



Financing coastal EbA instruments: Deep-dive with focus on private investments

Mexican case: private investments in EbA-measures and financial innovation to increase resilience to climate change

Martina Duerto & Alicia Rondón-Krummheuer



GITEC-IGIP
Consulting Group

Content

1. GITEC- IGIP

2. Mexican cases:

- ADAPTUR: Private investments in EbA-measures
- SAbERES: Financial innovation to increase resilience to climate change

3. Contact details

GITEC: Facts & Figures



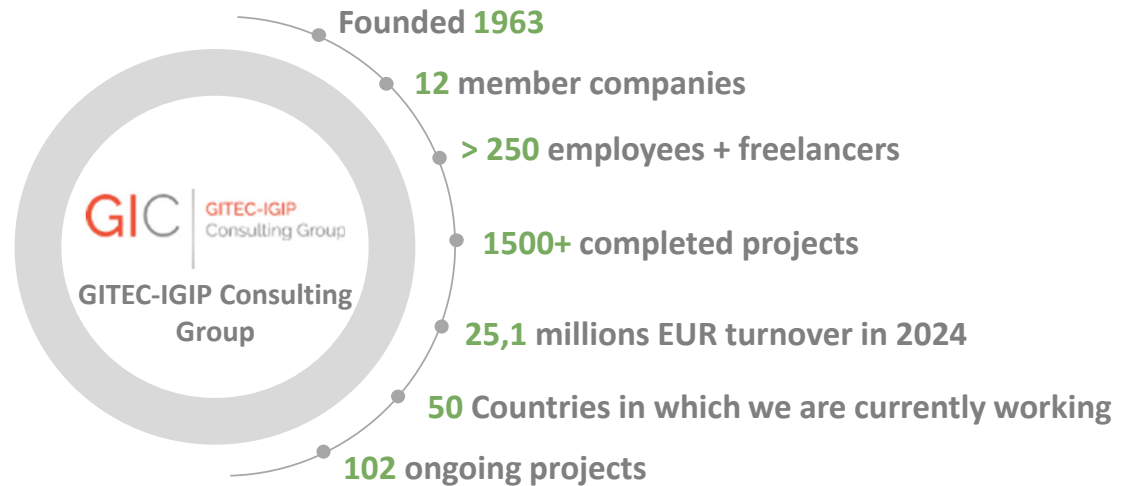
Headquarters

Carlswerkstraße 13d • 51063 Cologne • Allemagne



Contact

Tel: +49 (221) 29 203-600 • Fax: +49 (221) 29 203-601 •
contact@gic-group.com • www.gitec-consult.de



ADAPTUR: A new approach to promote nature-based solutions to adapt to climate change in the tourism sector

Mexican cases | Adaptur | Project Profile

ADAPTUR: A new approach to promote nature-based solutions to adapt to climate change in the tourism sector



Project Outcome

Key Mexican stakeholders are enabled to evaluate ecosystem-based adaptation to climate change (EbA) and integrate it into policies and private investment decision making processes.

Gitec's contribution/ work packages:

1. Design and implementation of a **capacity development strategy** & training materials.
2. Implementation of **target-group-specific training courses** & application of the **EbA Climate Proofing Tool** in 3 pilot regions.
3. Strengthening technical/ methodological skills e.g. **cost-benefit analyses** for evaluation EbA

Project Profile	
Funding	BMUV/IKI - GIZ
Counterpart	SECTUR
Partners	SEMARNAT, CONANP, INECC
Project value	EUR 5.0 Million
Contract value	(EUR 417.967,83)
Duration	10/2018 – 07/2021
Direct target group	Public authorities, private tourism industry
Indirect target group	Civil society organizations and local communities

Mexican cases | Adaptur | Context

Mexico's location between two oceans and complex topography increase the country's **exposure to extreme hydrometeorological events**.

