

Impact Highlights 2021

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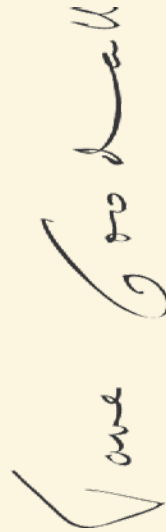


the Jane Goodall Institute



I have often shared that every single person makes an impact every single day, and you get to choose what sort of impact you make.

A MESSAGE FROM DR. GOODALL

A handwritten signature in black ink that reads "Jane Goodall". The signature is written vertically, with "Jane" on the left and "Goodall" on the right, connected by a long, sweeping horizontal stroke.

I have often shared that every single person makes an impact every single day, and you get to choose what sort of impact you make. The Jane Goodall Institute (JGI) was born out of that very notion: that each of us has the power to create a harmonious world for people, other animals, and ecosystems. Over my lifetime, I have seen inequities, such as poverty and unsustainable consumption, create unparalleled existential crises, which have the real potential to create an uninhabitable world in the near future. But these human-driven crises have human-driven solutions. There are millions of examples of hope all around us, which are exemplified through JGI.

I am so proud of what we have accomplished, and as I reflect on all we have left to do, I am invigorated by your investment in building a better world for all. I see hope as the light at the end of a dark tunnel and through our efforts we are getting closer to that light, together, every single day.

Thank you,

Dr. Jane Goodall, DBE

Founder of the Jane Goodall Institute
UN Messenger of Peace

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We are experiencing some of the most incredible opportunities for new beginnings of hope turned into action.

A LETTER FROM ANNA RATHMANN

Anna Rathmann



We are living in a complex, multifaceted world, and yet, we are experiencing some of the most incredible opportunities for new beginnings of hope turned into action. Now more than ever, it is crucial that we embody and put into practice our founder's most important reasons for hope—the resilience of nature, the human intellect, the power of young people, and the indomitable human spirit. The Jane Goodall Institute (JGI) demonstrates these reasons for hope in all our programming, and I am constantly inspired by the achievements we have made—and most of all—where we are going from here.

This publication is filled with stories of hope in action. Although it represents only a snapshot of JGI's programs from 2021, it provides a resonating picture of how Jane's vision for a better world is actualized through strategic, holistic, and compassionate initiatives. Jane remains a trailblazer and innovator; she sees both the innate value of the individual as well as the larger structures

that fuel the challenges and solutions of our time. Shaped by her leadership, JGI's programs focus on solutions to global issues, such as biodiversity loss, zoonotic disease, deforestation, the climate crisis, illegal wildlife trade, and others. We work to deliver action-oriented approaches, improving the well-being of people, other animals, and the planet we share. Our commitment to Jane's legacy energizes us to create a vibrant and sustainable roadmap to a brighter future through community-led conservation, best-in-class animal welfare, One Health, Roots & Shoots youth empowerment, and cutting-edge science.

Your support of the Jane Goodall Institute makes this beautiful global tapestry of hope possible.

Thank you,
Anna Rathmann
 Executive Director
 JGI USA

Community-Led Conservation

Composting for Forest Preservation and Improved Farming

Community Microcredit Programs Expand Horizons for Sustainable Development

Great Apes Given New Hope



At JGI, we use a holistic, community-led approach to conservation

Our collaborative, science-driven methodology supports local and indigenous people

INTRODUCTION

Across the chimpanzee range, the main threats to endangered species are deforestation, zoonotic disease, and illegal hunting and wildlife trade. Recognizing that inequity and poverty are significant drivers of threats to ecosystems and biodiversity, JGI uses a holistic, community-led approach to conservation, known as 'Tacare.' This collaborative, science-driven methodology supports local and indigenous people to own and lead better decision-making for conservation and sustainable development in their landscapes, improving outcomes for all.



At right: Community members in LCWT areas implementing composting for improved farming outcomes.

Composting for Forest Preservation and Improved Farming

In 2021, JGI rolled out an innovative and strategic behavior change campaign (BCC) to prevent deforestation in riverine forest—key great ape habitat—by focusing on restoration and maintenance of soil fertility in local farmlands.

The answer? Composting.

Through a data-driven decision-making process, JGI learned that one reason small-scale farmers were growing crops in nearby forests was because of their search for fertile farmlands. JGI

developed a behavior change campaign to encourage farmers to begin composting with the resources around them to improve their soil fertility—a low-cost and highly effective solution that is working! The BCC enhanced farmers' awareness of composting through trainings, festivals, football tournaments, radio programming, demonstration plots, and mascots. One of the most powerful strategies was identifying ambassador farmers who could recruit, train, and support fellow farmers in each village the campaign focused on. Composting is being quickly adopted by farmers across the region—enhancing soil fertility and improving harvests!

