### Laguna Om

| **Project/Programme Type** | The project generates carbon credits not from avoided deforestation—the usual mechanism of REDD++—but by carbon sequestration. Laguna Om measures the amount of additional carbon being removed from the atmosphere by the forest through conservation activities; and registers and verifies its credits through the Climate Action Reserve (CAR). |
| **Description** | The project protects tropical forest on the Yucatan Peninsula in a rural community called an ejido and provides additional community income to residents who mostly earn a living through farming, ranching and forestry. |
| **Location** | Laguna Om is a communally governed ejido in Quintana Roo state on the Yucatan Peninsula. The project’s tropical forest is a hotspot of biodiversity and a haven for threatened and endangered species like the jaguar, the harpy eagle and the Baird’s tapir. |
| **Scale** | The project protects 84,000 hectares of forest on one of the largest ejidos in Mexico. |
| **Number of Credits Issued to Date** | 422,880 |
| **Project Proponent** | Toroto |
## Impacts

### Impact To-Date
The project is completing the verification of its first carbon credits this year and will deliver over 70 percent of income from sold credits to the 500 people living at Laguna Om. Money will be spent to protect rainforest and fund job creation and economic development in the community through transparent and inclusive democratic participation, promoting gender equality and reducing social inequalities. The project promotes the conservation of the rainforest and biodiversity, reduces the main drivers for deforestation, promotes climate action and contributes directly to the increase of carbon sequestration in this region.

### Projected Longer-Term Impact
The project is implementing sustainable resource management to guarantee the long-term conservation of tropical forest, reduce vulnerability to climate change and restore and increase connectivity in agricultural landscapes. Likewise, the project will establish sustainable and better-paid economic activities in rural communities that generate less environmental impact, such as agrosilvopastoral management and regenerative agriculture.
A Rural Mexican *Ejido* Leads the Way on Community-Led Climate Action

In 1941, Mayan people on the Yucatan Peninsula came together with immigrants from other parts of Mexico to form a community called Laguna Om. “At that time, you could only get here by boat or airplane,” says Ady González, who serves as treasurer of Laguna Om today. Her father moved to Laguna Om in 1943 to harvest chewing gum from *chicozapote* trees. “There was nothing but forest in the area then,” she says.

The jungle shrank over the decades, however, as community members became farmers, ranchers and loggers. Human-wildlife conflict became more common too. “Growing up, I would hear stories of jaguars hunting sheep and other livestock,” says Elva María Leyva Cruz, a biologist who was born in Laguna Om. “Now that almost never happens, because there are so few jaguars left.”

Mexico has one of the highest rates of deforestation in the world—but communities like Laguna Om are bucking the trend by funding conservation through the carbon market. Many rural Mexican communities started to govern their land collectively in associations called ejidos at the start of the twentieth century. Today there are nearly 30,000 ejidos like Laguna Om in Mexico controlling over half the country’s forest resources. Ejidos contain more than two-thirds of the country’s water and more than 80 percent of its biodiversity. Laguna Om is one of the largest ejidos in Mexico with 84,000 hectares of land.

As climate change became a bigger problem, the 500 people living at Laguna Om recognized the importance of protecting and restoring their forest—and the Mexican government paid the community for ecosystem services. The voluntary carbon market was an opportunity to generate even more income for conservation and community needs. Ejidos in other states were protecting their forests to generate carbon credits, which companies could purchase to counterbalance their annual unabated greenhouse gas emissions. Ejidos could spend the income to enhance forest protections and on education, health care, infrastructure and economic development.

“Ejidos are the solution to the problem of climate change in Mexico,” says Rocío Harispuru, a co-founder of Toroto, a company based in Mexico City specializing in nature-based solutions. Because ejidos contained so much of Mexico’s natural wealth, it was essential to engage them in conservation projects. She and three friends started Toroto in 2019 to connect businesses and ecosystem-service projects—but they quickly realized that there weren’t enough projects in Mexico to meet demand. So they shifted focus to developing new projects on the ground.

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Elva María Leyva Cruz
Biologist
born in Laguna Om

84,000
hectares of tropical forest protected

7
SDGs contributed to by the project

422,880
tons CO₂e predicted to be sequestered in year one

35%
of income* reinvested in climate action by ejidos

*Of total income received by ejidos
Today Toroto works with over 40 ejidos to protect forests to sequester carbon and generate credits, including Laguna Om.

