



**Climate action starts by
listening and building
from the ground.**

EDITORIAL MESSAGE

April invites us to reflect on the role of communities in environmental regeneration efforts. Sustainability is not only a technical achievement, but it also involves social participation, in which people, their knowledge and their needs define the success of any intervention.

At The Earth Lab we firmly believe that an enduring climate action starts in acknowledging and defining a Social Base Line, a Deep understanding of the land and its dynamics. From that starting point, we are able to develop high-quality Carbon Projects, that not only capture Greenhouse Gas emissions but, generate value for people that make these initiatives possible.

This brochure is dedicated to those who understand additionality is not a bureaucratic requirement but a guarantee that we are generating a positive change that otherwise would not happen. We convincingly keep building strategic alliances, strengthening our capabilities and those of our stakeholders as well as strengthening climate solutions with social justice aligning with The Earth Lab's approach on Nature-based Solutions with social inclusion.



NEWS OF THE MONTH



The European Union hardens actions against greenwashing

Did you know that, according to a decree made by the European Parliament in January of 2024, the European Union approved a new regulation that prohibits making corporate statements regarding environmental efforts without verifiable technical argumentation? This initiative has increasingly broadened its scope, and companies are now subject to scientifically demonstrate their claims.

Latin American countries incentivize biological corridors

Several Latin American countries, in the framework of UNESCO, including Mexico, are working in the establishment of corridors that protect biodiversity and simultaneously recognize the rights and traditional knowledge of native peoples.

APRIL HOLIDAYS

- ✓ **April 7:** World Health Day
- ✓ **April 15:** Sustainable Consumption Awareness Day
- ✓ **April 22:** International Mother Earth Day
- ✓ **April 25:** World DNA Day
- ✓ **April 26:** Intellectual Property Day
- ✓ **April 30:** Children's Day



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FUN FACTS AND KEY CONCEPTS



What is the Baseline?

It is the starting point of any initiative, and it does not require a specific project beforehand. It allows us to understand the social conditions, including productive and cultural means of a community. Alluding to William Thompson's phrase "What can't be measured, can't be enhanced"; at The Earth Lab, we measure and monitor using a baseline as a reference point that guarantees the positive impacts of our solutions, their coherence, ethics and sustainability.



ESG

This abbreviation is used to identify environmental, social and governance conditions of a company. Through an ESG report, companies are able to demonstrate credibility and allow stakeholders to make informed decisions by providing information about the company's commitment to sustainable practices.

High quality:

Beyond carbon

A high-quality Project not only captures CO₂; it must be providing transparency, it must be verifiable and generate social and environmental co-benefits in addition to complying with equality, free and informed consensus and climate additionality.

If you have not yet explored how to strengthen your sustainability practices such as transparency, call us. The time to start is today! The Earth Lab is the answer to your sustainability projects.



Environmental Labels

The proliferation of environmental affirmations has generated the need for norms that consider all relevant aspects of the product's life cycle.

Self-declared environmental affirmations can be made by manufacturing, importing, distributing, retailing or whichever entity that might benefit from it; The Earth Lab supports these entities in their journey to transparency, based on ISO 14021:2016 Environmental labels and declarations. Self-declared environmental claims (Type II environmental labelling), that has the objective of specifying and applying the requirements for self-declared environmental affirmations in order to promote the demand and provision of goods and services with a smaller environmental impact guaranteeing the verifiable and precise communication of information without any mistake regarding environmental aspects.

By obtaining an environmental label based on this ISO norm, the market is incentivized to carry out production practices that benefit the environment, its processes and products as well as generating a better opportunity for buyers and potential consumers to make more informed and integral decisions.



ON-SITE ACTIONS AND EARTH CHARRETTES

During February and March, Participative Workshops and General Assemblies in Ejido X-Hazil y Anexos, Caoba and Felipe Carrillo Puerto (Project Owners of the Bonos Jaguar del Mayab Project Portfolio) were carried out issues such as progress made, commitments and benefits from the Carbon Projects, as well as the safeguards within which it operates were discussed.

