



Jane Goodall Institute

Employee & Client Engagement Initiatives

In partnership with JGI Belgium

Inspiring hope through action

Looking for a purposeful activity or gift to surprise your employees & clients?

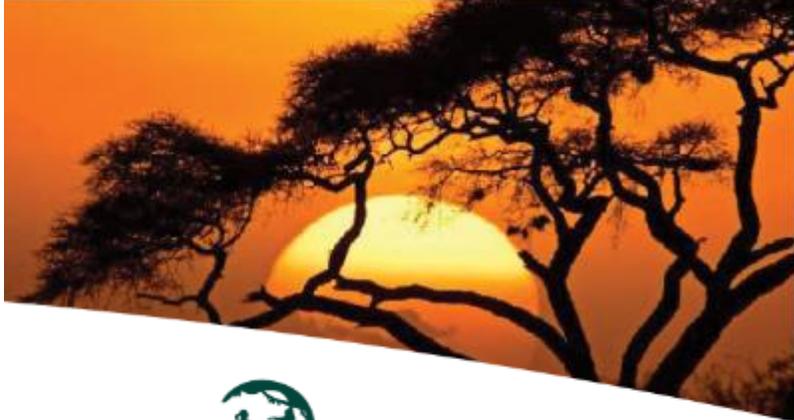
Partner with JGI Belgium to make a positive impact on the planet!



We are proud of our efforts, and truly believe they bring a positive impact to local communities each day – both in Belgium & in Africa. JGI Belgium's global/local dimension is what differentiates us from other conservation initiatives.



1. Who are we?



The Jane Goodall Institute

Born in April 1934 in London, **Dr. Jane Goodall** is one of the world's most famous conservationists & scientists. Her pioneering study of wild chimpanzees began over 60 years ago in Tanzania and revolutionized how we think about both chimpanzees & ourselves.

In 1977, Jane founded the 'Jane Goodall Institute' – a non-profit **global conservation organization**, to advance her vision and work. By protecting chimpanzees and inspiring people to conserve the natural world we all share, we can improve the lives of people, animals and the environment.

Established in 2005, the **Jane Goodall Institute Belgium** (JGI Be) is one of the national chapters for the Jane Goodall Institute. With our 50+ volunteers & 1 executive director, we aim to bring to life Jane's dream: to live in harmony with nature. Just like Jane, we at JGI Be believe that every single person matters, and that we all have a personal responsibility & ability to **make a positive impact on the planet**.



Our core activities in Belgium



1. TREE PLANTING

JGI Belgium creates forests that bring life, both to animals & people. Our aim is to support biodiversity, (re-)introduce ecosystems and highlight the vital role trees play in providing oxygen, storing carbon & stabilising the soil. In collaboration with technical partners, we therefore plant trees in Belgium & across Africa – to restore forests or create new ones.

2. YOUTH EMPOWERMENT

JGI Belgium empowers youth through our global ‘Roots & Shoots’ programme, a unique initiative that encourages young people to live sustainable lifestyles and influence those around them to do the same. We do this by developing and supporting youth-led projects, to drive positive change and set examples for young people and their peers.



3. CHIMPANZEE PROTECTION

JGI Belgium raises funds that help & support chimpanzee protection projects in Africa, focusing both on orphan chimpanzees and wild ones. Chimpanzees are an endangered species. Their protection helps the conservation of other species, while also improving the livelihoods of local communities. We are currently raising funds for 2 chimp protection programs: protecting wild chimpanzees in Senegal & the ‘Chimp Eden’ sanctuary in South Africa.



JGI Belgium's impact & visibility



190+

Chimpanzees cared for in our JGI sanctuaries.



60,000+

Trees planted in Belgium. Since 2014, 14 forests have been created.



3.6m

Trees planted in Burundi.



