I believe we have a window of time when we can at least slow down climate change and loss of biodiversity—but only if we get together and take action.

And unless we have hope this won’t happen.
I’ve been on the planet almost 90 years, and everywhere human activities have harmed the natural world. No wonder people are losing hope. We’re going through dark times, environmentally, socially, and politically. But it is desperately important that we remain hopeful—otherwise we feel helpless, fall into apathy, and do nothing.
And there are reasons for hope. First is the energy and commitment of young people once they understand these problems and are empowered to take action. Second, the resilience of the natural world—places we have degraded, given time, will be taken over by nature and animal species on the brink of extinction can be given a second chance.

Thirdly, we are beginning to use our brains to find ways of living in harmony with nature, such as renewable energy.
And finally, because of the people who tackle what seems impossible, refuse to give up and so often succeed. Above all, let us realize that each one of us has a role to play and makes a difference—every day. And we can choose what sort of difference we make. Let us make ethical choices and leave as light an ecological footprint as we can.

Thank you,

Dr. Jane Goodall, DBE
Founder of the Jane Goodall Institute (JGI)
UN Messenger of Peace
Contents

“We could change the world tomorrow if all the millions of people around the world acted the way they believe.”

—Dr. Jane Goodall

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A Message From Dr. Goodall</td>
<td>14</td>
</tr>
<tr>
<td>3</td>
<td>A Letter From Anna Rathmann</td>
<td>18</td>
</tr>
<tr>
<td>4</td>
<td>Community-Led Conservation (Tacare)</td>
<td>20</td>
</tr>
<tr>
<td>8</td>
<td>Restoration and Forest Protection</td>
<td>24</td>
</tr>
<tr>
<td>10</td>
<td>Roots &amp; Shoots USA</td>
<td>28</td>
</tr>
</tbody>
</table>
A LETTER FROM ANNA RATHMANN

Hope is a powerful force—and 2022 defined our ability to use hope as fuel to build a better world for all.

We as individuals have the power to improve the lives of each other and our natural world, but working together only amplifies this hope-fueled movement. At the Jane Goodall Institute, hope is driving action through science, compassion, collaboration, and creativity—to create a world where humans, other animals, and our planet can thrive.

There is no doubt that the threats facing our planet are complex. But, guided by the vision of our founder, we see these interconnected challenges as opportunities to come together across industry, sector, and identity to pursue science-based solutions with heart. Through our programming at the Jane Goodall Institute USA, we are successfully scaling our innovative and holistic approaches to address the needs of people, protecting and restoring ecosystems, advancing advocacy and animal welfare, inspiring the next generation, and so much more.

In the pages that follow are stories of action that will fill you with hope. And our efforts of the last year—and every year—are only possible because of our friends, supporters, and changemakers worldwide. Thank you for helping us to pave the way to a better world for all beings.

Sincerely,

Anna Rathmann
Executive Director, JGI-USA
Community-Led Conservation (Tacare)

Care for the Soil, Care for All

Landscape Conservation in Western Tanzania (LCWT) Continues to Change Lives and Habitats

Local Communities Are Leading Conservation Efforts
**LANDSCAPE CONSERVATION IN WESTERN TANZANIA (LCWT)**

**Care for the Soil, Care for All**

JGI’s social campaign to support composting in Tanzania, which began in 2021, continues to empower communities to reduce deforestation and improve human well-being.

Sophia Moris of Isubangala village in Western Tanzania began farming 30 years ago. But, over time, her efforts became harder, not easier, due to declining soil fertility. She began clearing nearby forests to establish new farmland without realizing how it would effect the ecosystem and her community.

To better understand this issue, JGI used state-of-the-art science and Geographic Information Systems (GIS) data to navigate future deforestation trends and identify vulnerable areas, in tandem with surveying community members, local experts, and government officials. As a result, JGI identified soil infertility in local farms as a key factor driving conversion of riverine forests—upon which human and wildlife populations rely—to agriculture. Now, Sophia is part of the solution as a lead farmer in the campaign to address deforestation and restore existing farmland through composting.

Through the Landscape Conservation in Western Tanzania project, funded by USAID and developed in partnership with Impact by Design, the campaign promotes composting via culturally relevant and tangible tools and resources.

“We see conservation as part of the development agenda, because in so many instances you have conservation and development, almost at two different parts of the spectrum, but really looking at it as an integrated piece.”

