



the Jane Goodall Institute New Zealand

Strategic Plan 2019 - 2022



## INSPIRING HOPE THROUGH COLLECTIVE ACTION

### OUR VISION

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

### OUR MISSION

To undertake work on global and local sustainability issues and to work towards creating an informed and compassionate critical mass of people who will help to create a better world for people, other animals and our shared environment.

### OUR STORY

#### Community-Centred Conservation

The Jane Goodall Institute (JGI) was founded in 1977 to advance the vision and work of Dr. Jane Goodall by inspiring hope through collective action.

Today, there are 34 JGI chapters around the world including the Jane Goodall Institute New Zealand, which was founded in 2014.

The vision for JGI originates with Dr. Goodall's compassionate concern and breakthrough approach to species conservation that improves the lives of people, animals and the environment by honoring their connectedness to each other.

Committed to inspiring conservation of the natural world we all share, including protecting chimpanzees and other apes around the globe, JGI works hand-in-hand with local communities, governments, partners and young people to mitigate threats, secure healthy habitats, build sustainable communities and empower compassionate decisions that benefit all species. JGI believes in the power of young people as they hold the key to our planet's future.

### OUR VALUES

• Respect • Learning • Empowerment • Integrity •  
• Openness • Responsiveness • Collaboration

### GOOD FOR ALL - INTERCONNECTED

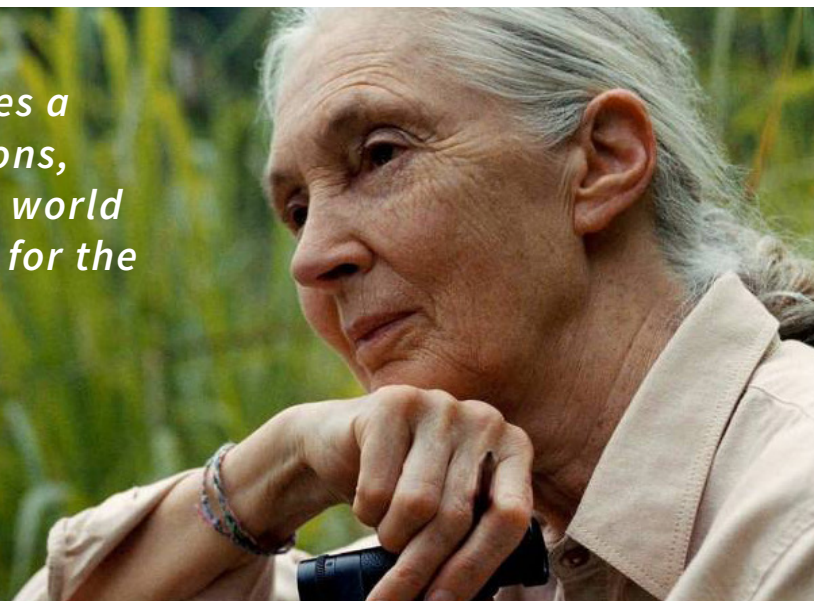
MAKING A DIFFERENCE FOR ANIMALS,  
PEOPLE AND OUR SHARED ENVIRONMENT

[www.janegoodall.org.nz](http://www.janegoodall.org.nz)



*“Every individual matters and makes a difference, and even our small actions, collectively, can help to change the world for the better—thus providing hope for the future of our planet.”*

Dr. Jane Goodall, DBE  
Founder, the Jane Goodall Institute,  
UN Messenger of Peace



## OUR GOALS

In support of JGI’s global goals , JGI NZ is committed to complement the work of Dr. Goodall and JGI global chapters. Our work is rooted in science-based strategies to influence decisions and change attitudes and behaviours to create sustainable ways of living in harmony with nature.

### INSPIRE & EMPOWER YOUNG PEOPLE

Inspire a critical mass of citizens making daily decisions and leadership choices guided by compassionate and holistic thinking, and prepare young people around the world to live more sustainable lifestyles and to influence others to do so through youth-led action that respects the interconnectedness of people, other animals and our shared environment.

Our sustainability and citizenship education programme, Roots & Shoots, is designed to increase compassionate decision-making competencies and skill building via project-based learning.

#### Actions

- Increase outreach and participation with Roots & Shoots via in-situ delivery and resources.
- Develop a digital platform to provide resources and enable action for educators, learners and community on sustainable futures.
- Recognise and celebrate New Zealand leaders making a difference.
- Launch an annual Roots & Shoots Trailblazer Summit to inspire and empower high school students to make a difference.

### ADVOCATE FOR ISSUES THAT MATTER

Dr. Goodall and the Jane Goodall Institute have a powerful platform from which to advocate for key issues. As a chapter of JGI, we use this platform to advocate for issues that relate to our mission, that are important to Dr. Goodall and that are specific to New Zealand.

We have a focus on sustainable development, protecting biodiversity and sustainability education.

#### Actions

- Increase New Zealanders’ awareness of sustainable living options, and inspire and empower them to make compassionate choices in line with our vision.
- Use our platform to lead on issues, such as the wildlife trafficking, partner with other organisations on issues such as sustainable consumerism, and support others on issues such NZ biodiversity.
- Advocate for national and regional policy changes, and cultivate corporate partners who can help advance our mission.
- Strengthen our resources and capacity for policy and corporate relations work.

### SUSTAINABLE ORGANISATION & GLOBAL PARTNER

JGINZ requires an operations strategy tailored to the delivery of its objectives that optimizes the necessary resources, talent and processes.

We’re investing in the resources, talent and processes to ensure a solid foundation for the organisation and a pathway for growth so we are able to accomplish our mission for years to come.

As a chapter in a global network we are committed to contributing to a key JGI project and support of JGI Global.

#### Actions

- Develop effective policies and process around all operations.
- Chart a sustainable path for growth and building operational reserves with committed supporters investing in core strategy areas.
- Increase organisational brand visibility and community engagement through strategic communications and partnerships.
- Staff for sustainable functioning in all core operational areas.
- Promote and provide funding from New Zealanders, via Chimp Guardian, to Tchimpounga Chimpanzee Rehabilitation Center.