



# Partner Survey Media Kit



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## Table of Contents

3 | [Branding](#)

5 | [Press Release](#)

8 | [Q & A](#)

12 | [Biodiversity Notes](#)

19 | [Spokesperson Biographies](#)

24 | [Infographics](#)

32 | [Photo Gallery](#)



# Partner Survey Branding



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## Logos

[LOGOS CAN BE DOWNLOADED HERE](#)



**RAINFOREST**  
TRUST®

Horizontal Logo | Full Color

**RAINFOREST**  
TRUST®

Wordmark

## Color Palette

### PRIMARY

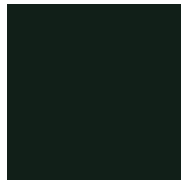


PMS 1645C  
RGB 252/110/47  
CMYK 0/71/90/0  
HEX FC6E2F



PMS 349C  
RGB 4/106/56  
CMYK 90/33/99/25  
HEX 046A38

### SECONDARY



RGB 17/32/25  
CMYK 78/60/71/77  
HEX 112019



RGB 57/71/96  
CMYK 82/69/41/28  
HEX 394760



RGB 169/210/117  
CMYK 37/0/71/0  
HEX A9D275



RGB 236/151/74  
CMYK 5/47/80/0  
HEX EB964B

## Fonts

Our primary brand fonts are Uniform and Larken used in both print and on the web. We use Uniform Condensed as a secondary font, often in situations where space is limited.

[FONTS CAN BE DOWNLOADED HERE](#)



# Partner Survey Press Release



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For Immediate Release

April 9, 2024

Contact: Felipe Benítez



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## Community Conservation Leaders are Optimistic, but Local Success Won't Stop Global Climate Failure

Rainforest Trust's Partner Survey Shows Conservationists from the Global South are Seeing Progress — But Funding and Government Support is Lagging Far Behind What is Needed

(Warrenton, VA) **Rainforest Trust**, a leading conservation organization with over 35 years of experience in protecting tropical ecosystems and threatened species worldwide, published a comprehensive global analysis today examining the perspectives of conservation leaders in the Global South. The report, titled *Wild Optimism: Insights from the Front Lines of Global Conservation*, sheds light on the realities faced by those at the forefront of conservation efforts. It reveals a widespread agreement among conservationists that local conservation initiatives are achieving success despite the challenges of insufficient long-term financial resources and governmental backing. The report raises an important question: Can leveraging these local victories in conservation drive broader global climate action?

The *Wild Optimism: Insights from the Front Lines of Global Conservation* report gathers insights from a worldwide survey of 137 Rainforest Trust partners from 50 countries. These partners are actively conserving a variety of ecosystems, such as rainforests, wetlands, dry forests and scrublands.

Most of the survey responses reflect a positive outlook on conservation work, focusing on local successes. Yet, confidence in the effectiveness of global conservation efforts remains notably lower, highlighting a disparity between the optimism for local progress and the skepticism towards global actions.

For instance, respondents believe the Kunming-Montreal Global Biodiversity Framework's 30x30 Goals will have a positive impact, and they are confident in their individual organizations' abilities to achieve the 30x30 targets. Yet, 51% of respondents labeled "lack of engagement/support from local or national governments" as a top risk for not meeting the goals set out in the 30x30 framework.

“The survey emphasizes the importance of building solid partnerships with local communities and Indigenous leaders and the need for increased sustained funding. Those on the climate front lines are optimistic — and can make a difference — but they need the resources!” **explains James Deutsch, CEO of Rainforest Trust.**





## Key Findings

### Effectiveness of Conservation Efforts

Despite limited government engagement and underfunding, 80% of respondents expressed optimism in their local and regional conservation efforts.

### Protecting Forests Plays a Pivotal Role in Combating Climate Change

The survey emphasizes the importance of protecting standing forests, with 84% of respondents identifying it as a key strategy for mitigating climate change.

### Local Impact of Global Climate Change:

The survey reveals that climate change is significantly impacting local habitats, with 86% of respondents highlighting immediate risks to species and 88% noting increased stress on habitats, emphasizing the urgent need for targeted conservation actions.

### Indigenous wisdom and engagement is essential for conservation

Survey results show a high degree of engagement (67%) with Indigenous knowledge and practices, underscoring the essential role of collaborating with Indigenous Peoples and local communities in conservation.

### Securing Long-Term Funding Is Crucial for Sustaining Conservation Efforts

A majority of respondents report their organizations depend on international foundations (81%) and NGOs (74%), clearly indicating the necessity for sustained financial support and long-term funding solutions in conservation.

### Access to Sustainable Financing Through Global Markets

The survey shows that 73% of respondents report their organizations are actively participating or planning to engage in global carbon offset programs, reflecting a significant move towards sustainable financing in conservation.

"I would like to see our conservation model spread across the Niger Delta region, resulting in 20 to 30 protected areas for threatened species. Our past success leads me to believe this is possible—but only with continued funding and the commitment of our government."

—**Rachel Ashegbofe Ikemeh,**  
Founder and Director of  
SW/Niger Delta Forest  
Project, Nigeria

"I have hope that our forests will finally be recognized as our greatest asset. That is because our program to protect water in Bolivia has been implemented in 87 municipalities in Bolivia and in several other countries. This success was only possible because we joined forces with Indigenous and local communities, international donors and Rainforest Trust."

—**Maria Teresa Vargas,**  
Executive Director,  
Fundación Bolivia





# Partner Survey

## Q&A



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## Who is Rainforest Trust?

Rainforest Trust is a world leader in the protection of tropical ecosystems and wildlife. Since 1988, we have supported the protection of over 45 million acres of rainforest and other critical habitat from destruction in Africa, Asia-Pacific, and Latin America and the Caribbean.

Rainforest Trust works with local and Indigenous organizations and communities in and around vulnerable areas because they hold intimate knowledge of their environments—and are key to achieving long-lasting conservation goals.

