

# PARTNERING TO PROTECT SIAN KA'AN

*A unique private/public initiative fostering new relationships between businesses, governments and conservation organizations*



*A diverse array of partners, including The Nature Conservancy, The Gillette Company, the United Nations Foundation and Amigos de Sian Ka'an are working together through the International Corporate Wetlands Restoration Partnership (ICWRP) to protect critically important wetlands in the Sian Ka'an World Heritage/Ramsar Site of Mexico.*

## SIAN KA'AN: WHERE THE SKY IS BORN

Sian Ka'an, located just south of Cancun, is widely considered the crown jewel of the Mexican Caribbean. The concentration of coastal dunes, lagoons, mangrove swamps, seasonally flooded marshlands and lowland forests, provide a mosaic of habitats for everything from jaguars and sea turtles to monkeys and manatees. Salt and freshwater pools attract great numbers of waterfowl, providing critical breeding and nesting areas for an estimated 500 bird species. Mangrove swamps nourish the near shore Meso-American Reef — the second largest reef systems in the world — and the enormous variety of coral and fish species it supports.

Unfortunately, coastal development, unregulated tourism and unsustainable farming and fishing practices are threatening the integrity of Sian Ka'an's remaining wetland habitat.



## THE SIAN KA'AN PROTECTION PROJECT

Working together through the International Corporate Wetlands Restoration Partnership initiative, The Nature Conservancy, The Gillette Company and the United Nations Foundation are supporting efforts to conserve freshwater, marine and coastal resources in and around Sian Ka'an.



The project, being implemented by Mexican conservation organization Amigos de Sian Ka'an, seeks to promote the protection of critical coastal habitats and ensure the viability of the region's freshwater system by:

- Implementing an easement and conservation land buyer program targeting the coastal areas of the Reserve;
- Promoting the implementation of the existing land use and zoning plan with landowners and government agencies;
- Enabling the acquisition of a key tract of land that strategically protects the only access to an extensive wetland system;
- Mapping priority water catchment areas important to the Sian Ka'an wetlands and analyzing sources of contamination in freshwater system
- Promoting best practices for wastewater management to communities, local hotels, and property owners.

## THE INTERNATIONAL CORPORATE WETLANDS RESTORATION PARTNERSHIP (ICWRP)

ICWRP is a private-public initiative to protect and restore wetlands and other important aquatic habitats throughout the world. The intent of the ICWRP is to engage the private sector in a partnership to efficiently and effectively improve critical aquatic habitats around the world.

Serving as an umbrella organization, the ICWRP facilitates the involvement of corporations, nonprofit entities and governments who contribute to wetlands and other aquatic habitat protection and restoration projects.

The ICWRP model, first conceived in 2002, utilizes a two-pronged approach to address both small and large scale projects. Small scale projects are accomplished through cooperation with the Secretariat of the Ramsar Convention on Wetlands, while large scale projects are facilitated by the United Nations Foundation through the World Heritage Program. The ICWRP private-public partnership is coordinated by Coastal America, a partnership of 12 federal agencies of the United States government.



## Project Information

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**For further information on the ICWRP partnership, visit:**  
[www.icwrp.org](http://www.icwrp.org)