—Alice Macharia
Vice President of JGI Africa Programs

At left: Moses Mashishanga, left, and his wife, Mbuke, show composting campaign materials as part of JGI’s LCWT project.
2022 marked the fourth year of JGI’s USAID-funded LCWT project, which addresses threats to chimpanzees and their habitat through community-led conservation. Highlights included:

- **Community Conservation Banks** provided basic savings and loan services to 9,240 members (70% of which are women). Supporting businesses like beekeeping resulted in social impact organic honey company Upendo purchasing 87,595 tons of honey worth $142,000 from 467 beekeepers.

- **Village Forest Monitoring (VFM)** is a JGI program that supports local communities to elect leaders to monitor habitats for threats like encroachment. VFM was supported by JGI’s Decision Support and Alert System as part of our Science Platform that gives near-real-time information about the presence of wildlife as well as threats to chimpanzees and their habitats. Several potential incidences of human-wildlife conflict were avoided as a result.

- **Community Health Workers** reached 18,326 people (94% of which are women) through 290 outreach events. The majority were first-time participants, demonstrating that women’s health and family planning efforts are reaching new and highly-engaged communities.

- JGI’s innovative composting campaign in Tanzania launched a social marketing initiative, resulting in a 328% increase in compost piles, helping to improve crop output in local farmlands and reduce individuals using vital forest habitat for agriculture.

- Tanzania’s National Land Use Planning Commission named JGI—through the LCWT—as a champion and thought leader on land-use planning.

- **Roots & Shoots Across Western Tanzania** established 34 new groups across Western Tanzania, bringing the total to 244. Age-appropriate projects inspired by community activities such as beekeeping and composting supported youth by providing valuable skills. In an essay competition, Roots & Shoots groups had students report on school compound surveys, including a biodiversity index of land plots.
Across JGI’s Africa Programs, Local Communities Are Leading Conservation Efforts

Community-led conservation made great advances in 2022.

Democratic Republic of Congo (DRC)

A group of young DRC Roots & Shoots members distributed 4,000 native tree seedlings to households in the city of Kisangani. This ambitious Roots & Shoots effort gained international attention and won a John Templeton Foundation (JTF) support award.

To reduce threats to great apes in Eastern DRC, JGI and the ARCUS Foundation are supporting women by promoting sustainable livelihoods that are not dependent on the trading of wild meat. These women, who previously sold wild meat as part of the illegal wildlife trade, now work to reduce the consumption of wild meat and act as innovators who support alternative livelihoods for members of their communities.

Tanzania

In Western Tanzania, the local community’s dependence on indigenous forests for access to wood for fires and construction has resulted in the fragmentation of chimpanzee habitat.

Through community-led conservation, planting new native trees has provided access to necessary resources while reducing pressure on old forests and allowing deforested areas to regenerate.

To enhance conservation and natural resource management, communities living around protected areas are supported to efficiently plan their land-use. JGI supported multiple villages and individuals/groups to use resources such as GIS maps to create beneficial land-use plans and to apply for Certificates of Customary Right of Ownership (CCRO). The CCRO grants them the ability to own and use their land for certain approved purposes, such as agriculture or cattle grazing. This system ensures the conservation of areas designated as forests and provides them with adequate legal protections.

9,240
Community Conservation Bank members receiving basic savings and loan services (including 70% women).

328%
increase in compost piles in Tanzania as a result of JGI’s social marketing campaign.

244
Roots & Shoots groups across Western Tanzania.

Uganda

In the Albertine Rift wildlife corridor, promoting the use of energy-saving stoves in local communities has had a significant impact on reducing deforestation, lowering greenhouse gas emissions, improving indoor air quality, and increasing cooking efficiency and convenience. In 2022, JGI Uganda provided new fuel-efficient stoves to 2,175 households.
Forest Protection and Restoration

Introduction

Deforestation is a major threat that is driving both the climate crisis and biodiversity loss. It also threatens millions of people who depend upon vital natural resources and ecosystem services. As JGI works to ensure a sustainable future for our planet and all life on it, we are focusing on nature-based greenhouse gas mitigation and locally-led ecological restoration/reforestation efforts, proactive advocacy, preventative programs, and adaptive strategies for ecosystems.

1M

Native trees to be planted globally through a partnership between JGI and the Arbor Day Foundation funded by HP.

162

Village Forest Monitors (VFM) in Western Tanzania who observe biodiversity and alert village and government leaders about evolving threats.

