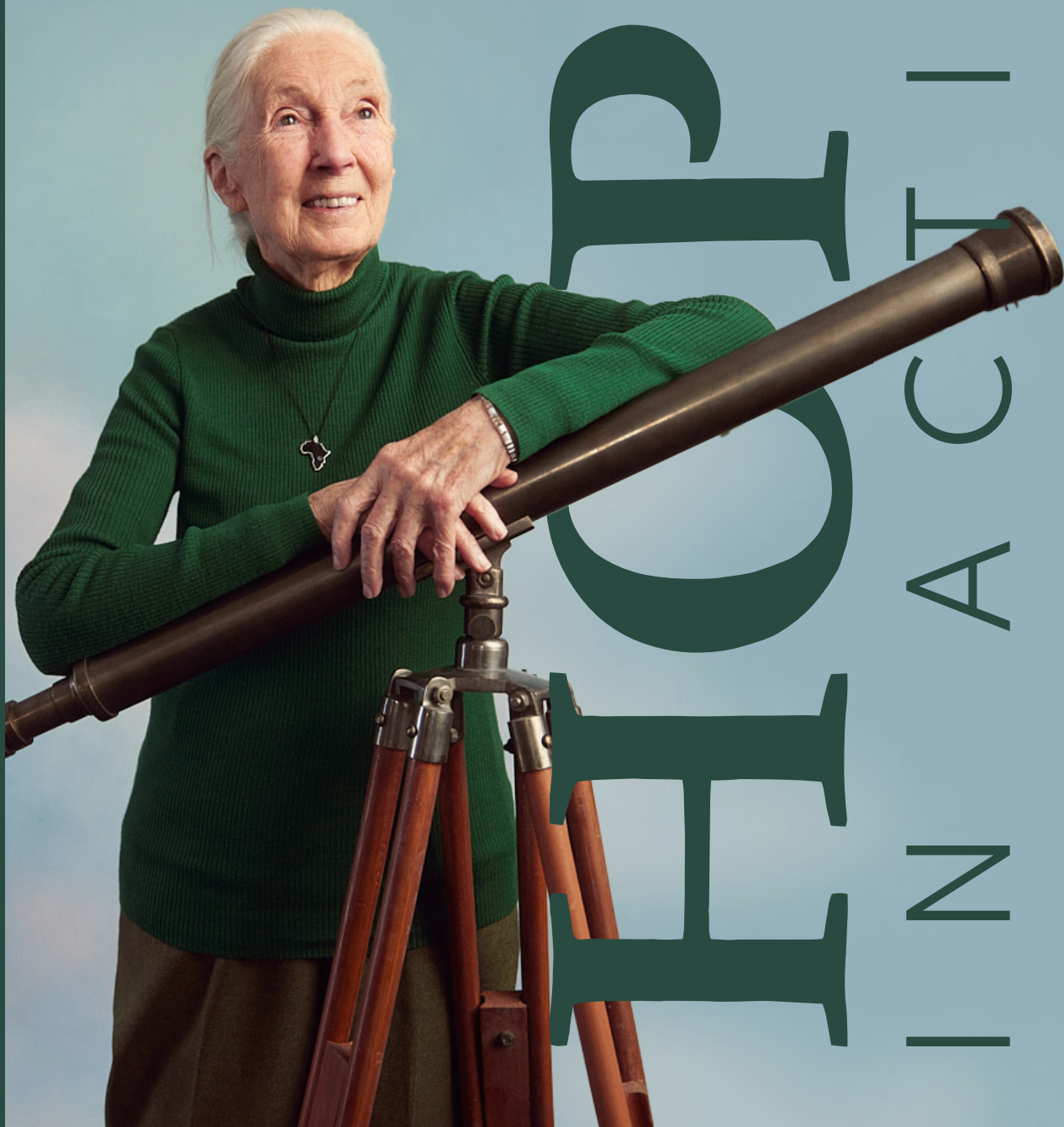




Jane Goodall Institute
Canada

STRATEGIC PLAN
2025-2028



VISION ACTION IN



2025-2028 STRATEGIC PLAN

“HOPE IS WHAT ENABLES US TO
KEEP GOING IN THE FACE OF ADVERSITY.
IT IS WHAT WE DESIRE TO HAPPEN,
BUT WE MUST BE PREPARED TO
WORK HARD TO MAKE IT SO.”

Dr. Jane Goodall

We stand at the most critical juncture in conservation history.

The choices we make in the next few years could determine whether we set our planet on a path toward healing or push it beyond critical tipping points. Yet within this crisis lies an extraordinary opportunity—one that our founder Dr. Jane Goodall's life's work prepared us to seize.

For over six decades, Jane showed us that hope without action is merely wishful thinking, but hope coupled with determined effort can transform the world. Our strategic plan, *Hope in Action*, keeps Jane's philosophy alive.

