romero

Creative Associate



LOOKING AHEAD TO 2026

2026 will be a year of consolidation and expansion. We will deepen work with ejidos and aquaculture producers, strengthen community leadership, expand regional dialogues, and continue advocating for an environmentalism that is rooted in territory and aligned with people's realities.

Environmental challenges cannot be addressed alone. We invite communities, organizations, businesses, universities, authorities, and individuals committed to the common good to join this effort.



Priorities

In 2026, we have established four distinct priorities:



Enhancing community capacities to enable ejidos, cooperatives, and local organizations to negotiate, produce, and make decisions with increased autonomy in response to significant environmental challenges.



To illustrate that environmental stewardship can foster economic prosperity by connecting environmental agreements with sustainable production alternatives.



To elevate the voices of the community in public discourse and in the arenas where policies are formulated, demonstrating that there exist alternative approaches—more equitable and effective—to engage in environmentalism.



To develop replicable models that can be **scaled** to other regions and **impact** local, state, and national public policies.



Programs

To further these priorities, in 2026 we will advocate for a coordinated programmatic agenda:



Enhancing and broadening collaboration with ejidos in Coahuila while establishing the groundwork for replication in other states with significant demand for renewable energy generation, consistently guided by principles of community and territorial justice.



Consolidating support for aquaculture producers in Baja California Sur to enhance practices, increase income, and promote ecosystem conservation, while developing a replicable sustainable production model.



Both from the community base—comprising recyclers, parishes, and universities—and by capitalizing on high-visibility events, such as the World Cup, to advocate for new practices and narratives surrounding the circular economy.



Nuestro Entorno

Enhancing the community process in Tepoztlán to establish enduring environmental agreements, sustainable economic initiatives, and a collective vision for the future.



Regional Conferences

as venues for collaboration among communities, organizations, and authorities to establish a novel model of environmentalism rooted in the local context.



Community Leadership Development Program

to support individuals who are actively transforming their communities and to enhance their capacity for advocacy, representation, and institutional dialogue.

None of this is achievable in isolation. By 2026, **we firmly believe that significant environmental challenges can only be addressed through collaboration.**

We invite communities, organizations, businesses, universities, churches, authorities, and individuals dedicated to the common good to join us in learning, forging alliances, and demonstrating that it is feasible to care for the environment while ensuring no one is left behind.

This is an appeal to those who hold the conviction that the future is established through deep foundations and a long-term perspective.

Let us persist in cultivating an environmentalism that intertwines with daily life and transforms our realities.



CONTACT

If you're interested in learning more, collaborating, or exploring partnerships:

Entorno a ti, A.C.



www.entornoati.org



contacto@entornoati.org



CLICK HERE

This report was translated into English by the ETI team and subsequently reviewed with the support of artificial intelligence tools, including DeepL and ChatGPT.





THANK YOU.

 entorno a ti