Locally elected Village Forest Monitors (VFM) in Western Tanzania patrol village forest reserves to observe biodiversity and alert village and government leaders about evolving threats. When monitoring began in 2018, there were 56 VFM—all of them men. As Gender Equity and Social Inclusion (GESI) is a key aspect of JGI’s Landscape Conservation in Western Tanzania (LCWT) project, concerted investment has been made over the last several years to increase participation from women in monitoring roles.

Today, there are 162 VFM, six of which are women. Although the number may seem small, it represents a significant step in participating communities, and an emerging trend of women seeking key roles. These women are actively engaged in protecting their natural resources sustainably and improving their livelihoods through community-led natural resource management. In Uganda, approximately 30% of VFM are women—a trend we seek to grow across all program areas. When there are advances in gender equity, everyone benefits.

Community Forest Monitors Embrace Gender Equity

Jane’s Green Hope Grows Good with Key Partners

At left: Training forest monitors in Uganda on the Global Forest Watch app.
Jane’s Green Hope Grows Good with Key Partners

In April 2022, JGI celebrated Earth Day and Dr. Goodall’s 88th birthday with Jane’s Green Hope—a JGI campaign for the native and community-led restoration, regeneration, and protection of global forests. The effort is part of the Trillion Trees initiative, a program of the United Nations to restore and plant one trillion native trees by 2030. The program emphasizes the potential of forests to improve well-being and livelihoods for local and indigenous communities, combat climate change, and protect global biodiversity.

HP joined Jane’s Green Hope as a corporate partner, pledging to donate to JGI a percentage of its profits, in collaboration with the Arbor Day Foundation, to fund the planting of one million trees globally. This generous commitment was just one of several measures HP is taking toward environmental stewardship, including using retrieved plastics and recycled materials in more than 300 of its products. The partnership also included Dr. Goodall “Forest Bathing” with actress/writer/producer Rebel Wilson, to encourage forest protection and restoration.

With HP’s support, new native trees have been planted in the United States (Washington, Oregon, Florida and West Virginia), Brazil, and Madagascar.

At right: Dr. Jane Goodall with Rebel Wilson “Forest Bathing”
In 2022, we celebrated the growth of Roots & Shoots—from just 12 students in Tanzania in 1991, to a global movement spanning more than 65 countries today.
Introduction

Through JGI’s Roots & Shoots USA program, over a million young changemakers around the world are learning about and taking action on behalf of the interconnected issues facing people, other animals, and the environment. For over 30 years and beyond, this program continues to help youth build the confidence, skills, network, and sense of purpose so they feel empowered to make a difference. Young people are one of Dr. Goodall’s greatest reasons for hope, and in 2022, Roots & Shoots participants continued to prove her right.

Roots & Shoots 4-Step Formula:

- **Step 1: Get Engaged**
- **Step 2: Observe**
- **Step 3: Take Action**
- **Step 4: Celebrate**

Gender stereotypes and biases around the world often discourage young women from pursuing STEAM: Science, Technology, Engineering, Art, and Mathematics. Roots & Shoots Youth Council member Samyukta Iyer used the Roots & Shoots 4-Step Formula to address this problem. She GOT INSPIRED (Step 1) when she saw how engineering and computer science were being used to solve major problems in our world. She also OBSERVED (Step 2) the lack of interest in these fields by other students and the educational inequity experienced by marginalized groups, including women. She collected data about STEAM teaching methods online and spoke to local middle school teachers about areas for improvement.

Then, Samyukta TOOK ACTION (Step 3) to teach and motivate young people about STEAM through a “hackinar”—a clever combination of “hack,” referring to computer programing, and “seminar.” She spoke with mentors, set project deadlines, and secured a venue for the hackinar. She also set up a website and created social media accounts to get the word out. The hackinar had 25 registrants, more than half of whom were young women! It was then time to CELEBRATE AND REFLECT (Step 4) on how well her hard work and preparation paid off.

Roots & Shoots Supports STEAM for All

By opening students’ eyes to the potential of STEAM, Samyukta has helped to inspire the next group of young computer scientists and engineers to follow their passion.
Roots & Shoots Launches Basecamps in Los Angeles, Atlanta, and Tampa

Roots & Shoots USA Basecamps are a refreshed model of support for local, grassroots efforts to amplify the impact of the program. They help empower communities to support each other on projects that reflect their values, needs, historical sensitivities, deep local knowledge, and desire to work together with others in key cities. Recently launched RS Basecamps in Tampa, Atlanta, and Los Angeles are led by experienced volunteers to bring changemakers together in pursuit of specific goals:

