

Jane Goodall Institute Belgium

# ANNUAL REPORT 2014

JANE GOODALL INSTITUTE  
BELGIUM







# CONTENTS

Objectives of the Jane Goodall Institute Belgium	3
Programmes in Africa	4
The Roots&Shoots programme	6
Roots&Shoots Ceremony 2014	8
Campaigns	10
Jane Goodall's visit in Foyer of Molenbeek	16
Jane Goodall's lecture at the Théâtre National of Brussels	18
Meetings with the public at fairs and other events	20
Our volunteers and interns	22
Our sponsors and partners	23
Communication	24
Financial report	25

Written by:  
Ingrid Bezikofer, Hilde Olbrechts and Christian Michel

We would also like to thank everybody who contributed to this Annual Report.

Photos  
© Jane Goodall Institute





# Mission

The Jane Goodall Institute of Belgium is part of the JGI family and one of the 10 JGI offices in Europe. JGI Belgium fully subscribes to the JGI Mission to empower people of all ages to make a difference for all living things.

More specifically, the mission of the JGI Belgium is:

- To promote respect for animals, people and the environment in Belgium and abroad.
- To raise awareness of and collect funds for JGI activities in Africa, such as chimpanzee research, conservation of chimpanzee habitat, development projects for local communities and initiatives linked to Roots&Shoots (R&S).
- To develop Jane Goodall's Roots&Shoots programme and promote interaction between the various Belgian R&S groups and contact between the Belgian groups and R&S groups in more than 134 countries.



The aim of the Jane Goodall Institute Belgium is to encourage people of all ages to take responsibility for contributing to positive changes for all living beings.

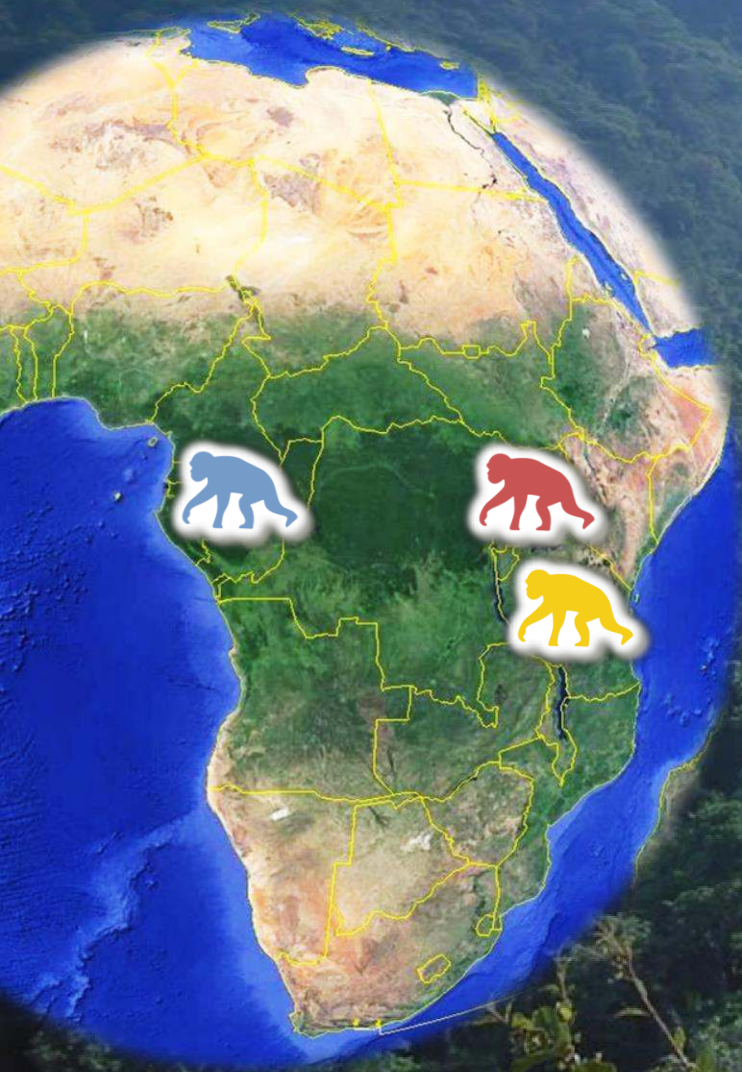


# AFRICA PROGRAMS



JGI Belgium supports efforts to preserve chimpanzees and their habitat through development and education programmes in a number of African countries. These programmes are run by local qualified staff in various national offices of the Jane Goodall Institute.

