



An Innovative Green Roof as a Social Empowerment Tool

By

Margie Simon Ortiz

General Director

msimon@ciceana.mx

Cristian René Sánchez Martínez

Social and Environmental Development Department Director

rene@ciceana.mx

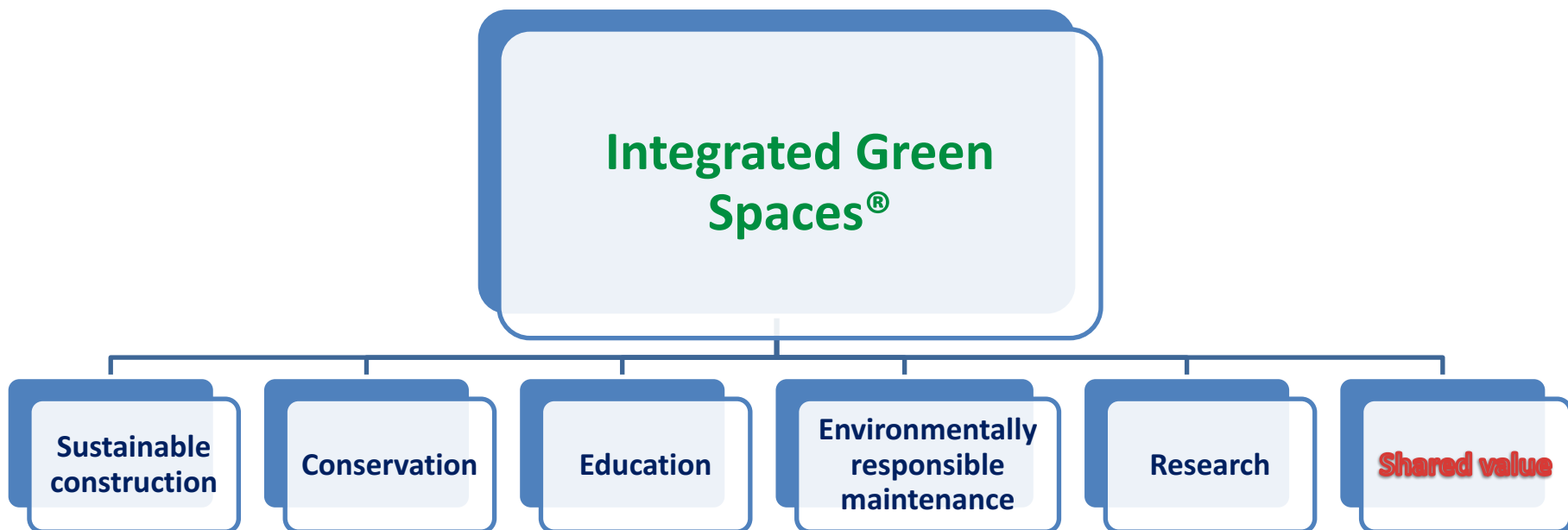


CICEANA: Botanic Garden (903 m²)

Year 2000. Installed.
Year 2002. Registered as UMA.