Local farmer Raphael Mbiliko first learned about composting technology from JGI in 2021. In the initial compost training seminars, he noticed the difference between a demonstration plot that was treated with compost and another that was not treated with compost. The plot treated with compost yielded a far more impressive result, and he was convinced of its benefits. Today, Raphael serves as a composting ambassador and helps JGI to provide training to other farmers.



Community-Led Conservation, cont.



“It was because of concern for the chimpanzees and other wildlife that led to this Tacare approach involving the people too, realizing they’re part of the landscape, not separated from it.”

Alice Macharia
Vice President of Africa Programs

Community Microcredit Programs Expand Horizons for Sustainable Development

In Tanzania, JGI has long supported community-managed funds to support sustainable development. In 2021, through the Landscape Conservation in Western Tanzania (LCWT) project, this work grew in new ways including 17 new COCOBA (community conservation banking) groups in the first quarter alone! Each COCOBA group selected a community leader to be trained on general management, problem-solving, managing shares, passbooks, and more. These microcredit groups invest in livelihoods that offer alternatives to those that would be detrimental to habitats, particularly in Mishamo and Katumba Settlements where agricultural expansion presents a very high threat to the Tongwe West and East Forest Reserves.

Among the sustainable alternative livelihoods supported by COCOBAs in the region, beekeeping, mushroom collection, and coffee-growing have been widely embraced and successful. JGI’s LCWT private sector partner Upendo Honey registered 166 new landscape beekeepers last summer, and all have participated in honey production training. At the end of the buying season, Upendo had purchased over 52 tons of honey from 202 beekeepers (including 82 newly registered beekeepers) in Western Tanzania, bringing more than \$87,000 into the community. Eighteen new wild mushroom collection groups formed, received training in leadership selection, and elected leaders. They also learned record-keeping to track income and production. Finally, five newly-established coffee seedling nurseries produced 100,000 seedlings that will be distributed among members of the Kanyovu Coffee Cooperative, a consortium of 12 different coffee collectives.



Great Apes Given New Hope

In 2016, Grauer's gorillas were deemed to be critically endangered after wildlife surveys reported only 3,800 individuals globally. Today, the news is much more hopeful. A new study out of the Democratic Republic of the Congo (DRC), led by Wildlife Conservation Society (WCS) and funded in part by JGI, finds a greater-than-expected abundance of gorillas in an area of great importance. Using these new numbers, the total global population of Grauer's gorillas could be increased to between 3,800 and 6,800 individuals, bringing new hope to the future of this species. The new data also demonstrated that the chimpanzee population has remained stable!

The study, published in the *American Journal of Primatology*, also found that these primates were largely in wild areas outside of national parks which have benefited from the land-buffers created in many instances through community-managed forest areas, which JGI has been supporting and implementing through the Eastern DRC Conservation Action Plan. These findings underscore the incredible power of community-led conservation and of the role of science and technology in protecting great apes.

Complementing this wildlife survey approach as part of JGI's Science Platform, JGI's Decision Support System (DSS) integrates more than 30,000 Landsat satellite images with ground-truthing data and habitat modelling delivering annual viability indicators using Esri's ArcGIS platform. This allows JGI researchers to monitor habitat health across the chimpanzee range in Africa from space in near-real time.

Forest Protection and Restoration

Village Forest Monitors Protect Health of Habitats

Community-Led Conservation Reduces Forest Loss

Jane's Green Hope Grows Good in Uganda and Beyond

INTRODUCTION

JGI is tackling the drivers of the climate crisis head-on to ensure a sustainable future for all life on Earth. Understanding the interconnected issues driving the dual crises of climate change and biodiversity loss, such as deforestation, JGI knows that protecting and restoring natural forests are some of our greatest solutions. This allows JGI to focus on nature-based greenhouse gas mitigation and locally-led reforestation efforts, proactive advocacy, preventative programs, restoration projects, and adaptive strategies for ecosystems.

Village Forest Monitors Protect Health of Habitats

As part of our community-led conservation, JGI facilitates land-use planning during which local decision-makers design better village land-use plans that include forest preserves. In Tanzania, and other program countries, these local communities identify their own Forest Monitors who patrol, enforce, and report on the status of forests, wildlife, and illegal human activities impacting community-allocated forest reserves. Village Forest Monitors (VFM), trained by JGI, use smartphones to collect data on wildlife, watch for illegal wildlife trade, and report

threats like tree-cutting, as well as to gather other observations important for community decisions. In Tanzania, 35 new VFMs completed their training at Pasiansi Wildlife Training Institute at the end of November 2021, bringing the total number to 126. The new monitors trained with JGI experts on the use of data-collection tools as part of JGI's Science Platform—including smartphones, Esri's Survey123, and Wakawaka Solar Charging kit—and how to provide regular feedback to their community authorities on the status of their forests.

1.6B

People depend on forests for their livelihood, including 70 million indigenous people.