Core Problem

- Key stakeholders of the private sector are insufficiently informed about:
 - interrelationships between ecosystem and CC
 - climate risks to private sector,
 - potentials of EbA measures
- Country lacks intersectoral cooperation and instruments to integrate EbA into development strategies and investment plans in the private sector

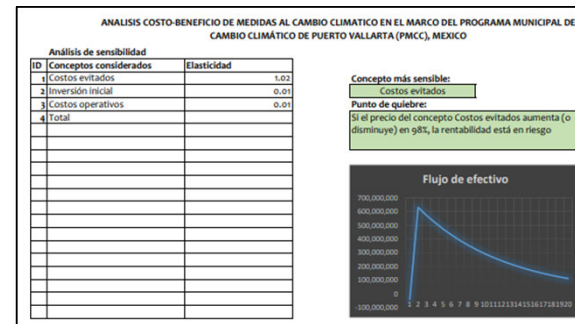


Mexican cases | **Adaptur** | Results

Objective and Scope: Strengthen the capacity of tourism enterprises and developers by mainstreaming climate change risks analysis and nature-based solutions to adapt to CC into tourism (infrastructure) investment planning.

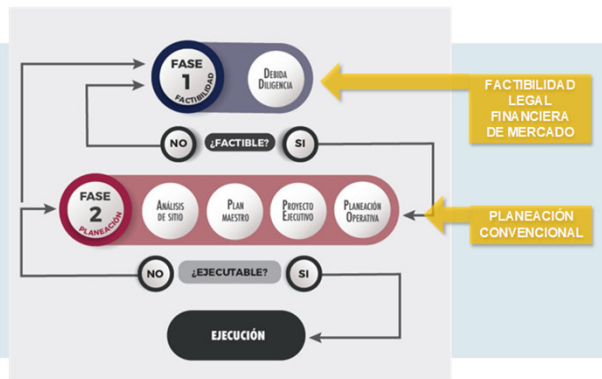


- **Capacity Development Strategy**
 - 37 training events
 - Over 1,300 participants trained
 - 30% from private sector
 - Training material, ToT, webinars
- **Technical advice**
 - Cost-Benefit Comparative Analysis of 33 EbA options
 - Business cases
- **Climate-proof Investment Guide for Private Sector**