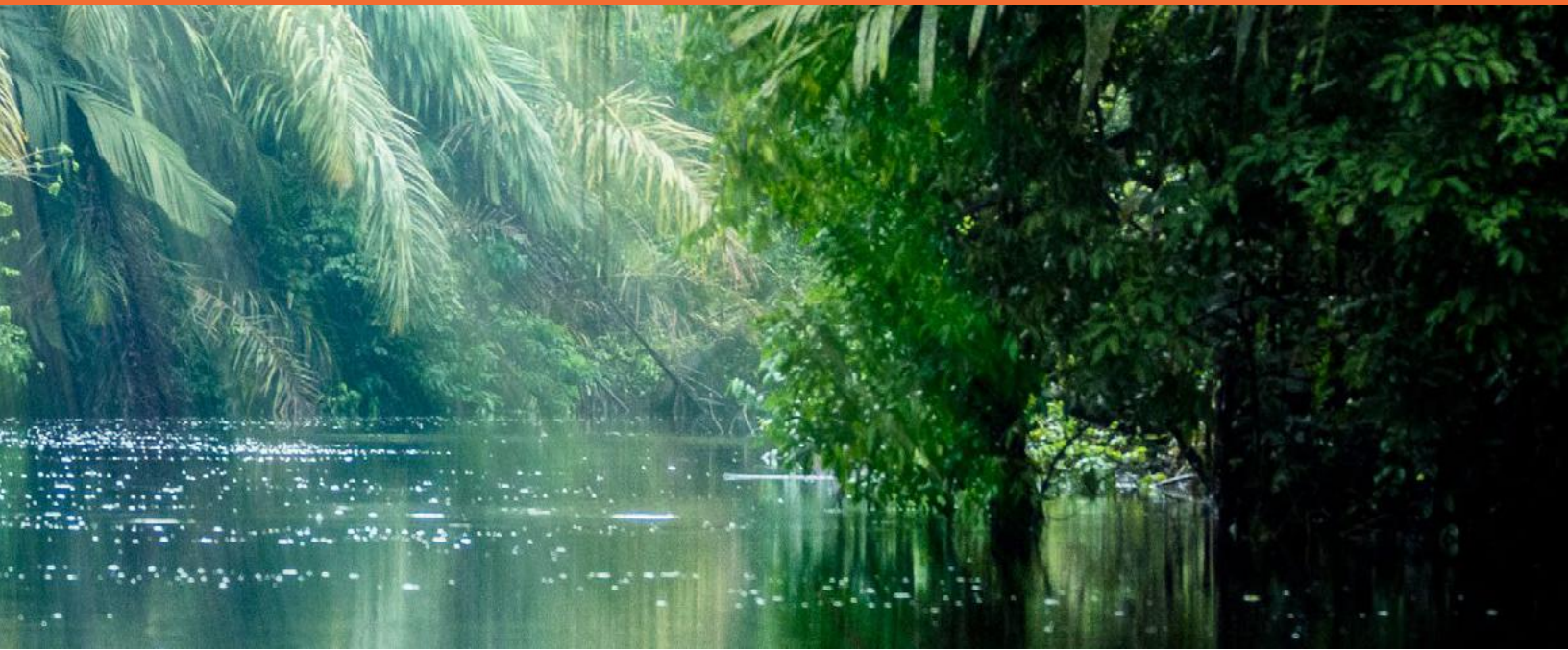
Protection requires swift action. We work with our partners to develop science-based conservation solutions that are not only responsive to immediate needs but also resilient and sustainable. We provide funding, expertise and technical resources to both complement and expand upon our partners' work. Our partners, in turn, work closely with local communities and governments to formally protect these areas either through legal recognition of Indigenous or traditional territories or through the establishment of protected or other conserved areas.

## What is the biggest takeaway from this survey?

Those on frontlines of conservation are optimistic about efforts to combat a changing climate and protect critical habitat and species. There has been great conservation success locally, and efforts to scale these efforts up globally are feasible, with the right support.

There is a clear path forward, but in the face of slow moving or lack of support from governments, efforts are dependent on funding from international donors and NGOs.





## How were findings from this survey collected?

The anonymous survey link was distributed to 207 individuals working at local and national NGOs across 50 countries in Africa, Asia-Pacific, and Latin America and the Caribbean. The 10-minute survey fielded from October 27 – November 13, 2023. A total of 137 responses were collected (over 65% response rate).

The individuals surveyed were given the opportunity to share their insights and experiences through standard questions as well as individual (anonymous) comments. Their input was sought by Rainforest Trust to inform our critical conservation activities in important ecosystems around the world.

The survey was managed by an external agency, Coax Insights, to ensure complete anonymity. Neither Rainforest Trust nor any third parties, including the press or host governments, had or will have access to specific responses. The survey results were analyzed for averages and trends.


## Are current global conservation efforts effective?

Despite limited government engagement and underfunding, 80% of respondents expressed optimism in their local and regional conservation efforts and 72% agreed efforts are headed in the right direction globally.

The survey responses emphasize the importance of protecting standing forests, with 84% of respondents identifying this as a key strategy for mitigating climate change.

Rainforest Trust and our partners are confident that the simplest and most cost-effective solution to preventing deforestation – and mitigating climate change – is the establishment or expansion of protected and conserved areas, and the legal recognition of Indigenous and traditional territories. In these safeguarded spaces, forests and their species can continue contributing to the health of the planet.





## What impacts are conservation organizations seeing locally from climate change?

93% of survey respondents reported their areas have been affected by climate change: 66% have experienced drought, 64% experienced intense rainfall, 45% experienced wildfires, and 44% experienced landslides.

## Is engagement with Indigenous communities important to conservation efforts?

Survey results show 67% of respondents report a high degree of engagement with Indigenous knowledge and traditional practices, underscoring the essential role of collaboration with Indigenous Peoples and local communities in strengthening conservation efforts.

Partners believe that collaborating with Indigenous and local communities enhances conservation outcomes (74%), increases community support (73%), improves community trust (61%) and provides access to local ecological knowledge (42%).

## What is the key to sustaining and scaling up conservation efforts?

The majority of respondents report their organizations depend on funding from international foundations (81%) and NGOs (74%), and clearly indicated the necessity for sustained financial support and long-term funding solutions in conservation. The most frequently mentioned challenge to conservation is the shortfall in financial investments needed to keep areas protected into the future, meaning long-term financing in place for at least 7 to 10 years. Financing is especially needed to strengthen the capacity of local and Indigenous organizations – usually smaller in size – that are embedded in the local socio-economic and cultural context of a region and therefore poised for success in achieving sustainable results.

The struggle for local communities to make a living in many regions targeted for conservation requires international support. It is critical that we support these communities to develop alternative, sustainable livelihoods and/or receive financing from mechanisms like carbon and biodiversity credits.

To learn more about the Wild Optimism Annual Survey and about Rainforest Trust [click here.](#)



