



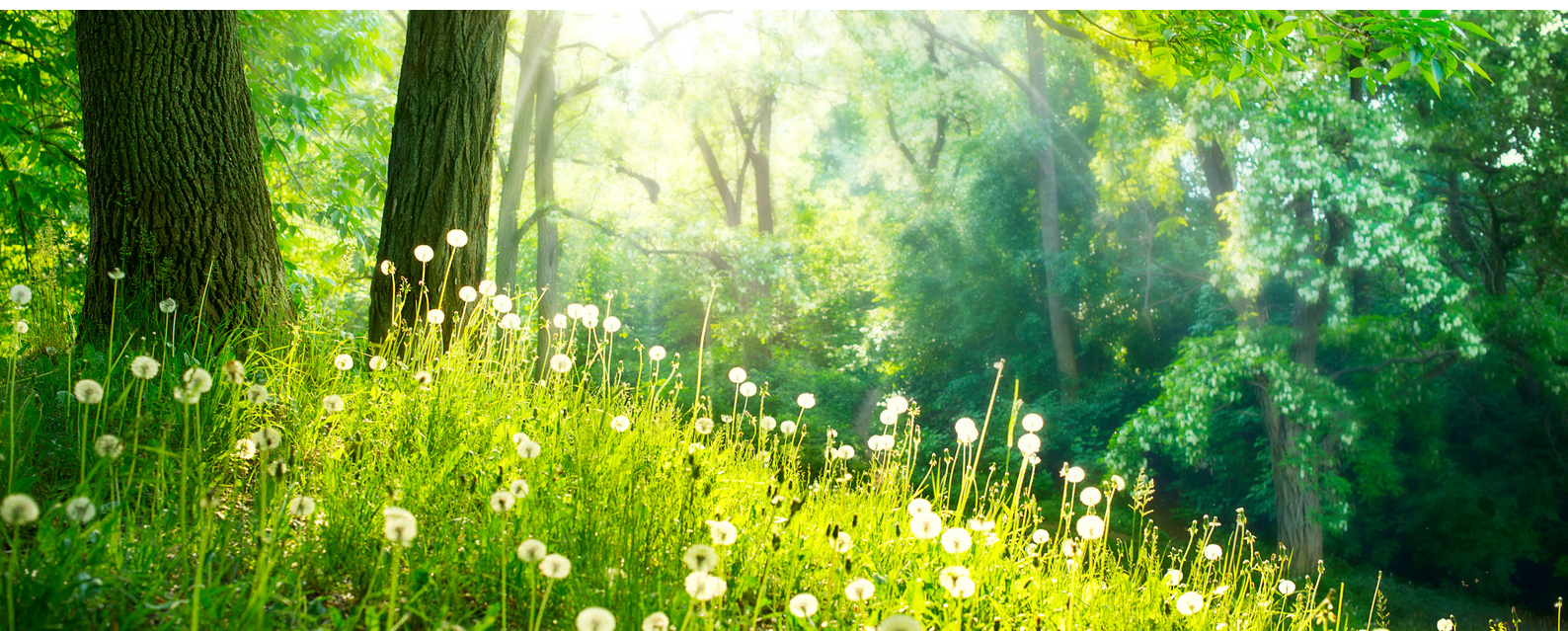
Annual Report 2020



Jane Goodall Institute Belgium

IN THIS REPORT

	page
Jane Goodall Institute Belgium	2
Our vision and mission	3
Our work	3
A word from our co-chairs	4
2020: An extraordinary year	
1.General activities	6
2.Restoring and creating forests	10
3.Roots & Shoots Belgium	14
4.Animal protection	15
5.Advocacy	17
Our partners and supporters	19
Financial statement	20 -21



JANE GOODALL INSTITUTE BELGIUM

The Jane Goodall Institute Belgium (JGI Be) is one of the 30 chapters of the Jane Goodall Institute across the globe, all coming together under the guidance of JGI Global (JGIG), acting as a conservation organization that advances the vision and work of founder Dr. Jane Goodall.

By protecting chimpanzees and inspiring people to conserve the natural world we all share, we improve the lives of animals, people and the environment (APE).

Everything is connected - everyone can make a difference.

Established in 2005, the Jane Goodall Institute Belgium (JGI Be) has today around 70+ active volunteers and an Executive Director who bring to life Jane's dream of living in harmony with nature.

Find out more about JGI Global at www.thejanegoodallinstitute.com and about JGI Belgium at www.janegoodall.be



OUR MISSION AND VISION

JGI Be adheres to JGI Global's vision and mission.

Vision: A healthy planet where people make compassionate choices to live sustainably and in harmony with each other, the environment and other animals.

Mission: To understand and protect chimpanzees, other great apes and their habitats, and inspire and empower people to act to make the world a better place for animals, people, and the environment.

