

“Sustainability is not just a personal commitment; it is the backbone of a viable common future.”

- Arq. Jorge Calderón, CEO at The Earth Lab

EDITORIAL MESSAGE

This month, we feature the reflections of Arq. Jorge Calderón, CEO of The Earth Lab and a pioneer in sustainability projects in Mexico:

“Sustainability is not only a personal commitment; it is the backbone of a viable common future. Intervening with purpose is not only about creating functional solutions but about planting ideas that transcend generations.

At The Earth Lab, our mission is to inspire, conserve, and regenerate by integrating the environment into every step of the way. Every decision we make, from conception to execution, serves as a reminder that positive change is possible if we work together. Today, more than ever, nature needs us—but we need it even more.

Let’s join forces to lead this transformation toward a more conscious, responsible way of life, in harmony with our surroundings.”



OUR NbS PROJECTS



An example of what can be achieved when convictions come together.

Since 2022, *Ejido Sisal*, Yucatán, has held the prestigious Wildlife Habitat Council (WHC) recognition for its progress in biodiversity conservation, achieved in collaboration with The Earth Lab. This certification acknowledges its excellent environmental practices, highlights the efficiency of the strategies implemented, and underscores the restoration of habitats and the preservation of species such as the jaguar.



The presence of the jaguar symbolizes a healthy ecosystem.

A remarkable jaguar sighting:

Through the monitoring system implemented in *Ejido Sisal*, a jaguar was recently spotted—an emblematic species of Mexico and a key element for the region's ecological balance. This event demonstrates that joint efforts in habitat restoration are bearing fruit, allowing the recovery of vulnerable species. The presence of the jaguar symbolizes a healthy ecosystem, reinforcing the importance of Nature-Based Solutions (NbS) that The Earth Lab's experts are implementing in the region. This sighting serves as motivation to continue conservation and restoration efforts for mangroves and forests in *Ejido Sisal* through environmental education activities. In short, it is a powerful reminder for the community to respect nature.





CURRENT NEWS

Global Reforestation Initiatives

As a result of agreements reached at the latest COP, over 20 countries have confirmed their commitment to restoring 350 million hectares of forest by 2030. This effort aims to mitigate climate change, protect biodiversity, and benefit vulnerable communities by restoring key ecosystems as well as enabling large-scale carbon absorption.



**Would you like
to participate
in a program?**



Ban on Single-Use Plastics

The European Union has implemented historic regulations to phase out single-use plastics in key industries. This measure will not only drastically reduce ocean pollution but also lower carbon emissions associated with plastic production.

We must stay up to date in our businesses and industries.



**Are you ready
for the changes
ahead?**



**What ideas can
we generate at
the local level?**

Advancements in Renewable Energy

In the coastal state of Oaxaca, Mexico, the community of Unión Hidalgo has become an example of energy transition through the implementation of wind farms that generate enough electricity to power over 25,000 households. This project promotes local development and strengthens energy autonomy in the region.



FUN FACTS

Eco-Friendly Bats:

Bats are key pollinators and natural pest controllers. In the U.S., this species saves approximately \$3.7 billion annually in pesticide costs.



Plants & the Human Diet:

Although there are over 400,000 plant species, humans consume only 200. Surprisingly, 50% of our diet relies on just rice, corn, and wheat, highlighting our limited dietary diversity.



Phytoplankton & Oxygen:

This microscopic marine organism produces between 50% and 85% of the oxygen in the atmosphere. It is essential for life on Earth, and protecting marine ecosystems that sustain it is crucial.

Discover more about how
The Earth Lab promotes
the conservation of these
natural treasures.



WITNESSING BEST PRACTICES

In January, our Operations Director, M. Arq. Nubia Valles M., visited the new kraft paper production plant of Balaji JMC Paper Mill in Cd. Juárez, Chihuahua. This project represents a milestone in integrating sustainable practices into the paper industry in Mexico.

During the visit, innovations in production processes were observed, focusing on reducing environmental impact, efficient resource management, and minimizing industrial waste. The plant also boosts the local economy and strengthens commercial ties between Mexico and India.



This experience highlights the importance of implementing business models that combine economic development with social and environmental responsibility.

THIS MONTH'S COMMEMORATIVE DATES

- 🌿 **January 28:** World Day for CO₂ Emissions Reductions.
- 🌿 **February 2:** World Wetlands Day.
- 🌿 **February 11:** International Day of Women and Girls in Science.
- 🌿 **February 27:** International Polar Bear Day.



The Quote of the Month from Our Team

“Climate change won’t wait, and neither should our actions.”

– Nancy Ivette Castro Becerril, Sustainability & Greenhouse Gas Leader, The Earth Lab.



THE EARTH LAB

Listen, integrate, and develop to mitigate.

Discover more at: www.earthlab.mx



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