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Biodiversity Notes

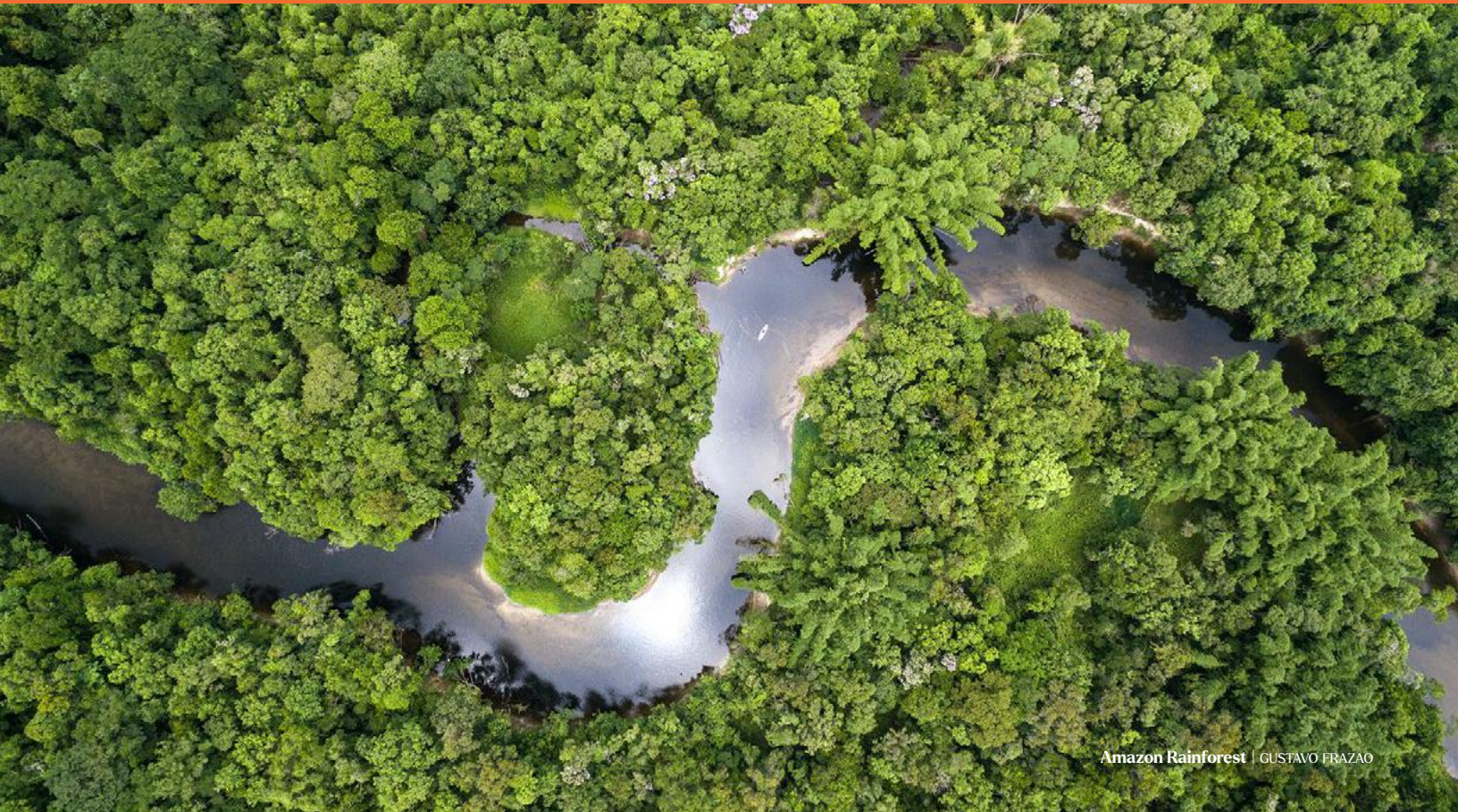
# Wild Optimism

Insights from the Front Lines  
of Global Conservation



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Amazon Rainforest | GUSTAVO FRAZAO

## Where We Work

Rainforest Trust's work is guided by science and conducted in partnership with a network of strong allies: local organizations and communities who are fully committed to the urgency of our shared mission. Each region is as vast and varied as the landscapes themselves, with its own spectacular ecological characteristics and species, diverse and unique communities, and equally significant challenges.

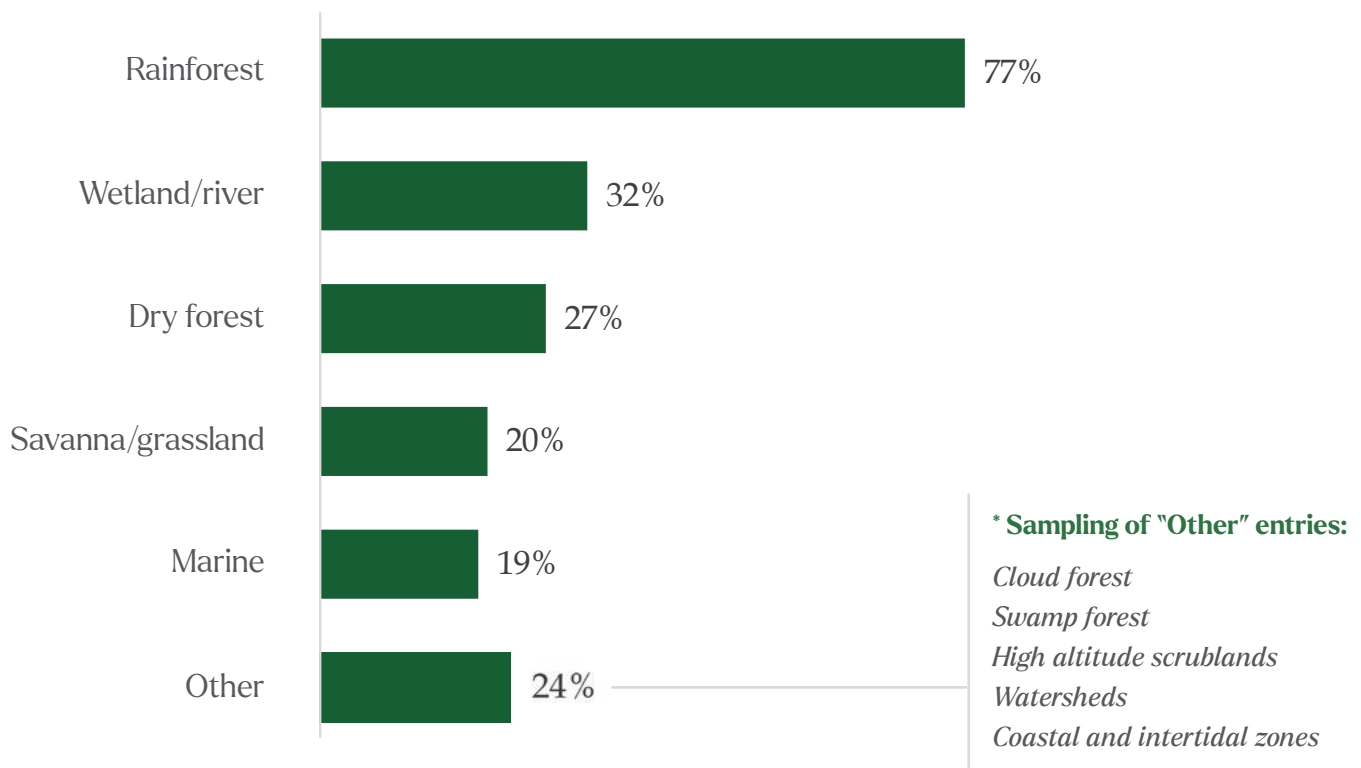
With our partners and donors, we are building a growing mosaic of protected and conserved areas to benefit all life on Earth. Using every method of conservation available – land purchase, government designation of legally recognized Indigenous territories, conserved community forests and national parks, and more – we are working to build conservation outcomes that are sustainable for the long term.





## Habitats Being Protected Around the World

Naturally, a good majority of the habitat being protected by Rainforest Trust partners is rainforest (77%). Other habitats\* in order of prevalence are presented below.



Within these larger categories, there is an array of biogeographic types with astounding habitat and species diversity.

\*Percentages add up to more than 100% because many projects contain multiple habitat types.

Which habitats/environments are your organization working to protect? (Select all that apply) *Italics indicates verbatim response*

