

International Education and Outreach Program

2022
Report



NICFI

Norway's
International Climate
and Forest Initiative



Pulitzer Center

Rainforest
Investigations
Network

Rainforest
Journalism Fund





International Education and Outreach Program

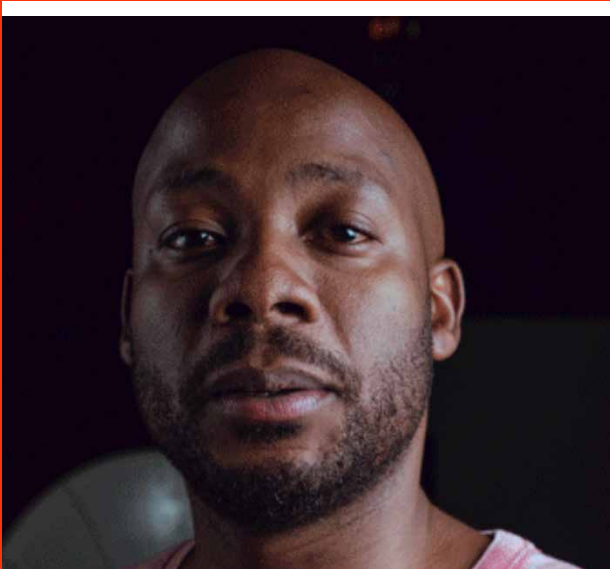
Introduction

Background

Inspired by the the well-established Pulitzer Center model of maximizing the synergies between journalism, education, and outreach, we launched in early 2022 the International Education and Outreach Program (hereafter IEO). The goal: increasing the impact of journalism on society and guaranteeing more engagement and action in different and crucial climate hotspots worldwide.

The IEO team, drawing on the work of the Rainforest Journalism Fund (RJF) and the Rainforest Investigations Network (RIN) journalists, has developed six initiatives in the three main tropical forest regions: Amazon basin, Congo basin, and Southeast Asia. In each region one initiative focuses on education and one focuses on outreach.

The idea is to facilitate a multi-stakeholder movement/forum, bringing together specialists, leaderships, students, teachers, youth, influencers and other important stakeholders from across the globe who directly engage in education programs, market campaigns, and other accountability mechanisms, exposing harmful practices and holding those in power to account.