OUR WORK

We believe that JGI Be can make a difference through our focused approach on three main areas of work;

- Develop forest planting initiatives in Belgium and Burundi to create ecosystems and support local communities;
- Empower and educate youth through our program 'Roots & Shoots', teaching the importance of leading sustainable lifestyles and taking action;
- Raising funds for our animal welfare projects in Africa and growing awareness on the need to protect chimpanzees, other animals and their habitats.



Letter from Hege Hellstrom & Paul Maassen

2020 Co-Presidents of JGI Belgium



Looking back at the year 2020 we can say without doubt that it was an unprecedented year, dominated by the global pandemic. But despite that, we also have many remarkable and exciting stories to share with you in this 2020 Annual Report. When our previous President Tanya Pérez Echeverría signed off on last year's annual report, and shared with you the great work the Jane Goodall Institute Belgium (JGI BE) had delivered over 2019, we had no idea what was to come. We were still on a high from Jane's memorable visit in March 2019 and in the middle of preparations for her next visit to Belgium.

2020 marked the start of us as co-Presidents and our new Executive Director Anouska Plasmeijer who dove straight into the preparations for Forest in One Day (Fi1D) and the visit of Jane, planned to happen in March. The February tree planting event with our partners De Bosgroepen, Sylva Nova and our sponsor Luminus was an overwhelming success (see page 10) and marked an incredible start of our new 3-year strategic partnership.

Shortly after our first Forest in One day, it became clear that the pandemic was serious and here to stay. While Jane was about to travel to Brussels to deliver a keynote speech at the European Parliament on intensive animal farming, we received word her intervention was cancelled. As we began to realize the impact of the virus and the scale of which it was spreading, we had to take the difficult decision to cancel all forthcoming events– for Jane's sake as well as for our volunteers and audiences.

As in most parts in the world, the people of the Jane Goodall Institute started working from home - and so did our Board, volunteers and Executive Director. At our sanctuaries, all precautionary measurements were taken to protect the chimpanzees and their caretakers.

All centers were closed for visitors and caretakers were staying at the sanctuaries for months on end without seeing their families, all to protect the chimpanzees.

With our outgoing President Tanya deciding to focus on JGI Global, us incoming Presidents took this period to work further from the strong basis created by Tanya. Thus we developed a future-focused strategy, while solidifying our governance and the Board of Directors that was put in place in late 2019.

We moved to online events and meetings, with the highlight being that Jane received her Honorary Degree from the University of Hasselt through an online ceremony. For an organization that is financially highly dependent on events, we are grateful for all the donations received, small and large. Thanks to the generosity of our supporters, we managed to close the year with only a small deficit while still sending substantial funds to our African projects. Our gratitude goes out to those volunteers that continued supporting our day-to-day activities virtually.

We look forward to joining forces with you for the years to come to make and make an even greater impact both in Belgium as well as in Africa.

Finally, even if HOPE, at the heart of our philosophy, was undermined in these difficult times, Jane reminds us that hope is alive and must continue. The story of her work and vision of a world where animals, people and the environment live in harmony has shown us that it only takes one determined person to make a difference, to never give up and to keep hope.