This year, JGI Belgium has once again helped to finance a number of these programmes through sponsorship and donations from a large number of Belgian citizens. Support comes mainly from JGI's chimp guardian programme.







## Republic of Congo

Thanks to about a hundred sponsors, JGI Belgium provides financial support for the day-to-day running of the Tchimpounga Chimpanzee Rehabilitation Centre.

In 2014, this Centre was able to release an additional 15 chimpanzees on the island of Tchindzoulou bringing the total to 30.

The video showing Wounda's release received an amount of media attention in early 2014.



## Tanzania

The reforestation project run by the TACARE community development programme, established by Jane Goodall, is supported by our tree certificate scheme.

This project has made it possible to establish an ecological corridor to reconnect two forests.

This corridor was used by a female chimpanzee for the first time in 2013.



## Uganda

In Uganda, former poachers have been trained as forest rangers and are now fighting poaching. JGI Belgium supports a programme to remove traps in the forest of Budongo.

In this forest, it is estimated that 1 in 3 chimpanzees is carries injuries due to snares and traps.

Besides removing the snares, JGI also provides veterinary care to injured wild chimpanzees.





# Jane Goodall's Roots & Shoots

**Jane Goodall's Roots & Shoots is the youth-led community action and learning programme of the Jane Goodall Institute.**

**The programme builds on the legacy and vision of Dr. Jane Goodall to place the power and responsibility for creating community-based solutions to big challenges in the hands of the young people.**

**Bringing together thousands of young people from 134 countries including Belgium, this programme, established by Jane Goodall in 1991, has grown into a network of people who share a strong commitment to make this planet a better world to live in.**

**This strong network is a meeting-place for young people and adults who share ideas and inspiration and establish community service projects. R&S groups also participate in worldwide events and campaigns.**





# In Belgium

In our country, the programme currently comprises about thirty groups representing over 600 members. The Belgian R&S groups are primary and secondary school classes as well as scouts troops and youth clubs.

In 2014, most of the groups were from Brussels with a majority linked to international schools. JGI has attracted new Belgian schools to participate in the R&S programme.

All the groups ran projects throughout the year to benefit animals, people and the environment.

From creating their own chemicals-free cleaning products in order to avoid water pollution, to serving food to homeless people in Brussels through projects benefiting biodiversity in the city, R&S groups are becoming compassionate leaders for the benefit of all living beings.

In 2014, the first Global R&S meeting was held at Windsor Castle, UK.

A JGI Belgium representative met with R&S coordinators of 28 other countries.



# Annual Roots&Shoots Belgium Ceremony

## European Parliament

May 2014

More than 300 French, Dutch and English speaking pupils came together in the European Parliament to meet Jane Goodall and present her their R&S projects.

After a brief presentation, with simultaneous interpretation, each group received a certificate signed by the renowned English primatologist.

The students were very impressed as they listened carefully to Dr. Goodall's inspiring speech encouraging them to continue to take action for a better world.

This year, Louis-Philippe Loncke, a Belgian adventurer and R&S ambassador was invested as 'Knight of the Iguana'. His mission is to promote a simpler and more sustainable lifestyle.





Throughout the session, a large variety of projects was presented showing the incredible creativity and generosity of the youth of Belgium. Here are some examples.

### **K.A. Lyceum / Freinetschool**

The pupils made their own insect hotels, learned about fair trade in food and clothing and raised awareness within their school about water problems in the world.

### **British School of Brussels**

Kindergarten pupils have raised awareness and money to support the Belgian Guide Dogs Association. Other pupils financed desks for the class rooms in 4 schools in the Bolgatanga region of Ghana. Finally, a woodland reserve area was launched on the campus where 400 oak trees were planted in a day.

### **Collège Saint Hubert**

The school participated in JGI's Recycle4Chimps campaign collecting nearly a ton of e-waste. The students also learned how to create a vegetable garden on their premises. During the year, various charities such as Oxfam, Amnesty International and Défi Belgique Afrique received financial support.

