

# Local Action for Global Impact

Jane Goodall's Roots & Shoots program is a nonviolent, apolitical movement that empowers young people from kindergarten through university to participate in hands on projects that improve the world — for people, other animals and the environment. It's now active in more than 75 countries.

The main message of Roots & Shoots is that each of us makes an impact on the planet — every single day. And we have a choice what kind of impact we make. Older participants choose their own projects and work with great enthusiasm, while younger participants operate under the guidance of teachers or parents.

Roots & Shoots began in Dar es Salaam, Tanzania in 1991 when 12 Tanzanian high school students from 8 schools expressed their concerns to Dr. Jane. Why wasn't the government prosecuting poachers for killing animals in national parks, or the dynamite fishermen destroying coral reefs? What could be done for children in need and stray dogs?

After much discussion, Dr. Jane suggested they had the power to solve these problems. They returned to their schools, recruited like-minded students, and gathered for a larger meeting — at which Roots & Shoots was born.

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*“Young people, when they understand the problems, are empowered to take action. When we listen to their voices [they] actually are changing the world and making it better for people, for animals, and for the environment.”*

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DR. JANE GOODALL, DBE | Founder, Jane Goodall Institute, UN Messenger of Peace

## By the Numbers



75

countries in which Roots & Shoots is active globally

11,300+

Roots & Shoots groups active across the global network

12M+

people reached through combined global Roots & Shoots educational and outreach activities, both virtually and in person.

## Roots & Shoots Impact

The Roots & Shoots program increases compassionate traits like empathy and critical thinking through project-based and social-emotional learning growing vital skills. A study by the University of Mississippi showed that through Roots & Shoots, youth participate more in community service, grow compassion and self-efficacy, and improve interpersonal, problem-solving, and leadership skills. Every day, our program is creating a generation who make meaningful decisions for a better world.

## Think Locally

There is a saying: “Think globally; act locally.” However, thinking globally often leads to a feeling of helplessness in the face of climate change, poverty, greed, and violence. Instead, it is better to turn the saying around: “Think locally, act locally.”

Roots & Shoots groups think locally and thus engage in hands-on activities in their communities, such as planting trees or creating butterfly gardens. They can see the difference they make! Knowing that other groups are taking similar actions is how they think globally. The cumulative effect of thousands, or even millions of ethical choices — what we buy, eat, wear, and how we interact with others — will move us toward a better world.



## Individual Action

It is not that young people can change the world; they are changing it. Roots & Shoots projects are varied and need to work within the culture of the country involved. They can range from volunteering in animal shelters, to tree planting, growing fruits and vegetables in school yards, clearing rubbish, raising funds for refugees, visiting and helping the elderly — the ideas are boundless.



## Global Campaigns with Local Impact

ForeverWild is a campaign of the Jane Goodall Institute working to end wildlife trafficking, with a focus on the harm caused by the trafficking of JGI's flagship species, chimpanzees, and other great apes. Roots & Shoots groups support ForeverWild through awareness, education and advocacy. With peer-to-peer engagement and discussions, they share information from their regions about Indigenous, endemic, or endangered species they are passionate about saving.

In 2017, Roots & Shoots established No Waste November to take a stand against the ongoing pollution of our planet. Members work within their communities to reduce waste in simple and creative ways to achieve a positive impact on a global scale!