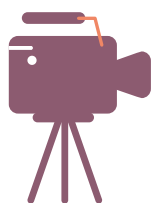
OUR EFFORTS IN 2020

I. GENERAL ACTIVITIES

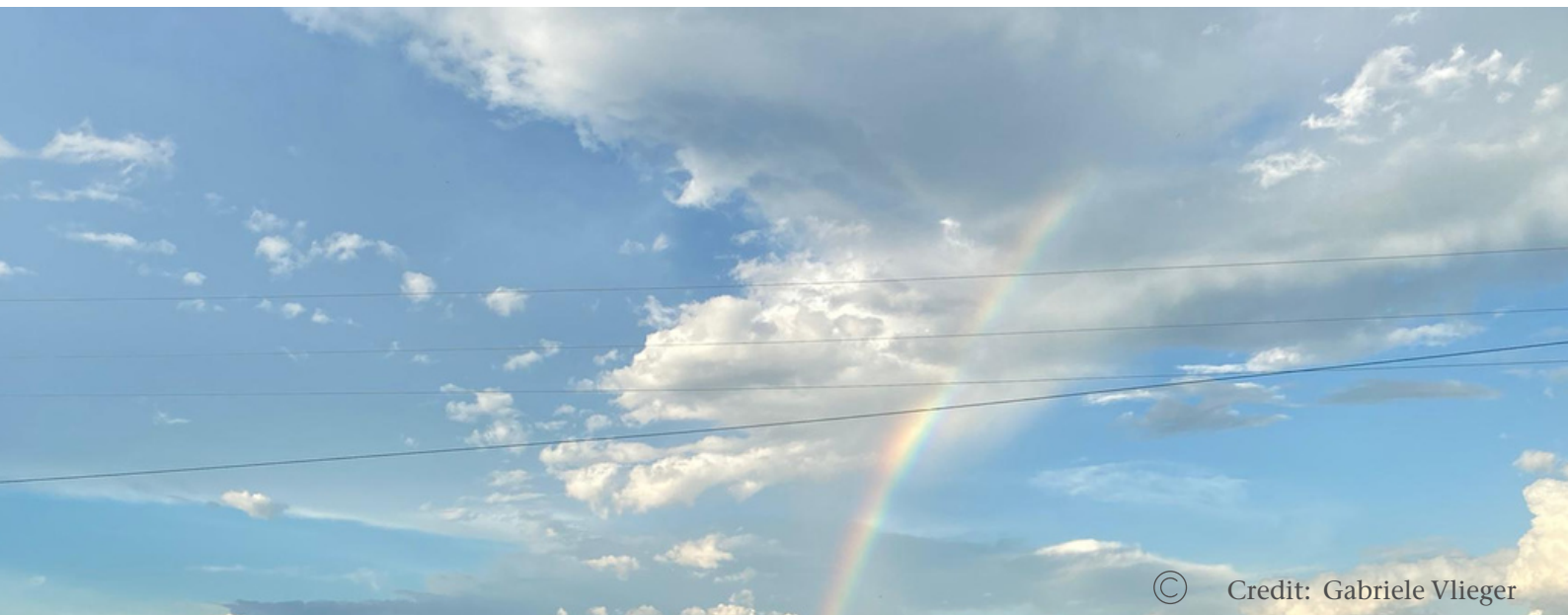
JANE'S VISIT TO BELGIUM ...POSTPONED

We were very much looking forward to welcoming Jane to Belgium in March to celebrate the 60th anniversary of Jane Goodall's arrival in Gombe Stream National Park in Tanzania and the start of her continued and uninterrupted ground-breaking work to wild chimpanzees. Unfortunately, we had to cancel all activities due to the global outbreak of the corona virus. Luckily, we were able to hold some events online as Jane was confined at her home in Bournemouth, England.

Instead, Jane sent us some encouraging words to continue to nurture our beautiful society of hope. She thanked health workers around the world, and shared her compassion to those that lost jobs and incomes. She pointed out the link between wildlife trafficking and pandemics and hoped that wildlife bans might lead to less outbreaks in future. Finally she encouraged all to focus on what is important and stay healthy.




[CLICK HERE TO WATCH THE MESSAGE OF HOPE FROM DR. GOODALL IN THE FACE OF COVID-19](#)



EARTH DAY

On the occasion of Earth Day, on April 22 of this year, we all tuned into the world broadcast premiere of 'Jane Goodall: The Hope' at Discovery channel. The new documentary highlighted Jane's life as not just a scientist but an activist and conservationist. From her work to end invasive medical testing on chimpanzees, to global efforts to empower young people to improve their communities for people, other animals and the environment, it is a versatile and hopeful document of Jane's life.

 About Jane Goodall: The Hope Show - National Geographic Channel - International (natgeotv.com)