Global Results

REACHED
11000+
STUDENTS

6000 school students +
5000 university students,
teachers and researchers

30

PARTNERSHIPS
WITH SCHOOLS

10

PARTNERSHIPS
WITH UNIVERSITIES

5mi+
YOUTH
REACHED

2.2mi+
YOUTH
ENGAGED

Conversations with
5000+
YOUNG PEOPLE
ABOUT THE
FOREST

Networks
with
86
LOCAL
ORGANIZATIONS

47
PUBLIC
DISCUSSION
SESSIONS

IEO Map



**Amazon
Basin**
Brazil
Colombia
Ecuador
Peru
Venezuela

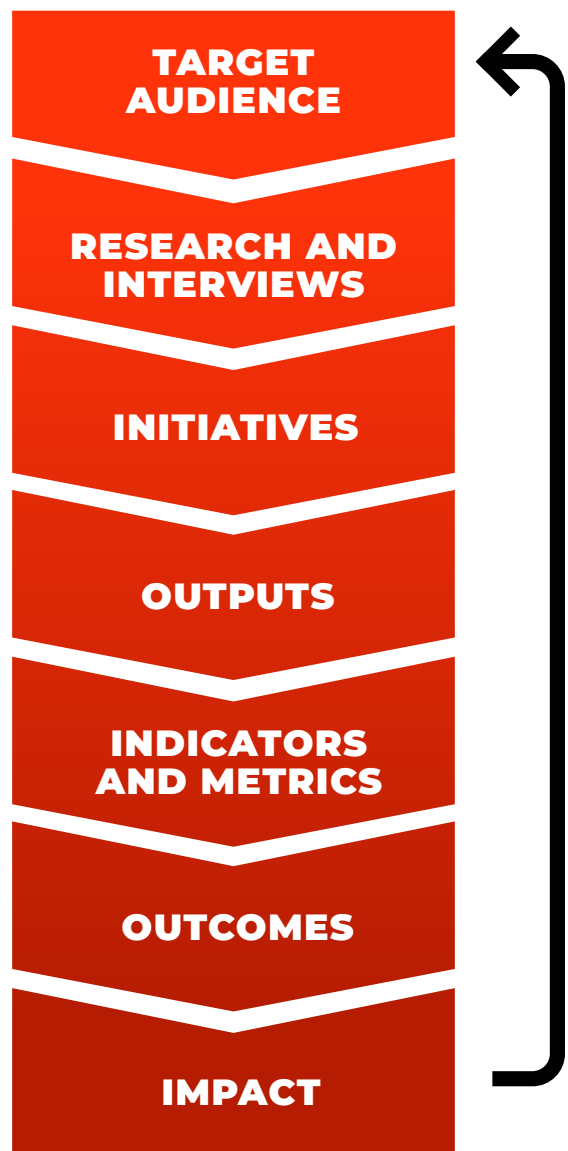
**Congo
Basin**
DRC

**Southeast
Asia**
Cambodia
Indonesia
Myanmar
Thailand

The IEO THEORY_{of} CHANGE

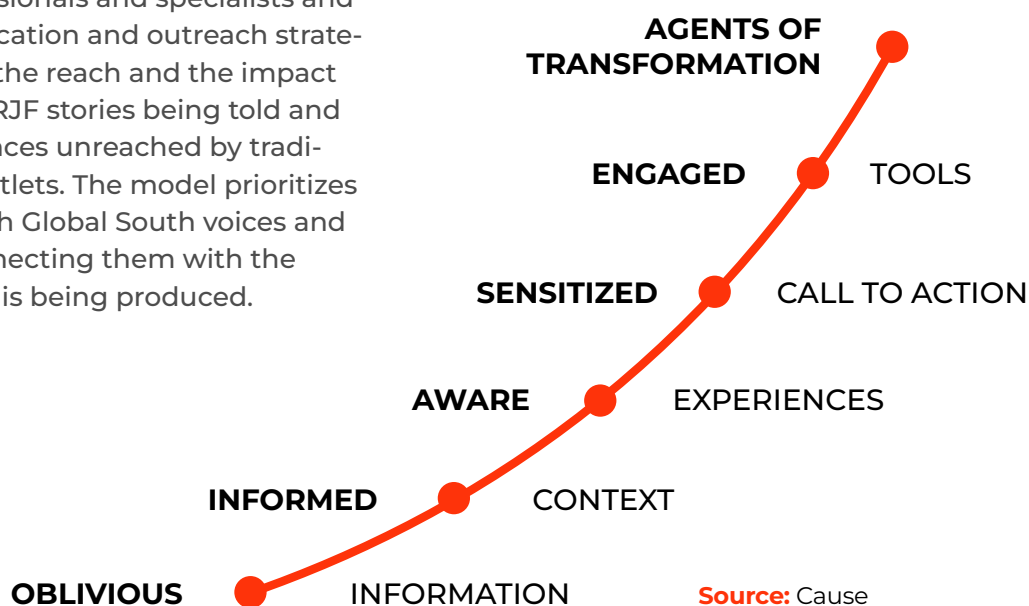
The complexity of working in three different regions and with bold goals demanded a strategic and effective model to successfully design and implement the program. In order to maximize its outcomes and impact, the IEO opted to use an audience-centered theory of change framework. It outlines our global and regional approaches to intertwining journalism, education, and outreach to build public awareness of the importance of rainforests. On the one hand, the theory of change helps the program to focus and measure how the different activities and outputs are leading to real change. On the other, the audience-centered approach acknowledges that people from different part of the world with different life realities and experiences have different levels of knowledge and engagement on the topic and require different approaches to feel mobilized to act.

Each initiative inside the IEO program was customized for a key audience, with a research phase carried out during the beginning of 2022 where more than 50 stakeholders were interviewed. This allowed us to refine the regional approaches, goals and strategies. [Here](#) it is possible to review the details of the theory of change model, and to find details on each project.



