



TERRAHABITUS

The natural state of our planet

ABOUT US

Incorporated in February 2020, **Terra Habitus A.C. (THAC)** is a Mexican regional environmental fund whose main objective is to operate, administer, coordinate and finance innovative conservation projects in the states of Sonora, Chihuahua, Coahuila, Durango, Zacatecas, and Nuevo León. Its founders are Eva Karina Ugarte Acosta, Rosario Álvarez Gutiérrez, Enrique Cisneros Tello, and Lorenzo José de Rosenzweig Pasquel.

Rosario Álvarez Gutiérrez, Eugenio Clariond Reyes Retana, Lorenzo J. de Rosenzweig Pasquel, Alexa Firmenich, Alberto Garza Santos, Juan Pablo Lankenau, José Antonio Rivero Larrea, and Eva Karina Ugarte Acosta are members of its Board of Directors.



WHAT WE DO

THAC offers innovative solutions and agile and effective operational and financial mechanisms to promote conservation efforts in northern Mexico. In this region, the business sector, the ranching sector, and civil society have taken a great interest in participating in regenerative landscape-scale projects that benefit both urban and rural populations. Areas of opportunity include watershed management, riparian restoration, regeneration of grasslands through better ranching practices, and trans-border conservation and development.



THAC began operations in 2021 with five lines of work:

a **Coordination of the Santa Catarina River Restoration and Regeneration Project (R3C):**

R3C is a watershed revitalization project that will restore over 111,300 hectares of mountainous wildlands. This 10-year project will improve quality of life and water security for the five million residents of the city and the neighboring rural populations by conserving the urban riparian corridor of the Santa Catarina River (695 hectares) and restoring the corresponding watershed. Government, the business sector, and the academic sector are participating with an estimated investment of US\$400 to 500 million, to be mobilized over a time span of 10 years.

b **Restoration of priority ecosystems through regenerative ranching and private land conservation:**

Conventional ranching in Mexico has operated within a paradigm that negatively affects the native grasslands. This impact results in the loss of native varieties of perennial grasses, which are optimal for carbon capture in soil and roots. It also reduces grasslands habitat for many species, particularly migratory birds. The prevailing type of land tenure in the north and the possibility to migrate traditional ranching

toward regenerative practices translates into an opportunity of landscape-scale impact. **THAC** complements this line of work with soil sampling services for carbon determination, biodiversity monitoring and practical knowledge sharing through practice networks.

c **Regeneration of nature, economy, and security at the U.S.–Mexico border:**

A comprehensive and collective effort in its design phase, to remove barriers at critical wildlife crossing areas, restore riparian and wetland habitats to protect and increase the resilience of water resources, and foster economic development engaging youth, the under-employed, and trans-border indigenous and rural communities in habitat restoration.

The institution's additional two crosscutting lines of action are:

d **Implementation of financial campaigns** (project and endowment funds) for Mexican and international philanthropic organizations such as FUNED, FCEA A.C., Red de Observadores Ciudadanos A.C., Safina Center and MAR-Fund.

e

Strategic communication and environmental journalism. Conservation awareness through art and graphic design. These efforts will be cross-cutting and complementary, adding capacities and skills together with other organizations highlighting Mexico's environmental challenges.

The projects designed and coordinated by **THAC** will combine applied science and innovation with conservation finance tools and network learning and capacity building. Once tested and systematized, these new models will be adapted and replicated in other regions throughout the country.

ADVANTAGES OF A REGIONAL FUND

As with every region, the north of the country faces challenges that are unique. **THAC** addresses these needs as a hands on partner for national and international donors.

THAC's institutional advantages are:

- Agility in the administration and implementation of financial resources.
- b** Capacity to create partnerships with other networks and organizations from civil society.
- c** Impact on implementing organizations' capacity building on a regional level.
- d** Low project administration costs.
- e** Alignment of regional efforts with national projects

to develop and implement better public policies in conservation and social development.

- f** More than 25 years of experience in environmental management, including past experience designing and consolidating two of the most successful environmental funds in Latin America.

THAC's diverse network of public and private stakeholders and allies, combined with the diversity of the thinking, skills, and proven experience of its board and staff, will ensure results and leadership in the different endeavors taken on by the organization. Its key alliances and partnerships include Cultivo LLC, Biophilia Foundation, The Wildlands Network, Pronatura Noreste A.C., Fondo Ambiental Metropolitano de Monterrey A.C., Profauna A.C., Ovis A.C., and Cartocrítica A.C.

Our constant efforts to achieve conservation in North America will continue to go from strength to strength, joining forces with other agents of change, fully committed to the vision of flourishing life on Earth for all beings.

CONTACT

For more information about **THAC** and its projects, please write us or visit our website: www.terrahabitus.org.mx

Lorenzo J. de Rosenzweig lorenzo@terrahabitus.org.mx

Roxana Chávez Elorriaga roxy@terrahabitus.org.mx