

ERNESTO HERRERA

Candidate for Chair of CEESP – IUCN Commission on Environmental, Economic and Social Policy

📍 Mexico City, Mexico | ✉ ernesto@reforestamos.org

Strategic Profile

Multisectoral leader in conservation, sustainable development, and environmental governance. With over 25 years of experience across government, the private sector, and civil society, I have consistently built bridges to align public policies, corporate responsibility, and community needs for the benefit of nature and people. As Director General of *Reforestamos México*, I have mobilized diverse stakeholders to drive forward forest-based solutions, policy innovation, and inclusive environmental action throughout Latin America.

As candidate for CEESP Chair, I aim to strengthen the commission's role as a global catalyst for socially just, economically sound, and environmentally transformative policies.

Leadership in IUCN

- **Member**, CEESP – Commission on Environmental, Economic and Social Policy (2024–present)
- **Chair**, IUCN Mesoamerican Committee (2019–2024)
 - Founding member of “The ABCN of IUCN” for advancing member participation in Spanish language.
 - Escazú Agreement support through members in Latam: “Escazú Thursdays”
- **Chair**, IUCN Mexican National Committee (2014–2018)
 - Led 32% growth in membership; launched the *First Mexican IUCN Forum*
- **Member**, IUCN Global Group for National and Regional Committees (2016–present)
 - Chaired the Working Group on *Civic Space for Nature Conservation*
 - Developed motion 049: Strengthening safe civic spaces to fulfil the Kunming-Montreal Global Biodiversity Framework:
 - <https://iucncongress2025.org/assembly/motions/motion/049>

Professional Experience

General Director, *Reforestamos México A.C.* (2002–present)

- Founder of key alliances:
 - *Mexican Alliance for Ecosystem Restoration (AMERE)* – national chapter of 1t.org by the World Economic Forum
 - *Mexican Business and Biodiversity Initiative (AMEBIN)*
- Organized the Civil Society and Youth Forum during CBD COP13 (Cancún, 2016)
- Advocated for forest governance and nature-based solutions at national and international levels
- Recognized for enabling public-private-community partnerships in restoration and conservation

Head of Ecology, *Grupo Bimbo* (2001–2002)

- Spearheaded early sustainability efforts in one of Latin America's largest food corporations

Technical Secretary, *Ministry of Communications and Transport, Mexico* (1995–1997)

- Developed environmental communications and public awareness initiatives in government
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Recognitions

- *Top 30 Sustainable Leaders*, Forbes México (2023)
- *Conservation Recognition*, CONANP – Mexican Commission for Natural Protected Areas (2018)
- *Social Responsibility Award*, Universidad Anáhuac (2018)
- *National Forest Merit Award*, CONAFOR – Mexican Forest Commission (2009)
- *Xochitla Award for Environmental Leadership* (2022)

Education

- **MSc in Environmental Management**, University of Waikato, New Zealand
Thesis: *Eco-labelling System Implementation in Mexico*
 - **BSc in Industrial and Production Engineering**, Universidad Iberoamericana, Mexico
 - **Fundraising Management**, Procura - Indiana University
 - **Persuasive Communication**, MIT
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Other Leadership Roles

- **Trustee**, *Arbor Day Foundation* (2020–present)
 - **Chair**, Central America and Mexico Chapter, *Aspen Network of Development Entrepreneurs* (2019–2024)
 - **Board Member**, *Causa Natura* (2016–present)
 - **President**, *Ollin – Youth in Movement* (2012–2016)
 - **Speaker**, Environmental Awareness Module, *USEM* (2011–present)
 - **Volunteer**, *The Climate Reality Project* (2007–2010)
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Languages

Spanish (native), English (fluent)

Vision for CEESP

If elected Chair, I will work to position CEESP as a globally connected and regionally relevant platform that:

- Links policy innovation with real needs and practices from the ground
- Elevates the voice of Indigenous Peoples, youth, and local communities
- Facilitates win-win partnerships with academia, business, and government
- Reinforces civic space and human rights as foundations of nature conservation
- Helps shape a Nature Positive economy rooted in justice and regeneration