Mexican cases | Adaptur | Results

Conventional Investment Planning

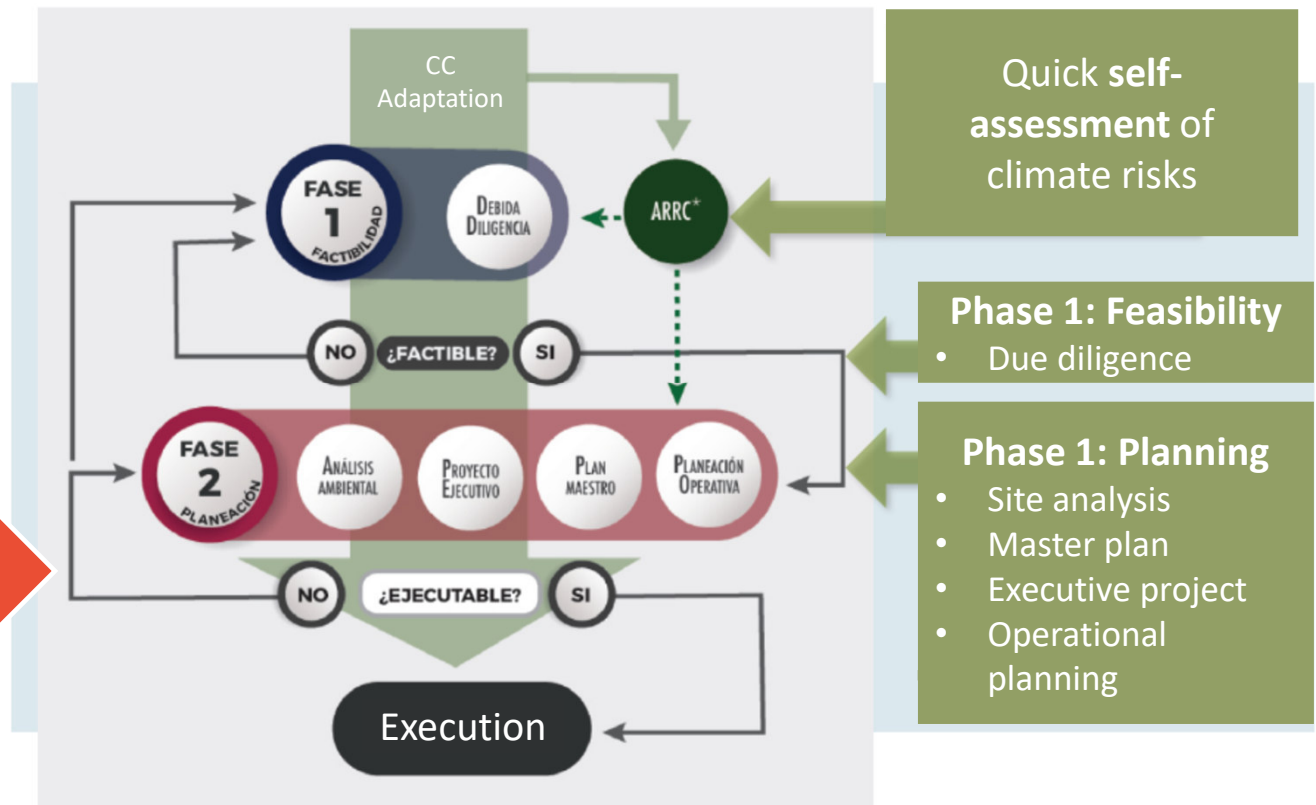


Climate Proof Investment Guideline

[\(download\)](#)

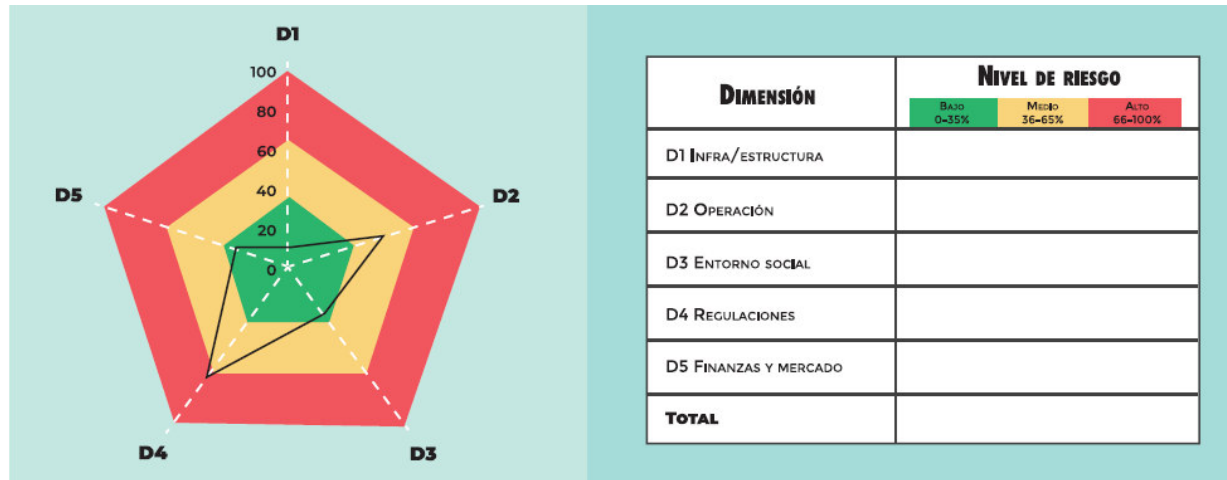


Integrating Climate Change Risk into Investment Planning



Mexican cases | Adaptur | Results

Guide to Climate Change Adapted Investments:



- Provide **guidance and elements for incorporating climate change analysis and the design of adaptation solutions** into the conventional and generic process of planning a Tourism Real Estate Investment (ITI),
- Recognising that each process is specific to the type of project.
- It is primarily **aimed at investors, developers and technical advisors in the tourism-real estate sector** (hotels, holiday clubs, second homes, golf courses, other properties, among others) but can also be used for smaller-scale investments (e.g. community ecotourism projects).
- It is also a **reference document for defining adaptation criteria in national public sector regulations, plans and programmes.**

Mexican cases | Adaptur | Results

The screenshot displays the ADAPTUR website interface. At the top, the ADAPTUR logo is on the left, and navigation links for Inicio, Capacitación, Herramientas, Proyectos, Comunicación, and English are on the right. Below the navigation bar is a 'Categorías' dropdown menu. A horizontal menu contains buttons for Políticas, AbE, Casos de éxito, Comunicación, and Inversiones. The main content area features several news items, each with a thumbnail image, a title, a brief description, and a 'Ver más' button. The items include: 'Lanzamiento de la Alianza Turística por el Agua, la Biodiversidad y el Clima (ABC)', 'Editorial' (Text editorial of the ADAPTUR bulletin), 'Evento técnico de Inmersión a la Metodología ADAPTUR', 'Boletín de prensa: Inicia la ruta hacia un turismo resiliente en México', 'Comunicación para adaptarnos al cambio climático' (a graphic showing a communication plan), 'Seis años de sinergias por un turismo sostenible y resiliente', 'Lanzamiento de la Estrategia Turística por el Agua, la Biodiversidad y el Clima (ABC)', and 'Políticas de Turismo para la Adaptación al Cambio Climático'.