Jane's greatest discovery wasn't about chimpanzees. It was about the power of communities to change the world. Every community we support and every young leader we empower carries Jane's vision forward. We know a powerful truth: the communities living closest to endangered ecosystems are not just partners in conservation—they are the solution.

This strategic plan is the Jane Goodall Institute of Canada's commitment to amplify and scale community-led actions. We will grow conservation partnerships, empower youth environmental leaders, and advance Jane's legacy to inspire millions of Canadians. This is our roadmap to a world where animals, people, and the environment thrive together.

The time for hope is now.
The time for action is now.

Our North Star



Amplify and scale community-led actions to create a world where animals, people, and the environment thrive together.





Who We Are

Vision

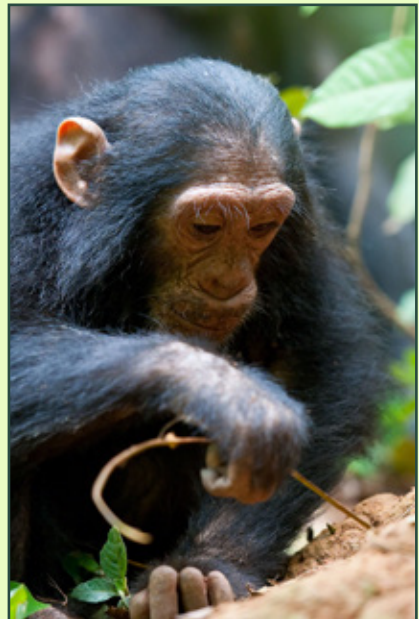
A healthy planet where people make compassionate choices to live sustainably and in harmony with each other, the environment, and other animals.

Mission

To understand and protect chimpanzees, other apes, and their habitats, and to work towards creating an informed and compassionate multitude who will help build a better world for people, other animals, and our shared environment.

Purpose

Amplify and scale community-led actions to create a world where animals, people, and the environment thrive together.



Our Values

Relationships First

Build reciprocal, respectful partnerships.

Hope to Action

Harness the power of hope to inspire change.

Always Evolving

Embrace continuous learning and courageous questioning.

Tapestry of Life

Honour the interconnectedness of all living things.

Our Strategic Priorities

	Our Focus	Our Promise
Grow	Community-Led Conservation	“Conservation for and by communities”
Empower	Youth Environmental Leadership	“Turning anxiety into action”
Advance	Jane’s Legacy	“Every individual makes a difference”

A United Path Forward



The world is becoming more polarized, yet nature doesn't recognize our artificial boundaries, and neither do we. Where others see divisions, we see connections.

Between scientific knowledge and Indigenous wisdom. Between community actions in Africa and environmental leadership in Canada. Between today's youth and tomorrow's world.

Interconnectedness is how the Jane Goodall Institute of Canada sees the world. We embrace the tapestry of life where every thread connects to another so that animals, people, and the environment can all thrive together.

Converging Forces

Three extraordinary forces make this moment unlike any other:

Communities Leading the Charge

Across the continent of Africa and Indigenous territories throughout Canada, local communities are driving conservation results that benefit both people and ecosystems – they can achieve even more with the right support.

Youth Demanding Change

A generation anxious about their environmental future seeks meaningful ways to channel their energy into solution-building with likeminded individuals of all ages.