As part of these activities, Earth Charrettes were carried out. This methodology of The Earth Lab allows the integration of community knowledge in the planification of sustainable solutions. Community members actively participated. At each event there were presentations, dynamics and joint agreements that encourage co-creation of projects, strengthen the sense of belonging and consolidate future actions guided by a social baseline from a cultural perspective.



These dynamics include participatory mapping, long term vision establishment exercises, priorities set by the community and strategies that secure long term benefits, as well as the inclusion of women and young people in the decision-making process.

The income that ejido landowners receive is showcased in a transparent fashion at Assemblies and the allocation of said resources is collectively discussed having the community's benefit as a guiding principle.

Every project developed by The Earth Lab and commercialized by BCO2M is committed to allocate a percentage of their income to social projects, such as health infrastructure, saving accounts, scholarships, ecotourism, environmental education, the betterment of infrastructure, the conservation of artisanal crafts and waste management.



EDUCATION FOR ACTION AND SUSTAINABLE FOOTPRINT

In the frame Earth's Day, The Earth Lab's *Instituto para la Sostenibilidad Aplicada* launches a renovated proposal for workshops and resources for companies committed to sustainable development. Therefore, these entities may train their teams in ESG frameworks, CO₂ compensation with the creation shared value as a guiding principle.



Our approach is based on, in part, the premise that only 6% of companies has trained team members in the implementation of sustainable practices, according to a report made by Boston Consulting Group (2023), titled "The Green Economy Needs More Green Talent". We are sure that progress has been made around this, still, there is path to explore. Investing in these capabilities is an opportunity to improve efficiency, innovate and become a more conscious market leader. Education is not complementary; it is the basis of change.

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it is the basis of change.**



Phrase of the month from our collaborators



"Nature-based solutions are one of the most powerful and effective tools with which we count nowadays to mitigate Climate Change and conserve the Planet's ecosystems."

– Lic. Sofía Castelán GHG Programs Coordinator at The Earth Lab.

PRESENCE AT NACW 2025



NACW
NORTH AMERICAN
CARBON WORLD

The Earth Lab's team participated as sponsors at the North American Carbon World (NACW) 2025 from March 25-27 in Los Angeles, California; this is one of the most relevant events around the Voluntary Carbon Market internationally.

During these 3 days, The Earth Lab's team members that assisted had the opportunity to learn more about the Voluntary Carbon Market's (VCM) current state, tendencies and debates around its behavior, as well as, strengthening the relationship with strategic allies, built new bridges and pitch Projects by demonstrating this a robust additionality, high integrity and high quality, more so, the Projects' durability and evident commitment towards their partner communities.



The Projects from the Bonos Jaguar del Mayab Portfolio, that have been registered by the Climate Action Reserve, are led by the native communities, protect the jaguar's habitat and empower their members. The Earth Lab has been updated on issues exposed at the event's conferences.

One of these relevant topics was the role of states in sustainability efforts. In a panel titled "*Plenary: US State Action Forging Ahead*", California's representative, Rajinder Sahota, expressed that "*development can be delayed, but not stopped*"; regarding the policies and actions that the public sector should take to align with those taken by industries and, at the same time, procure the mitigation of climate change.

Additionally, Mary Nichols, moderator and distinguished academic from the University of California at Los Angeles encouraged the audience to participate in the debate around development and sustainability, with a long-term mentality.

CARBON WITH AN IMPACT: MEASUREMENT, REDUCTION AND COMPENSATION WITH PURPOSE

CO₂ Projects that The Earth Lab develop, in Improved Forest Management practices and mangrove are relevant because of:

Integrity from the source

Each intervention is based on scientific data, standardized methodologies, social and environmental safeguards, complying with the highest standards of international certification.

Additionality as a guiding principle

Our projects go beyond standard practices, increasing carbon pools and generating real opportunities for local development, that, otherwise, would not be possible.

Relevant phrase from the Project site

"The Carbon Project is a major source of support and has brought significant benefits for all families of ejido landowners, as well as the community. Also, we have acquired the necessary tools to fight wildfires. It has given us generously; actually, it is the best project we have ever implemented."

-C. Carlos Koyoc, President the Surveillance Committee of Ejido Felipe Carrillo Puerto.



Want to know how a Carbon Project with real impact is built?

Contact us.

THE **EARTH LAB**

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Descubre más en: www.earthlab.mx



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