Project triggered the elaboration of further policies and planning instruments for the implementation of EbA in the tourism sector in coastal regions.

Examples:

- Case Study in San Miguel de Allende: Create a "[Green Fund](#)" with private taxes and public funds from PES.
- Policy and regulations in Quintana Roo: Capacity building to congress people on territorial planning considering EbA practices.

Mexican cases | Adaptur | Lessons learned

- Approach in capacity building of private sector needs to be adapted: Engagement of private sector through the discussion of **business cases among peers**.
- **Cost benefit analysis** was essential: Private sector invests if a financial benefit is perceived.
- Tourism real estate investments aiming to thrive amid changing scenarios must incorporate a **robust CC risk analysis** and climate change adapted **financial mechanisms** during the initial stages of the feasibility and planning process.



Economic benefits of EbA/ NbS identified by private sector

- ✓ Savings in risk protection measures
- ✓ Reduction in insurance policy (lower risk)
- ✓ Saving in operational costs
- ✓ Improve competitiveness
- ✓ Higher resilience to climate change
- ✓ Access to funding and loans at a better interest rate
- ✓ Image



SAbERES: Territorial Planning and Financial Innovation to increase Mexico's resilience to climate change

Mexican cases | SAbERES | Project Profile

SAbERES: Territorial Planning and Financial Innovation to increase Mexico's resilience to climate change

Project Outcome: By 2027, the social and environmental vulnerability of rural producers to climate change has been reduced through the implementation of land use planning tools, adaptation practices, and access to financing, based on a functional landscape approach.

Gitec's contribution:

1. **Knowledge management** and capacity building.
2. Performance and impact **monitoring and evaluation**
3. Development of **20 business plans** for producer organizations that integrate Ecosystem-based Adaptation (EbA) measures to be financed by FIRA.



Project Profile	
Funding	IKI/ BMUV, BMWK, AA
Counterpart	SEMARNAT, AGRICULTURA CONAFOR, CONABIO, CONANP, INECC and FIRA
Partners	IDB, GAIA, GITEC, IASA, IICA, Natura, UICN; WRI Mex.
Project value	EUR 21,466,852.00
Contract value	(EUR 1.596.998,00)
Duration	05/2023 – 09/2027
Direct target group	Organizations of smallholder farmers in the states of Campeche, Chiapas, Hidalgo, Jalisco, Michoacán, Oaxaca, Puebla, Tabasco and Tlaxcala.
Indirect target group	Federal, state, and local government representatives, financial institutions, NGO's, and specialists.

Mexican cases | SAbERES | Interim-results

- Progress and impact monitoring system established
 - Platform for data collection established
 - Catalogue of EbA criteria and practices developed => Set of EbA models
 - Set-up of pilot sites for the generation of reference data
- Knowledge Management
 - Knowledge Management & Capacity Development Strategy
 - Knowledge networks established “Red de aprendizaje”



Historias de éxito de juventudes ante el cambio climático

Ponentes

Perseida Tenorio Toledo
Escuela Itinerante de Agua y Artes

Joaquín Contreras Ortega
Cooperativa Red Campesina Agroecológicas Tierras del Sur

06 junio 2025 | 11:00 a 12:30 h.

[Regístrate aquí](#)

Principios y criterios AbE

EVALUACIÓN DE LA HUMEDAD DEL SUELO

CONTEXUALIZACIÓN

La cobertura de suelos es una práctica agronómica utilizada con la finalidad de proteger los cultivos de patógenos y agentes atmosféricos, aumentar la temperatura del suelo en los meses fríos para el beneficio en el desarrollo de las raíces, reducir la evaporación del agua en el suelo, mejorar el control de malezas e insectos y optimizar recursos como agua, suelo, fertilizantes y mano de obra. Las técnicas de coberturas de suelo consideradas AbE en la literatura son la instalación de coberturas o cultivos de coberturas y el acolchado con materia orgánica muerta.