The Education and Outreach Initiatives

IEO is present in eleven countries (in the **Amazon Basin**: Brazil, Peru, Colombia, Venezuela, and Ecuador; in the **Congo Basin**: DRC; in **Southeast Asia**: Thailand, Myanmar, Cambodia, and Indonesia). Our programs have reached millions of people, varying from first and second grade students to university teachers as well as artists, digital influencers, community leaders, and young professionals. In 2022 we started building a network with different professionals and specialists and combining education and outreach strategies to expand the reach and the impact of the RIN and RJF stories being told and to get to audiences unreached by traditional media outlets. The model prioritizes partnership with Global South voices and audiences, connecting them with the journalism that is being produced.





Amazon Basin Education Program





Amazon Basin Education Program

PROJECT

The Amazon in the Anthropocene Course

Where	Brazilian Amazonian states
Target Audience	Amazon university students and teachers
Specific Goal	Promote high-level discussion with Amazonian university students to empower them, giving them tools to think about the future of the Amazon
Themes	<ul style="list-style-type: none">• Models of development in the Amazon• Mining in the Amazon• Infrastructure and energy in the Amazon• Threats to protected areas• Amazon voices and guardians.

Amazon in the Anthropocene consists of an itinerant capacity-building activity designed and implemented along with five of the most important universities in the Amazon region. Drawing on themes addressed in the RIN and RJF stories, the course increased the high-level discussion at the Amazon universities about climate and environmental crisis, by bringing to the university journalists and representatives from different sectors of society to discuss the historic processes in the Amazon and the resistance raised from them. The goal is understanding the region as the manager of its world—as a region with the capacity and the responsibility to develop its own ideas as to the construction of new ways for society to see and relate to itself.

The course was divided into modules, each one held in one university and focused on one topic. Module 1 was held at Universidade do Pará in Belém and addressed Models of Development in the Amazon.

Module 2 discussed Mining in the Amazon at Universidade Federal do Oeste do Pará, located on Santarém. Module 3 focused on Infrastructure and Energy, hosted at Universidade do Pará at Altamira. Module 4 discussed the Threats to Protected Areas in the Amazon, hosted at Universidade Federal do Acre, Rio Branco. In Manaus, at Universidade Federal do Amazonas, we focused on Amazon Voices and Guardians. RJF and RIN journalists engaged as speakers: [Fabio Zuker](#), [Hyury Potter](#), [Fernanda Wenzel](#), [Thiago Mendonça](#), [Rubens Valente](#) and [Mauricio Torres](#)

Additional RJF and RIN stories highlighted [Alceu Castilho](#) and [Leonardo Fullman](#), [Mara di Perna](#) and [Elizabeth Oliveira](#), [Sabrina Felipe](#), [Manuela Andreoni](#), [Vinicius Sassine](#) and [Lalo de Almeida](#), [Francisc Dalmases](#) and [Pablo Albarenga](#).



Images: Maria Darrigo - 2022, Brazil

Results

The course encompassed 68 talks and classes, with 54 speakers representing 45 organizations. We had more than 800 students subscribe and more than 4000 in attendance, in virtual and in-person modes. In an assessment survey, the students evaluated the courses' topics and lecturers as very important for their political thinking about the region, and said they felt more empowered for further discussion as a result. More than 95% of the students said they believe they have more power and are more prepared for discussions after attending the course.

The course has been covered by 12 regional and local media vehicles such as **G1 – Pará**, **O seringal**, **Mercandizar**, **Tapajos de Fato**, among others.

In 2023, the initiative will expand to Colombia while continuing its work in Brazil.

