



# the Jane Goodall Institute

## **About the Jane Goodall Institute**

The Jane Goodall Institute (JGI) promotes understanding and protection of chimpanzees and other great apes along with their habitats by building on the legacy of Dr. Jane Goodall, our founder, to inspire individual action to improve the environment for all living things, and to protect the world we all share. JGI is a leader in innovative conservation to improve human livelihoods, as well as education through the Institute's global youth program, Roots & Shoots, which empowers young people to become environmental and humanitarian leaders. The Institute creates an integrative approach to achieve Dr. Goodall's vision of Earth as a place where people, animals and the environment exist in sustainable harmony.

## **Inspiring hope through action**

JGI advances the vision and work of Dr. Jane Goodall to lead a movement of conservation for the common good-one that builds on our connections to each other, our fellow species and the natural world we all share.

Whether we're restoring critical chimpanzee habitat in Africa, improving women's health in a nearby village, or working with our thousands of Roots & Shoots youth groups in more than 50 countries, we find ways to make the greatest impact for people, animals and the environment. By combining the innovative use of science and technology with compassion for all living things, we advance conservation where it's needed most.

We work with a sense of urgency to make tangible impact, knowing that one success leads to another by building the confidence and momentum to move forward. In everything we do-our conservation science and action plans, our local partnerships and global programs-we focus on actions that get results: species protected, habitat restored, and livelihoods in harmony with a healthy environment.

## **Dwindling forests and chimpanzee populations**

We stand on the threshold of a future without chimpanzees and other great apes in the wild. Where chimpanzees once numbered as many as 1 million at the turn of the 20th century, today fewer than 300,000 remain in the wild. A key factor is destruction of critical habitat; Africa loses more than 10 million acres of forest every year, twice the world's deforestation rate (Source: UNEP). Meanwhile, Africa's population is growing faster than anywhere else in the world, fueling increases in poverty and the pressures that come with it.

JGI is focusing on hope inspired by action, the true spirit of our founder, to prevent the further devastation of wild chimpanzee populations. Through our nine program areas, we are making a future with flourishing lives for our extraordinary close cousins secure, while benefiting people and our shared home planet. All that's left to help us accomplish our vision, is you.



## **At our heart: protecting chimpanzees**

Protecting chimpanzees is at the heart of JGI's work. It's a big task that we tackle across the Congo Basin through primate research, habitat protection, environmental education, rescue and rehabilitation.

JGI's chimpanzee research at Gombe National Park, Tanzania, which Dr. Goodall began in 1960, helps us understand our closest living relatives and, ultimately, ourselves. The data JGI has amassed over the decades is the source of continuing advances in species and habitat conservation.

At the Tchimpounga Chimpanzee Rehabilitation Center in the Republic of Congo, we provide individualized care for rescued chimpanzees, many of them victims of the illegal commercial bushmeat and pet trades. The sanctuary's island sites allow rehabilitated chimpanzees to live as closely to the wild as possible while scientists determine the best method to reintroduce them to their natural habitats. The sanctuary also creates local jobs and serves as a center of conservation, environmental education and development activities for surrounding communities.

Our public awareness campaigns focus on the plight and protected status of chimpanzees and strengthen the capacity of communities, along with local and regional governments to conserve chimpanzees and habitat.

## **Putting people at the center of conservation**

Conservation work usually only focuses on categories of preservation, protection or restoration of the natural ecosystems and wildlife; JGI does it differently looking at the whole picture and the relationships between all living things. JGI's approach to conservation is based on Dr. Goodall's philosophy that human needs must be addressed in order to achieve enduring protection for other species and the natural world. Communities surrounding critical habitats cannot begin to protect their natural heritage when they are struggling to secure food, safe drinking water and basic health needs. JGI also considers the vital component of education in conservation awareness and the elimination of poverty.

We do our work through nine interrelated programs that reinforce each other to bring the power of community-centered conservation to life:

- Protecting Chimpanzees & Other Great Apes
- Research
- Conservation Science
- Healthy Habitats
- Gender Health & Conservation
- Sustainable Livelihoods
- Roots & Shoots
- Policy & Advocacy
- Environmental Education & Public Awareness

In addition to traditional conservation tools, we address the needs of human populations in and around forest habitat- the only way to long-lasting, systemic change. We work with local communities to secure their immediate needs, such as clean water and sanitation facilities, family planning, reproductive health education and health care.



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In addition, we support the growth of environmentally friendly livelihoods through educating local people on sustainable agriculture and good forestry practices, quality youth education and by providing small business loan programs. We place an emphasis on girls' education and keeping girls in school through scholarship funds, as well as peer-to-peer education and mentoring. JGI is uniquely successful in conservation because these efforts are driven, implemented and embraced by the local communities who benefit from them.

As a community's knowledge of the relationship between their well-being and the well-being of the environment increases along with alternative livelihood opportunities, the number of those who exploit the land and its wildlife for economic gain will subsequently decrease, helping extinguish threats to apes and their habitats both indirectly and directly.

### **Democratizing the use of advanced technology and information**

From smartphones to satellites, we use advanced technology to gain insight, focus resources and engage people at the grassroots level. In our conservation planning, we use satellite imagery to put people, chimpanzee territory and habitat on one map, working with huge players like NASA, Google and Esri. This helps local communities create land-use plans aiding in their own development decision making that regenerates deforested areas and creates wildlife corridors.

In addition to supporting land-use planning, we train forest Ecoguards and local community members to patrol forests, and monitor habitat health and chimpanzee presence using open-source data collection technology on smartphones and tablets. Real-time data collection from hundreds of forest monitors locates threats to chimpanzees and great apes, allowing our conservation teams to plan their efforts and allocate resources most effectively. This information is also accessible for researchers and conservationists around the world, providing a more complete picture of habitat over many countries for the best planning and implementation of protection, wildlife corridors and forest regrowth.

Our landscape-scale projects are located in the Gombe-Masito-Ugalla (GMU) ecosystem in western Tanzania and the Maiko-Tayna-Kahuzi-Biega landscape in the Democratic Republic of the Congo.

### **Roots & Shoots: Growing an entire generation of conservation activists**

Through our global Roots & Shoots program, JGI equips young people of all ages to act as conservation leaders and compassionate change agents for a better world. Founded in 1991 by Dr. Goodall and a group of Tanzanian students, Roots & Shoots gives young people the practical skills and resources to identify problems in their communities and take action through service projects and youth-led campaigns using an interactive website to stay connected. Today, hundreds of thousands of young people participate in more than 50 countries, making Roots & Shoots an unprecedented multiplying force for conservation that expands our impact around the world and into the future.

For more information, please visit [www.janegoodall.org](http://www.janegoodall.org) and [www.rootsandshoots.org](http://www.rootsandshoots.org).