80%+

Of all terrestrial species of animals, plants, and insects make forests their home.

3.3M

Hectares of forest area lost between 2010 and 2015. Impoverished rural women are especially affected by their depletion.

Source: United Nations Sustainable Development Goals



JGI knows that forests are one of our greatest solutions

Community-Led Conservation Reduces Forest Loss

Community-led conservation is all about interconnected solutions to improve well-being for people, wildlife, and natural habitats. Because of this unique and integrated approach, we're seeing potential indicators of positive outcomes across the board. And when it comes to habitat protection, our analysis showed a significantly lower rate of chimpanzee habitat loss in the JGI-managed, USAID-funded Landscape Conservation in Western Tanzania (LCWT) over the past 10 years compared with an area outside of the LCWT. This result demonstrates the impact of philanthropic and government investments in multifaceted, human-centered conservation programs over time.

It also demonstrates the impact of science and technology in supporting community-led conservation planning and decision-making. For example, JGI's Decision Support System (DSS) as a part of our integrated Science Platform can provide actionable, up-to-date data to decision-makers in the landscape. By layering Geospatial data with livestock surveys in the Masito Ugalla Ecosystem that employed both aerial and field visits conducted in partnership with JGI, TAWIRI, and the Mweka College of African Wildlife Management, JGI can provide the best picture of how livestock is putting pressure on habitats. Coupled with a chimpanzee survey begun in 2020 that completed last year in the same landscape, we now know that chimpanzee populations are stable, though the threat to their habitats from livestock, agriculture, hunting, and forest fires remains and, in some areas, have increased. With this level of insight, JGI can support local decision-makers in adapting and improving interventions to prevent the growth of those threats that could destabilize great ape populations in the region.



Above: Community members in Uganda participating in the restoration and agroforestry projects in our partnership with One Tree Planted.

Jane's Green Hope Grows Good in Uganda and Beyond

#JanesGreenHope represents JGI's role in the Trillion Trees initiative—a global effort to protect and restore forests, emphasizing the essential role forests play in the well-being and livelihoods of local and indigenous communities, combatting climate change, and protecting global biodiversity.

A focus of JGI's reforestation efforts is the Albertine Rift forests of Uganda in partnership with One Tree Planted, Ecosia, and others. By collaborating to support community-led planting, protection, and restoration of three million trees, there is a long-term and large-scale effort to grow green in a big way.

The project has made tremendous progress in 2021, establishing tree nurseries, strengthening forest monitoring and law enforcement to prevent future deforestation, promoting agroforestry practices that integrate trees into farming systems, and much more. To date, community members in over 10 Ugandan parishes have been trained in tree nursery establishment and management, and hundreds of thousands of trees have been planted.

These good for all efforts in Uganda are just one piece of the green puzzle; across the Roots & Shoots chapter network in over 60 countries protecting and growing forests, through corporate partnerships, and through the actions of our global audiences, Jane's Green Hope is sprouting remarkable change that is taking root like never before.

Roots & Shoots

4-Step Formula to Fight Food
Insecurity Year-Round

Dr. Jane and Roots & Shoots
Partner with Wild Kratts
for the Majestic Monarch

Happy 30th
Birthday to
Roots & Shoots!



Throughout 2021,
we celebrated the
program's growth—
from just 12 students in
Tanzania in 1991, to a global
movement spanning more
than 60 countries today.

Roots & Shoots changemakers continued to show us the meaning of hope in action

INTRODUCTION

JGI's Roots & Shoots youth program works with hundreds of thousands of young people around the world to give them the confidence, skills, network, and support to enact positive change in their communities. Through Roots & Shoots, changemakers learn about the interconnected issues facing people, other animals, and the environment, feel empowered to act, and are provided the training, connections, and resources to make a difference.

Although 2021 was another difficult year with the continuing and evolving pandemic, global turmoil, climate change, and other challenges, Roots & Shoots changemakers continued to show us the meaning of hope in action, and together we can, together we WILL spirit!

At right: Roots & Shoots group from Marshall, Michigan creating and implementing their project to improve food security in their area.

The Roots & Shoots 4-Step Formula to Fight Food Insecurity Year-Round



Across all 50 states in the U.S., Roots & Shoots changemakers are not just taking on threats in their communities—they're thinking and acting locally to make a real impact globally. As the Roots & Shoots program encourages young people to tackle the drivers of the challenges they face, one Roots & Shoots group in Marshall, Michigan realized that most food drives in their area were concentrated around the holiday season.

Using the Roots & Shoots 4-Step Formula, they (1) got engaged by learning more about food justice and what was fueling this issue. They (2) observed that many local food drives happened during the holiday season and left many local food pantries without basic necessities the rest of the year. These problem-solvers (3) took action by asking their fellow students to donate one or two specific items in two-month periods throughout the year. They got the word out with posters, morning announcements, and even question-and-answer sessions during lunch! At the end of each two-month period, the students gathered as a group to deliver the food they collected to their local food pantry. It was a great way to (4) celebrate their collective action!

