



GLOBAL ICON

Dr. Jane Goodall, DBE

The Woman Who Redefined What it Means to Be Human Continues Changing the World

Dr. Jane Goodall, DBE, founder of the Jane Goodall Institute and U.N. Messenger of Peace is a leading global advocate for people, other animals, and the natural world. As a singularly influential voice, Jane is an iconic innovator for holistic, compassionate, and sustainable solutions reaching billions of people worldwide with her message every day. Through her global advocacy as an ethologist and environmentalist, she is shaping attitudes and policy on issues ranging from human rights to the climate crisis, and inspiring action through the power of hope. Dr. Goodall is leading an environmental movement focused on harmonious coexistence with nature for the common good – one that inspires and builds on our connections to each other, our fellow species, and the planet we share.

Jane Goodall was born on April 3rd, 1934, in London, England. At the age of 26, Jane followed her passion for wildlife and Africa to Gombe, Tanzania. There, under the mentorship of

paleoanthropologist Dr. Louis Leakey, she began her landmark study of chimpanzees in the wild. Her revelatory observation in 1960 that chimpanzees make and use tools rocked the scientific landscape and forever redefined our understanding of the relationship between humans and other animals. From scientist to world-renowned activist, Jane has been a leader in the community-led conservation and animal welfare movements for decades.

“I came as a scientist and I left as an activist.”

In 1986, Jane attended a workshop on chimpanzee conservation at a primatology conference where she learned just how threatened chimpanzees are. From that point on, she has tirelessly advocated and innovated on a range of issues related to the community-led chimpanzee conservation, animal welfare, and youth empowerment. For decades this work has involved travelling up to 300 days a year and in recent years leveraging social media to an audience of millions.



*United Nations Secretary General Kofi Annan installs Dr. Jane Goodall as a UN Messenger of Peace.
Photo by UN Department of Information*



*Dr. Jane Goodall speaking to a crowd of students.
Photo by Rajab Bose / Gonzaga University*



Jane Goodall outside the gates of Buckingham Palace after her investiture by Prince Charles as a Dame of the British Empire. Photo by Mary Paris

Jane Goodall Institute

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For more information, visit janegoodall.org
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FROM SCIENTIST TO ACTIVIST

Dr. Goodall has not only shown us the innate value of other animals, but she has also shared the urgent need to protect chimpanzees and wildlife from extinction, redefining species conservation to put people at the center. In 1977, Dr. Goodall established the Jane Goodall Institute (JGI), a global community-led conservation, research, and animal welfare organization to advance her vision of a better future for all. In 1991, Dr. Goodall created Roots & Shoots, JGI's international youth program, now active in more than 75 countries, to develop the compassionate changemakers our world needs.

Today, as a vocal advocate Jane has shaped major global reform, public awareness, and attitudes on a variety of issues including community-led conservation, science and technology for conservation, removing great apes from biomedical research, human rights, biodiversity protection and the Endangered Species Act, and the climate crisis.

DELIVERING JANE'S MESSAGE

Her eloquent ability as a world-renowned storyteller improving public awareness and understanding has become instrumental in her work to build a better world for all. Dr. Goodall is the author of over 50 books with international readership. Today, Jane reaches billions of people through both traditional and social media, with a collective of over 5 million in her audiences across social media channels. On average she is interviewed two to four times a week by major media outlets around the globe and regularly appears on top podcasts. Jane consistently contributes op-eds on key issues including on the climate crisis and solutions, wildlife trafficking, and the Sixth Great Extinction featured in all major outlets including *Time*, *The Washington Post*, *the NY Times*, and *The Guardian*.

*"Every individual has a role to play.
Every individual makes a difference."*

JANE'S LIVING GLOBAL LEGACY

The Jane Goodall Institute (JGI) is a global, community-driven conservation organization in 24 countries that advances the vision and work of Dr. Jane Goodall around the world. JGI seeks 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, collaboration with local communities, 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 Jane's Roots & Shoots program for young people of all ages, JGI is creating an informed and compassionate movement of hundreds of thousands in over 65 countries who will help to create a better world for people, other animals and our shared environment.

Increasingly, Dr. Goodall has focused on climate change, biodiversity loss, and deforestation as existential threats to life on Earth. She is a cofounder of the World Economic Forum Trillion Trees Initiative, and has established programs within the Jane Goodall Institute to support climate change monitoring and mitigation. She has also advanced participation in campaigns and legislation to end wildlife trafficking and improve animal welfare, and partnerships to increase forest restoration and regeneration.

Most followed female scientist on Earth
with a social audience of more than

5M+ Followers

A distinguished author of

50+ Books

Subject of numerous films/
documentaries and host of the
podcast

Hopecast

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