### **American Girl Scouts ISB**

The young ISB girls scouts got involved in many projects over the year. They created eco-friendly bee-shelters, fundraised for Nativitas and collected, packaged and distributed hygiene and food products for Serve The City. For the environment, recycling projects were set up and a less wasteful snacks policy was adopted for their meetings.





# RECYCLE 4 CHIMPS

## The JGI Belgium's e-waste recycling campaign.

The electronic equipment that we use every day contains metals and minerals, some of which are mined in Africa.

A lot of mining in the Democratic Republic of Congo is done illegally without any social or environmental regulations.

Recycle4Chimps aims to encourage people to recycle their e-waste in order to protect great apes, promote peace in the DRC and support the education of the young people of Goma.

## Some figures...

In 2014, nearly 13 tons of e-waste were collected by 23 different groups.

We have three kinds of groups: schools (13), companies (7) and local authorities (3).

## Our partners

JGI Belgium has teamed up with two companies specialised in recycling mobile phones, e-waste and printer cartridges.

JGI Belgium promotes recycling and connects recyclers with interested groups and companies.



## What does JGI Belgium do with the money raised from recycling?

In 2014, the Recycle4Chimps campaign raised € 2568 which will support the 'Promo Jeune Basket' club in Goma in DRC.







In February 2014, the R&S group of the Collège du Sacré-Coeur de Ganshoren participated in the Recycle4Chimps campaign. They collected nearly 800 kilos of e-waste!



With the support of the commune of Watermael-Boitsfort, our privileged partner in this campaign, JGI Belgium organised a screening of the film "Blood in the Mobile" in September 2014.

The documentary was followed by a debate between Geoffroy Matagne (ULg), the alderman for the environment, Tristan Roberti, and Ingrid Bezikofer, director of JGI Belgium.



# FOREST IN ONE DAY

## JGI Belgium's annual tree planting event.

On Sunday 23 November, more than 400 people planted 3200 beech and oak trees and bushes on a 2 hectare plot south of Leuven.

Tree-planting initiatives such as ours make it possible to create a green corridor between forests. This ecological corridor provides new habitats for animals and enables them to move from one forest to the other.

Guided walks, activities and soup were on offer and much appreciated by all!

## African roots

JGI Belgium never forgets its African roots, so there is an African dimension to Forest in One Day as well.

For every tree planted in Belgium, young people in Congo-Brazzaville will also plant a tree, the objective being to restore and protect the environment both here and elsewhere for the benefit of animals, especially chimpanzees, but also of Man.

## Our partners

The whole JGI team would like to thank everyone who took part in Forest in One Day: our partners BOS+ Vlaanderen, Reason2be, Lisa for the composting stand, Triodos Funds our generous sponsor, all our volunteers and Marcel Lemmens (the owner of the plot) for his hospitality throughout the whole organisation of the event.







## **Molenbeek well represented!**

**Among the participants, we welcomed the youth of the Foyer's Youth Center and 'La Goutte d'Huile' as well as their leaders. In total, 40 inhabitants of Molenbeek took part in this first edition of Forest In One Day!**

**JGI Belgium organised their transport by bus from Brussels.**

**The young people planted beech and oak and participated in various activities. An educational pack about things to discover in the forest was distributed. The more adventurous took part in a "hunt" for insects and other small animals!**



# RUN4CHIMPS

18 May

## Brussels 20km

This year, 24 runners participated in the Brussels 20km under the banner of Run4chimps! Thanks to our crowdfunding partner DareToFund, around 1000€ was collected for Tchimpounga in Congo!