Numbers

68
CLASSES

54
SPEAKERS

45
ORGANIZATIONS

800+
STUDENT
SUBSCRIPTIONS

12
MEDIA
COVERAGE

4000+
ATTENDEES

99%

of the students were **very satisfied** with the course

100%

of the students consider the course's content as **relevant and very useful** for their lives

98%

of the students are **more curious** about the discussed topics after the course

100%

of the students consider the course brought **high-quality speakers**

95%

of the students consider they have **more tools and are more prepared** for discussions after the course



Amazon Basin Outreach Program

Image: Festival Cabo, Colombia, 2022





Amazon Basin Outreach Program

PROJECT

Amazonía Lab

Where

Urban centers in Colombia, Peru, Venezuela and Ecuador

Target Audience

Urban youth

Specific Goal

Bringing urban youth together to learn about and act on Amazon rainforest deforestation and reflect on how their lives related to the RIN and RJF-reported issues

Themes

- Gender and the defense of Amazonian territories
- Illegal deforestation in the Amazon
- Sustainable food to reforest the Amazon
- Resistance of Indigenous groups in the Amazon



Image: Natalia Barrera Francis, 2022

Amazonia Lab is an initiative to learn, connect, and act against deforestation in the Amazon through inspiring conversations and digital actions to increase youth citizen participation. This initiative works with multiple communication channels to improve the reach and engagement with RIN and RJF stories and to promote actions in favor of the tropical forests. The main channels encompass talks, content dissemination, and mobilization and action activities.

RJF and RIN engaged as speakers

Helena Carpio, Mariana Della Barba, Eric Terena Tatiana Espinosa and Susana Lay

Additional RJF and RIN stories highlighted

Edilma Prada and Vanessa Teteye, Alejandra Tapia, Susana Lay and Michael Tweddle, Joseph Poliszuk, María Antonieta Segovia and María de los Ángeles Ramírez

Results

Amazon Talks

A series of webinars in collaboration with eight journalists and their media together with specialists, influencers, and decision makers to discuss their reports reflecting different approaches to the topic. In total, we have 12 guest speakers, 440 participants, 600 views on [YouTube](#), and 2,300 inscriptions.

WhatsApp Conversations

We created WhatsApp online conversations where people engaging with Amazon Lab activities could find a space to interact, connect, and deepen their knowledge about the RIN and RJF reporting and topics. Four [WhatsApp groups were created](#) and joined by 789 participants, who exchanged 2,000 messages related to the topics.

Influencer marketing campaign

We partnered with different influencers to create multiformat content (from reels to Instagram lives) inspired by the RIN and RJF reports. The campaign (and its [toolkit](#)) resulted in multiple [publications on Instagram](#), reaching more than 50,000 impressions and 5,000 direct interactions.

Biweekly newsletter

Promoting the latest RIN and RJF reports and stories, rainforest issues highlights and numbers, opportunities in the field, and related information. More than 5,000 people subscribed to the newsletter, with promotions of [17 campaigns reaching 20,000 views](#).



Media reach

Amazonia Lab got coverage in more than 20 tier 1, 2, and 3 media. The media coverage in total reached more than 20,000 people.

Events

We partnered with five regional events (Festiver, Festival Gabo, Enlaza Amazonía, Súmate al Bosque Festival, and Innovation Xchange), promoting activities with RIN and RJF journalists that were attended by 1000 participants.

Online awareness tool

An interactive online [tool](#) aiming for civic engagement on the topic was designed together with Saving the Amazon and Keep Up News; it was used by more than 1,500 users.

In 2023, the initiative will expand to Brazil while continuing its work in Colombia, Peru, Venezuela and Ecuador.

Numbers

440

**PARTICIPANTS
FROM AMAZON TALKS**

4

**WHATSAPP GROUPS/
789 MEMBERS**

2

**FOLLOW UP
RESEARCHES**

50k

**IMPRESSIONS FROM
INFLUENCER CAMPAIGN**

20

**MEDIA
COVERAGE**

5000+

**NEWSLETTER
SUBSCRIPTIONS**

17

**CAMPAIGNS
PROMOTED**

5

**REGIONAL EVENTS
PARTNERSHIP WITH
1000 PARTICIPANTS**

1500

**USERS ON ONLINE
AWARENESS TOOL**



Congo Basin Education Program





Congo Basin Education Program

PROJECT

Congo Basin Teacher's Hub

Where

Democratic Republic of Congo

Target Audience

Primary and secondary school students and teachers

Specific Goal

Build a network with schools, teachers, students and educational professionals to promote discussion and learning about the threats to and conservation of tropical forests

Themes

- Environmental citizenship education
- Strategies for teaching tropical forest protection and climate change
- Integrate rainforest stories into lessons and school activities

The **Congo Basin Teacher's Hub** supports teachers and students in their learning and engagement in favor of the protection of Congo Basin rainforests. We carried out teacher training activities, student sensitization workshops, establishment of student clubs, and adaptation of RIN/ RJF content in the form of comics and cartoons. We also worked with the DRC Education Ministry to review educational content on topics supported by the Pulitzer Center.