- Collaboration and networking
- Turning community service project ideas into action
- Mutual support from like-minded individuals
- Organizing events to celebrate positive change in the community
- Raising awareness of Roots & Shoots to inspire others to join the movement

The Los Angeles Basecamp launch in 2022 kicked off with two Good for All Action Fairs—one in partnership with Seven Arrows Elementary School and the other at the Natural History Museum Los Angeles. At the museum, Roots & Shoots groups from across the region gathered to celebrate the opening of the *Becoming Jane* exhibition. The COVID-friendly outdoor event showcased inspiring community projects from the LA area and featured local organizations, environmental activist Saad Amer, wildlife veterinarian and activist Dr. Evan Antin, and Dr. Goodall herself!

“I love using the magic of the natural world and the power of hope as springboards to action.”

—Mary Ford
Senior Director, Roots & Shoots USA
Roots & Shoots USA Awards 261 Grants to Support Impactful Projects

Turning hope into action through Roots & Shoots community projects sometimes takes financial resources. To ensure that is not a barrier to participation in the program and to grow impact, Roots & Shoots offers grants to young people—and adult mentors, educators, and caregivers—that increase the impact of their great ideas. Last year, we increased mini-grant amounts to $250 and added two new funding opportunities: $500 Educator Grants and $1,000 Youth Council Member Grants. We awarded 261 grants last year, giving priority to those in underserved and underrepresented communities as well as all members to grow positive local change. We are thrilled to be able to offer these additional resources to our inspiring community of changemakers—this would not have been possible without our dedicated supporters!

261 Roots & Shoots grants awarded in 2022.

419 NEW Roots & Shoots projects started in 2022.

2,524 New Roots & Shoots members in 2022.
**Introduction**

Globally, non-human animals are suffering—something Dr. Goodall has helped to fight for decades. Through Jane’s groundbreaking work, we know that non-human animals are sentient, complex, intelligent, compassionate, and have innate value. Despite that, they are held in captivity, are used in research, or have fallen victim to the illegal wildlife trade. To take a stand and make a difference, JGI advocates for chimpanzees and other species in and out of captivity, to alleviate their suffering through the development of best-in-class animal welfare practices, public awareness, and advocacy.

**Tchimpounga Chimpanzee Updates**

In 1992, JGI created the Tchimpounga Chimpanzee Rehabilitation Center in the Republic of the Congo as a safe haven for second chances. Over three decades, hundreds of endangered, orphaned chimpanzees have been rescued and given a new family, as have dozens of vital wildlife species including parrots, mandrill monkeys, and the most trafficked animal in the world—the pangolin. Saved from the illegal wildlife trade, these animals are nurtured as individuals and provided the physical, emotional, and social community to thrive. Thanks to the support of our generous friends, partners, and donors like you, they are finding hope once again.

**Sanctuary Islands Continue to Grow**

Forested islands within the Tchimpounga Sanctuary have been the home of more than 100 rescued, carefully integrated chimpanzees for the last several years, after their successful rehabilitation and transfer by JGI staff. The group on Ngombe is growing through relocations (like male chimpanzee Zola) and new arrivals like a group of females that includes Tvinga, Ngoro, and Manisa.

**Youngest Learn Skills at Main Sanctuary**

Meanwhile, at the main sanctuary site, the youngest rescued residents at Tchimpounga often need guidance on what it takes to be an adult chimpanzee as they were taken from their mothers too young to have learned essential skills. They must then rely on human caretakers, like JGI staff Serge. He has been teaching baby chimpanzees to open nuts using rocks—a delicate process that requires a lot of concentration, patience, and coordination. Serge searches through the vegetation for nuts, takes the youngsters to a quiet place, and sits on the ground at the level of young chimpanzees. He then picks up a stone and hits the nuts hard. Perrine, Zeze, and Kabi have all been paying close attention—it will not be long before they have it figured out!

**Personal Monitoring Adds to Understanding**

It is our hope that one day these little ones may be able to be released back into the wild. In preparation for the potential of release, staff use the Zoomonitor app on their phones as part of the larger Chimpanzee Welfare Index program—created by Dr. Rebeca Atencia, executive director of JGI-RoC and head vet at Tchimpounga. With the app, they note what and when individuals eat, with whom they interact, where they sleep, and other important details. The data become part of the personalized monitoring of each chimpanzee and add to our understanding of the group dynamics as a whole, providing them a happy life and hopeful future.
For over 30 years, Tchimpounga has been a safe haven for rescued wildlife.
Canine Companions Sniff Out Illegal Wildlife Trade

In the Republic of the Congo (RoC) and across the chimpanzee range, illegal wildlife trade is one of the biggest threats to wildlife and human communities. To combat this threat, JGI uses a three-part strategy. The “Triangle Approach” combines working with local law enforcement, increasing environmental awareness and sustainable livelihoods, and supporting best-in-class sanctuary care for wildlife confiscated from the illegal trade.