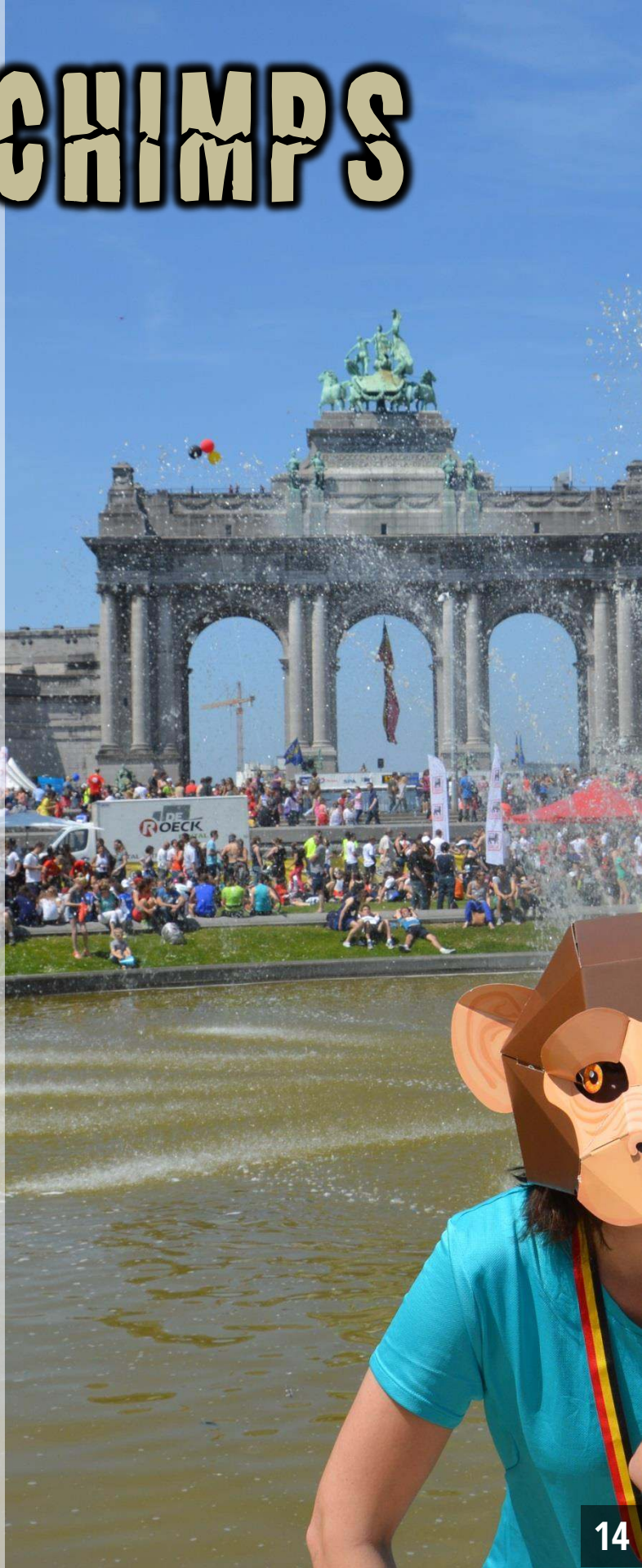
5 October

## Brussels Marathon

9 runners participated in various races during the Brussels marathon. About 200€ was collected for Tchimpounga.

Good news! The number of runners in the Run4Chimps team has doubled between 2013 and 2014!

We thank our sports partner  
Jogging Plus!










# MOLENGREEN



Since 2012 JGI Belgium has been organising **MolenGreen**, nature workshops at the Foyer's Youth Centre in Molenbeek.

The aim is twofold :

- To make these young people aware of all the benefits of a vegetable garden for people, animals and the urban environment. We believe that making young people aware of the challenges related to sustainable food, conservation of biodiversity and improvement of the environment in which they live is a priority.
- To ensure the future of the project by developing the desire among young people and their educators to become involved in the management of the vegetable garden.





## **Jane Goodall's visit to the Foyer's Youth Centre in Molenbeek May 2014**

**She was delighted to see the vegetable garden, which offers a haven for urban biodiversity, promotes sustainable food and makes Molenbeek greener and more beautiful.**

**With the help of young people from the Foyer, Jane Goodall planted a cherry tree that perfectly complements the vegetable garden.**

**The visit ended with the inauguration of the first Belgian Roots&Shoots plaque, which proudly adorns the entrance of the Foyer. This plaque represents the commitment of the young people from the association to continue the project and contribute to a greener Molenbeek for everyone's benefit.**