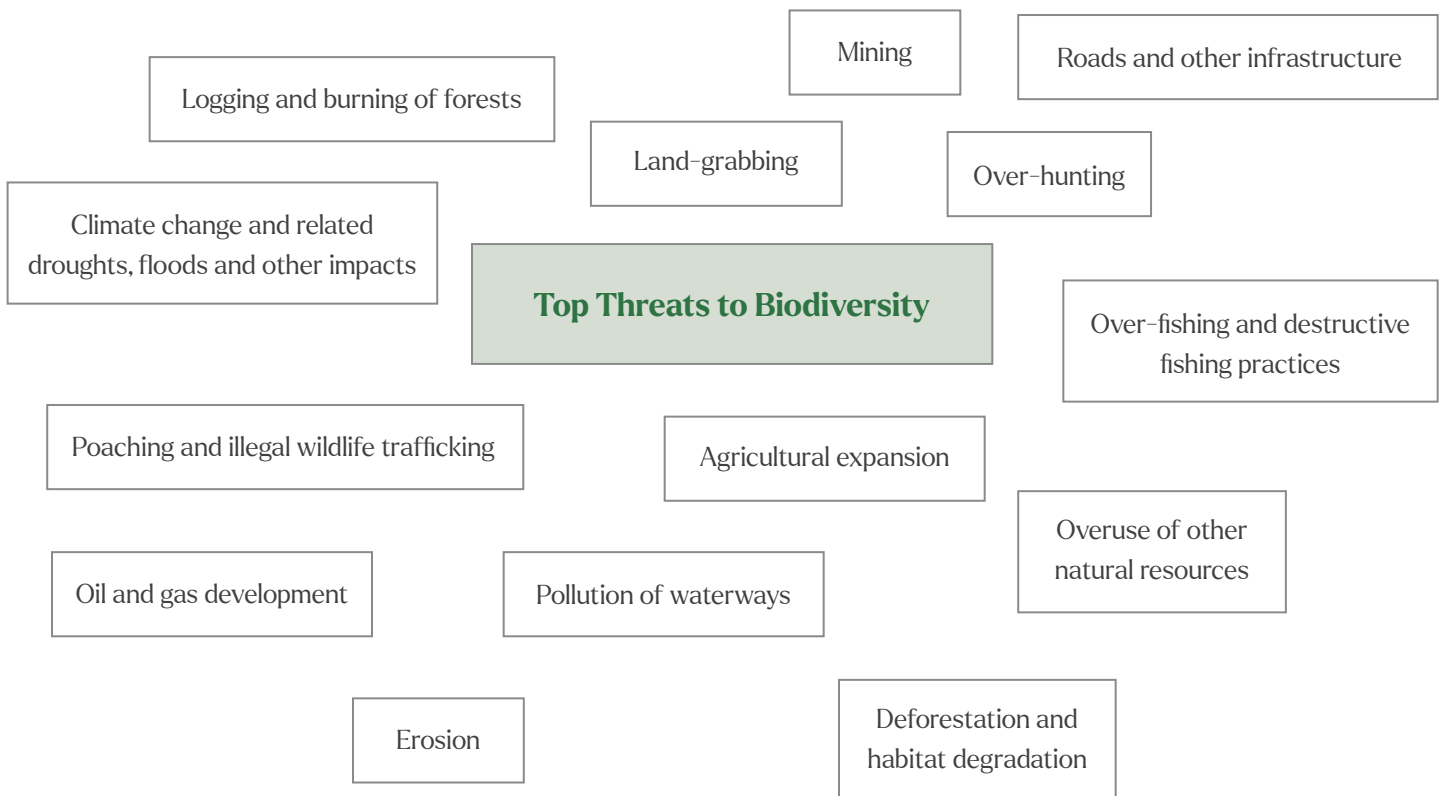




Ariel Toucan | MAARTEN AEBHARDT

## Threats to biodiversity, climate and livelihoods

Worldwide, threats to natural habitats impact all living beings to varying extents – but we are fighting the clock to slow habitat loss and save species. Each region faces its unique challenges, but overall the **top threats noted by survey respondents leading to biodiversity loss and species extinction are urgent problems found in less developed areas of the world.**





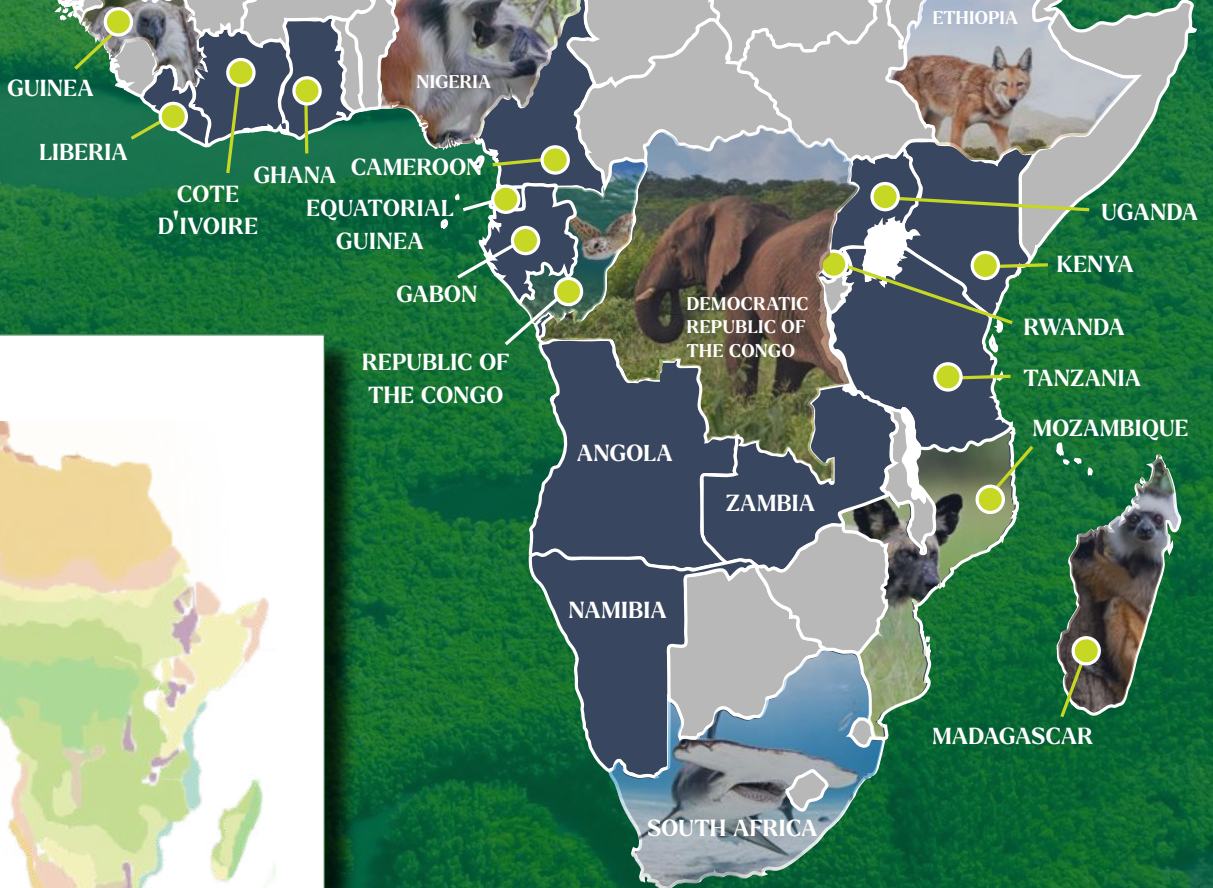
Rainforest Trust partners surveyed work in **21 countries** across Africa.

**Conservation Impact in Africa to Date\***

17,807,152 acres protected with 25,423,104 acres of protection underway

646 threatened species have critical habitat within these protected areas

1,594,174,371 mT of CO<sub>2</sub> equivalents



**Ecoregions of Africa**

- Tropical Rainforest
- Deciduous Forest
- Brush-grass Savanna
- Steppe
- Semidesert
- Desert
- Montane Forest-tundra
- Mediterranean Evergreen Hard-leaf Scrub
- Temperate Grassland & Montane Grassland
- East Africa Coastal Forest

\*All impact metrics as of February 2024

Gambia Mangroves | CURIOSO.PHOTOGRAPHY



Rainforest  
Trust partners  
surveyed work  
in **14 countries**  
across **Latin  
America and  
the Caribbean.**