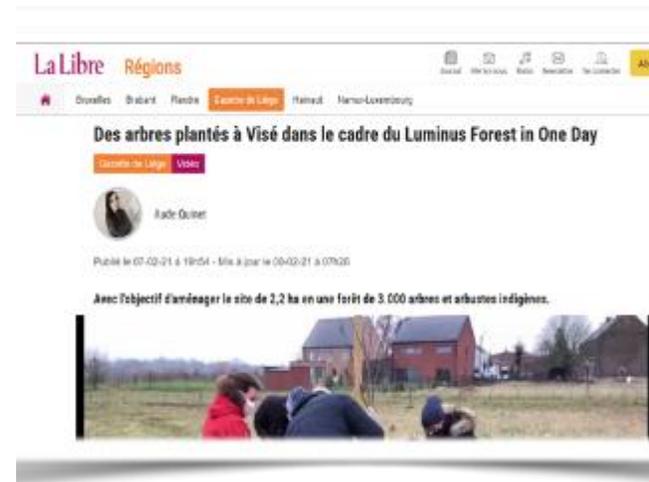
50+

JGI Be volunteers.



200

Roots & Shoots participants.



2. Employee & Client Engagement Initiatives



Employee initiatives

Are you looking for a purposeful team activity or gift to surprise your employees with? Here are a couple of proposed initiatives we can partner on:

Forest in One Day Activity



What: every year, JGI Belgium organizes 'Forest in One Day' Events, during which we plant trees in several chosen Belgian locations to restore or create a new forest. Your organisation can choose a number of trees it wishes to plant & invite employees for a fun outdoorsy team building to help plant trees that day.

When: our next Forest in One Day event will take place in March or November 2022 (exact date is to be confirmed).

First hour, first day donation



What: you can invite your employees to donate the first hour or the first day of their salary to JGI Belgium for a specific month. This would of course not be compulsory and can easily be organised through your internal comms with a survey for instance.

When: this initiative can take place throughout the year (e.g. January to mark the beginning of the year, the thirteenth month, or any other month that makes sense to your organisation).



Employee initiatives

Are you looking for a purposeful team activity or gift to surprise your employees with? Here are a couple of proposed initiatives we can partner on:

Support a chimp protection programme



What: a team of employees can 'adopt' a chimpanzee together through JGI Belgium's [Chimpanzee Guardianship](#) programme. The team's chimpanzee will be one from one of the 2 chimp protection programs we are currently raising funds for. During 12 months, the team will be able to follow their chimp's journey.

When: the adoption can for instance be done around Christmas, after which teams will receive updates on their chimp throughout the entire coming year.

Digital Tree Planting Challenge



What: in partnership with [AtlasGo](#), we can organise an internal digital challenge that will encourage your employees to exercise for a good cause. An example could for instance be to organise a 'steps challenge', whereby the number of steps made would be linked to raising funds for JGI Belgium (e.g. for each 10,000 steps, x amount will be donated).

When: this action could last for a couple of weeks or months and can take place at any chosen moment in the year.



Client-facing initiatives

JGI Belgium can also partner with you for any client-facing actions you would like to realise. Examples of such initiatives include:

Link your client's purchase to trees



What: you can amplify your organisation's focus on sustainability, by linking your client's purchase of a product or service to tree planting. For instance, for every x amount of products sold, your company will plant x number of trees together with JGI Belgium.

When: this action can take place throughout the entire year. Please note that JGI Belgium typically plants its trees between November and March (planting season).

AtlasGO public challenge



What: in partnership with [AtlasGO](#), organise a virtual tree planting challenge in support of one of our forestation projects – to which your clients and/or other individuals can participate. You can set up a publicly available challenge with AtlasGO (who takes care of the app & related technicalities) and choose to raise funds for a specific project of your choice (in Belgium and/or Africa). It's a great way for you to increase visibility on your company's brand & implement your green ambitions.

When: this action can take place throughout the entire year.



What's next?

We hope that this short introduction of who we are & what we do will leave you inspired. Please do reach out in case you'd like to receive more details on JGI Belgium or JGI Global more generally. We look forward to **brainstorm together on one of these proposed initiatives or any other tailor-made projects** you would have in mind. Interested to bring one of these engagement actions to life? Then simply follow these 5 next steps:

Step 1: select

the JGI Be **core activity** you'd like to support (trees / youth / chimps)

Step 2: define

which **proposed initiative** you'd like to raise funds with

Step 3: contact

JGI Be to discuss **implementation & related costs** of your initiative

Step 4: implement

your project & **ensure roll-out** at the agreed upon timing

Step 5: amplify

your initiative with **internal & external comms** (JGI Be can support)





Jane Goodall Institute

Thank you

On behalf of the entire JGI Be Team!

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