Integrated Green Spaces® concept as a consequence of our work

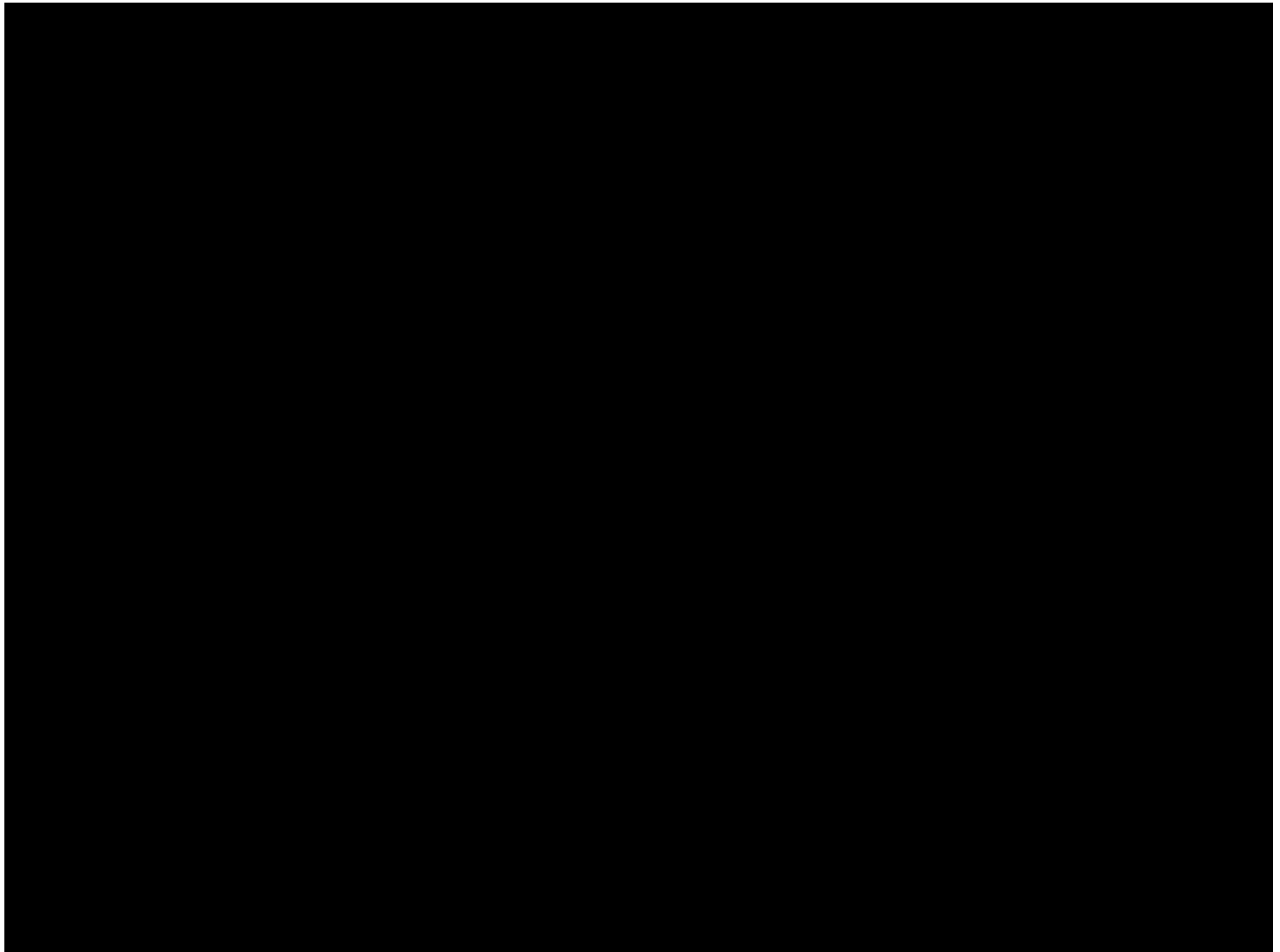


- Architectural Digest Magazine “Iconic Design Contest” honorable mention (2014)
- City of Monterrey, Mexico, Environmental Merit Award, honorable mention for its educational program (2016)