At JGI’s Tchimpounga Chimpanzee Rehabilitation Center and surrounding areas in the RoC, canine trainers teach dogs to sniff out dangerous/illegal objects—such as weapons or ammunition—and evidence of illegal wildlife crime—such as chimpanzee hair and ivory—in cars, bags, crates, and more. Trainers form close bonds of trust with their canine co-workers through daily care and play, allowing them to work more effectively as a team. By working alongside trained sniffer dogs, JGI is able to prevent and diminish illegal wildlife trade, protecting human communities and wildlife.

“It’s because of the people (JGI Staff) that we are working together with passion. We love our teams... Together, we’re taking care of the chimpanzees from when they arrive and saving their lives.”

—Dr. Rebeca Atencia
Executive Director of JGI-Republic of the Congo
Improving the welfare and protection of rescued chimpanzees and raising public awareness of chimpanzees’ protected status is an international effort that requires the collaboration of multiple countries across Africa. Last year, JGI Republic of the Congo (RoC) facilitated a collaboration between the national governments of the RoC and Angola, along with the nonprofit organization WildatLife and private citizens, to ensure the best possible care for rescued chimpanzees.

WildatLife, which helps to conserve and protect wildlife, works in cooperation with Angola’s Maiombe National Park and the Angolan Criminal Police Force to rescue chimpanzees and move them into the temporary holding centers. From there, they are transferred to JGI’s Tchimpounga Chimpanzee Rehabilitation Center in the RoC.

Following eight chimpanzee transfers in 2022, JGI-RoC provided public education support to Maiombe National Park management including a billboard promoting primate protection that was followed by a regional knowledge and behavior survey to track changes. The Conservator of Maiombe National Park in Angola, Mr. Mbizi, has been working with JGI-RoC to develop long-term solutions to Angola’s wildlife crime.

At left: Rescued infant chimpanzee Kabi in the protected forest preserve. Above: Rescued chimpanzees Lemba and Ngoro.

>96%
Average Tchimpounga Chimpanzee Welfare Index score for 2022 (>85% = very good)
One Health is a holistic approach to monitor, detect, prepare for, and prevent the next pandemic. JGI uses One Health strategies built on decades of innovative research on zoonotic disease that aims to keep all animals—human and non-human—safe and well.

**Introduction**

Monitoring Ecosystem Health to Protect Wildlife and Humans Alike

Protecting all of the species in an ecosystem requires a holistic approach to the monitoring of potential and known diseases. JGI launched the Gombe One Health Hub in 2021 based on decades of key insights and it is playing an important role in this critical work. JGI’s Gombe One Health Hub is built on decades of key insights and data that monitor disease with the potential to jump from people to wildlife, and from wildlife to people in Tanzania’s Gombe National Park.

To activate on and support this collection of data, field researchers serve on observational health teams to monitor chimpanzees, largely through noninvasive methods such as the collection and analysis of fecal samples.

**Collaboration Reveals New Information**

Through a collaboration between JGI and Emory University, the data from these samples is paired with other data collected outside the park to reveal new information about zoonotic disease transmission. Scientists also take samples from other species, like cattle, whose range overlaps with that of the chimpanzees, increasing the incidence of zoonotic disease spillover.

When disease is detected, response is enacted. For example, when a young chimpanzee named Maua presented with signs of lethargy, a swollen stomach, and gut issues, she was treated with an anti-parasitic via blowpipe. The treatment helps the sick individual to feel better and recover, and it also helps to prevent further spread of the disease.

**Building Out the One Health Hub**

Last year, the Tanzanian government stakeholders determined that Gombe One Health Hub should be integrated as part of the larger Western Tanzania Decision Support System. A contract is in development with Blue Raster to build the One Health Hub not only for Gombe but for all JGI One Health projects across Tanzania and beyond.
Last year, the Tanzanian government stakeholders determined that Gombe One Health Hub should be integrated as part of the larger JGI Western Tanzania Decision Support System.
Science and technology are core to JGI’s work across the organization and around the world. Science is where we started, and it’s where we are going next. Inspired by Dr. Goodall’s research and scientific methods to demonstrate our true connection to the natural world, we use a systems-driven approach to better understand great apes, ourselves, and the world around us. Standard and scalable data collection and management protocols based on the latest scientific and technological advancements allow us to better innovate solutions to complex challenges and further our responsibility to the other beings with whom we share this planet. As part of a new Science strategy, JGI Science is taking a one-of-a-kind legacy and turning it into an innovative, connected resource and network the world over.