**Conservation Impact in Latin America and the Caribbean to Date**

22,253,005 acres protected with 22,381,249 acres of protection underway

1,156 threatened species have critical habitat within these protected areas

5,072,613,399 mT of CO<sub>2</sub> equivalents



\*All impact metrics as of February 2024

Colombia Central Cordillera of the Andean Mountains | ENEQUIEL SCHVARTZ



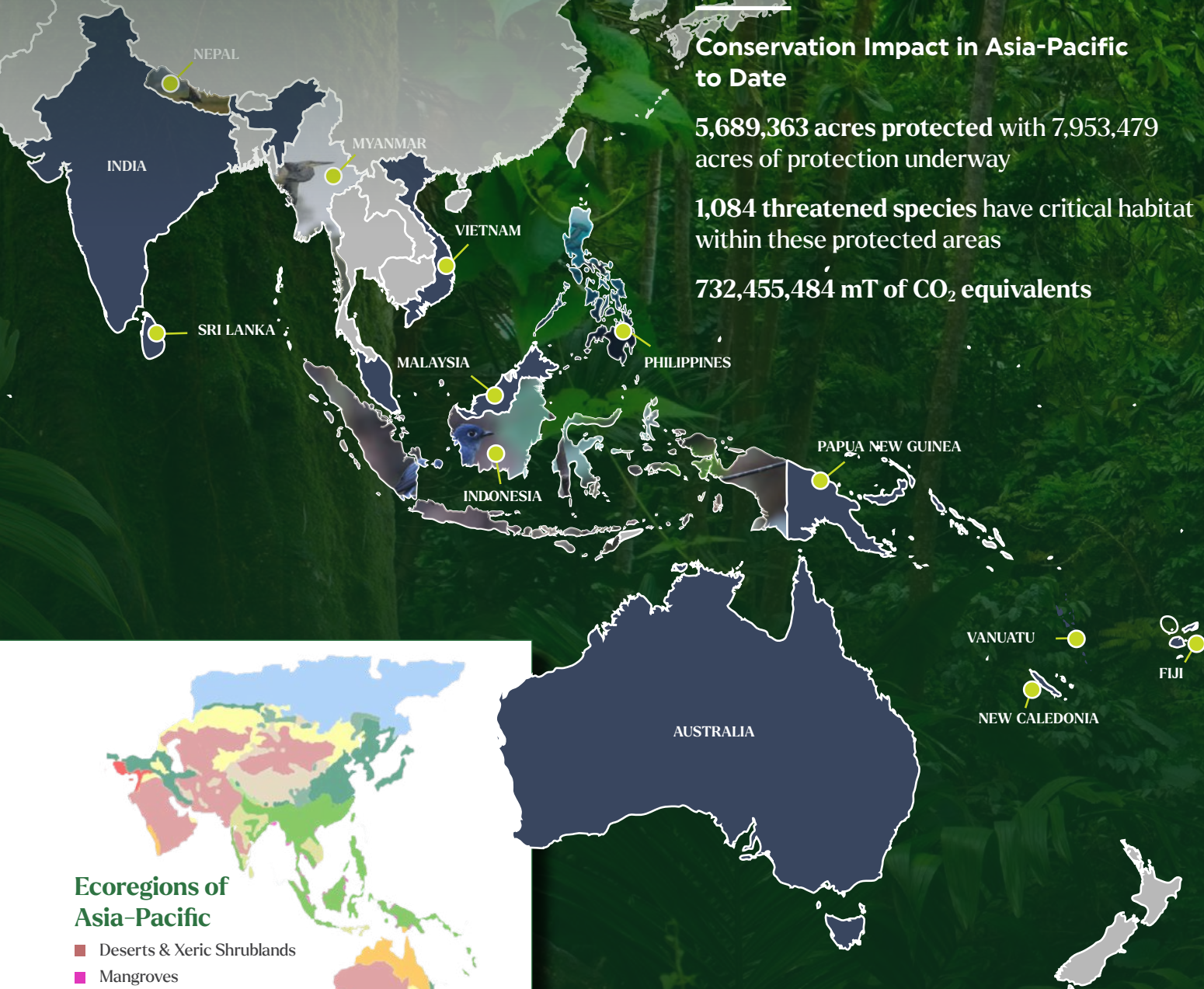
# Rainforest Trust partners surveyed work in **13 countries across Asia-Pacific.**

## Conservation Impact in Asia-Pacific to Date

5,689,363 acres protected with 7,953,479 acres of protection underway

1,084 threatened species have critical habitat within these protected areas

732,455,484 mT of CO<sub>2</sub> equivalents



### Ecoregions of Asia-Pacific

- Deserts & Xeric Shrublands
- Mangroves
- Temperate Coniferous Forests
- Montane Grasslands & Shrublands
- Temperate Grasslands, Savannas & Shrublands
- Tropical & Subtropical Grasslands, Savannas & Shrublands
- Flooded Grasslands & Savannas
- Mediterranean Forests, Woodlands & Scrub
- Temperate Broadleaf & Mixed Forests
- Tropical & Subtropical Coniferous Forests
- Tropical & Subtropical Dry Broadleaf Forests
- Tropical & Subtropical Moist Broadleaf Forests

\*All impact metrics as of February 2024

Southeast Asia Forest | TEO TARRAS



# Spokesperson Biographies



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# Rainforest Trust



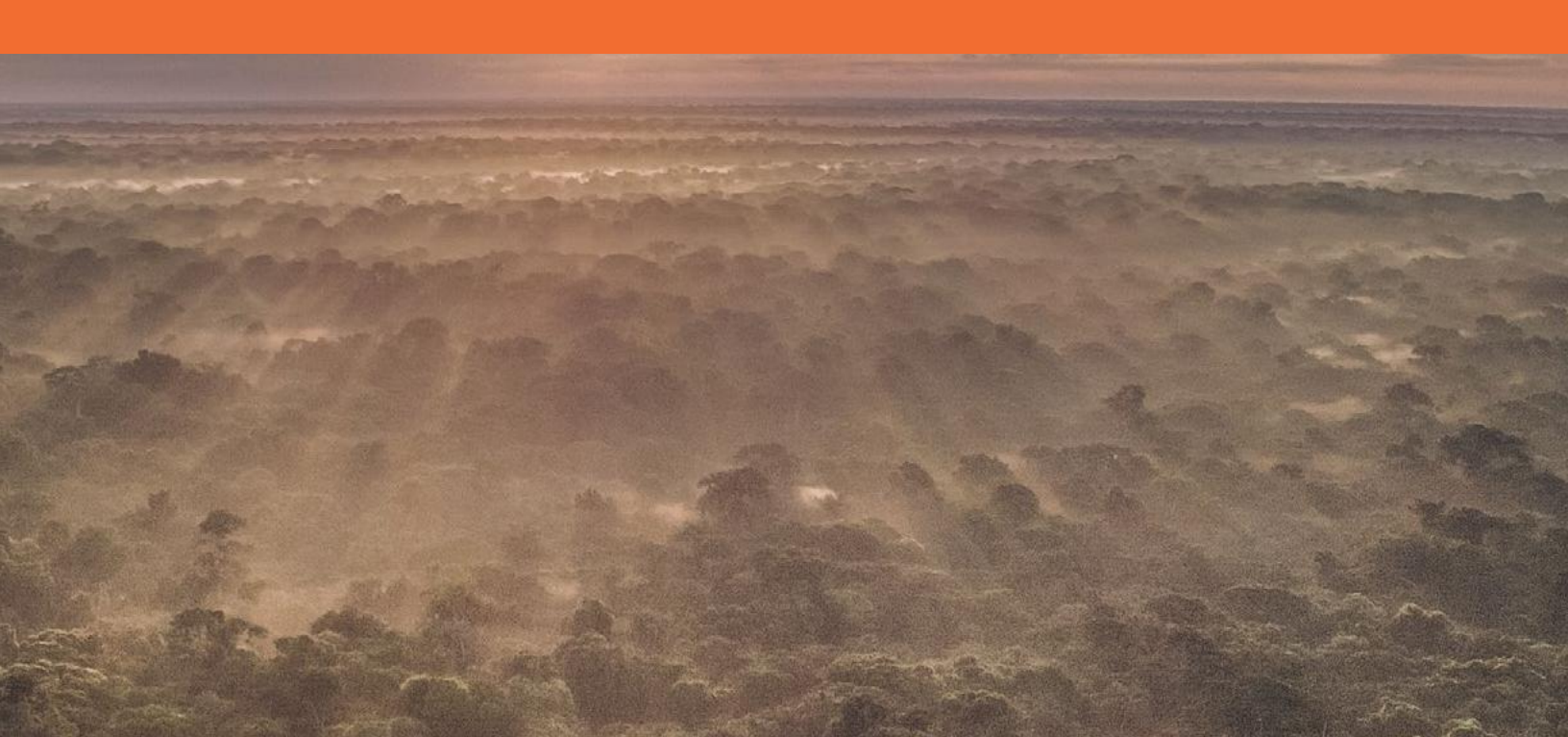
**Dr. James C. Deutsch**  
CEO, Rainforest Trust

Dr. Deutsch is a strategic leader in global conservation with a passion for saving wildlife and wildlands and a talent for translating cutting-edge science into field projects with maximum conservation impact.