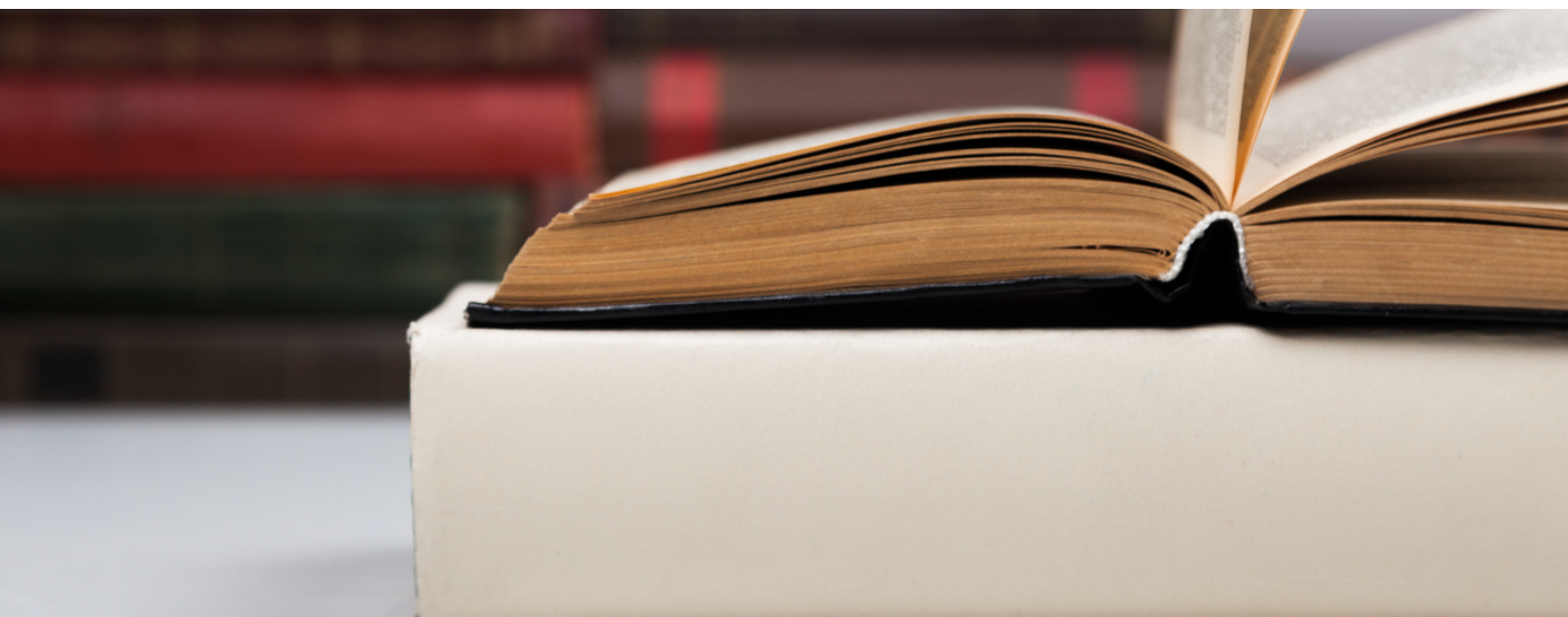


JANE RECEIVES HONORARY DEGREE FROM THE UNIVERSITY OF HASSELT

On the 12th November, UHasselt and RLKM presented a unique broadcast celebrating the lifework of Jane and awarded her the UHasselt honorary degree, diploma and University Medal.

During the online broadcast, Jane gave her acceptance speech, met some of the University's 'young planet ambassadors' and got an insight into the beautiful National Park Hoge Kempen and the Ecotron Hasselt University from Ignace Schops, director of the Regionaal Landschap Kempen en Maasland.

Luc De Schepper, Rector of Hasselt University paid tribute to Dr. Goodall's work and her boundless commitment to nature conservation and animal welfare. He spoke about Jane not only inspiring students and colleagues in the field of biology but all scientists.



EUROPEAN SILENT AUCTION

In October, Jane Goodall Institutes across Europe organised an online silent auction. At the opening ceremony, Jane spoke about the current situation in Africa, challenges for the organization, and shared her views on the pandemic. As she donated some personal items to the auction, she provided key information and stories about these unique pieces. The items ranged from culinary experiences, cultural activities, art and fashion objects to sport activities.

The auction raised around €65.000 for the Jane Goodall Institute's projects worldwide. It was such a success and wonderful collaboration between various European chapters of the institute, coordinated by our colleagues in Austria.

JANE GOODALL INSTITUTE BELGIUM ONLINE

Plastic-free July

#PlasticFreeJuly was a global challenge to reduce plastic pollution for the 2020 year. We launched a campaign inviting people to share with us how they were reducing plastic use in their everyday life to get a chance to win Jane's book "My life with chimpanzees".

No-waste November

#No Waste November was a month-long campaign that supported and empowered individuals and institutions to tackle a waste in their communities.

JGI Be invited its friends and contacts to join the movement, make a no waste pledge and commit to it for a whole month, but also to invite others to follow their example.



II. RESTORING AND CREATING FORESTS

"When you plant trees in a forest, many things happen, the trees clean the air, they filter out carbon particles making it easier to breathe. They encourage nature to come back, and people can hear birdsong again."

Dr. Jane Goodall

FOREST IN ONE DAY

Our annual tree planting event 'Forest in One Day' got a boost in 2019 as we entered into a 3-year strategic partnership with Luminus with our first plant action in 2020. Thanks to this partnership we are planting at least 12.000 trees in Belgium and 1.2 million in Burundi per year!

As part of this collaboration, February 2 was the day we planted 18.000 trees in Belgium thanks to the outstanding technical support from our partners De Bosgroepen and Sylva Nova. Our volunteers, members, partners and Luminus' employees and clients joined forces to plant forests in Hoeselt, Waasmunster and Tinlot. In Hoeselt we were joined by Zuhair Demir, Flemish minister for Justice and Enforcement, Environment, Energy and Tourism.



BURUNDI

In Burundi, the last groups of chimpanzees remain in the mountains of the Kibira National Park, the Bururi Forest Nature Reserve, the Vyanda Nature Reserve and the Mukungu-Rukambasi Nature Reserve. In all these sites, this primate species is highly threatened by human actions. For this reason, the Jane Goodall Institute has made it its mission to raise awareness amongst young people, women and other groups about the ecological, economic and social importance of chimpanzees and the need to preserve their habitats.