Banorte's Integrated Green Roof



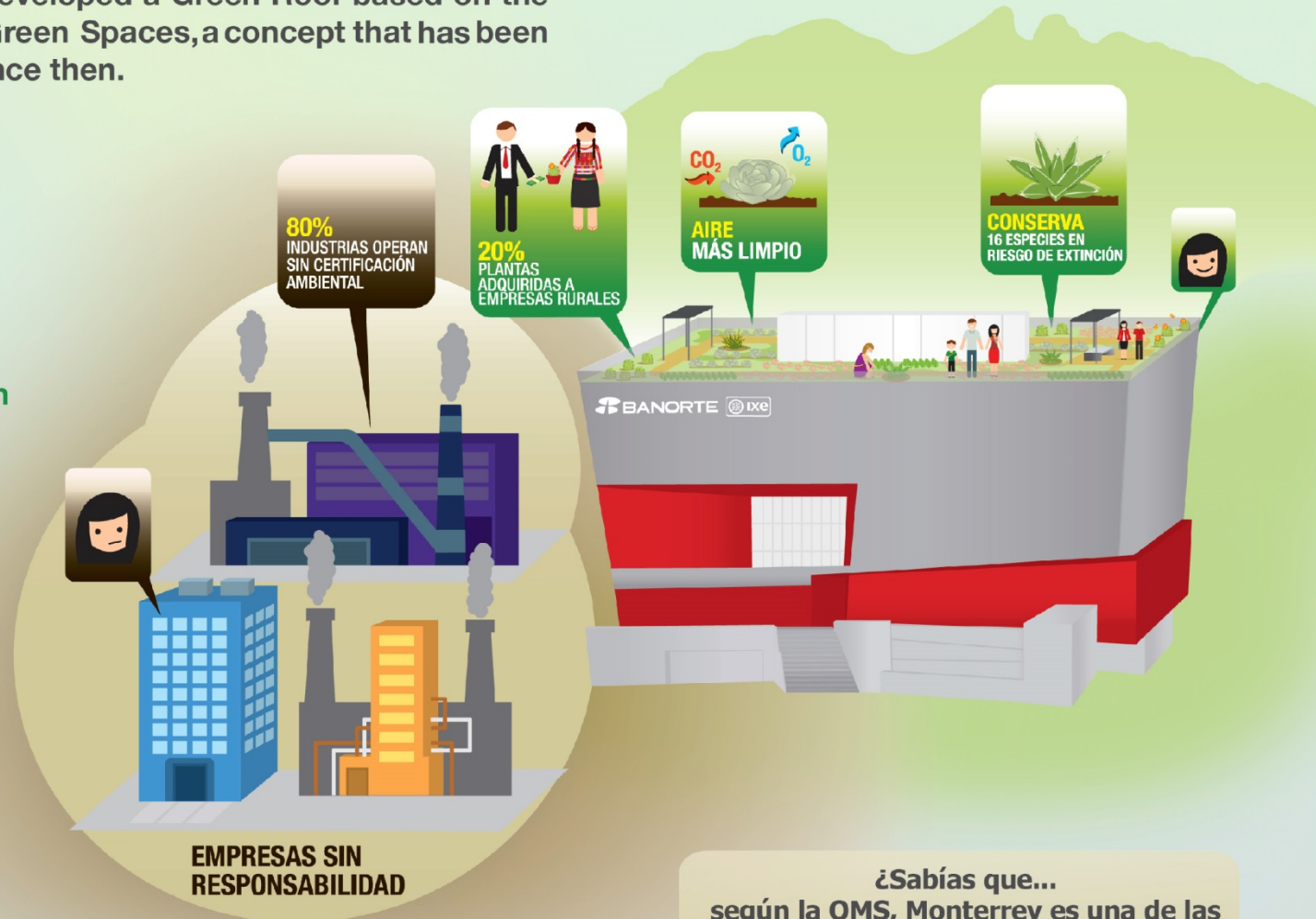
Banorte's Green Roof and Sustainability

As part of Banorte's Sustainable Strategy, in 2013, CICEANA designed and developed a Green Roof based on the principles of Integrated Green Spaces, a concept that has been promoted by CICEANA since then.


 Social Education
for Sustainability

 Plants Conservation

 Rural Communities
Support



¿Sabías que...
según la OMS, Monterrey es una de las
ciudades más contaminadas del país?

