

# Taking care of the environment is a win-win situation for all people

## Green Economy

### Panelists

**Laura Martínez Pepín**

**Moderator**

Conservation Expert,  
Executive Director at  
Niparajá Natural History  
Society AC

**Eduardo Herrera Velázquez**

Sustainable Tourism Promoter,  
Archer Travel

**Adrián Munguía-Vega**

Genomics Researcher at the  
University of Arizona

**Eduardo Van Wormer Castro**

Deputy, Chair of Commercial  
and Tourism Affairs in the State  
Congress

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# A Circle with Many Perspectives

## Laura Martínez Pepín

Laura Martínez Pepín opened the panel, highlighting that a green economy requires a profound change in how we perceive our relationship with the environment, advocating for a more circular and mindful approach. Through a historical journey, she emphasized how humanity has lost and regained knowledge about our connection with nature—from Eratosthenes to Galileo—reaffirming the need to relearn ancestral lessons about adapting to and respecting natural cycles.

*It is essential to return to local and regional models that are adapted to their physical, biological and cultural environment.*

**Laura Martínez**




Martínez Pepín warned that, although a green economy could be achieved by allocating 2% of the world's GDP through 2050, global priorities still favor military spending and trade agreements over environmental investment. She also emphasized the importance of regional and local approaches to progress, drawing inspiration from the practices of indigenous peoples who understand humans as part of an interconnected system.

Laura concluded by emphasizing that while the green economy presents a profitable and sustainable model, there is still no consensus on its large-scale implementation. However, she encouraged the audience to stay optimistic, trust in human resilience, and adopt new perspectives to contribute to change, even amid future uncertainty.

# Ecological Limits, the Role of Science, and Local Economy

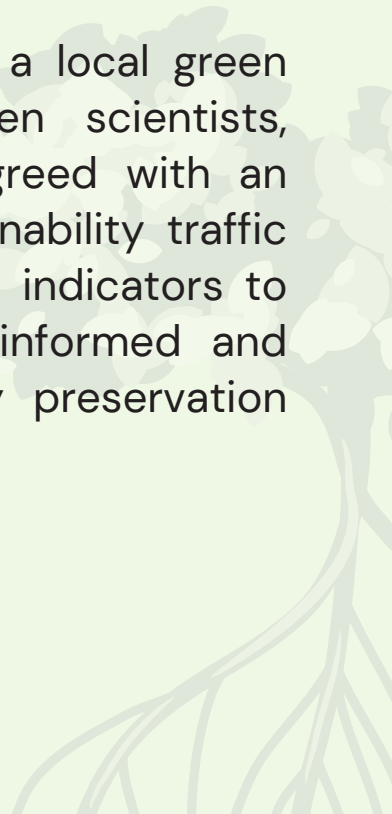
## Adrián Munguía-Vega

Adrián Munguía-Vega addressed the profound connection between the economy and local biodiversity, underscoring how the marine and terrestrial wealth of Baja California Sur is a key economic driver. He explained that artisanal fishing and marine biodiversity support tourism activities, local gastronomy, and sport fishing, highlighting that the species consumed in La Paz often differ from what people believe, reflecting resource overexploitation.



Munguía-Vega warned about the risks of exceeding environmental limits, such as water scarcity or biodiversity loss, stressing that landscape transformation and inadequate regulation can have serious economic and social consequences. Furthermore, he highlighted the importance of protecting habitats like mangroves, which are essential for the reproduction and growth of marine species. Without sustainable management, there is a risk of relying on low-quality imports with a large carbon footprint, as seen in Cancún.

He proposed that the solution for advancing toward a local green economy lies in improving communication between scientists, communities, and decision-makers. Munguía-Vega agreed with an audience member's suggestion to implement a sustainability traffic light system with environmental, economic, and social indicators to assess the status of strategic resources, promote informed and transparent decision-making, and ensure biodiversity preservation and sustainable development.



# Acceleration and Utilization of Green Initiatives in the Tourism Sector

## Eduardo Herrera Velázquez

Eduardo Herrera shared his experience in Costa Rica, highlighting how the country successfully integrated the green economy into its development through consistent policies and the commitment of both the government and the citizenry. He explained that the key to success was creating a long-term ecological development plan, establishing strict environmental regulations that attracted international investment.

Eduardo emphasized the importance of integrating scientific knowledge with urban development, suggesting a revival of projects such as including ponds in housing complexes for breeding marine species, blending ecology and economy. However, he warned that without political will and coherent plans that transcend government changes, efforts remain stalled. He stressed that continuity in ecological policies, regardless of administrative shifts, is essential for sustainable impact.

*Costa Rica shows us that a green economy is possible, but it requires political will and citizen commitment.*

**Eduardo Herrera**

Regarding the challenges in Baja California Sur, Herrera highlighted the urgency of solving water issues but asserted that this should not hinder progress toward a sustainable economy model. He concluded that real change requires coordination among all stakeholders—government, businesses, scientists, and society—to ensure economic development that respects natural resources and guarantees long-term well-being.

# Transitioning to a Green Economy in Baja California Sur's Tourism Sector

## Eduardo Van Wormer Castro



*We need laws that transcend administrations and guarantee long-term sustainable development.*

**Eduardo Van Wormer**

Eduardo Van Wormer shared his experience in tourism, sport fishing, and public administration, stressing the importance of the green economy for Baja California Sur's development. He noted the significance of green tourism as an economic engine and proposed creating working groups to align all sectors' interests towards a common vision of sustainable development.

In his legislative work, Van Wormer discussed progress in creating Baja California Sur's Climate Change Law, which seeks to establish a solid legal framework for environmental management. He also discussed revenue initiatives, such as a 1% increase in toll taxes, to fund environmental and tourism programs.

Van Wormer concluded that the key to success lies in the continuity of long-term environmental policies and active citizen participation to demand their implementation and generate a lasting positive impact in the state.



# Conclusion

The overall conclusion of this panel highlights that the green economy is not only a desirable alternative but an urgent necessity in the face of global challenges, such as climate change, biodiversity loss, and social inequality. All panelists agreed that achieving sustainable economic development requires a collaborative approach integrating the public, private, academic sectors, and civil society. Tourism, fishing, and renewable energies were identified as key sectors to drive this model, always within a framework of environmental respect and care.

Moreover, citizen participation is essential to demand the implementation of coherent and sustainable policies. Creating solid legal frameworks, such as the Climate Change Law, is an essential step, but it must be complemented with economic incentives to facilitate the transition to greener practices.

Finally, the panelists agreed that Baja California Sur has a unique opportunity due to its natural wealth and diversity. However, for this prosperity to be enduring, efficient resource management and a collective mindset shift towards more conscious and local consumption are needed. Only with political will, interdisciplinary collaboration, and citizen involvement will a green economy be achieved that ensures well-being and quality of life for present and future generations.



# Objective

The panel participants share their experiences on how environmental care can lead to sustainable social, economic, and environmental development.



*The biggest challenge is to align the interests of science, society and government to make informed decisions that benefit everyone.*

**Adrián Munguía**



*The green economy requires changing the way we see the world in order to change the way we act.*

**Laura Martínez**



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