**Gombe 60... and Growing!**

JGI’s Gombe Stream Research Center in Tanzania continues the work Dr. Goodall began in 1960.

- **100** bio-acoustic monitoring devices to record animal calls in partnership with Rainforest Connection.
- **60+** years of continuous research on wild chimpanzees—the longest chimpanzee study in the world.
- **24** published research articles in 2022.

In January of 2022, the Gombe Principal Investigators Consortium organized the Gombe 60 Symposium, an opportunity to gather researchers and findings for the International Primatological Society Conference. As part of the symposium, Dr. Anne Pusey of Duke University, one of Jane’s mentees, provided an overview of the evolution of chimpanzee research at Gombe. She emphasized the importance of long-term primatology studies and new technologies to aid in that research. This legacy continued in 2022 with the Gombe Stream Research Center deploying bio-acoustic monitoring devices to record animal calls in partnership with Rainforest Connection and funded by Google. They also are working on a new GPS workflow using Esri’s ArcGIS that improves geospatial data collection as part of our JGI Science Platform.
Back in Gombe, research continues as part of the longest-running wild chimpanzee study in the world. Individual and group behavior at Gombe are closely tracked among two chimpanzee communities: Mitumba and Kasekela. Monthly focal follows occur on an uninterrupted basis according to the model Dr. Goodall began over 60 years ago, in which staff typically spend eight or more hours tracking individual chimpanzees within two separate communities until the animals nest at night. While the chimpanzees are typically all accounted for, it is also not uncommon for some individuals to leave their groups. Mitumba chimpanzees Edgar and Keaton were not observed in January—turned out it was not the first time Edgar had taken a female on an extended honeymoon! Two Kasekela newborns were observed with new mothers Golden and Eden over the summer. And in February, Dr. Goodall visited Gombe to spend time in the forest with researchers, creating full circle moments with the past and present of this essential place of curiosity and connection.
Science and Technology Are Fundamental to JGI’s Conservation Efforts

JGI’s Science Platform makes the best possible use of existing and emerging technologies and best scientific practices to advance research. Highlights from last year include:

The JGI Science and Knowledge Hub was created to house standard curated datasets, insights and analyses, and scalable data collection protocols for clean data capture to improve tree planting and habitat restoration initiatives.

Through a joint effort with the Tanzania Wildlife Research Institute, JGI integrated Esri ArcGIS processes into decision-making. This tool will automatically calculate indicators of habitat viability and will continue to evolve in coming years. Staff also received training on the Decision Support System.

Purchases of new technology included a drone to facilitate livestock surveys and camera traps and smartphones to modernize data collection across the board.

Facial recognition AI technology was used to identify chimpanzees from video recordings. Those data were stored and cataloged in the cloud using the digital archiving platform created by partners at MediaValet.

Standardized databases were developed in partnership with the Esri Advantage Program to store Tree planting/restoration, sustainable livelihood initiative, and global Roots & Shoots activity data.

“How do you convert amazing information, tools, and data to actually improve conservation decisions on the ground? The key—which Jane showed so clearly—is to inspire a generation of storytellers and scientists who are learning to reach hearts.”

—Dr. Lilian Pintea, Vice President of Conservation Science, JGI USA
Science at JGI Supports Global Conservation Community with New Esri Book and More

Science-based research and practices generate valuable information for JGI and for many other like-minded organizations. Sharing and communicating our knowledge by connecting with tangible implementation and values is a core principle. Thought leadership in this vein can take the form of published papers or focused events. In 2022, this included a presentation on the importance of geospatial technology for conservation at the SatSummit conference by Vice President of Conservation Science Dr. Lilian Pintea, lectures given by Dr. Goodall at University of Maryland and Arizona State University, and more.

In August, the long-awaited book *Local Voices, Local Choices: The Tacare Approach to Community-Led Conservation* was published in partnership with Esri and later presented to 19,000 attendees at its namesake User Conference. Esri—a global leader in geographic information systems—and the Jane Goodall Institute partnered on the book to explore the story, impact, and future of JGI’s unique Tacare community-led conservation approach. Together, Esri and JGI are providing a new way forward to improve conservation that is fueled by science and technology to deepen and expand impact.

