

The Monarch Butterfly Fund — Two Decades of Per-Hectare Payments to Stop Logging in Mexico's Overwintering Forests

PES & Nature-Based Solutions · Good practice · Mexico

Quality score: 33/100

Evidence strength: Observational / pre–post

Summary

WWF-Mexico's Monarch Butterfly Fund has paid ejido and community landowners in the reserve's core zone not to log oyamel fir forest since 2000; independently monitored illegal logging fell from over 2,000ha (2000-12) to under 60ha per assessment period by 2021-22.

Key dimensions

Dimension	Score
Fire resilience — risk reduction, evidenced	0/3
Carbon — sequestration / storage, evidenced	1/3
Biodiversity — conservation / improvement, evidenced	2/3
Water & soil — retention, infiltration, erosion control	0/3
Governance, certification & transferability	2/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-10

[WWF-Mexico, Mexican Fund for Nature Conservation \(FMCN\), CONANP, CONAFOR, with KfW Development Bank](#) — accessed 2026-09-10

[WWF: Protecting Monarch Butterflies and Their Forests](#) — accessed 2026-09-10

[IUCN World Heritage Outlook assessment](#) — accessed 2026-09-10

[Mongabay: Deforestation and mining threaten a monarch reserve](#) — accessed 2026-09-10

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