Since joining Rainforest Trust in 2020, James has led the development and implementation of an ambitious Strategic Plan to more than double the organization's impact by protecting 125 million acres, home to half of all IUCN threatened bird and mammal species, and 15 billion tons of carbon by 2025. In 2021, he helped launch the Protecting our Planet Challenge in which Rainforest Trust pledged to grant out at least half a billion dollars during 2021-2030.

A New Yorker, James was educated at Harvard College (A.B. in Philosophy) and Cambridge University (M.Phil. in Biological Anthropology and Ph.D. in Zoology) and lectured in ecology and conservation biology at Imperial College, London, and the University of East Anglia. His research career included fieldwork on Uganda Kob antelope and Malawi cichlid fishes with papers in *Nature*, *Evolution*, and other journals and books. Prior to joining Rainforest Trust, he led the Wildlife Conservation Society's Africa Program and conservation strategy and then Paul Allen's wildlife and biodiversity philanthropy. In the 1990s, James led the UK's national fundraising charity for AIDS, and he retains a keen interest in human rights and international development as well as conservation.





**James Lewis**  
VP Conservation,  
Rainforest Trust

James Lewis, Vice President of Conservation for Rainforest Trust, leads a team of conservation professionals, working to secure the long-term conservation of rainforest throughout the world.

Hooked on wildlife conservation when growing up in Africa, James has spent his career focusing on strategic approaches to addressing conservation challenges. Born in the UK but raised on three continents, James has firsthand experience in a range of conservation arenas. Before joining Rainforest Trust, James worked as the operations director for the Amphibian Survival Alliance, helping to build the world's largest partnership dedicated to amphibian conservation.

Although originally a field ecologist, James has spent time working on a number of domestic and international conservation topics, trade/policy issues, development of on-the-ground conservation projects and implementation of national conservation responses. James received his undergraduate degree in Conservation Management from Stirling University and his master's in Conservation and Biodiversity from Exeter University.



# Partner Organizations



**Rachel Ikemeh**  
Founder/Director,  
SW/Niger Delta Forest Project

Rachel Ikemeh is a Nigerian conservationist working to protect some of the most highly threatened forest habitats and primate populations in southern Nigeria. Rachel's determined efforts helped to bring back a species from the brink of extinction—the Critically Endangered Niger Delta Red Colobus monkey, considered one of 25 most endangered primates in the world. Rachel is the Founder/Director of SW/Niger Delta Forest Project, a grassroots conservation initiative that has been dedicated to the protection of fragile wildlife populations and habitat across her project sites in Africa's most populous nation. She has led the creation of two protected areas and has also taken on the management of the new protected areas to restore habitats in these highly threatened ecosystems and in areas of high security risk in Nigeria.

Rachel is currently the Co-Vice Chair for the IUCN/SSC Primate Specialist Group African Section, Member of the International Primatological Society Education Committee, and co-founder of the African Primatological Society. Through her strategic positions in these networks, she is committed to championing the need to increase conservation leadership among Africans.





**Maria Teresa Vargas**  
CEO, Natura Bolivia

Maria Teresa Vargas was raised on a farm in the village of Mataral, in the buffer zone of Bolivia's mega-diverse Amboró National Park. She now works with mayors and councilors from 80 municipalities across Bolivia to help them protect their forested water sources. Together, they have convinced half a million water users to sign agreements with 25,000 upstream landowners to conserve over 1.5 million acres of water-producing forest. These conservation deals—locally known as *Acuerdos Recíprocos por Agua* or *Reciprocal Agreements for Water*—are in return for alternative development projects such as drip irrigation, fruit and honey production, and improved cattle management.

Maria Teresa is now leading the transfer of this reciprocity-based forest and water conservation model to municipalities in Colombia, Ecuador, and Peru. As a graduate of the MIT/Poverty Action Lab Executive Training course on randomized control trial or impact evaluations, Maria Teresa has been trained in balancing evaluation science and program implementation. Maria Teresa has a master's in Economic Policy from the National University of Costa Rica and another master's in forestry from Yale University. She was a Kinship Conservation Fellow in 2005 and a Mulago Foundation Conservation Fellow in 2016.



