

Ciudad Victoria, Tamaulipas, June 17, 2015

STARS Steering Committee

Association for the Advancement of Sustainability in Higher Education (AASHE)

213 North Limestone

Lexington, KY 40507

SUBJECT: Community Capacitation of Monitoring, Conservation and Birdwatching in “Laguna Madre”, Tamaulipas

STARS letter of Affirmation – Innovation Credit

Dear ASHEE STARS Steering Committee,

It is my pleasure to offer my approval and letter of affirmation for the STARS Innovation Credit called “Community Capacitation of Monitoring, Conservation and Birdwatching in Laguna Madre”.

As Director at Museo de Historia Natural de Tamaulipas, TAMUX, I have played an active role in ensuring this project’s success and maintenance. We have been working in collaboration with the researchers at TAMUX to support this project for the community in Laguna Madre, Tamaulipas.

It is my belief that the “Community Capacitation of Monitoring, Conservation and Birdwatching in Laguna Madre” matches all of the STARS Innovation Criteria, and especially reflects the criterion “Innovation credits are reserved for new, extraordinary, unique, ground-breaking, or uncommon outcomes, policies and practices”.

“Community Capacitation of Monitoring, Conservation and Birdwatching in Laguna Madre” is an innovative program dedicated to empowering academy staff, undergraduate and graduate students to support vulnerable community in Laguna Madre, Tamaulipas. This project is a



Tamaulipas

GOBIERNO DEL ESTADO

Tamux
Museo de Historia Natural de Tamaulipas

continuous capacitation program to ensure the community an extra income for being birdwatching guides, sponsored by Natural Protected Areas National Commission (CONANP).

This program has being produced 25 capacitated birdwatching guides and technical reports, as well as the continuous monitoring of birds and different species in Laguna Madre for the present and future research, conservation and protection.

This program is an alternative way of living for the people in Laguna Madre, other than fishing. The academy staff is teaching to the community a new life style throughout eco-tourism, at the same time they are converted in the birds keepers in Laguna Madre.

I look forward to the future initiatives of this program and to seeing an increase the number of benefit families with eco-tourism and sustainable research for conservation in Laguna Madre.

For the reasons stated above, I highly recommend "Community Capacitation of Monitoring, Conservation and Birdwatching in Laguna Madre" for the STARS Innovation category based on its unique approach to fostering the eco-tourism in a fishing area recognizing our University as the best sustainable developer in the state.

Sincerely,

ARNULFO MORENO-VALDEZ, Ph.D.
Director



**TODOS POR
TAMAULIPAS**



INSTITUTO TAMAULIPECO
PARA LA CULTURA Y LAS ARTES

Museo de Historia Natural de Tamaulipas **TAMUX**

Bldv. Fidel Velázquez M1, L1 S/N Col. Horacio Terán. Ciudad Victoria, Tamaulipas C.P. 87130

Tel. (834) 318.36.00

www.tamux.gob.mx