RJF and RIN engaged as speakers

Jean Fundi

RJF and RIN stories highlighted

Solange Tangam Bongese, Genevieve Kumba, Jean David Mhamle, Mukulu Vulotwa Herve, Rosie Pioth, Gloria Pallares, Cintia Garai, Ricci Shryock, Madeleine Ngeunga, Ebenizer Diki and Thierry Kalongi Kalonga

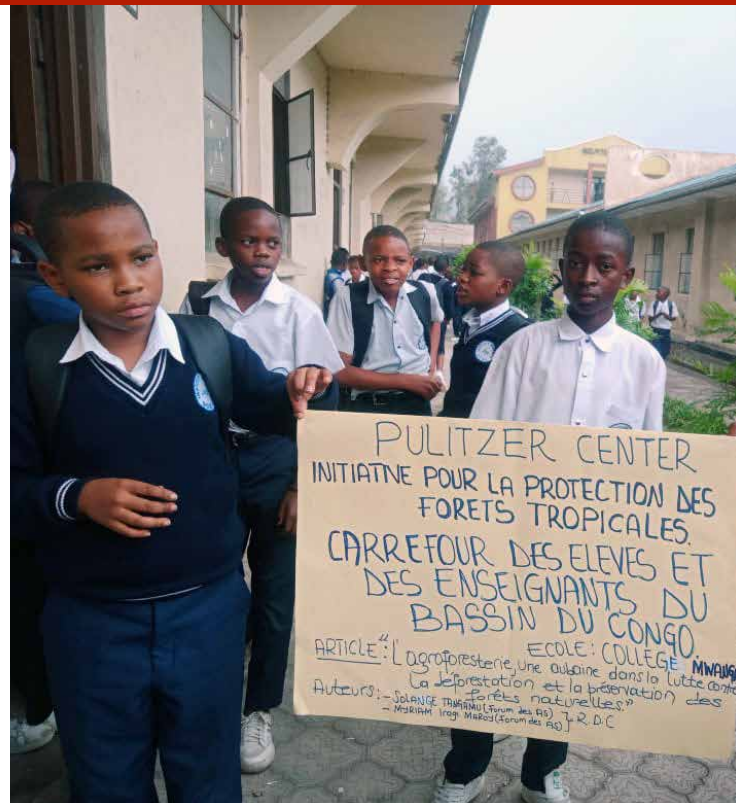


Image: Paul Shabantu - DRC, 2022

Results

The Congo Basin Teacher's Hub has successfully collaborated with the DRC Education Ministry, leading to the formalization of partnerships with 30 public schools in Goma, Kisangani and Kinshasa, and an ongoing collaboration for the review of rainforest and climate issues in the national curriculum.

Face-to-face teachers' training were held in Goma, Kisangani, and Kinshasa, with 98 participants: teachers (60), school directors (30) and representatives of the Education Ministry (2 in Goma, 4 in Kisangani, 2 in Goma). The training focused on environmental citizenship education and strategies for teaching tropical forest protection and climate change. The teachers, in their evaluations, shared that they felt ready to lead their students and to integrate rainforest stories into their lessons and school activities.

An online group of 56 teachers was created on WhatsApp for exchange of information, with 12 RIN / RJF stories disseminated and discussed as tools and resources for environmental education activities. The network of teachers was encouraged to organize workshops with their students. By the end of 2022, 59 workshops had been organized in primary and secondary schools, with 6041 students attending (4380 boys and 1661 girls). Several RJF/RIN articles were shared with the students; the lessons led to practical activities including planting trees in the schoolyard and creating tree nurseries.