In 2021, thousands of Roots & Shoots changemakers showcased the same incredible compassionate traits as this group, making the world a better place one project at a time. Together, they're creating a tapestry of hope for this and the next generation.

Roots & Shoots, continued



“We’ve seen young people grow because they’re told that they matter.”

Dr. Jane Goodall

Roots & Shoots
4-Step Formula:

Step 1: Get Engaged

Step 2: Observe

Step 3: Take Action

Step 4: Celebrate



Dr. Jane and Roots & Shoots Partner with Wild Kratts for the Majestic Monarch



The migration of monarchs is one of the greatest inspirations of the natural world, and as essential pollinators, they do the job of facilitating the reproduction of native plants. They’re the life force behind many of our habitats, and two of the largest monarch populations are right here in North America. Sadly, the loss of native milkweed and habitats for monarchs are pushing these magical pollinators to the brink.

That’s why Dr. Jane, Roots & Shoots USA, and the Kratt Brothers (of Wild Kratts) Creature Hero Foundation created the #Move4Monarchs campaign. Using the Roots & Shoots 4-Step Formula, the campaign invites young people of all ages to take a quiz to test your monarch knowledge (step 1 – get engaged); shares important facts about native milkweed and the varieties found in different regions (step 2 – observe); gives resources for planting a pollinator garden using native milkweed (step 3 – take action); and encourages everyone to share pollinator garden photos to inspire others via social media (step 4 – celebrate).



Above: Some of our 30th Anniversary awardees, including Finless Porpoises Protection Project, who are saving this critically-endangered species by interviewing fisherman, collecting stranded porpoises, and holding public events to spread awareness.



Happy 30th Birthday to Roots & Shoots!



Throughout 2021, we celebrated the program's growth—from just 12 students in Tanzania in 1991, to a global movement spanning more than 60 countries today. For three decades, the program has allowed young people to feel hopeful by creating a positive impact in their communities—for people, other animals, and the environment we share. A virtual Roots & Shoots 30th Anniversary Awards ceremony in November 2021 showcased the work of some outstanding Roots & Shoots members and groups. These projects fit into four global campaigns—Growing Together, World Chimpanzee Day, Voices from our Earth, and Connect the Change—the last of which was led by the Roots & Shoots USA team. With 67 project nominations from 5 regions, we were so inspired by and proud of our awardees, and will continue to foster the next generation of changemakers our world needs for decades to come.

INTRODUCTION

Shaped by the groundbreaking insights of our founder Dr. Jane Goodall, we know that non-human animals are sentient, complex, intelligent, compassionate, and have innate value. Unfortunately, too many animals are suffering in captivity, used for research, or are victims of illegal wildlife trade. JGI advocates for chimpanzees and other animals, and alleviates suffering for innumerable species through the development of best-in-class animal welfare practices, public awareness, and advocacy.



Giving chimpanzees a second chance at having a family and a happy life



Chimpanzee Updates from Tchimpounga

Over the last several years, JGI's Tchimpounga Chimpanzee Rehabilitation Center in the Republic of the Congo has successfully transferred over 100 chimpanzees to island sanctuary sites. Staff carefully monitor the integrations and interactions of each rescued chimpanzee in their care to help them thrive. The order of integration is chosen with much contemplation and deliberation, based on the needs and personalities of each chimpanzee and their relationships with one another.

New Chimpanzee Ramsey Acclimates Well

Last summer, the chimpanzees on Tchimpounga's Ngombe Island were gradually introduced to Ramsey, an adult female. Ramsey spent time in visual proximity without physical contact before being slowly acclimated to the group. After careful implementation of her integration plan, Ramsey's transition was very successful, with positive receptions from all the Ngombe chimpanzees.

At left: Alpha male Kefan re-released onto JGI's Tchimpounga sanctuary island.


Kefan Returns to Tchindzoulou Island

Another success was the reintegration of Tchindzoulou Island's dominant male, Kefan. He returned to the Tchindzoulou group after being placed in a smaller group to aid in the transition of another chimpanzee, Derek. Although Kefan's absence from the larger group caused some instability and vying for control by another male, Derek's transition went very smoothly thanks to his good relationship with Kefan.

Perrine Gains More Self-Confidence

Back at the main sanctuary site, despite being the baby of the group, Perrine and her friends Kabi, Vienna, and Zeze love to play together. With a healthy diet and good friends, Perrine's JGI caregivers have noticed her gaining more and more self-confidence! Since her rescue from the illegal wildlife trade in 2019, we are so happy to see and share Perrine's development.

Though these chimpanzees have suffered as survivors of the illegal wildlife trade, the transformative implementation of the Chimpanzee Welfare Index and practices of Tchimpounga staff have given unrelated chimpanzees a second chance at having a family and a happy life.



