

DEVELOPMENT OF A MODEL FOR CERTIFIED SUSTAINABLE PRODUCTS AND SERVICES: SELLO COLECTIVO CALAKMUL (SCC), MEXICO

» Context and challenges

TL3 MX

In Mexico, the municipality of Calakmul, Campeche currently receives around 40,000 visitors per year. The main attraction of the region is the archaeological site of Calakmul, located in the core zone of the Calakmul Biosphere Reserve (CBR) which is considered one of the most important "green lungs" in the country and part of the Selva Maya. Due to its cultural and natural importance, the CBR has received recognition as a Mixed World Heritage Site from the UNESCO. The protected area is home to high biological diversity and Calakmul as a municipality has a large cultural mosaic. However, the visitation and recognition that has been achieved nationally and internationally still do not lead to a significant increase in the income of the families living in the municipality, highlighting, among others, the insufficient infrastructure network, the lack of adequate provision of services, as well as the poor business

development of groups offering services and / or products. Therefore, the National Commission of Natural Protected Areas (CONANP), through the CBR, promotes both businesses and community organizations that develop products and services in a sustainable manner that not only protect and promote the mixed heritage of Calakmul, but also contribute to local development. Since 2015, CONANP and the Protection and Sustainable Use of the Selva Maya Project, have agreed to join efforts for the development and implementation of a local sustainability certification model, called "Sello Colectivo Calakmul" (SCC), which is awarded to companies that offer products and /or services developed according to sustainability criteria, which include good governance practices, activate the local economy and act with environmental co-responsibility.

Beneficiaries

Local small-scale businesses in the municipality of Calakmul which received various training courses in business strengthening and recognition as well as students of the Technological University of Calakmul who were trained as evaluation consultants. Indirectly consumers (local or international) who can purchase better quality services.



Impacts



- ◆ Development of business and organizational capacities to strengthen local businesses and increase their income, 16 enterprises were evaluated of which nine obtained the SCC Certificate, which benefits 232 families.
- ◆ Creation of opportunities for self-employment as consultants and evaluators, where 67 students were trained as SCC Certificate consultant-evaluators and 18 were accredited.
- ◆ Coordination of the Technical Certification Commission for the implementation of Certification.
- ◆ Certification at different levels (gold, silver, bronze) where 50 members of 13 Calakmul enterprises were trained to strengthen their business
- ◆ Appropriation of a vision of sustainable development. Businesses and authorities at municipal and federal level integrate the certification model as a development strategy: local economic and sustainable tourism promotion.
- ◆ Interest in replicating the strategy of the Certification Model at regional and national level.



Certification model design

With the aim of designing a model that fosters sustainable development in the region, standards, procedures and criteria were developed for the implementation of the Process of Certification. Through a Working Group with key actors, a constant revision of the model and scope was carried out, allowing for continuous adaptation to the context and needs of Calakmul.

Enabling factors: To have strategies linked to the development of sustainable businesses, such as CONANP's National Strategy for Sustainable Social Enterprises 2014-2018.

Human capital development for certification

To promote the implementation of local certification, a Training Program to assess and evaluate compliance with the SCC criteria has been set up in cooperation with the Technological University of Calakmul to ensure the sustainability of the process of formation of the required human capital for training processes while contributing to the creation of local jobs.

Enabling factors: Having an academic entity that develops and fosters the training process of evaluators, consultants and the certification body members has been paramount.

Dissemination and promotion

To ensure its positioning, cooperation and coordination between the different public, private institutions and civil society was sought, which contributes to having more spaces for dissemination and promotion. As an instrument already tested in the region, it has the potential to generate interest in replicating and / or expanding the model in other regions / contexts.

Enabling factors: Networking and coordination with local, state and national authorities enabled the initiative to be widely disseminated. That instances consider certification as a benefit for the region, contributed to be part of it and promote the Certificate and good business practices in their environment.

Formalization of the Management and Operating System

With the support of a consultancy, the Management and Operating System was developed that defines the elements included in the Certification Process. At the same time, the Technical Certification Commission was established, defined as a model of social and institutional representation responsible for implementing the Certification Process, through a direct link with the social participation body (Municipal Council for the Sustainable Rural Development of Calakmul (CMDRS), ensuring the validation and sustainability of the certification, as well as acceptance and approval in the region.

Enabling factors: To have a governmental instance of social, operational and functional participation, such as the CMDRS.

Promoting good business practices

Through training, enterprises and local groups acquired skills and knowledge for the administration and management of their businesses, incorporating various approaches such as gender equity, fair trade and sustainability, and facilitating mechanisms to incorporate certification criteria. Recognizing its scope, the City Council incorporated in the Municipal Development Plan 2018 - 2021, the CCS Certification of businesses as an objective and indicator of economic development and competitiveness.

Enabling factors: Linking the companies' fulfillment of the CCS criteria with the advice and development of training offered by institutions whose mandate is to develop sustainable business practices through human capital development.



The Certification arose in the local population's interest to "Create a sustainable society, from Calakmul to the world". To this end, an intervention model was promoted to ensure that the Certification Process was transparent, impartial and sustainable (1). In this sense, the consolidation of the Technical Certification Commission (2), the training of evaluators/ consultants (3), the strengthening and continuous promotion of certified companies (4) contributed to the consolidation of the SSC as a local development strategy (5).

» Story

"Through the Sello Colectivo Calakmul we visualize multiple benefits, we wanted something formal to give our product an identity of origin, to tell people that this honey they bring to their table is a product of Calakmul. Many of the criteria that the SSC evaluates, are things that we have already developed, but we have polished the details we need, we have improved the processes in the company."



Antonio Ek, Manager of USAEC Beekeepers, Cooperative Society and Gold Certification Level of the SCC.

"The three criteria promoted by the SCC are key to the functioning of a company. For example, the criterion of (1) good administration, gives transparency and confidence in the organization; through (2) environmental co-responsibility, beekeeping contributes to the pollination of productive crops and safeguards wildlife nutrition, and the (3) local economy, in which the SCC offers added value, shows that the product is sustainable and comes from Calakmul. All this contributes to having a fair price of the product, higher sales and thus to the performance and sustainability of the company."

Anastasio Oliveros, President of the USAEC Board of Directors.

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