WATERSHED AND CITY.
In the great basin of the Rio Bravo, in the sub basin of the Rio San Juan, Sierra de Zapalinamé and the city of Saltillo, the state capital of Coahuila, México, share the vicinity for the geography and the hydrology.
Part of the sierra is today a Protected State Area, it allows better efforts of conservation, nevertheless the need of major resources is required the need of the most active participation of the inhabitants of the city. water supply as well as to invite them to give a donation in benefit of the Sierra.
PUBLIC PARTICIPATION AND CONSERVATION.
RURAL COMUNITIES PARTICIPATION
VOLUNTEER DONORS
OBJECTIVE

To make the citizens of Saltillo aware of the importance of Sierra de Zapalinamé as the city water supply as well as to invite them to give a donation in benefit of the Sierra.
METHODOLOGY

- Financial support
- Communication
- Environmental Education
- Working in the field
- Monitoring
PROFAUNA
MODEL OF WORK

FEDERAL RESOURCES

PROJECTS

PAYMENT FOR AMBIENTAL SERVICES

OWNERS

PRIVATE FOUNDATIONS

SALARIES

CONSERVATION PROJECTS

USERS
PRINCIPAL ACHIEVEMENTS

Thirteen thousand families of Saltillo (9 % of the total of homes with water meters in the city) taking part in the project as donors.

An increase in the donations that is more or less 25 % of the total budget the natural protected area.
• A campaign of communication supported by the local media.

• Major coverage of the topic of the basin and the forest by the local media.
• More than 180 school groups attended per year in the program of Environmental Education.

• More than 6,000 persons per year attended and informed about the project in a personalized way in theirs homes or in the informative module.
Aguas de Saltillo, S.A. de C.V.
EMPRESA PARAO MUNICIPAL DE SERVICIOS

FUNDACIÓN
GONZALO RÍO ARRONTE, I.A.P.

PROFAUNA MÉXICO

PROTECCIÓN DE LA FAUNA MEXICANA, A.C.

Fondo Mexicano para la Conservación de la Naturaleza, A.C.