The book includes the origins of Tacare (originally designed as a 1994 reforestation project), and inspiring stories—from spiritual and cultural story-holders who are vital to the recording and preservation of their traditional ecological knowledge to former participants in the illegal wildlife trade who became advocates for sustainable land management.

Above right: Tacare workshop participant trained to use Esri’s Survey 123 to facilitate protection of natural resources in Zanzibar.

Below right: JGI staff Dr. Lilian Pintea, vp of conservation science - JGI USA; Merlin van Lawick, communications associate, Africa Programs and Science; and Japhet Jonas, Jane Goodall’s Roots & Shoots program Tanzania national coordinator, on stage at the Esri User Conference to present on JGI’s model of community-led conservation—Tacare—through the new book *Local Voices, Local Choices*. 
At the heart of everything Dr. Jane Goodall does is HOPE. Dr. Goodall’s story, thought leadership, vision, and tangible assets give us reason to hope and to turn that hope into action. As our world faces innumerable crises, we need this ethos of hope more than ever. Through decades of advocacy, community-building, and pioneering research, Dr. Goodall has become a global phenomenon bringing hope to people everywhere—in the most important ways.
As COVID precautions continued to be observed, opportunities opened for greater public events. Dr. Goodall hit the road with a mini-tour in the Spring of 2022 and a more extensive tour of the United States in the Fall. She was able to accept more than half a dozen honors in person, including the Blue Water Institute’s Global Citizen Award. As the Becoming Jane exhibition, created in partnership with the National Geographic Museum, continued its journey around the U.S., Dr. Goodall was able to explore it in person for the first time at the Natural History Museum of Los Angeles. The exhibition also made stops at the Perot Museum of Nature and Science in Dallas, Texas and the Saint Louis Science Center in Missouri.

Dr. Goodall spoke to an audience of 4,000 people at the University of Montana last June in the lead-up to a fall lecture tour in Boston, Atlanta, San Francisco, Los Angeles, and other cities in between. Among the speaking opportunities, award presentations, and museum visits, Dr. Goodall also participated in IMAX filming for Jane Goodall’s Reasons for Hope, recorded a segment for the documentary People & Wolves: The Wisconsin Story, and hosted season 2 of the Jane Goodall Hopecast podcast.

The second season of the Hopecast built on the momentum and curiosity-fueled, solution-oriented conversations of Season 1. Season 2 included an extraordinary lineup of guests such as U.S. Senator Cory Booker (D-NJ); botanist, professor, and enrolled member of the Citizen Potawatomi Nation Robin Wall Kimmerer, author of Braiding Sweetgrass; Academy-Award winning writer/director/producer Adam McKay in partnership with Netflix; and author, inventor, and environmentalist Margaret Atwood, author of The Handmaid’s Tale. The season also included the recurring Mailbag segment with submissions from JGI’s global audience of Hopecasters in Colombia, the U.K., Tanzania, Germany, and New Zealand.
Dr. Jane Goodall and Eco-Career Barbie Dolls Inspire New Generation to Live Their Dreams

Barbie’s Inspiring Women Series™ by Mattel pays tribute to incredible heroines of their time; courageous women who took risks, changed rules, and paved the way for generations to dream bigger than ever before. For World Chimpanzee Day 2022, Barbie recognized Dr. Goodall with the first ever Inspiring Women doll made from recycled ocean bound plastic that was also certified CarbonNeutral.

Created in partnership with JGI, the Inspiring Women Dr. Jane Goodall Barbie was accompanied by the Eco-Leadership Team of Barbies as the 2022 Careers of the Year. JGI worked with Barbie to identify careers that impact the future of the planet and that young people might not be familiar with: Chief Sustainability Officer, Conservation Scientist, Renewable Energy Engineer, and Environmental Advocate.

Barbie and JGI are also using global platforms to inspire curiosity about the environment in young people of all ages. Together, Barbie and Roots & Shoots have created #NaturallyCuriousJane—a mini-campaign to support activations and inspiration from the Jane Barbie and Eco-Leadership Team. The campaign included a special pledge call to action and an outdoor guide/digital observation journal—just like Dr. Jane Goodall used to keep—for kids to choose their own adventure and take action through Roots & Shoots.

