

## Urban-industrial environmental management II



### ► Current situation: Tremendous burden on the environment

Bad air, traffic jams and waste affect on a day-to-day basis the quality of life of people in Mexico. This emerging economy incurs every year in environmental costs amounting to almost 7% of GDP – which is significantly more than the economic growth. The Mexican government has issued ambitious goals for its environmental policy. Nevertheless, the implementation remains difficult, especially on a local level.

### ► Our approach: Successfully implement innovations in model projects

The *Deutsche Gesellschaft für Internationale Zusammenarbeit* (GIZ) was commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) to work on improving the insufficient environmental management of cities and companies in Mexico. As a result, the consumption and production of goods and services become more sustainable. In turn, this protects the environment and increases the opportunities for Mexicans to develop.

#### ► Urban environmental management

Along with the Mexican Ministry for the Environment SEMARNAT and the Ministry for Agrarian, Territorial and Urban Development SEDATU, three cities were selected in a contest, in which innovative approaches are being implemented: *Toluca*, *La Paz* and *Salamanca*. Hand in hand with local governments, the GIZ is developing solutions that are oriented towards the needs of the cities. This includes designing transportation in an environment-friendly manner, saving on energy costs for street lighting, as well as treating sewage and waste in a more efficient way. Or also tackling air pollution in a more effective manner and improving the population's environmental awareness. Successful approaches from the pilot cities are being transferred to other communities, among others, with the help of the respective federal states.



### ► Production of sustainable goods and services

In cooperation with the project partners, the GIZ provides concrete professional and technical advice, so that the recently launched “Special program for sustainability in production and consumption” is quickly and effectively implemented. Here the GIZ is cooperating with SEMARNAT, along with the Ministries for Tourism SECTUR and for Economy SE, as well as with associations and companies. The partners are focusing on topics such as sustainable public procurement, resource-saving management of industrial areas, further education offers in environmental management among companies and ecotourism.

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#### Mexican partners:

Mexican Ministry for the Environment SEMARNAT

[www.gob.mx/semarnat](http://www.gob.mx/semarnat)

Ministry for Agrarian, Territorial and Urban

Development SEDATU [www.gob.mx/sedatu](http://www.gob.mx/sedatu)

#### Commissioning agency:

German Federal Ministry for Economic Cooperation and Development BMZ [www.bmz.de](http://www.bmz.de)

#### Duration:

01/14–12/17



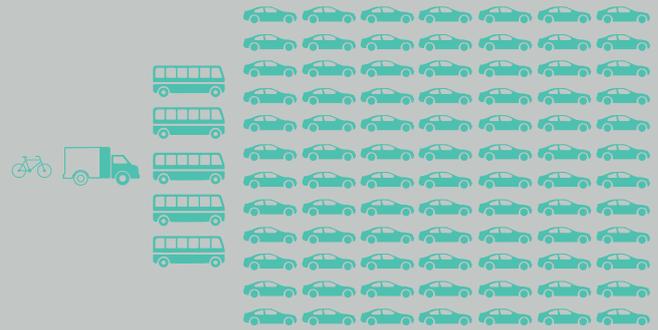
Air pollution in Toluca Metropolitan Area:  
In **2015** the limit values for particulate matter pollution were exceeded on **172 days**



Development of the number of industrial parks:



Number of motorized vehicles per bicycle  
(prior to launch of Ecozona)



Objectives of the mobility plan Ecozona:  
**50%** fewer trips in private cars, **60%** more bike rides, **30%** more on foot, **40%** more trips to the Ecozona by public transport

### ► Environmental governance

The evaluation of practical experiences and the inclusion of representatives from the civil society help formulate better environmental policies on a nationwide level. Exchange platforms in terms of urban development and air quality serve the purpose of allowing key players to come to an agreement. In addition, officers receive training in innovative environmental policy instruments such as the strategic environmental assessment.

**“The Ecozona is being implemented in light of the need to improve the quality of life of Toluca residents.”**

Ernesto Contreras, Public Services Director of Toluca

### ► Sustainable industrial areas

Along with the Ministry for the Environment, the Mexican Association of Industry Parks AMPIP and other GIZ programs, in October 2015 an international conference on sustainable industrial areas was organized in Mexico. The numerous participants from eleven countries had the opportunity to exchange experiences on the application of criteria and measures for sustainable industrial areas in the whole world. Based on this cooperation, facilitators for competitiveness of sustainable industrial areas were trained.

### First results

#### ► Environmental area in the center of Toluca

The analysis of needs in Toluca showed that the high traffic volume and the strong air pollution in the city center represent a burden for the population. This is why it was decided to create a low emission zone. The GIZ founded an interdisciplinary task force made up of stakeholders from administration, private sector and civil society that developed and presented a holistic concept for the almost three square kilometers large *Ecozona Toluca*. With the assistance of GIZ, the city is implementing 25 actions in different sectors.

[Webpage GIZ Mexico](http://www.giz.de/en/worldwide/25612.html)  
[www.giz.de/en/worldwide/25612.html](http://www.giz.de/en/worldwide/25612.html)  
[YouTube channel GIZ Mexico](https://www.youtube.com/user/gizmexico)  
[www.youtube.com/user/gizmexico](https://www.youtube.com/user/gizmexico)  
[Webpage Ecozona Toluca](http://www.ecozonatoluca.mx)  
[www.ecozonatoluca.mx](http://www.ecozonatoluca.mx)  
[Webpage Sustainable industrial areas](http://www.procais.com)  
[www.procais.com](http://www.procais.com)

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