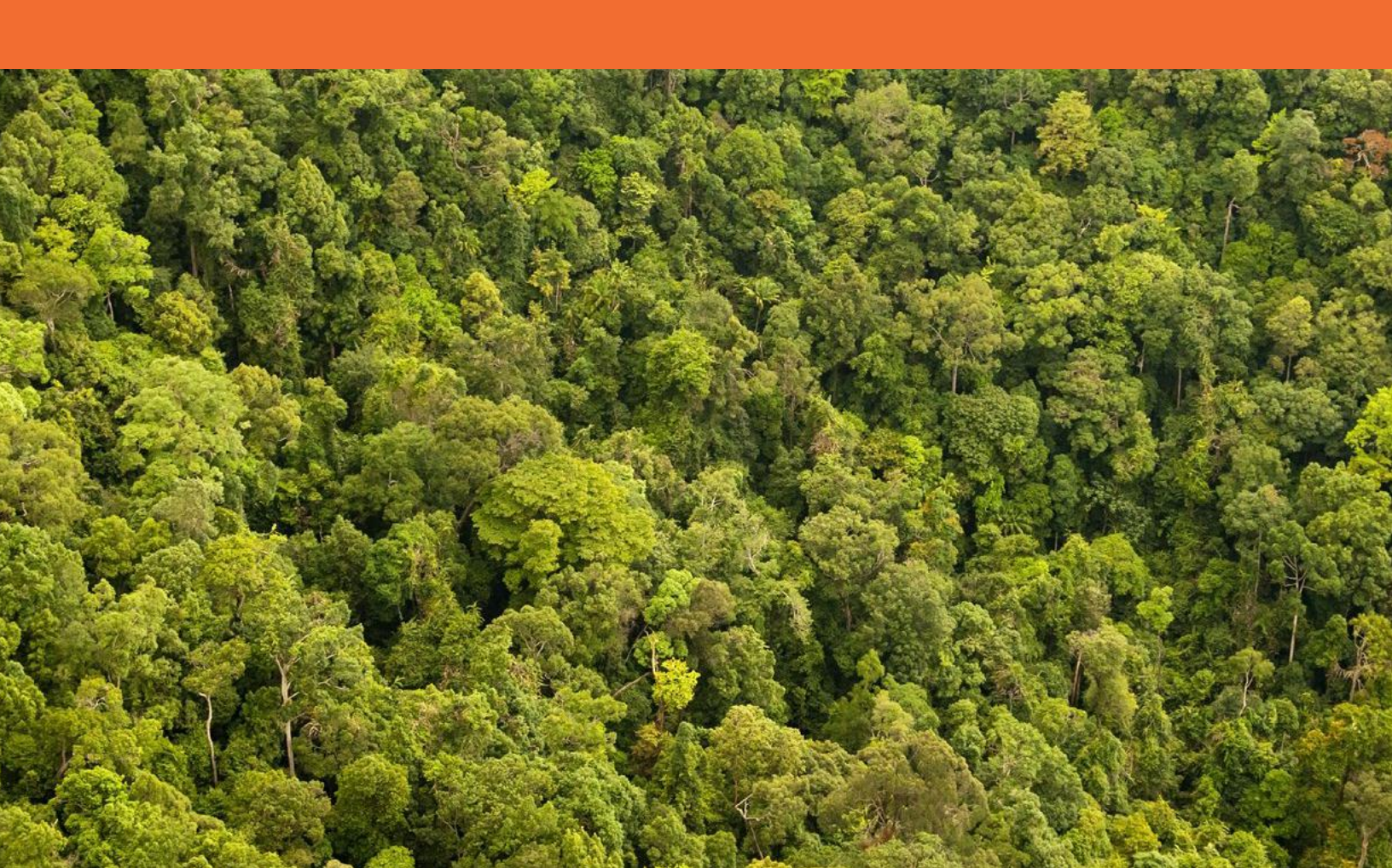


# Partner Survey Infographics



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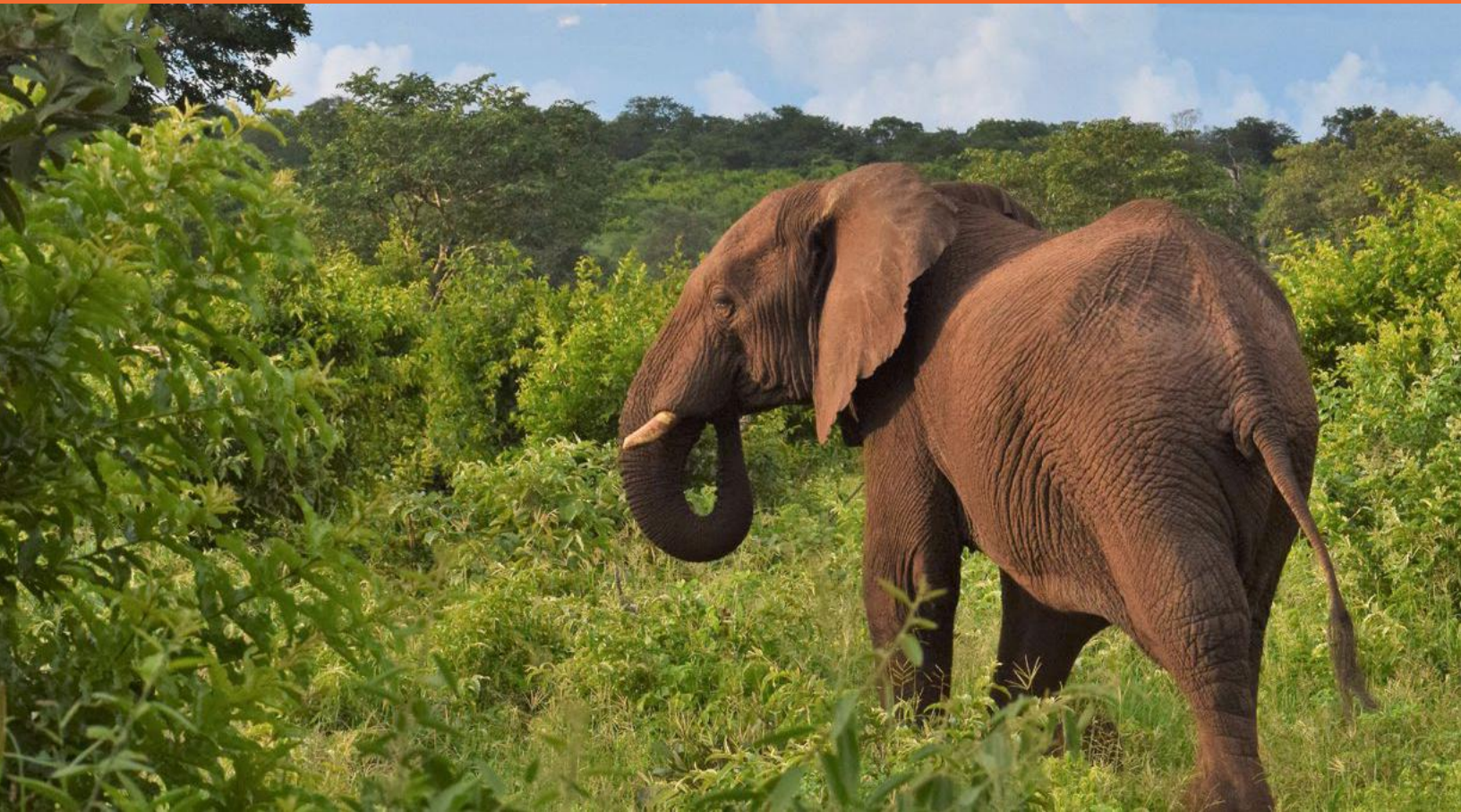




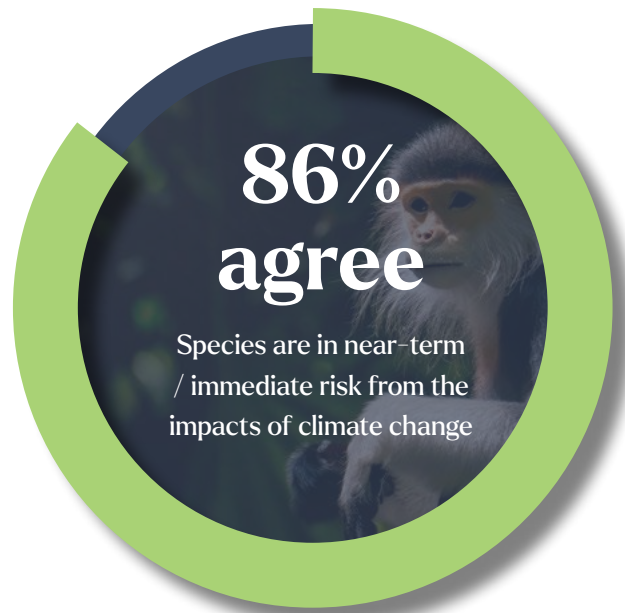
## Protecting Forests Plays a Pivotal Role in Combating Climate Change