Since 2015 JGI Belgium has been supporting the JGI team in Burundi in various tree planting activities for the benefit of the population, schools, health centres and other public places such as military and police camps. Burundi Roots & Shoots groups have planted more than 2.4 million trees to date with support from JGI Belgium. Eleven nurseries supply the seedlings needed for reforestation. Five of them were founded with our financial support. Children, members of the local authorities and citizens – even the military services on some locations: they all participate in JGI's tree planting activities. Thanks to our joined efforts we are making a difference by reforesting hills to prevent landslides, and relieving the pressure on the forests by providing fruit trees to the local communities. Roots & Shoots Burundi has developed a technique to avoid the use of plastic bags in its tree-nurseries. The seedlings are growing in biologically degradable pots that are hand-made from banana bark. A wide variety of tree-species are being produced, with emphasis on fruit trees and species that are well-known for water and soil conserving capacities (eg Red Bamboo).

But that's not all: R&S Burundi also supports the local population by giving workshops on the importance of nature and our conservation activities, and provides the Roots & Shoots volunteers with health insurance cards. In 2020, our local R&S groups have planted over 1.2 million seedlings!



COLLABORATION WITH ATLASGO

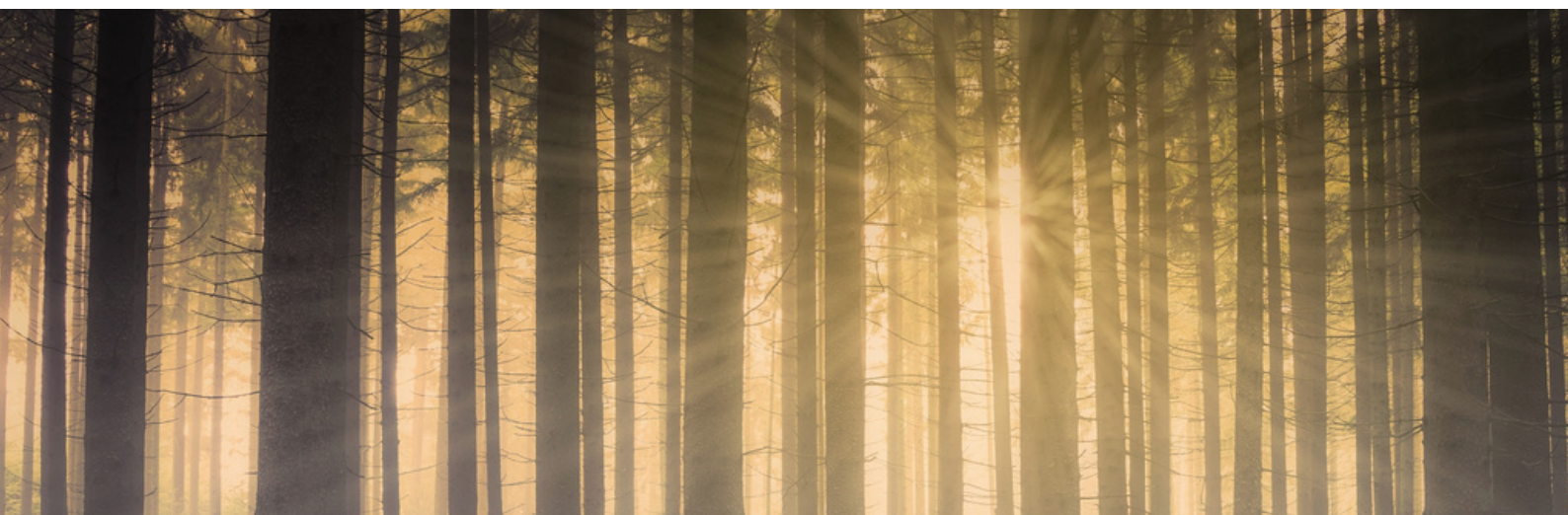
In 2020, we entered into a collaboration with [atlasGO](#), a digital community engagement platform that brings people together around impact and wellness. Through this collaboration, we have been able to support our tree-planting activities in Burundi by planting 120.000 seeds in either public or private 'challenges'. About 4000 AtlasGo users conducted 131,000+ wellness activities to support our projects, an incredible achievement !

In December 2020, we launched our Tree Planting Gift Packages. For each package purchased we agreed to plant 5 to 20 trees in Belgium and 50 to 200 trees in Africa. Every package came with a JGI branded present.

Thanks to donations from private and corporate sponsors, 2020 saw the additional planting of over 1500 trees in Belgium and 150000 in Burundi. The trees in Belgium were planted by our partner Sylva Nova on a plot in Noville Bastogne.

"By planting trees on a large scale, we can really do something about climate change and biodiversity loss. Hopefully, in the future, this will lead to more forest expansion than net forest loss, both in Burundi and in Belgium. When Jane Goodall began her well-known research on chimpanzees, deforestation was not her primary concern. Now, 60 years later, it is central to achieving what she believes in."