# Jane Goodall's lecture at the Théâtre National of Brussels May 2014

JANE GOODALL  
CELEBRATING HER 80<sup>TH</sup>  
MAY 2014

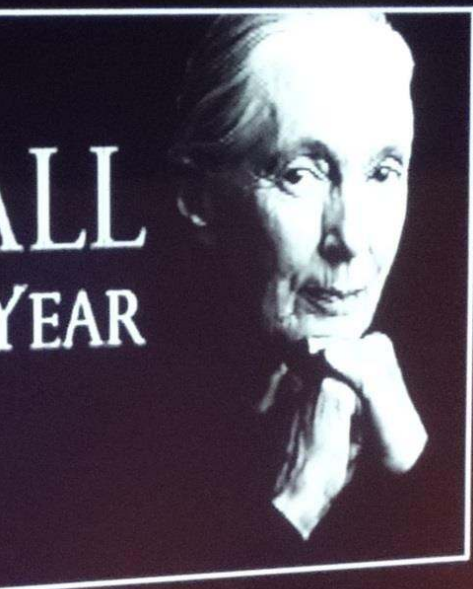
2014 was a very special year for JGI as we celebrated the 80<sup>th</sup> birthday of our founder Jane Goodall.

The British primatologist started her career as a young assistant of paleoanthropologist Louis Leakey. She made some remarkable breakthroughs in research into chimpanzee behaviour which are still the basis for many ethological studies today.

Over the years, the institute she created moved from pure scientific research to chimpanzee habitat conservation, development and youth education.

JGI Belgium acknowledged her work and life-long commitment with a special event at the Théâtre National in Brussels.





Jane Goodall talked about her career, experiences and hopes for the future. To celebrate her 80th birthday, artists from different spheres decided to honour her with their work and their compositions.

The group BaliMurphy and singer Kris Dane adapted their repertoires to fit in with Dr Goodall's inspiring lecture.

JGI Belgium was also honoured to be able to exhibit the works of various artists who specialise in animals. Some of these works were offered for sale in aid of chimpanzee research and conservation at the Gombe Research Centre in Tanzania.



At the end of the evening, there was a very well-attended signing session. Over 600 people attended the lecture organised by more than 20 enthusiastic volunteers.



# Meeting with the public at fairs and other events

22 March

## ISB International Festival

This year again, JGI Belgium was given the opportunity to participate in the ISB International Festival. Many countries are represented within the school and the International Festival gives the opportunity to all to share their culture, food and beverages.

26 April

## MolenCanal

This meeting, uniting all types of energy, allowed us to (re)discover the canal's banks and surroundings in Brussels.

JGI Belgium's team met many people at MolenCanal raised awareness of water pollution.

11 May

## Tervueren Avenue Fair

For the third time we were invited by the commune of Woluwe-Saint-Pierre to join their annual event. Our stand explained everything about Recycle4Chimps, our mobile phone and e-waste recycling campaign.

1st June

## The Environmental Festival in Brussels

JGI Belgium's team met the people of Brussels during the Environmental Festival 2014. Many of them shared with us the positive actions they do for animals, people and the environment! Let's spread Roots&Shoots in Brussels!







21 September

## Car Free Sunday

JGI Belgium celebrated International Peace Day in Woluwe-Saint-Pierre! Many people came together to share their hopes for peace!

4 October

## International Animal Day in Ixelles

On the occasion of the International March for Elephants, JGI Belgium's team raised awareness of animal welfare and the fight against poaching.

19 October

## Molenbeek Nature Fair

The Molenbeek Nature Fair is the meeting between nature and culture. As the theme of the 2014 edition was energy, we focused on our Recycle4Chimps campaign.

8 December

## Christmas market at the European Parliament

We had a great opportunity to sell our merchandise and reach out to a different public. We promoted our activities and particularly our chimp adoption programme.



# Our volunteers and interns

**JGI Belgium flourishes thanks to the hard work of about 60 volunteers including 30 translators.**

**Coordination is ensured through monthly volunteer meetings.**

**A substantial amount of work is done by interns who gather and work in our office.**

**JGI Belgium is always looking for new volunteers. A special effort is therefore made to find and meet new people with talents and ideas.**

**We thank all those who gave of their time to make 2014 a successful year!**



**This year, the JGI volunteers visited AAP in Almere (the Netherlands).**

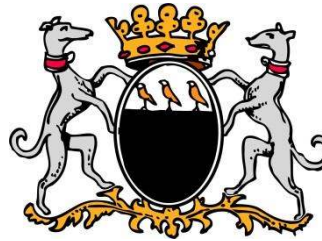
**This organisation gives primates and other exotic mammals a better future. It rescues animals and fights for better animal legislation in Europe.**



# Our sponsors and partners

All of the JGI Belgium team would like to thank our sponsors and partners, without whom the campaigns and projects of 2014 would not have been possible!