**For 30 years,
Tchimpounga has been
a safe haven for rescued
wildlife.**

Above: Rescued chimpanzees
Perrine and Kabi.



“It’s not me who saves the chimpanzees, it’s the team. We create a team that all of us, the caregivers, the nurses, we work day and night for every single life. It’s our passion, and we inspire each other.”

Dr. Rebeca Atencia
Executive Director of JGI-Republic
of the Congo

Canine Companions Sniff Out Illegal Wildlife Trade

The “Triangle Approach” is JGI’s three-pronged strategy that incorporates education/awareness, sanctuary care, and law enforcement for addressing the illegal wildlife trade in Republic of the Congo (RoC). At JGI-RoC, the five-dog Canine Team at Tchimpounga Nature Reserve is one side of that triangle by partnering with local law enforcement agencies. Daily, the dogs and their handlers travel to the reserve’s three entrance/exit posts to search vehicles for hidden wildlife and ammunition, and to deter illegal activity. The Canine Team grew from three to five dogs in 2021, and each dog is trained to identify the odor and signal the presence of hidden chimpanzee, mandrill, ivory, pangolin, and ammunition in vehicles and luggage. Any illegal goods are confiscated by the relevant government agency, and illegal wildlife are given to JGI for care and/or release in the reserve. JGI provides updates on illegal incidents to the leader of the nearby community, which is then shared with other community members to prevent future threats. In tandem with these efforts, other sides of JGI’s Triangle Approach promote sanctuary care, alongside environmental awareness, and sustainable livelihoods to end the drivers of the illegal wildlife trade for good.

The JGI “Triangle Approach”:



Above: Sniffer Canine Team supports confiscation of illegal wildlife in Republic of the Congo.



Chimpanzee Welfare Index Provides Best-in-Class Outcomes for Captive Great Apes

The Chimpanzee Welfare Index, developed by Dr. Rebeca Atencia, executive director and head veterinarian of JGI Republic of Congo (RoC), assesses factors like physical and mental health to assign a score to individual chimpanzees. That score and the underlying data then help to establish individualized care plans and facilitate the recognition of physical and psychological changes that may not be evident in daily observation. In 2020, an additional feature was added to the welfare index database, which enables an automatic text message alert if there is any change to an individual's body condition score.

Staff at Tchimpounga have seen a 34% increase in welfare scores from 2017 to 2021, and in 2021 sanctuaries in targeted landscapes had a 90% average score, rated at very good (>80%) on the index. Realizing the significant success of the Chimpanzee Welfare Index, Dr. Atencia is working to share the system with other sanctuaries and expand the model to include more primates. She created a Great Ape Welfare Committee and secured the participation of several great ape sanctuaries across countries in Africa. An index for great apes will help sanctuaries and zoos better analyze and improve the general health and well-being of great apes around the globe.

34%

Increase in welfare scores at Tchimpounga from 2017 to 2021

90%

Average score of Welfare Index for chimpanzees in targeted landscapes in 2021

95%

Average score of Welfare Index for Tchimpounga chimpanzees in 2021

CURIOSITY STREAM FIVE-PART SERIES

Heartwarming series tells the story of Tchimpounga's rescued chimpanzees

For 30 years, Tchimpounga Chimpanzee Rehabilitation Center has been a safe haven for rescued wildlife. Now, the stories of the incredible rescued chimpanzees and their caregivers will finally be told thanks to the 2021 series on Curiosity Stream, created by JGI and the award-winning Off The Fence Productions, called *Rescued Chimpanzees of the Congo with Jane Goodall*. The five-part series plus one hour-long special tells the remarkable story of the sanctuary, its rescued residents, the courageous staff, and the powerful work to end the illegal wildlife trade. We hope that by sharing these stories, we can spread understanding and kindness towards our closest living relatives, and help save this amazing species.



One Health

Monitoring Ecosystem Health
to Protect Wildlife and Humans
Alike

INTRODUCTION

Following Dr. Goodall's holistic solutions to tackling the world's greatest challenges, JGI uses a One Health approach, built on decades of innovative work and data, to monitor, detect, prepare for, and prevent the next pandemic.

GOMBE ONE HEALTH HUB

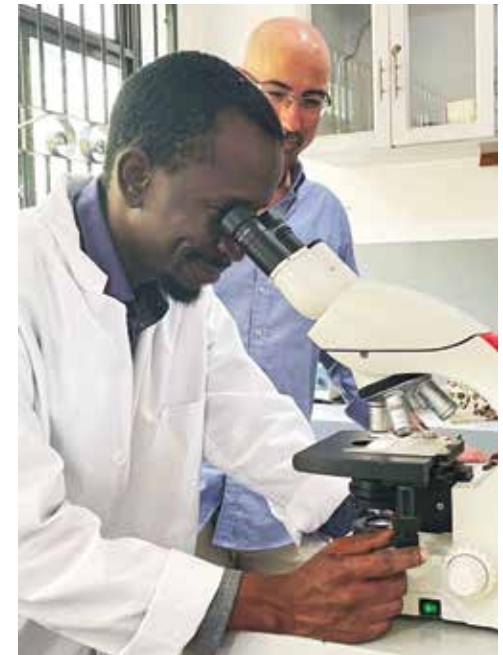
Monitoring Ecosystem Health to Protect Wildlife and Humans Alike