Executive Director Anouska Plasmeijer



III. ROOTS & SHOOTS

During a challenging year, JGI BE was proud to support our Roots & Shoots (R&S) volunteers, many of whom have risen to the need to show leadership, strength and positive action during this time. Despite having to suspend much of our on-ground action due to COVID-19, we used this time to reflect, refocus and refine our resources, creating opportunities and establishing best practice.

Jane in Davos

At the World Economic Forum, Jane committed to planting 5 million trees in the next year (via replanting or restoration) through JGI's Roots & Shoots global youth programme and partnerships towards the 1 Trillion Trees campaign of UNEP. With this effort, Jane hopes to give global forests, and our planet as we know it, a fighting chance.

DAY OF PEACE

In September, Roots & Shoots launched the #PlantingHope campaign to plant a tree or plant with a peace wish. #PlantingHope encouraged others to plant a tree and share the activity on social media. This way we all made a small contribution to greening the earth.



IV. ANIMAL PROTECTION

GOMBE 60

14 July 2020 marked the 60th anniversary of the day that Dr Jane Goodall began her ground breaking study of wild chimpanzees in what is now Gombe Stream National Park, Tanzania. Recognizing 60 years of discovery, the Jane Goodall Institute is proud to honor the revolutionary scientific insights, community-centered conservation, current research, and expansive legacy of our work in Gombe.

Jane's seminal research on chimpanzees is now the world's longest running field study of wild primates. Her initial findings reshaped our understanding of chimpanzee behavior and human evolution, and laid the groundwork for scores of future researchers to continue broadening this knowledge.

Given live events were not possible, a virtual event with Jane and special guests was organized. The event let attendees learn more about revolutionary scientific insights, community-centered conservation, current research, and the expansive legacy of work in Gombe through JGI and partners.

For more on Gombe60, follow the [story map](#).



In honour of humans' closest cousin, World Chimpanzee Day is celebrated each year on 14 July. It provides an opportunity to raise awareness about the vital need for worldwide participation in their care, protection, and conservation in the wild and in captivity.

Goals of World Chimpanzee Day:

- Celebrate humans' closest cousin in the animal kingdom;
- Raise awareness about threats they face in the wild including habitat loss, disease, and wildlife trafficking; and
- Promote their proper care in captive situations.'

