



# the Jane Goodall Institute

## About the Jane Goodall Institute

### **Mission**

The Jane Goodall Institute (JGI) advances the power of individuals to improve the environment for all living things. While continuing Dr. Jane Goodall's efforts to study and protect chimpanzees, JGI has also become a leader in innovative conservation approaches that better the lives of local people. In addition, the Institute's global youth program inspires young people of all ages to become environmental and humanitarian leaders.

### **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 perhaps one million at the turn of the 20th century, today there are fewer than 300,000 remaining in the wild. A key factor is destruction of habitat—Africa loses more than 10 million acres of forest every year, twice the world's deforestation rate (Source: UNEP). Meanwhile population growth in Africa is faster than anywhere else, with accompanying poverty and lack of basic needs.

### **Meeting the Challenge**

JGI's approach to conservation represents a philosophy thoughtfully developed by Dr. Goodall to help ensure success. In addition to traditional conservation tools, JGI addresses the needs of human populations in and around forest habitat — the only way to long-lasting, systemic change. Engaging youth of all ages around the world is also a critical part of JGI's comprehensive approach to conservation.

### ***Species Conservation***

Protecting chimpanzees is at the heart of JGI's work. It's a big task that the Institute tackles from several angles, including chimpanzee research, habitat protection, 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 also critical to developing species and habitat conservation approaches.
- At the Tchimpounga Chimpanzee Rehabilitation Center in the Republic of Congo, JGI provides safe and caring habitats for orphan chimpanzees—victims of the illegal commercial bushmeat and pet trades. The sanctuary also creates local jobs and serves as a center of conservation, environmental education and development activities for surrounding communities.
- JGI also undertakes awareness campaigns focused on the plight of chimpanzees and works to strengthen the capacity of communities and local and regional governments to conserve chimpanzees and habitat.

- In addition, JGI's ChimpanZoo program assists zoos in their efforts to improve habitats and conditions, and to facilitate the exchange of information on ways to enrich the lives of captive chimpanzees.

### ***Conservation and Communities***

Lasting conservation cannot occur in areas surrounded by rapidly growing populations who lack basic needs. This is at the core of Dr. Goodall's beliefs and the JGI approach. JGI helps villagers with their most immediate needs such as water and sanitation facilities, HIV/AIDS counseling and health care. In addition, JGI fosters livelihoods that do not harm the environment, through sustainable agriculture and good forestry practices, education, and small business loan programs. JGI has a unique level of success in conservation because these efforts are driven, implemented and therefore embraced by the local community. JGI strategically employs cutting-edge technology to enhance its conservation efforts. As part of its conservation planning process, JGI uses satellite imagery to map chimpanzee territory and plan land use with local communities, including designating deforested areas for regeneration. JGI's landscape-scale project areas include the greater Gombe and Masito-Ugalla ecosystems—both in western Tanzania—and the Maiko-Tayna-Kahuzi-Biega landscape in the Democratic Republic of the Congo.

### ***Youth—The Next Generation***

To ensure that JGI's conservation efforts last beyond this generation, the Institute engages youth of all ages and around the world, challenging them to become environmental and humanitarian leaders. Founded in 1991 by Dr. Goodall and a group of Tanzanian students, Jane Goodall's Roots & Shoots program is about making positive change happen—for communities, for animals and for the environment. With tens of thousands of young people in 120 countries, Jane Goodall's Roots & Shoots network connects youth who share a desire to create a better world. Young people identify problems in their communities and take action, through service projects, youth-led campaigns and an innovative interactive website.

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

###