## Local Impact of Global Climate Change







## Local Impact of Global Climate Change







## Indigenous Wisdom and Engagement is Essential for Conservation







## Indigenous Wisdom and Engagement is Essential for Conservation

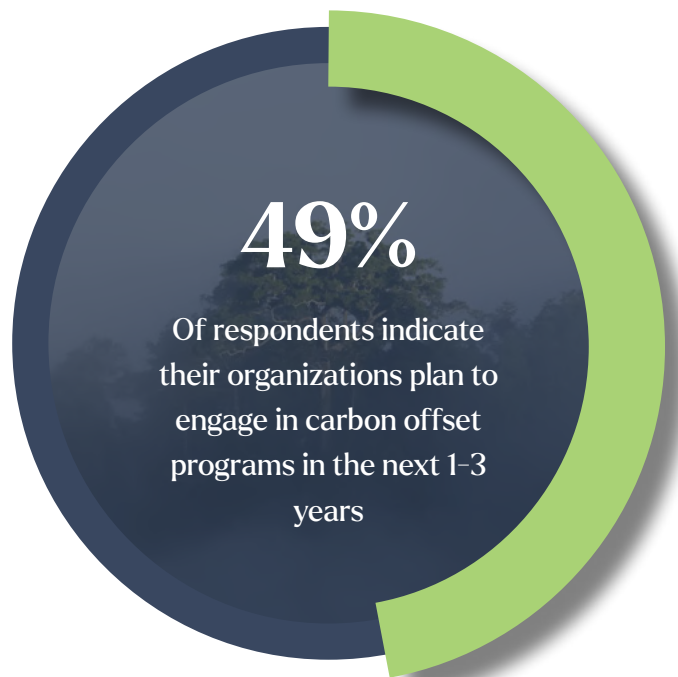
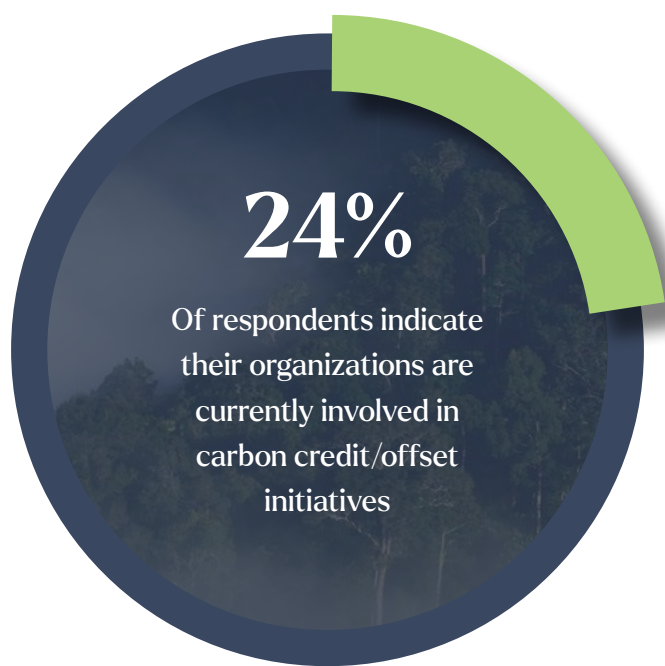






## Access to Sustainable Financing Through Global Markets

### Carbon Credit/Offset Programs

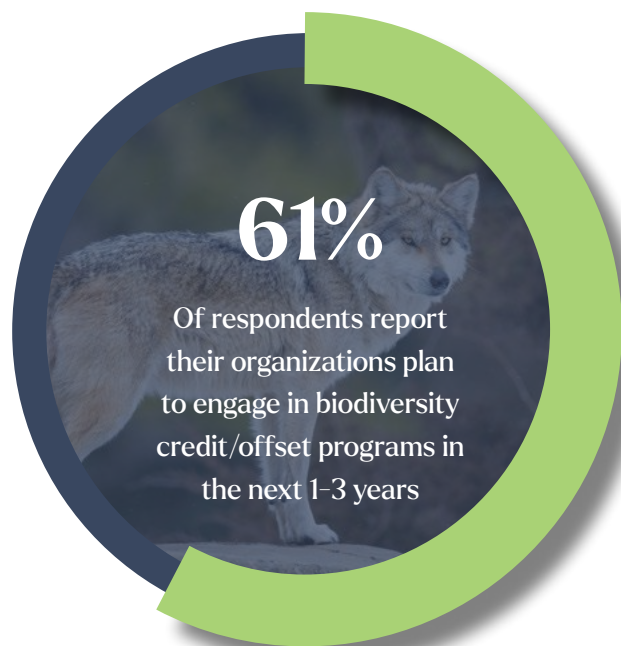
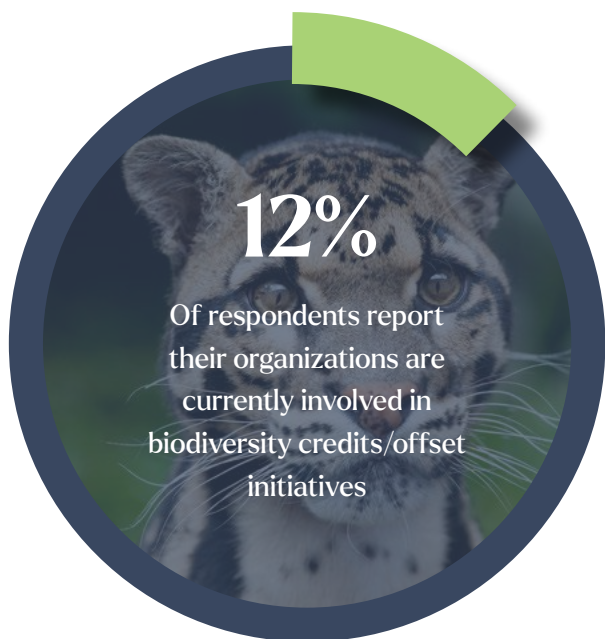






## Access to Sustainable Financing Through Global Markets

### Biodiversity Credits/Offset Programs







# Partner Survey Photo Gallery



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# Africa

PHOTOS CAN BE DOWNLOADED HERE



1



2



3



4



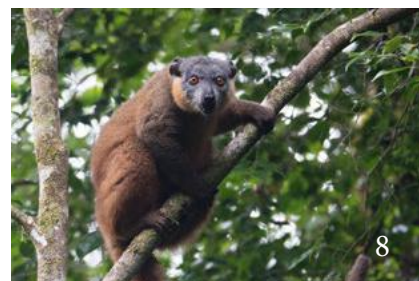
5



6



7



8

## Captions

1. African Savannah Elephant Herd South Sudan courtesy of African Parks by Mike Fay

2. Landscape of project site in Central African Republic by Brent Stirton

3. Landscape of Gorongosa National Park courtesy The Carr Foundation

4. Central African Republic, Chinko by Marcus Westberg

5. Landscape of Cheringoma, Community Conservancy, Mozambique by Piotr Naskrecki

6. Community Kassangor in Boma and Badingilo National Parks, South Sudan by Marcus Westberg

7. Gorongosa National Park community, courtesy The Carr Foundation

8. Collared Brown Lemur, *Eulemur collaris* by Nitidae





# Latin America & the Caribbean

[PHOTOS CAN BE DOWNLOADED HERE](#)



1



2



3



4

© Diego Pérez



5



6



7



8

## Captions

1. Aerial Landscape in Peru by CEDIA

2. An elder of the Matsés Indigenous community in the Peruvian Amazon by CEDIA

3. Blue and yellow Macaws in the Matsés territory by CEDIA

4. El Cono, Peru courtesy CEDIA by © Diego Pérez

5. Giant Otter, Brazil courtesy Instituto Araguaia

6. Jaguar, Brazil courtesy Panthera

7. Landscape of Serra Bonita Reserve, Brazil by Robin Moore

8. Rainforest Landscapes by Rainforest Trust





# Asia-Pacific

PHOTOS CAN BE DOWNLOADED [HERE](#)



## Captions

1. Area landscape of Tembeling Protected Area, Malaysia, rapids of the Jeram Perahu waters, by Amir Isqandar-Panthera

2. Camera trap photo of Tiger courtesy WCS-India

3. Montane forest vegetation in Mt. Latimojong project area, Indonesia, courtesy of FFI

4. Red-shanked Douc Langur Project, Laos, courtesy Asian Arks

5. The landscape of the Srisawat reserve, Thailand by Panthera

6. Wildflowers above Nikas, Nepal, courtesy KTK-BELT

7. Yak Herder on the way to Jyabring, Nepal, courtesy KTK-BELT