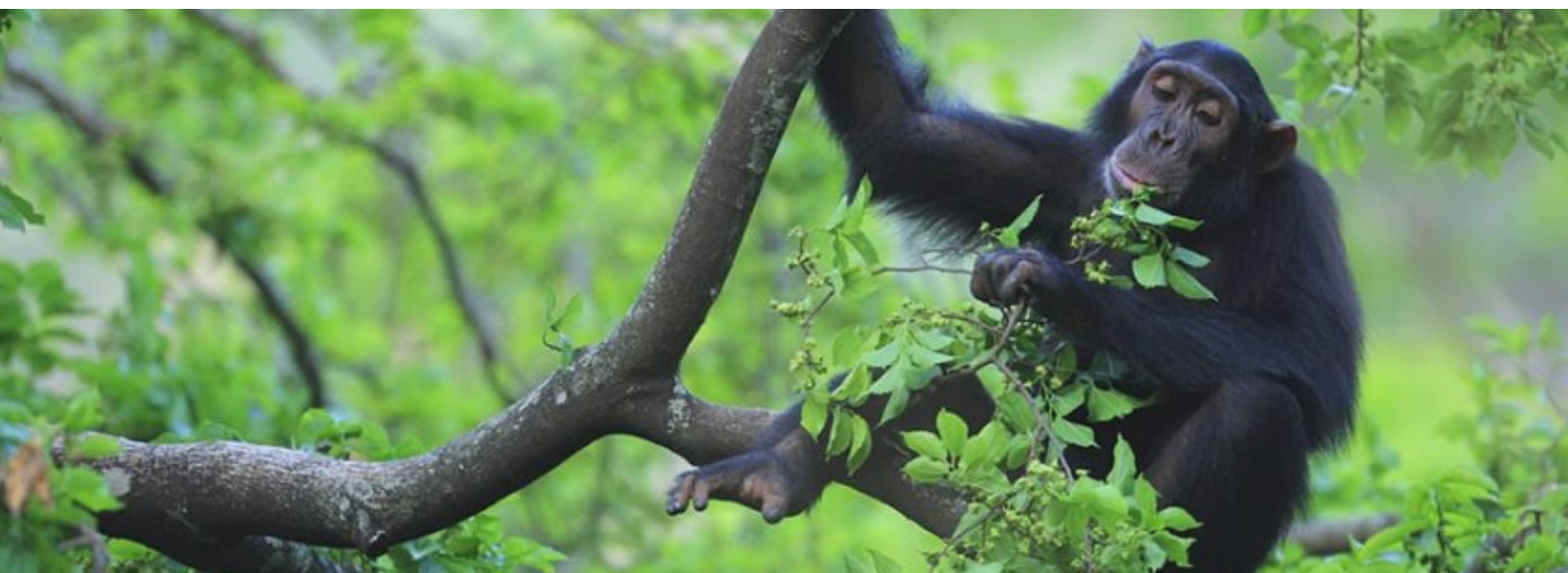
“

World Chimpanzee Day

Gombe National Park, also known as Gombe Stream National Park, is located in the western Kigoma Region of Tanzania. Established in 1968, it consists of 35 km² of protected land. Gombe is where Jane Goodall pioneered her behavioural research conducted on chimpanzee populations.

Over the last six decades, Dr. Goodall, the Jane Goodall Institute (JGI), and research partners have established and maintained what is now the longest running study of wild chimpanzees in the world in Gombe.

Through this critical work, Jane Goodall, JGI, and research partners have not only expanded understanding of chimpanzees and influenced a generation of scientists, they've also highlighted the urgent need to protect chimpanzees from extinction. This work has redefined “species conservation” to put people at the center, empowering local communities to become better stewards of their own environments. Gombe has produced more than 300 scientific publications from 1960 to today, covering topics that range from chimpanzee social bonds to both human and ecological health.

”

V. ADVOCACY

Pandemics, wildlife and intensive animal farming

"If we don't do things differently, we're finished," legendary Jane Goodall, PHD, DBE, Founder – The Jane Goodall Institute and UN Messenger of Peace, told EU leaders. On 2 June 2020, Dr Jane Goodall spoke at an online conference: 'Pandemics, wildlife and intensive animal farming,' where she warned EU leaders that inaction "can lead to the end of our species' tenure on planet Earth." The conference was organised by Compassion in World Farming together with seven Members of the European Parliament. EU Health Commissioner Stella Kyriakides and EU Agriculture Commissioner Janusz Wojciechowski gave introductory remarks by video. The live conference was attended by nearly 1,300 participants."

#Together4Forests

Large-scale agriculture alone accounts for a colossal 40% of all deforestation. Many of the products grown on this destroyed land feed us in the EU. In fact, our demand is responsible for at least 10% of all deforestation



Late 2020, we campaigned against the destruction of the habitats of chimpanzees and many other species that live in forest ecosystems. Many wild chimpanzees are at risk because the forests they live in are disappearing and our consumption of food and goods is directly contributing to this destruction. Initiated by WWF EU and together with over 100 other NGO's, we called on the EU to bring in strict legislation around deforestation and the products that are imported into the EU. And with success! The consultation ended on 10 December and had almost 1.2m signatures – making it the largest ever EU consultation on an environmental issue.

EU Commissioner for Environment, Oceans and Fisheries, Frans Timmermans:

— “ —

“WE ALL WILL HAVE TO OPEN OUR EYES TO THE FACT THAT OUR CONSUMPTION IN EUROPE CAN LEAD TO THE DESTRUCTION OF FORESTS ELSEWHERE IN THE WORLD, AND AT AN ALARMING RATE. WE EACH NEED TO MAKE RESPONSIBLE AND INFORMED CHOICES AS INDIVIDUAL CONSUMERS. AND AS A POLICY MAKER, YOU HAVE MY COMMITMENT TO TAKE STRONG ACTION TO TACKLE DEFORESTATION IN ALL OUR ACTIONS.”

— ” —

Together for Biodiversity

75 Belgian organisations and their experts joined forces in September 2020 to turn the spotlight on biodiversity declining, air quality deteriorating and foods becoming scarcer and more expensive. With 60% of wild animals disappearing over the past 40 years, museums, zoo and botanical gardens, universities, NGOs, federal, regional, local governments and JGIBE demanded unanimous and urgent action for biodiversity.

The campaign

www.samenvoorbiodiversiteit.be offered suggestions on actions to take for a more diverse, healthier and more balanced world.

'Saving biodiversity is saving yourself. Save biodiversity, together & now!'



Find out what you can do on
www.samenvoorbiodiversiteit.be
www.assembleepuntbiodiversiteit.be

Together
for Biodiversity

OUR PARTNERS

sylva
nova



DE BOSGROEPEN



luminus

atlas

GO

®



LEVI STRAUSS & CO.