The project also designed educational materials, adapting RIN and RJF stories into the comic book **Les Explorateurs #1**, based on Solange Tangamu Bongese's work, and into a **video animation**. These contents were distributed to schools with the goal of increasing student engagement and learning, by sharing with them accessible content and language.

The Congo Basin Teacher's Hub work has received attention from local and national media such as **Lumier News**, **Boyoma Info**, **Journal universitaire**, among others.

In 2023, the initiative will expand to Cameroon while continuing its work in DRC.

Image: Aris Aloko - DRC, 2022



Numbers

30

**SCHOOLS
PARTNERSHIP**

98

**PARTICIPANTS
@TEACHER TRAINING**

59

**WORKSHOPS
ORGANIZED IN
PRIMARY & SECONDARY
SCHOOLS**

56

**TEACHERS
SUBSCRIBED
TO WHATSAPP
GROUP**

12

**RIN/RJF STORIES
DISSEMINATED**

6041

STUDENTS ATTENDED



Congo Basin Outreach Program



Image: Congo Basin Talks - DRC, 2022



Congo Basin Outreach Program

PROJECT

Congo Basin Talks With Young Professionals

Where

Democratic Republic of Congo

Target Audience

Congolese young professionals

Specific Goal

Raise awareness of young professionals on the opportunities the Congo Basin forests have to offer for their well-being

Themes

- Food security, energy, the importance of protection of the Congo Basin forests through creative initiatives and studies
- Careers or investments in the forests sector
- Green jobs, women's involvement to fight against deforestation, promoting Indigenous people's knowledge, involvement of youth in the civil society and alternatives to deforestation

The **Congo Basin Young Professionals Talks** aims to inform and engage young people starting their careers on the importance of protecting the tropical forests. It focuses its activities on three main approaches—participative radio shows, meet-ups, and digital campaigns—with the aim of expanding young professionals' knowledge of how the Congo Basin forest can serve their personal interests and how they may identify opportunities to improve forest governance and hold decision-makers accountable.

RJF and RIN engaged as speakers

Solange Tangam Bongese, Hervé Mukulu Vulotwa, Jean Fundi Kiparamoto, Myriam Iragi, Didier Mukaleng Makal

Additional RJF / RIN stories highlighted

Madeleine Ngeunga, Solange Tangamu Bongese, Hervé Mukulu Vulotwa, Jean Fundi Kiparamoto, Myriam Iragi, Didier Mukaleng Makal, Clémentine Nyirangaruye, Genevieve Kumba, Boris Ngounou, Jean David Mihamle, Bonaventure Ateh & Jean Charles Biyo'o Ella



Results

Participative Radio

In 2022, drawing on RJF / RIN stories, 10 participative radio shows were produced and broadcast in the DRC national radio station “Radio Okapi.” The show “Okapi Service” targets the youth audience and reaches around 20,000 people per show around the country. 1,547 people interacted with the guests during the broadcasts—from 18 cities and 13 provinces including rural areas. Among the topics discussed were green jobs, women's involvement in the fight against deforestation, the promotion of Indigenous people's knowledge, involvement of youth in civil society, and alternatives to deforestation. A diverse category of people interacted in the show, among them experts, entrepreneurs, students, civil society activists, public institution members, Indigenous people, and local communities.

Direct impact with the national government was also reported. One of the radio show guests, Chouchouna Losale, Program Coordinator of the organization Coalition of Female Leaders for the Environment and Sustainable Development (CFLEDD), shared that, after the show, they were contacted by the office of the President of the Republic, naming the organization as a key resource to work with.

Meet-ups

The initiative also organized four meet-ups, in Kinshasa, Goma, Kisangani and Lubumbashi, discussing opportunities in DRC for young professionals to build careers that will foster the protection of Congo Basin forests. The meetings brought together RJF / RIN journalists and specialists in food security, energy, forests, the creative sector, scholars and organized civil society. 171 young professionals engaged in person and, in a post-event survey, shared their learnings during the events: 96% said they now understood the connection between the Congo Basin forest and their well-being; 89% identified sustainable career opportunities. The meet-ups received coverage in more than 16 media outlets.