Las coberturas vivas (coberturas) de suelo consisten en especies, en su mayoría herbáceas y leguminosas, que se introducen en los terrenos de sembradío como cultivos secundarios, teniendo valor por sus efectos sobre la fertilidad del suelo, como fomento para el ganado o de autoconsumo.

La cobertura muerta (acolchado) consiste en una capa de materia muerta de origen vegetal, como paja, frons, cenizas, corteza de árbol, virutas de madera o compost, o de origen animal, como pascos o guano.

MEDIDAS AbE

Instalación de cobertura o acolchados

EVALUACIÓN

En esta ficha la evaluación está centrada en el efecto de las coberturas de suelo sobre la retención e infiltración del agua. Si se desea evaluar efectos sobre otros beneficios atribuidos por las coberturas es necesario complementar con procedimientos adicionales. Los ejes a seguir son la composición del suelo (debido a que las características físicas del suelo pueden contribuir significativamente a la retención de humedad), las condiciones edafológicas (impacto que se busca evaluar) y las características del tipo de cobertura (para determinar los diferentes impactos que pueden tener las coberturas dependiendo de sus dimensiones, especies o sustratos). Entre elementos a ser considerados a través de líneas Clarified de 10 metros de longitud con intersecciones cada 30 cm donde se realice el levantamiento de datos.

MÉTODO

Suelo
Estructura de suelos: Se define mediante observación siguiendo el método propuesto por la FAO en su programa D-Sol (2007).
Infiltración: Se mide la infiltración usando el método del cilindro propuesto por la FAO en su programa D-Sol (2007).

Cobertura
Se mide el trazo de líneas Clarified en los áreas de cultivo registrando cada 30 cm la presencia de coberturas.
• Deben determinarse el tipo de cobertura usada, definiendo el cultivo o sustrato utilizado, así como el uso o propósito de esta (comestible, complementaria, forraje, mejoramiento del suelo).
• Con ayuda de un medidor tomar las siguientes dimensiones de la cobertura:
+ Altura máxima que alcanza la cobertura.
+ Longitud interceptada.
+ Ancho máximo de la cobertura en el intercepto.

UNIDADES A REPORTAR:
Módulo (m)
Porcentaje (%)
Temperatura (°C)

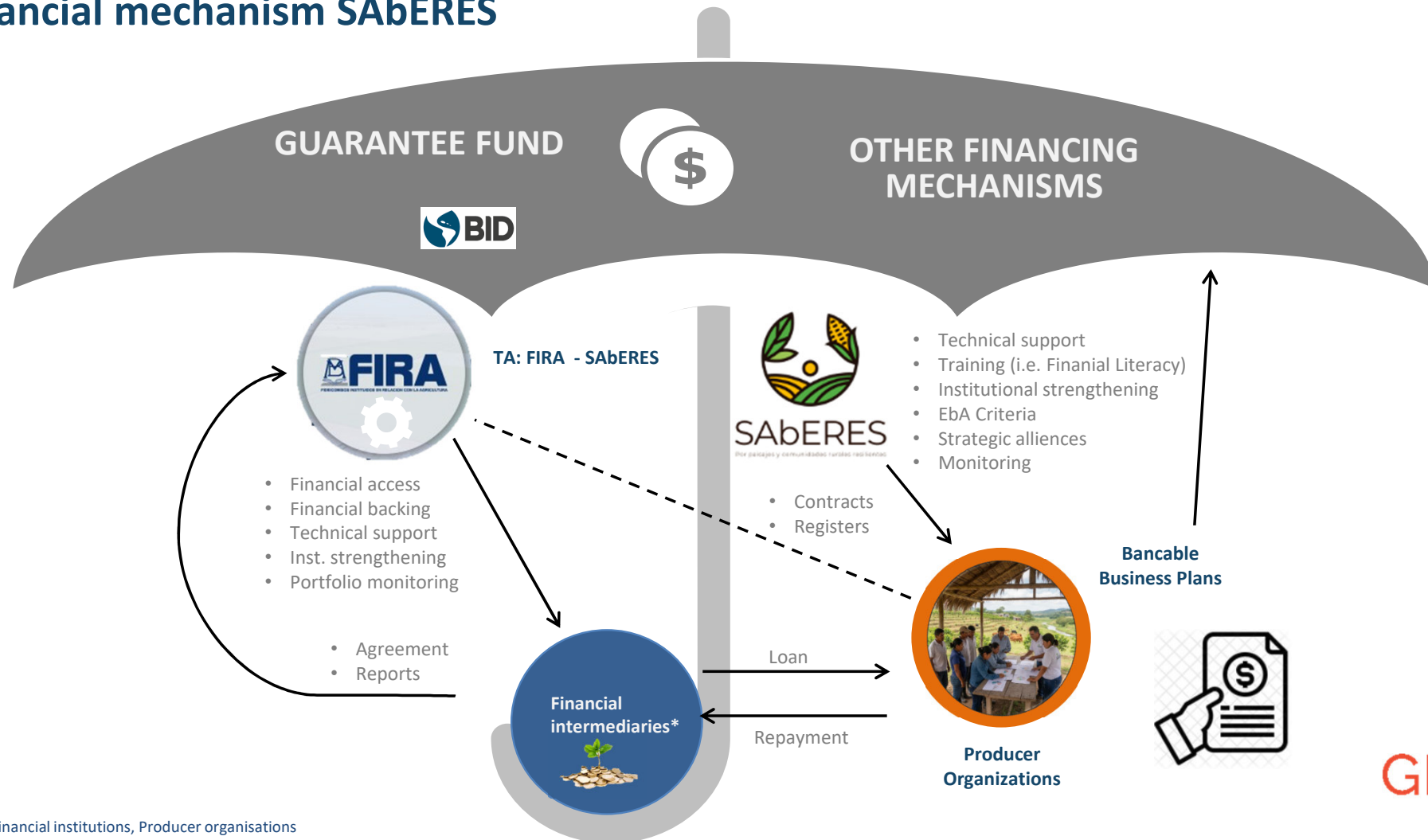
Lugar	Fecha
Suelo	
Autur	
Textura	Infiltración
Evaluación	
Coordenada del	Altura