Triodos  Fonds





# Communication



This year, the JGI Belgium website was redesigned and improved in order to present up-to-date information in an attractive way and to make surfing easier.

Visit us on [www.janegoodall.be](http://www.janegoodall.be)



We have kept the JGI Belgium Facebook page up to date. An increasing number of people follow the news items which we post almost every day. At the time of writing, 1503 people like our Facebook page.

Find us on [Jane Goodall Institute Belgium](https://www.facebook.com/JaneGoodallBelgium)



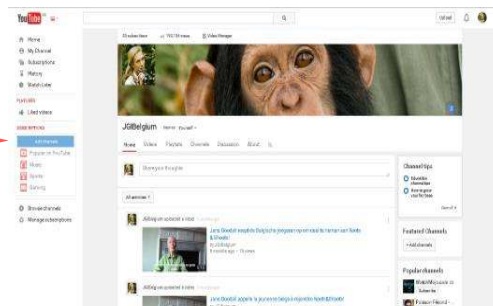
JGI Belgium is now on Twitter! We use Twitter to improve the spread of our messages and campaigns. So far, we recorded 399 tweets and 139 followers.

Follow us on [JaneGoodall\\_BE](https://twitter.com/JaneGoodall_BE)



We have continued to manage the JGI Belgium YouTube channel. It provides videos (subtitled in French and Dutch), showing how the African programmes are progressing. At the moment, we have 85 subscribers.

Watch our videos on [JGIBelgium](https://www.youtube.com/channel/UCJGIBelgium)



JGI Belgium publishes a monthly newsletter. In this way, we can inform over 1500 people about events and campaigns in Belgium. Through the newsletter, we can also disseminate more general information about the African programmes.





# Financial report

JGI Belgium ended the year 2014 with a slight deficit. This was mainly due to some funds that weren't transferred into our account before the closing of the year.

We are proud to show the amount of income collected for our African programmes.

The event organised for the 80<sup>th</sup> birthday of Jane Goodall and our Tree Planting event were the most successful events financially.

This report definitely shows that our association has become more professional in working towards set objectives.

We still have the urgent need to work towards getting access to structural grants to ensure that our efforts to create a better world and to preserve the great apes in Africa can continue for many years to come.

Balance 2014			
Assets		Liabilities	
Bank:			
Triodos	18583,94	Capital	20056,24
		Result income/expenditure 2014	-1.472,30
Total:	18583,94	Total:	18583,94

Income 2014		
Membership Fees	€	1.940,77
Donations	€	1.852,77
Donations for JGI projects abroad	€	11.286,88
Donations for JGI projects in Belgium	€	3.457,88
Subsidies for JGI projects abroad	€	0,00
Subsidies for JGI projects in Belgium	€	500,00
Income from sales and events	€	25.265,69
Closing bank account KBC	€	55,39
TOTAL	€	44.359,37
Expenditure 2014		
Purchase merchandise	€	3.927,55
Donations Projects abroad	€	8.639,03
Bank Costs	€	85,00
Insurance	€	125,12
Telephone costs	€	330,10
Office Rent	€	7.584,35
Office Admin	€	8.161,42
Events Organisation	€	16.868,90
SD Worx admin costs	€	110,20
TOTAL	€	45.831,67
Result: Income - Expenditure 2014	€	-1.472,30



THE JANE GOODALL INSTITUTE  
BELGIUM ENCOURAGES PEOPLE OF  
ALL AGES TO TAKE RESPONSIBILITY  
FOR CONTRIBUTING TO PROMOTE  
POSITIVE CHANGES FOR ALL  
LIVING BEINGS.

Jane Goodall Institute Belgium asbl/vzw  
Mundo-J (Trône), Rue de l'Industrie 10  
1000 Bruxelles  
+32(0)2/893.25.02  
+32(0)488/87.80.41  
info@janegoodall.be  
IBAN: BE56 5230 8057 9288  
SWIFT: TRIOBEBB  
TRIODOS Bank

[www.janegoodall.be](http://www.janegoodall.be)