Digital campaign

Targeted at young professionals in DRC, the campaign transformed 10 RJF / RIN reports into digital infographic posters and two videos focusing on sensitizing people as to the drivers of deforestation, and the alternatives to deforestation, in the Congo Basin. These materials were disseminated on social media, with a total reach of 3,925,154 people and active engagement by 1,018,098. There were 150,738 clicks on the links, leading to increased traffic for the RJF website on the 10 featured stories.

The digital campaign partnered with a local media outlet in the DRC to expand its reach in the region. Environews-RDC used its platform to publish the digital content, with 220,481 engagements and 447 videos views, +12,000 people reached through +60 WhatsApp Groups, +3200 people per day reached through their website, and +200,000 people watching the TV station per day (according to a 2020 survey by Vodacom).



Numbers

10

RADIO SHOWS

20k

REACH PER SHOW

171

YOUNG PROFESSIONALS
ENGAGED IN PERSON

18

CITIES IN URBAN &
RURAL AREAS REACHED

16

MEDIA
COVERAGE

3.9m

REACHED FROM
DIGITAL CAMPAIGN

150+

CLICKS TO
RJF LANDING
PAGE

1m

ENGAGEMENT
FROM DIGITAL
CAMPAIGN

4

MEET-UPS

99% feel they have
built a connection
between the CB forests
and their well-being



Southeast Asia Education Program



Image: Prediptajati Kusuma, 2022



Southeast Asia Education Program

PROJECT

SEA Journalist-Scientist Hub

Where	Indonesia
Target Audience	University students, teachers and researchers
Specific Goal	Fosters dialogue and collaboration between scientists and journalists in Southeast Asia to address pressing rainforest issues and tackle local challenges in the rainforest regions
Themes	<ul style="list-style-type: none">• Deforestation and practices of reforestation• Interconnection between wildlife, biodiversity and deforestation• Sustainability communication• Carbon trading and forest conservation• Food security

The SEA Journalist-Scientist Hub facilitates discussions and supports innovative partnerships among the Indonesian journalism and academic communities about challenges in the rainforest and solutions to support the improvement of forest ecosystems and livelihoods of communities.

Taking inspiration from the underreported stories by RIN / RJF grantees, the main hub's activities lie in the Rainforest Seminar Series and the Impact Seed Funding (ISF). Together they have converted 19 RJF stories and two RIN stories into multiple educational engagements: 14 teaching materials, 6 podcast videos, 2 follow-up research projects, and 1 digital-learning platform.

RJF / RIN grantees engaged as speakers

Titik Kartitiani, Dhana Kencana, Bagja Hidayat, Karol Ilagan, Rezza Aji Pratama, Audrey Tan, Anton Delgado, Mark Cheong, Febrianti, Rus Akbar, Gerson Merari and Dyna Rochmyaningsih

Additional RJF / RIN stories highlighted

Bagja Hidayat, Ewan Hermawan, Fieni Aprilia, Febrianti, Lusia Arumingtyas, Joni Aswira, Titik Kartitiani, Kharishar Kahfi, Ahmad Arif, Aditya Wardhana, and Taufik Wijaya

Results

The Rainforest Seminar Series aims to bring the underreported rainforest stories closer to students and researchers. We carried out activities in West Java, East Borneo and West Sumatra, directly engaging 1,422 Indonesian academics and students through seminars and dialogues. Through partnerships with the three research universities active on forest issues in Indonesia, we held discussions with RIN / RJF journalists, researchers and students in the three locations with the most profound deforestation impacts. In West Java, in partnership with Institut Pertanian Bogor, our first seminar addressed deforestation and practices of reforestation. In East Borneo, partnering with Universitas Mula-warman, discussion centered on Mega Projects, Infrastructure and Deforestation. Our third seminar, held at Universitas Andalas Padang, focused on the interconnection among wildlife, biodiversity and deforestation. The Rainforest Seminar Series has engaged 26 speakers, a mix of RJF / RIN journalists, highly-regarded Indonesian forest specialists, and lecturers.