The community of Laguna Om met with representatives from several different project developers to discuss how they could participate in the carbon market before voting to work with Toroto. The community members chose Toroto in 2021 because the company offered the ejido the lion’s share of income—at least 70 percent from each credit—and on-the-ground technical support. Toroto sent technicians to live near the ejido and work with community members to calculate the carbon emissions they would be sequestering by conserving and sustainably managing the forest; to designate areas for farming, livestock and forest protection; and to limit land conversion by adopting more efficient and sustainable agricultural and ranching practices.

"After 10 years, we want the community to become their own developers so they can do directly all the bureaucratic parts of climate action research and all the forest restoration they have to do to continue producing carbon credits", Harispuru says.

The ejido members meet four times each year to vote on community issues. When the first income from carbon credits arrives —after verification is completed and the credits are sold—they’ll decide democratically how to invest the money. They will reinvest at least 35 percent of the income back into climate action on their land and spend the rest on building sustainable economies and developing other social and environmental activities. Already word has spread to neighboring communities about Laguna Om’s carbon project. “After Laguna Om gave us the go, we started to hear from neighboring ejidos,” Rocío says.

Ejidos are the solution to the problem of climate change in Mexico.

"We see our forest as a lung, not just for the ejido but for the world.

Ady González
Treasurer
Laguna Om

One of the interested neighbors was called Cinco de Mayo, where Elva María Leyva Cruz had moved as an adult. Elva contacted Toroto after she heard about the project in Laguna Om. Cinco de Mayo signed a contract with the company; and now Elva works as a representative for Toroto, leading outreach to other ejidos in Quintana Roo state. Like Laguna Om, these programs are so new that the communities haven’t yet received their first carbon payments, but already Elva says she senses hope. "It’s a hope for a better income, for being able to improve their houses, for purchasing necessities for school,” she says.

In Laguna Om, Ady González senses not only hope but pride also—in restoring rainforest their parents left them and making an impact on climate change. “We see our forest as a lung,” she says, “not just for the ejido but for the world.”
About the NCS Alliance

The NCS Alliance (NCSA) conveys the voice of businesses, NGOs and solution providers on the need to mobilize a high integrity demand for high quality Natural Climate Solutions (NCS). The Alliance focuses on identifying opportunities and barriers to investment in the NCS voluntary carbon market and serves as a forum for knowledge sharing and technical capacity building to ensure natural climate solutions reach their full potential in abating climate change, while also tackling nature loss and socio-economic issues. To build trust in high quality NCS, the NCSA has established the NCS Lighthouse programme.

For more information visit [www.naturalclimatesolutionsalliance.org](http://www.naturalclimatesolutionsalliance.org) and follow us on [LinkedIn](https://www.linkedin.com).

About NCS Lighthouse Programme

The NCS Lighthouse Programme shines a light on projects and programmes that can be used as examples of good practice for supply and are a beacon in the path to developing trust in NCS for people, nature and climate. The NCS Lighthouses help elevate the successful human, environmental, and climate stories behind these initiatives.

The NCS Lighthouses, selected based on screening criteria developed by an NCSA Taskforce comprising NGOs, businesses and solution providers, have demonstrated alignment to the NCSA’s quality principles for NCS credits, as presented within ‘Natural Climate Solutions for Corporates’

The NCS Lighthouse Programme is made possible with generous funding support from the We Mean Business Coalition.

Disclaimer

Inclusion of an NCS project or programme in the NCS Lighthouse Programme does not imply a recommendation to purchase, trade or retire credits associated with the Lighthouse.

The NCS Alliance and its members take no responsibility for the purchase, trade or retirement of credits from these projects and programmes. Instead, it recommends that individuals, companies and other organisations procuring credits as part of their climate strategies conduct their own independent due diligence to validate the quality and environmental integrity of their purchases.

The NCS Alliance secretariat in no way benefits financially or by other means from the selection.

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Citation: NSCA (2022) NCS Lighthouse Programme – Laguna Om. Natural Climate Solutions Alliance.
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