Se recomienda instalar el sensor externo a una profundidad de 10 cm.

CRONOGRAMA DE EJECUCIÓN SUGERIDO

Mexican cases | SAbERES | Access to finance

Financial mechanism SAbERES

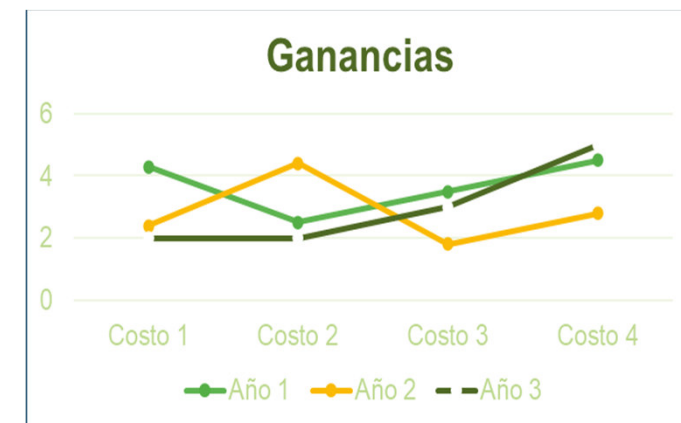


* Para-financial institutions, Producer organisations

Mexican cases | SAbERES | Interim-results

- **Development of business plans**

- Screening of producer organizations & **gap analysis**
- **Training modules** on financial topics
- **Economic game** for the sensitization on costs and benefits of EbA measures
- **Training of trainers** (currently performed)
- Screening of **complementary funding sources** + match making



Mexican cases | SAbERES | Interim-results (2/2)

- **EbA Criteria Eligibility:** SAbERES will develop a platform in which producer organizations will upload information regarding activities to be funded, including EbA practices.
 - Green, hybrid and grey, > 50% green in order to be eligible for financing
- List of **EbA practices** in 11 „productive systems“:
 - coffee, cacao, (eco)tourism, honey, agave, forests, livestock, NTFP, milpa, others.
- The **development of BPs** by producer organization increases the chances to access the „Financial mechanism SAbERES“. However, they tackle a broader scope to obtain funding to promote diverse and sustainable access to finance => screening of funding sources
- **Capacity building** (TA & training): Financial education + preparation of business plans to promote financial literacy and access to various funding sources.





THANK YOU

GITEC-IGIP GmbH - Head Quarter Germany
Carlswerkstr. 13d - 51063 Cologne - Germany
Tel : +49 (0)221 29 203 600 - E-Mails: martina.duerto@gic-group.com
alicia.rondon@gic-group.com
www.gitec-consult.eu