JGI—in collaboration with partners in academia, TANAPA and TAWIRI—initiated a health-monitoring program at Gombe National Park in 2004 to understand and mitigate the risk of infectious disease for chimpanzees. That program has evolved and combined with JGI's Tacare approach, alongside daily satellite images from Planet and Esri geographical science and technologies—and became the Gombe One Health Hub in 2020. The new program has expanded to monitor pathogens for all primates (including potentially humans in the future), as well as domestic animals, within and around the park.

The data collected over nearly 20 years has allowed JGI to establish baseline health indicators to inform the response to outbreaks and other threats to health, such as human antibiotic consumption by wild chimpanzees.

A recent study, led by Dr. Thomas Gillespie (Emory University) as part of JGI's One Health work, showed nearly half of all fecal samples collected from the chimpanzees were found to contain bacteria that is resistant to a major class of antibiotics. These medications, likely transmitted through the local watershed, can lead to the spread of drug-resistant bacteria in chimpanzees and then spill over to humans.

To address this problem, JGI has worked to guide local residents on the proper use of antibiotics, improve disposal of human waste materials, and improve hygiene for WASH (water, sanitation and hygiene) related activities in area streams. Through this integrated One Health hub, JGI can ensure a healthier future for all.



Dr. Dismas Mwacha (JGI Gombe Veterinarian) (in front) and Dr. Thomas Gillespie (Emory University PI) conducting a pathogen screening by microscopy.

Ms. Priscilla Shao (JGI Gombe Lab Technician) (on the left) and Dr. Jessica Deere (Emory University Post-Doc) conducting an inventory of laboratory equipment, supplies and reagents in Gombe Lab.



JGI initiated a health-monitoring program at Gombe National Park in 2004 to understand and mitigate the risk of infectious disease for chimpanzees.

“Together, we shall get through this really difficult time and we shall have learned what’s truly important in life: family, friendship, love and above all—our health.”

Dr. Jane Goodall

Science

New Chimpanzee Births and Power Dynamics in Gombe

Technology in the Forest Delivers New Science for Conservation

New Book on Tacare Community-Led Conservation Coming Soon!



Ongoing data collection on chimpanzees and their habitats, combined with cutting-edge geographic information system (GIS) information, fuel our Decision Support System (DSS) as part of our Science Platform.



Science strategy graphic outlining interconnected programs focused on science support of the relationship between people, other animals, and ecosystems.

JGI infuses science and technology across the organization in a systems-driven approach

INTRODUCTION

Dr. Goodall used patient and immersive observations in her research to understand chimpanzees and to demonstrate our true connection to the natural world, our responsibility to the other beings with whom we share this planet, and how our human intellect can solve dynamic problems. Today, JGI infuses science and technology across the organization in a systems-driven approach to better understand great apes, ourselves, as well as our relationship to the world around us. This allows us to innovate in addressing complex challenges and threats to species, ecosystems, and planetary health.



New Chimpanzee Births and Power Dynamics in Gombe

The longest running chimpanzee study in the world began with Dr. Goodall's own singular research in Gombe.



Alpha female of 'G Family'
Gremlin and infant Goodall

Today, the chimpanzee population in Gombe is changing! In July 2021, Tanga, an adult female of the Kasekela community, was seen with a newborn estimated to be 3–4 days old. The baby, a boy, was clinging well to his mother's belly. Later that month, Flossi joined the Mitumba community with a newborn who later was identified as a girl. She was estimated to be three days old when first seen. Meanwhile, also in the Mitumba community, long-standing alpha male Edgar was displaced, although his successor is unclear. One contender, Lamba, can intimidate all the chimpanzees except for Kocha. Kocha and his brother Komoa will chase Lamba when Lamba starts to display dominance towards them. Who will win? Time will tell!

Science, continued

Cloud-Based Mapping Technologies Deliver New Insights for Conservation

Ongoing data collection on chimpanzees and their habitats, combined with community participatory approaches and citizen science using cutting-edge geographic information system (GIS) mapping tools, fuel our Decision Support System (DSS) as part of our Science Platform. The DSS uses these ongoing data so that it can continuously provide actionable, up-to-date information to local decision-makers. Recent work on the DSS (in collaboration with Blue Raster LLC and Esri funded by USAID) focused on enriching data collected from science surveys and village forest monitoring efforts in western Tanzania using ArcGIS Survey123 mobile app. The development of a new scheduled Jupiter Notebook + Python API was an important solution because it significantly reduced the time and effort to keep the DSS dashboards updated as the new survey and forest monitoring data are uploaded from the field.