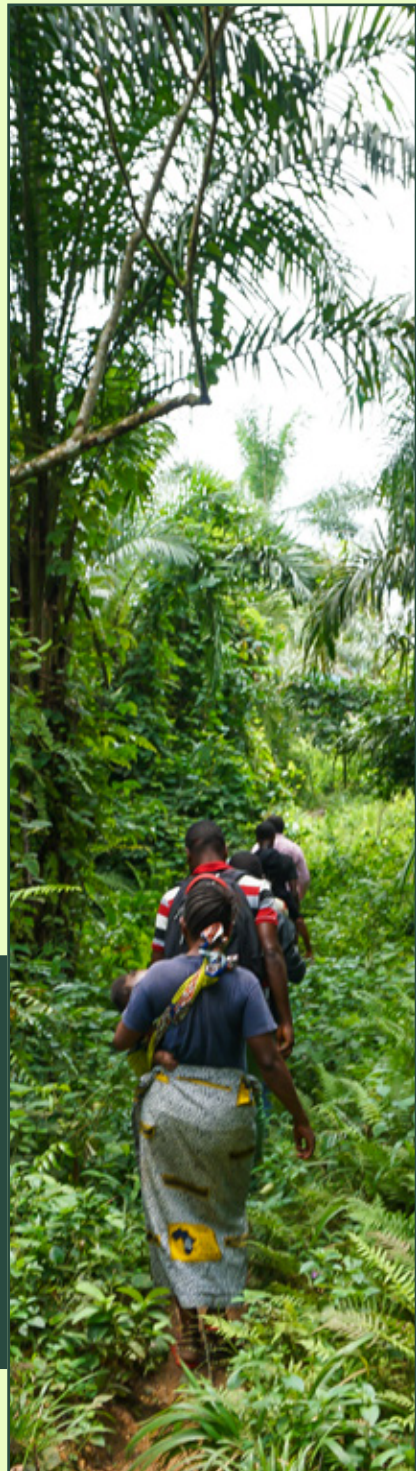
Technology Enabling Connection

Digital tools now allow us to deepen our understanding of knowledge systems, share solutions, bridge scientific approaches with Indigenous wisdom, and mobilize action at unprecedented scale.

The convergence of these forces creates a moment to fundamentally reshape our relationship with the natural world.

**“I DO HAVE REASONS FOR HOPE:
OUR CLEVER BRAINS, THE RESILIENCE
OF NATURE, THE INDOMITABLE
HUMAN SPIRIT, AND ABOVE ALL, THE
COMMITMENT OF YOUNG PEOPLE
WHEN THEY’RE EMPOWERED
TO TAKE ACTION.”**

Dr. Jane Goodall





Our Priorities

Priority 1

Grow Community-Led Conservation

Why This, Why Now

Our planetary health is at risk, with critical ecosystems on the verge of collapse. The solution lies in Tacare*, our community-led approach to conservation, which harnesses a powerful truth: those with the deepest connection to endangered ecosystems are best placed to protect them. This approach honours the expertise of African communities and Indigenous Peoples in Canada living alongside wildlife, while recognizing that, in order for environmental solutions to be sustainable, they must also address the needs of human populations.

**“YOU CANNOT SAVE
CHIMPANZEES, FORESTS, OR
THE ENVIRONMENT IF YOU
DO NOT FIRST IMPROVE THE
LIVES OF THE PEOPLE WHO
LIVE THERE.”**

Dr. Jane Goodall



What We'll Do

- Protect and restore habitats across chimpanzee ranges in Africa by partnering with local communities as they lead conservation actions.
- Support traditional knowledge in environmental stewardship across Canada by partnering with Indigenous communities to protect their traditional territories.

How We'll Do It

- Foster reciprocal relationships that integrate local and Indigenous knowledge with conservation science.
- Develop nature-based solutions in collaboration with communities that prioritize their needs.
- Fund intergenerational knowledge transfer and capacity building.
- Design and test a biodiversity measurement framework adapted to our conservation approach.

*Tacare: Community-Led Conservation in Action

Tacare, the Jane Goodall Institute's proven community-led approach to conservation, has five fundamental and iterative steps: Engage, Listen, Understand, Facilitate, and Step Back.

Engage: The process starts with our team and the community beginning a dialogue.

Listen: Our team listens to the community's needs, concerns, insights, values, beliefs, and ways of knowing.

Understand: Tacare uses geospatial technologies – combining traditional and scientific knowledge – to model how the needs of animals, people and the environment are interconnected. This allows us to develop a shared understanding of the main problems and potential solutions by valuing different knowledge systems and ways of knowing.

Facilitate: To address the issues identified and implement solutions, our team works with community leaders, members, groups, and local governments. Because Tacare addresses both the symptoms and the causes of environmental degradation, local solutions are holistic – and range from land-use planning and forest monitoring, to sustainable agriculture and improved forest farming practices, to primary health care for children and business opportunities for women.

Step Back: Because the Tacare approach is offered and not imposed, community members can choose to participate and then freely own and drive the conservation activities. If the community does not wish to be engaged, or if they no longer wish to be engaged after a certain point, their decision is respected and our team steps back.



Priority 2

Empower Youth Environmental Leadership

Why This, Why Now

Today's youth face rising climate anxiety yet refuse to give in to apathy. By channeling their energy into action, we can support a generational movement of leaders to bring conservation values everywhere – from classrooms to corporate boardrooms, from sharing circles to treaty tables.

**“AS YOUNG PEOPLE, WE
BRING ENERGY, CREATIVITY,
AND URGENCY TO TODAY’S
CHALLENGES. IN THE FACE
OF CLIMATE CHANGE AND
BIODIVERSITY LOSS, WE
CHOOSE ACTION – AND WE
INVITE YOU TO DO THE
SAME.”**

Maggie MacDonald
Youth Advisory Council
Fellow, 2025-2026



What We'll Do

- Increase and deepen the impact of the Roots & Shoots youth-led conservation movement by driving grassroots actions across Canada.
- Nurture youth leadership by equipping them with tools and resources to shape a sustainable future informed by Indigenous perspectives.