MARTIN'S HOTELS
TOMORROW NEEDS TODAY



CROWNE PLAZA

AN IHG® HOTEL

BRUSSELS AIRPORT

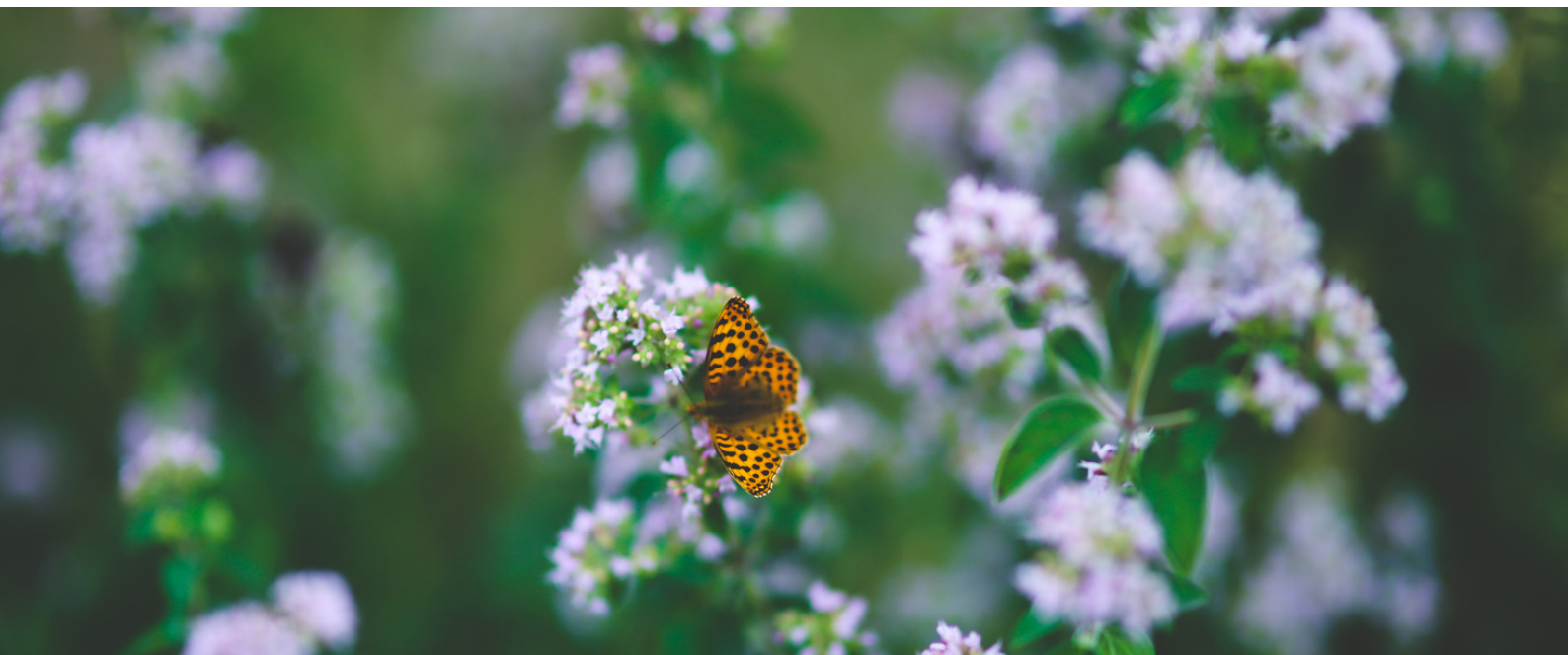


FINANCIAL STATEMENT 2020

Our 2020 finances were expectedly impacted by the COVID-19 pandemic which lead to the cancellation of the 2020 annual gala, one of our main fundraising events. Neccessary adjustments were done to compensate for the diminished income, reducing our expenses to 123 776€, with significant reductions in staff related costs while tapping in COVID-19 government support.

On a more positive side, general donations and corporate sponsorships increased vs 2019, resulting in revenue of 118 163€, some 60k short of our objectives for the year. After covering operating costs, we were able to thus donate 38 489€ to our Gombe sanctuary in Tanzania and the tree planting R&S project in Burundi. We carry over a small deficit of 18,254€ into 2021.

For a more detailed statement, please refer to the next page.



JGI Be (Euros) - Approved by BOD	
Cash At beginning of the Year	€83 412
	Baseline Budget
	2021
INCOME	
General donations	€121 392
Corporate Sponsorships / donations	€33 900
<i>Sponsorships / Donations</i>	€40 382
Grants	€40
Events	€29 000
TOTAL INCOME	€224 714
EXPENSES	
Staff related costs	€71 245
Office costs	€23
Travel and Expenses	€226
Marketing and Communications	€0
Events / Projects	€11 307
Contributions to JGI chapters/programmes	€154 234
Telecoms, IT	€2 620
Bank, Audit, Legal	€3 313
TOTAL EXPENSES	€242 968
Result: INCOME - EXPENSES	-€18 254
Cash at the End of period (tbc once 2020 closed)	€65 158
Minus Restricted Cash (tbc once 2020 closed)	€15 900
Unrestricted Cash at end of period	€49 258
Contingency	€0