Additionally, one of the challenges of crowdsourcing citizen science data generated by community efforts, like village forest monitoring, is that it requires proper validation to meet specific science and decision-making needs. In 2021, a new editing workflow was developed that allows users with basic geographic information system (GIS) skills to filter and edit data within a user-friendly sidebar instant application. Users can now employ this easy-to-use tool to review and approve community forest monitoring data for different purposes such as community discussions, planning, or more broad science applications.

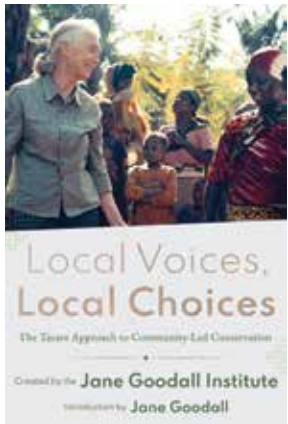


“The secret of course is not about data, it’s about people. It’s about people having access and interacting with meaningful, relevant, and actionable information as part of locally-owned decision-making processes to improve their lives and the health of their communities, animals, and their shared environment.”

Dr. Lilian Pintea, Vice President of Conservation Science



New Book on Tacare Community-Led Conservation Coming Soon!



Over the last several years, JGI has engaged in compelling interviews and partnered with Esri on the creation of the forthcoming (August 2022) book, *Local Voices, Local Choices: The Tacare Approach to Community-Led Conservation*. For nearly 30 years, JGI's innovative community-led conservation approach known as 'Tacare' has applied holistic solutions to complex problems by putting local people at the center of those efforts.

Co-edited by Dr. Lilian Pintea and Adam Bean, the book explores the story, impact, and future of Tacare, as well as the narratives of the JGI colleagues, local people, and government partners who make it possible.

Together, Esri and JGI are providing a new way forward to improve conservation fueled by geographic science and technology and to deepen and expand impact—supporting positive progress for people, other animals, and the planet we share.

“That’s what Tacare has done. Everything is integrated. It’s kind of magic, to me, the way it’s all woven together, just like in the forest.”

Emmanuel Miti
Senior Program and Policy Director at JGI-Tanzania



Emmanuel Miti in early days of Tacare approach.



Jane's Living Legacy

Dr. Goodall Inspiring Hearts
and Minds Worldwide

Jane Goodall Hopecast Podcast and 'Book
of Hope' Explore a More Hopeful Future

Advocating for
a Better World

Through decades of advocacy, community-building, and pioneering research, Dr. Jane Goodall, DBE, founder of the Jane Goodall Institute, and a U.N. Messenger of Peace, has become a global phenomenon.

At a time when apathy, inaction, and innumerable global crises are cause for despair, Dr. Goodall's story, thought leadership, vision, and tangible assets give us reason to hope and to turn that hope into action.





Jane’s living legacy has garnered well-deserved recognition, including *Time* magazine, which made “The Enduring Hope of Jane Goodall” a cover story last September.

In the article, reporter Ciara Nugent wrote of Dr. Goodall, “Something about her—her enthusiasm, the brightness of her eyes, the detail in her unusual experiences—leaves readers and audiences feeling hopeful that it’s possible, with enough effort, for us to save the planet, and ourselves, from environmental destruction.”

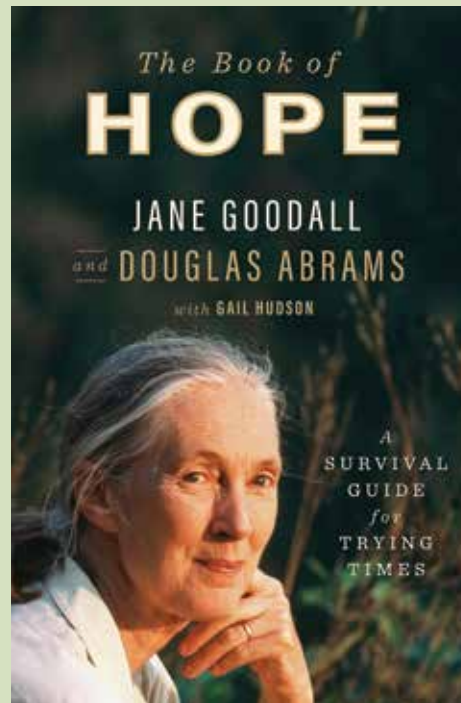
Jane's Living Legacy, continued

Jane Goodall Hopecast Podcast and 'Book of Hope' Explore a More Hopeful Future

Two vital means for Dr. Goodall to share her message of hope with the world reached new audiences in 2021: the Jane Goodall Hopecast podcast launched its second season, and *The Book of Hope* was published.

