

## List of events & activities for annual report 2021

Internal processes: re-organisation of volunteers in thematic teams each with a coordinator and a contact person of the Board, re-activating some streams of social media to get a wider audience, developing strategic approaches on specific themes such as fundraising, business partners, due diligence aspects,...

### Public events:

- 25 January: ED Anouska Plasmeijer [interviewed by RTBF](#) about JGI BE's collaboration with the private sector, and our criteria to avoid greenwashing
- 7 February: Organised a COVID- safe Forest in one Day in partnership with main partner Luminus as well as Sylva Nova and Bosgroepen.
  - o Press events took place in Brakel & Visé with Minister De Croo and Tinne Van der Straeten (Brakel) and Eric Poelaerts (cabinet Minister Tellier) and minister Van der Straeten in Visé
  - o Mayor of Brakel Stefaan Devleeschouwer, and the Mayor of Visé Viviane Dessart supported the symbolic planting action through their presence.
  - o Volunteers helped plant 5480 trees and shrubs in Brakel, around 6000 trees in Alken and about 3000 trees in Visé
- 21 March: [Brussels Water Days](#) in Ter Kameren forest - collaboration with Environment Dept. Brussels region. Roots & Shoots event aimed at children and youth with activities raising awareness on the importance of water and life under water (biodiversity, plastics, water waste, the beaver,...) and awareness raising activities on difference in the use of drinking water here and in Africa.
- 21 March: International day of forests marked by outreach to JGI BE network and contacts updating them about trees planted in the three locations in Belgium and 1,2mio trees in Burundi over 2021
- April: Release of the children book 'Kleine Pan' from renowned Belgian author and JGI's Ambassador Marc De Bel.
  - o Jane Goodall wrote a foreword that introduces this touching story about a small chimpanzee, Pan, who bravely sets out to save his playmates.
  - o Part of the profits of the book sale went to protecting chimpanzees in Africa.
  - o It made it into the top 3 of best-selling children's books in Flanders
- 5 May: JGI BE arranges for Jane to lecture JGI sponsor Allen & Overy staff worldwide
- 29 May: JGI Be volunteer action team Jane Belgium joins forces with Canal It Up, an organization concerned with clean, healthy water in the Canal of Brussels.
  - o Volunteers boarded 4 kayaks to collect an impressive amount of floating garbage within one hour, helping to raise awareness on the problems of litter.
- 7 June: JGI Be marks the World Swift Day. It was created in January 2019 by a volunteer of the JGI BE chapter through an organisation by Swifts Without Frontiers.
- 23 June: presentation on JGI Belgium tree planting activities during the Processes4Planet Launch event
- JGI BE partners with the AtlasGO Seeds of Change challenge, sponsored by Smile Kombucha to raise funds for 120,000 seedlings! AtlasGO is a wellness app that allows sporty people to virtually plant trees

- The young trees are planted in Burundi in the next planting season, where they will help to protect local communities against erosion due to earlier deforestation and also support to restore forest cover and biodiversity.
- 14 July: World Chimpanzee Day – posting of messages on social media
- 14 - 18 July: Fundraising for World Chimpanzee Day event at the Botanical garden Meise.
  - Part of the entrance tickets purchased are donated by the Botanical Garden to JGI BE to support the Chimp Eden sanctuary in South Africa getting through yet another lockdown
  - These proceeds and those from JGE Be's interactive stand is used to support Chimp Eden in South-Africa
- 18 September: JGI BE is present at the Vegan Street Festival in Brussels with an information stand
- 19 September: Organised a Volunteer team day at the National Park Hoge Kempen en Maasland with Ignace Schops, Director of the Belgian NGO Regionaal Landschap Kempen en Maasland .
- 10 October: JGI BE's volunteers join the March for the Climate in Brussels raising awareness for how Chimpansees' habitat is affected by climate change
- 15 October: JGI BE co-organises KayaClean in Brussels with sponsor Levi's, cleaning litter from Brussels' waterways
- 17 October: JGI's joins the Sonian Forest Day.
  - Passers-by were informed on forest protection and invited to take part in various nature-related activities. Meanwhile, JGI volunteers also share information on tree planting activities in Belgium and Africa
- 19 October: Promotion and release of Jane's new book in Belgium – The Book of Hope
  - The book raises topics such as the human intelligence, the resilience of nature, the power of youth, and the indomitable human spirit
- 23 October: Roots & Shoots activity at Campus Caputsteen, Mechelen
- 1 Nov: JGI Be arranges for Jane to be interviewed for VRT Boekenbeurs. She talks with Tom De Cock on the Book of Hope
- 18-24 November: JGI BE joins the European Silent Auction, the proceeds of the Belgian items were used to fund projects in Africa and activities in Belgium.
- 9 December: JGI Be arranges for Jane to be a keynote speaker at [Animal Welfare EU stakeholder conference](#)
  - Jane stressed that animals are sentient beings, as recognised in EU laws. She calls on those present to have this reflected within the meat and dairy industries and called out for us to move to a more plant-based diet.

Results of AtlasGO challenges – digital tree planting challenges:

1. Smile Kombucha - 120k trees (100% completed) - Community challenge (This one was launched in 2020 but completed in 2021)
2. Business and Strategies in Europe S.A. (B&S Europe) - 1k trees (100% completed) - Employee challenge