Conoce más aquí 

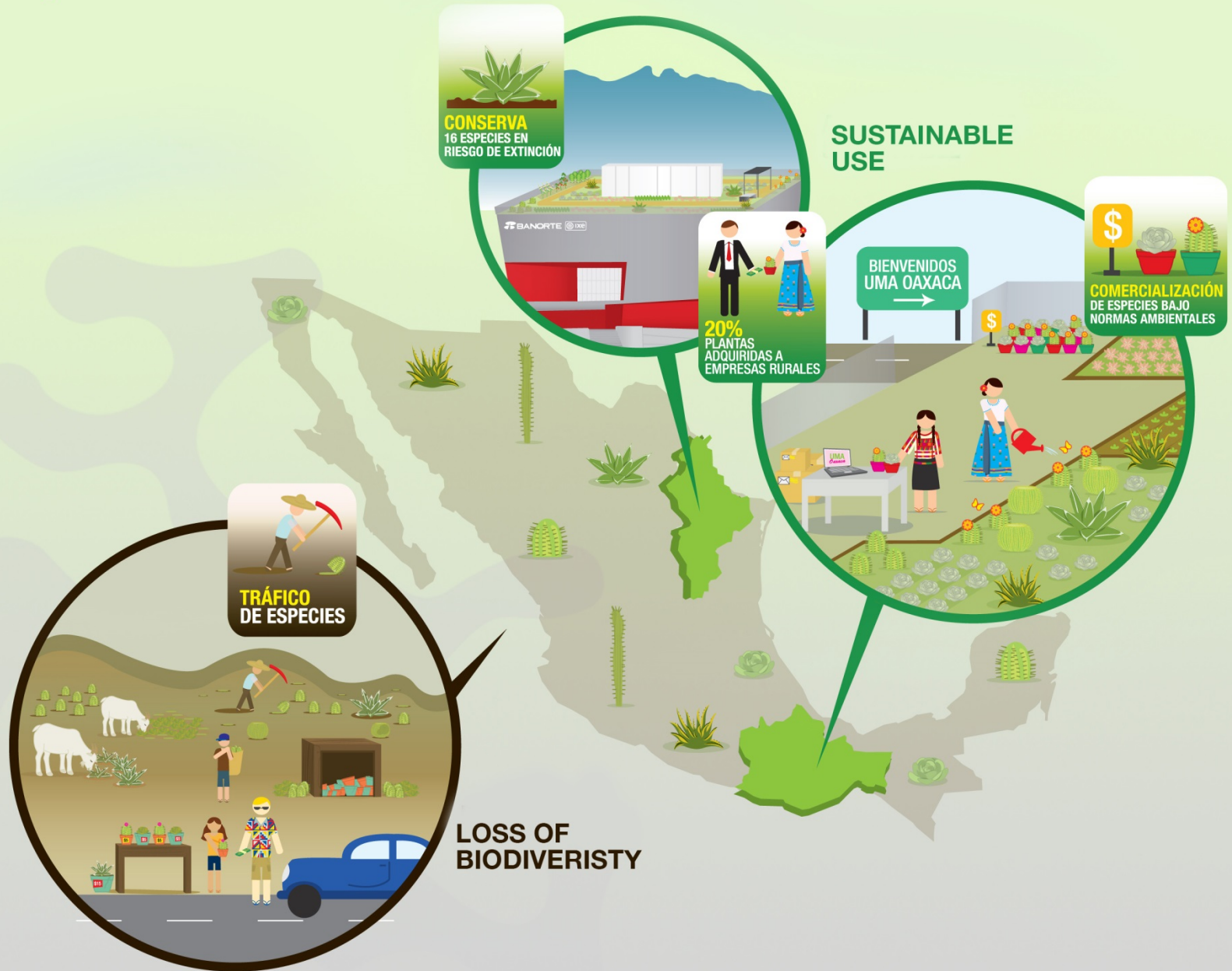
WHAT ABOUT SOCIAL EMPOWERMENT? BIODIVERSITY AND CONSERVATION



Its collection maintains 67 species from all Mexico, 18 of them catalogued in the Mexican Red List (NOM 059 – SEMARNAT 2010) , 28 species in the Red List of IUCN and finally, 33 species are CITES.

In total, our collection includes 16 endangered or critical species, which is close to 25% of the collection.

Biodiversity and Conservation



WHAT ABOUT SOCIAL EMPOWERMENT? FORMATION OF RURAL STARTUPS

- 44 women and nine men participating
- Five enterprises established or in process
- Five established UMA's or in process
- Regional support network
- Permanent formation of entrepreneurs (with the support of universities and institutions)



Rural Startups and Succulent Plants

The illegal commerce of succulent plants in Mexico has provoked the increase of endangered species. To reduce the impact of this situation, it is necessary to empower rural communities in several ways, including the creation of rural enterprises which support social development and the conservation of biodiversity at the same time.



¿Sabías que comunidades de Oaxaca están aprovechando sustentablemente las plantas suculentas?

Conoce más aquí 

WHAT ABOUT SOCIAL EMPOWERMENT? URBAN ORGANIC AGRICULTURE



Urban Organic Farming

The inadequate management of Mexican farming administration and techniques by government and individuals leads to many issues, such as the excessive use of agrochemicals in the field, with their respective health, economic and environmental risks.



DIDACTIC GARDENS

Working towards a Green Society

At the present, 75% of human population live in urban areas.

In many cities, the green areas are scarce and underused.

CICEANA, in the Mexican City of Monterrey, based on its Green Roof program, has developed the “Didactic Gardens” project, whose main goal is to create formative and educational spaces focused in achieve citizenship more participatory in social and environmental issues.



The project is based on an educational program designed to create social empowerment which results in better social and environmental conditions in urban areas.

We are welcoming educational institutions, companies, social organizations and other interested in protect the environment and increase social awareness and participation in the search for sustainability.

“DIDACTIC GARDENS”



GRACIAS AMIGOS DE APGA!

