HEALING NATURE WHILE TRAVELING
WHY IS SO IMPORTANT TO CONSERVE NATURE?
1/3 part of climate change results from biodiversity loss.

Not many know about it but…
For us tourism is the perfect excuse to transform the way conservation is made.
**Latin America is the most biodiverse region of the world**

- With 7 of the 10 most biodiverse countries
- And more than 400 indigenous communities

- At the same time the second with more poverty and the most explored region.
- Every minute we lost 21 soccer fields of forest.
ABOUT MEXICO

- IS THE 5TH MOST BIODIVERSE COUNTRY.
- ONE OF THE 10 MULTICULTURAL.
- THE 7TH MOST VISITED WORLDWIDE.

- BUT AT THE SAME TIME THE 108TH IN SUSTAINABILITY ON TOURISM OF 118 COUNTRIES
MEXICAN TOURISM HAS 3 BIG ROOT TROUBLES

• LOTS OF MONET BUT IN FEW HANDS: 80% OF TOURIST EXPENSES GO TO FOREIGN ENTERPRISES (ATA) + A LOT OF INFORMALITY IN TOURISM.

• LOTS OF TRAVELERS BUT IN FEW PLACES: 76.7% OF TRAVELERS CONCENTRATE IN 5 DESTINATIONS GENERATING UNCONTROLLED ENVIRONMENTAL IMPACTS (TRASH, WATER POLLUTION, ENERGY, IMPORTED FOOD)

• LOTS OF TOURISM BUT LITTLE PARTICIPATION OF LOCAL INITIATIVES, LOCALS ONLY RECEIVE 7% OF WHAT TRAVELERS PAYS.
WHO ARE WE?

WE ARE SOCIAL ENTREPRENEURS
WE INNOVATE TO BUILD A MORE INCLUSIVE WORLD, RECONNECTING US WITH NATURE

www.natoure.org
THAT’S WHY WE WORK ON 2 PILLARS

WE HAVE CREATED A SUSTAINABLE TOURISM APP BASED ON COLLABORATIVE ECONOMY, WITH THE OBJECTIVE OF CONSERVE NATURAL PROTECTED AREAS AND THE INCLUSION OF INDIGENOUS AND LOCAL COMMUNITIES IN MEXICO AND LATIN AMERICA.

NATOURE IS ALSO A PLATFORM FOR CITIZEN SCIENCE AND POLITICAL ADVOCACY.
We have an app that promotes sustainable and inclusive tourism focused on conservation of nature and cultural heritage of indigenous communities in:

- Natural protected areas.
- Sustainable destinations.
- Biocultural tourist routes.
WE CREATED THE FIRST CONSERVATION AND TRAVEL WORLD MAP

+25 NATURAL PROTECTED AREAS.
+70 LOCAL COMMUNITIES.
+100K USD OF DIRECT BENEFITS FOR COMMUNITIES (2018-2019).
On 2016 we created the first dynamic sustainable tourism index, in order to measure tourist activity in natural places and was selected as part of scientific committee on COP 13.

On 2018 we received a National Geographic award for citizen science Latam.

On 2019 we were selected by UNWTO as one of the 10 most innovative enterprises of Latina America.

As a result of covid-19 we decide to propose and lead the national sustainable strategy 2030 and it was approved by Mexican government on October the 30th.

We work with 25 natural protected areas in Mexico, but we have pilots in Colombia, Bolivia and Cuba. By 2025 we will have presence in most Latin America.
WE INTEGRATE TOURISM WITH LOCAL PRODUCERS

FARMING    FISHING    FORESTRY    MANUFACTURE    CRAFT PROCESS
WE INTEGRATE TOURISM WITH VALUE CHAIN
TRANSPORT  MOVILITY  WATER USE CYCLE  ENERGY  ZERO WASTE
WE INTEGRATE TOURISM AGAINST CLIMATE CHANGE
ECOSYSTEM-BASED ADAPTATION + MITIGATION THROUGH CONSERVATION
OUR TEAM

NERDS + HIPPIES + GEEKS
SCIENCE + ART + TECHNOLOGY
WE ARE ALSO SCIENCE RESEARCHERS
WE CONNECT PEOPLE--> INTEGRATION

FAIR TRADE

LOCAL HOSTS

SUSTAINABLE TOURISM INDEX

TRAVELERS

NATURAL PROTECTED AREAS DIRECTORS

“HEALING NATURE WHILE TRAVELING”
BENEFITS GENERATED ON 2019

- DIRECT INCOMES FOR COMMUNITIES 207,000 U$D
- PRESENCE IN: 25 NATURAL PROTECTED AREAS
- COMMUNITIES BENEFITED: +70
- INCOME GROWTH BY TOURISM: +550%
- SALES INCOME BY COMMUNITIES: +30%
- SOCIAL MEDIA REACH: +4.5 MM

#ViajarParaConservar
www.natoure.org
Nature is also a platform for citizen science and political advocacy.

+ 650,000 citizens that joined our campaigns.
+ 100 million interactions on social media.
+ 30 allies & partners.
+ 135,000 followers on social media.

#SOYXOCHIMILCO
United Bees for Climate
México Sostenible Estrategia de Turismo 2030
Turismo del futuro Héroes
WERE ARE WE GOING?

- WE ARE LOOKING FORWARD TO EXPAND TO OTHER LATIN AMERICAN COUNTRIES.
- WE WILL BUILD A NATIVE APP NATOURE 2.0
- WE WILL INTEGRATE SUBSCRIPTION METHODS.

THAT’S WHY WE NEED 2 MM USD

#TravelToConserve
www.natoure.org
TRAVELING IS THE BEST EXCUSE TO DO SO

Please push here and listen to me for 60 seconds
THE UNION MAKES THE FORCE: OUR ALLIES
THANKS FOR BEING THE CHANGE

More about Natoure
Innovamos para construir un mundo más inclusivo

Salar de Uyuni, Bolivia.

FOLLOW US AND BE PART OF OUR COMMUNITY