How We'll Do It

- Build up Youth Advisory Council members as Roots & Shoots ambassadors.
- Create opportunities to connect Canadian youth with international Roots & Shoots chapters.
- Amplify youth voices through digital tools and platforms.
- Support young people in designing Roots & Shoots projects informed by Indigenous perspectives.

Jane Goodall's Roots & Shoots

Roots & Shoots is the youth leadership program that started in 1991 in Tanzania, when 12 high school students spoke with Dr. Jane about the issues that mattered most to them. In the years since, the program has grown around the world – Roots & Shoots is now active in more than 75 countries, and more than 1.2 million people take part in projects each year.

In Canada, more than 14,000 young leaders are actively involved in Roots & Shoots projects each year. These projects benefit more than 80,000 community members across the country.

There are four steps to every Roots & Shoots project: Get Inspired, Map Your Community, Take Action, and Celebrate Your Impact.

1. Get Inspired: Hope and inspiration are two of the most powerful catalysts for action.

2. Map Your Community: Community mapping is a vibrant way of telling a community's story. It involves identifying relationships, needs, and resources – and recording them in the form of a map.



3. Take Action: When inspiration turns into action! In this step, young people identify the four kinds of actions they can take – educate, motivate, restore, and advocate. They then pick one or more and start to take action.

4. Celebrate Your Impact: This is when young people can celebrate all that they've accomplished for animals, people, and the environment – whether that's by hosting a community gathering, reaching out to their local newspaper, sharing photos on social media, or reflecting on their experience with friends. This is bound to inspire others to get involved.

Priority 3

Advance Jane's Legacy

Why This, Why Now

Over many decades right until her passing in October 2025, Jane shared a powerful message – individual actions matter and hope must be actively cultivated. This message lives on in each one of us, and helps to transform anxiety into agency.

As political systems shift and social divisions deepen, Jane gifted us a beacon of hope that is the guiding light we need for these times. This is the moment to mobilize Canadians to join our movement and carry forward Jane's legacy.

Jane built this organization to live beyond her, and our Institute is ready to carry forward the work Jane started with unwavering commitment.

“WE CAN HAVE A WORLD OF PEACE. WE CAN MOVE TOWARD A WORLD WHERE WE LIVE IN HARMONY WITH NATURE. WHERE WE LIVE IN HARMONY WITH EACH OTHER. NO MATTER WHAT NATION WE COME FROM. NO MATTER WHAT OUR RELIGION. NO MATTER WHAT OUR CULTURE. THIS IS WHERE WE’RE MOVING TOWARDS.”

Dr. Jane Goodall



What We'll Do

- Inspire more Canadians to act on Jane's enduring message that "every individual makes a difference" through engagement with JGIC.
- Future-proof our organization for this era beyond our indomitable founder, by building partnerships grounded in mission-driven philanthropy.

How We'll Do It

- Use Jane's approach of authentic storytelling to reach both hearts and minds of Canadians.
- Develop multimedia campaigns that reach millions with our message of hope.
- Build strategic partnerships that multiply our conservation impact.
- Create community events where Canadians can take meaningful action together.





The Time Is Now.

The window for transformative action is narrowing. In the next three years, we have an opportunity to set our planet on a path towards healing.

The Jane Goodall Institute of Canada stands ready to meet this pivotal moment with a bold strategy to navigate the critical juncture we face and to secure a sustainable future we need.

But we cannot do it alone. Join us in building on Jane Goodall's lasting legacy and inspiring hope through action. The future of our shared planet depends on what we do today.



Jane Goodall Institute
Canada

Mailing Address

the Jane Goodall Institute of Canada
c/o University of Toronto Mailroom
563 Spadina Crescent
Toronto, Ontario, M5S 2J7

Telephone

416.978.3711

Toll-Free

1.888.88.CHIMP (24467)

Email

info@janegoodall.ca

rootsandshoots@janegoodall.ca

Website

janegoodall.ca

Social Media

@JaneGoodallCAN



Photo Credits

Cover: Katherine Holland

Page 2: Hugo van Lawick

Page 4: MChé Lee

Page 5: Fernando Turmo

Page 6: Lindsay Currie (top left)

Page 6: Mike Graeme (top right)

Page 6: Nick Tiringer (bottom left)

Page 6: Caritas (bottom right)

Page 7: Nick Riley

Page 8: Meadow West

Page 9: Marie Meloche

Page 10: Gervaz Lushaju

Page 12: JGI Tanzania

Page 14: Katherine Holland

Page 15: Simon Wilmot

Page 16: Jane Goodall

Page 17: Fernando Turmo (top left)

Page 17: Norman Jean Roy (top right)

Page 17: Marie Meloche (bottom left)

Page 17: Heather Gagnier (bottom right)

Page 18: Katherine Holland