The Jane Goodall Hopecast features changemaking guests from every arena in conversation with Dr. Goodall. Season 2 featured renowned activist and author of *The Handmaid's Tale*, Margaret Atwood, Academy-Award winning writer/director/producer Adam McKay of the satirical Netflix comedy 'Don't Look Up,' U.S. Senator (D-NJ) Cory Booker, and more. In every episode, guests explore how they use hope in their lives and careers, as well as how we can each make a difference.

Going deeper, Dr. Goodall's new book, *The Book of Hope*, details her four key reasons for continuing to have hope: the human intellect, the resilience of nature, the power of young people, and the indomitable human spirit, woven through stories from her remarkable life, research, and career. *The Book of Hope* explores questions like: How do we stay hopeful? How do we inspire hope in the next generation? Ultimately answering with so much more reason to turn hope into action.



“Let’s work on the empathy. How do we do that? We tell stories.”

Dr. Jane Goodall

BECOMING JANE: THE EVOLUTION OF DR. JANE GOODALL

Dr. Goodall Inspiring Hearts and Minds Worldwide

The exhibition *Becoming Jane: The Evolution of Dr. Jane Goodall*, which debuted at the National Geographic Museum in Washington, DC in 2019, has now made its way across the country. After a stop at the Field Museum in Chicago, it also appeared at the Natural History Museum of Los Angeles County (NHMLA), and will continue on inspiring thousands.

Produced in partnership with National Geographic and JGI, the exhibition explores Dr. Goodall's life from her early years as an intrepid young woman with a dream to learn about animals in Africa, to her years establishing herself as a renowned scientist in Gombe, Tanzania, to her current role as an activist, mentor and advocate creating a better world for all life on Earth.



At left: Dr. Goodall visits the *Becoming Jane* exhibition at NHMLA for the first time, experiencing her own life's journey and impact through immersive museum elements.

As the world witnessed in 2021, not even a global pandemic could stop Jane from sharing her messages of hope with tens of thousands of virtual audience members around the world.



2020 Cancelled Lectures Turn Into 2021 Virtual Engagements



Many of her cancelled in-person lectures from 2020 turned into virtual engagements in 2021 and Jane was able to present to notable universities around the world, including Johns Hopkins, Tufts, UC Santa Barbara, and Arizona State University.

At left: Dr. Goodall speaking at the Task Force to Prevent Pandemics.



Other Events: Meetings, Conferences and Awards



Other events included corporate meetings as well as medical, student, and wildlife conferences. Every one of our 26 Jane Goodall Institute countries hosted Jane events and/or media. Jane was also honored with the prestigious Templeton Prize and the E. O. Wilson Living The Mission Award.

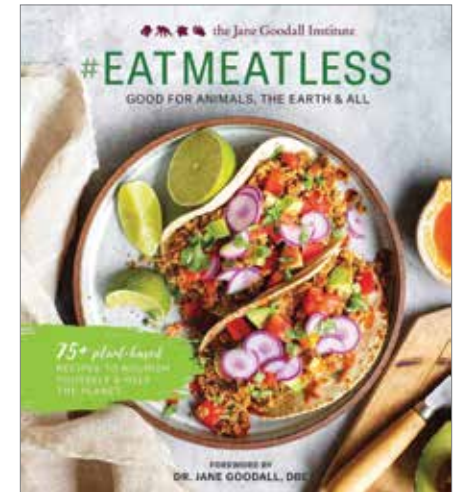
Advocating for a Better World

Advocacy is at the heart of Jane and JGI's work as global leaders on the interconnection of social and environmental issues we face. From animal welfare to reforming food systems; from preventing disease to keeping wildlife wild, Jane and JGI are motivating a movement of compassion globally.

In 2021, the Harvard-led Scientific Task Force to Prevent Pandemics presented findings on COVID-19 at a virtual event featuring Dr. Goodall. The findings confirmed that preventing future pandemics will require preventing the spillover of zoonotic diseases from non-human animals to people.

Dr. Goodall also participated in efforts including a video, along with high school students and Native American tribal leaders, asking President Biden to reinstitute federal endangered species protections for grey wolves.

From wildlife to factory farms, JGI's #EATMEATLESS campaign emphasizes plant-based food justice and systems with a book published in 2021, *#EATMEATLESS: Good For Animals, The Earth & All*. Through these efforts, Jane and JGI are delivering on an informed critical mass of people doing good for the planet, other animals, and one another.



Above: JGI's plant-based, sustainable, and accessible #EATMEATLESS cookbook with a foreword by Jane.

“I continue to ask people to consider what this choice really means on a moral and practical level for animals and the environment.”

Dr. Jane Goodall

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The Jane Goodall Institute (JGI) is a global, community-centered conservation organization founded in 1977 that advances the vision and work of Dr. Jane Goodall in over 30 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 60 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.

Explore more at janegoodall.org/impacthighlights21

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