The Inspiring Women Series™ advances Mattel’s sustainability goals as they work to achieve 100% recycled, recyclable, or bio-based plastic materials in products and packaging by 2030.
Advocating for a Better World

It is more important than ever—for the future of our habitable planet and for global peace—that we move toward green energy and sustainable, equitable solutions. In 2022, Dr. Goodall spoke out about key, complex issues facing our world. Among these was the war in Ukraine. She and JGI chapters spoke out about how the international dependence on fossil fuels perpetuates violence, the climate crisis, and refugee suffering across many nations, while standing in solidarity with the Ukrainian people, as well as Russian citizens protesting the war.

Dr. Goodall and JGI-USA Executive Director Anna Rathmann virtually joined the Roots & Shoots group “Forces of Nature,” who attended the UN Climate Change Conference (COP26) in person in Glasgow to make their voices heard by engaging in productive conversations and promoting sweeping change on behalf of youth.

Dr. Goodall’s advocacy did not end there, as she continued to speak out for those who cannot speak for themselves. She penned a letter to U.S. Secretary of the Interior Deb Haaland endorsing the need to advance full protections for grey wolves in the northern Rocky Mountains. Always considering the power of community-led conservation, Dr. Goodall wrote, “It will be important to bring those in opposition into these discussions as partners rather than enemies!”

“Fortunately, more people understand that we face a grim future unless we combat the twin threats of climate change and the loss of biodiversity, and that we need to get together and take action. There is more awareness of the plight of those living in poverty. More people fighting the evil of racism and discrimination, and those working to give greater help to those suffering the most from climate change. And the voice of the Indigenous people is finally being heard as we learn from their wisdom how to take better care of Planet Earth, our only home.”

Dr. Jane Goodall, quote from 2022 Year End Message of Hope.

Photo Credits:
JGI/Sofia Fernandez Navarro, JGI/Michael Pandisha, Mike Schneier, Vincent Calmel, Al Seib, Chase Pickering, JGI/Fernando Turmo, JGI/Bill Wallauer, JGI TZ/Stephano Lihedule, JGI-UG Kennedy Edward Kitandwe, Stephanie S. Cordle/UMD, Tim Cole/Templeton Prize
Ways to Support the Jane Goodall Institute USA

The Jane Goodall Institute is combining groundbreaking scientific research, community-led conservation, animal welfare advocacy, and youth empowerment to address the greatest environmental threats of our time.

With your support, we will continue to deliver on Dr. Goodall’s vision to create a better world for people, other animals, and our shared planet. Every individual has a role to play—every individual can make a difference.

Giving Online
Make your gift securely online at janegoodall.org/give.

Giving By Mail
Send to: Jane Goodall Institute, 1120 20th Street NW, Suite 520S, Washington, DC 20036.

Giving Monthly
A pledge to donate monthly provides life saving, ongoing funds to help create a better world for all. Donate securely at janegoodall.org/give and select the “monthly” option.

Planning Your Legacy
Learn more about how you can make a smart, tax-wise gift and leave a lasting legacy. Please visit: janegoodall.org/make-a-difference/gift-estate-planning.

Jane’s Peak Society (JPS)
JPS is an alliance of supporters with JGI insider access who provide critical support of $1,000 or more annually to power our work. To learn more contact us at 703.682.9220 or give@janegoodall.org.

Leadership Giving
Leadership donors are partners who have committed to major gift opportunities with JGI. These individuals have made an extraordinary investment in Dr. Jane Goodall’s bold vision for the world and receive special access to JGI’s programs. For more information, please contact us at 703.682.9220 or give@janegoodall.org.

Foundations & Corporations
This provides critical, targeted grant support to JGI’s programs that fuel movement toward a world in which people, other animals, and our planet can thrive. Our Business Development team welcomes new relationships that demonstrate our commitment to the natural world. For more information, please contact us at 703.682.9220 or give@janegoodall.org.
The Jane Goodall Institute (JGI) is a global, community-led conservation organization founded in 1977 that advances the vision and work of Dr. Jane Goodall in over 25 countries around the world. We aim to understand and protect chimpanzees, other apes, and their habitats, and empower people to be compassionate citizens in order to inspire conservation of the natural world we all share.

JGI uses research, community-led conservation, best-in-class animal welfare standards, and the innovative use of science and technology to inspire hope and transform it into action for the common good. Through our Roots & Shoots program for young people of all ages, now active in over 65 countries around the world, JGI is creating an informed and compassionate critical mass of people who will help to create a better world for people, other animals, and our shared environment.