Image: Bagja Hidayat, 2022



Impact Seed Funding (ISF) is a micro-scale grant to facilitate further education activities that take inspiration from RIN and RJF stories. Through the ISF, we created a space where academics and students interact creatively with environmental journalism and where the RIN / RJF network can strengthen its work by being in touch with skilled researchers from different environmental fields. Four projects were selected and led to a range of powerful projects bringing the urgencies of rainforest issues in a meaningful and accessible way in their educational communities:

The collaborative project of seven Indonesian campuses designed the first-ever Environmental Journalism and Communication syllabus in Indonesia. This effort has been complemented by production of six learning video podcasts highlighting RJF/RIN stories and a digital learning platform, greenesia.id

Grantee: Aditya Wardhana, from Universitas Multimedia Nusantara

The Journalists and Education Community Collaborative Project on Sustainability Communication has successfully engaged hundreds of students in the [Forest at the Crossroads](#) story by RIN grantee Bagja Hidayat. Three public lectures were attended by 400 sustainability-major students, while university press club members have benefitted from a series of workshops led by the RIN journalists. One research about sustainability communication centered on the Food Estate story was also developed and is submitted to journals.

Grantee: Gregoria Arum, from Universitas Atma Jaya

Production of teaching materials in a Massive Open Online Course (MOOC), accessible to the public and integrated into the curriculum of three law schools in East Java. Fourteen teaching videos were published focused in two RJF stories.

Grantee: Jani Purnawanty, from Universitas Airlangga

New research was inspired by one of RJF's stories about the collapse of Dayak's food barns. It looks at how food systems have changed due to climate change in the hunter-gatherer Indigenous community of Punan Batu in Borneo. The research project has resulted in a joint [article](#) together with RJF grantee Ahmad Arif and an [article](#) in the influential scientific journal, *Evolutionary Human Sciences*. The project has also resulted in a discussion with the Committee of Indigenous Law Society.

Grantee: Pradiptajati Kusuma, from Universitas Pelita Harapan

The initiatives were mentioned in local and national media outlets such as [RRI](#), [Kempalan](#) and [Kumparan](#).

In 2023, the initiative will expand to Malaysia and Philippines while continuing its work in Indonesia.



Numbers

14

TEACHING MATERIALS

6

PODCAST VIDEOS

1

DIGITAL LEARNING
PLATFORM

2

FOLLOW-UP
RESEARCHES

31

RIN / RJF
STORIES

1422

ACADEMICS
AND STUDENTS
ENGAGED

26

SPEAKERS

100%

participants **have expanded their knowledge** and understanding about deforestation issues

100%

participants found the face to face discussions shared by **journalists has helped them better-understand deforestation** and climate crisis better

94%

participants considered **forest loss and climate change as very important issues** for them, after joining the seminar

95%

participants said the **seminars contents have met their expectations**



Southeast Asia Outreach Program



Image: Sao Sreymao - Cambodia, 2022



Southeast Asia Outreach Program

PROJECT

#ShowMeYourTree Mekong Influencers Initiative

Where

Thailand, Cambodia and Myanmar

Target Audience

Influencers, content creators, youth

Specific Goal

Inspire and build a network of engaged youth and citizens working toward socially-sound rainforest conservation in the Mekong region through digital campaigns and the engagement of influencers and artists

Themes

- Big business and governments making money from community shared resources and turning a blind eye to the damage caused to environment
- Communities displaced by a gold mine in Myanmar
- Illegal poaching and logging in the Cardamom mountains of Cambodia
- Expulsion of Indigenous peoples from their ancestral lands in Thailand



Image: Sochenda Aok - Cambodia, 2022

The **#ShowMeYourTree** project covering the Mekong basin focused on the power of art and digital actions to engage people in forest protection. The project consisted of an art and social-media campaign where influencers created content around a tree/ forest area/eco-system that they have grown up with or have a deep connection to; artists, inspired by RJF / RIN reporting, brought these issues to life via multiple formats. The aim was to build an emotive platform where authentic anecdotes and memories lead the audience to feel more connected with the environment and more willing to act on its protection. In 2022, the main activities were communication training, digital campaigns, and art exhibitions.

RJF / RIN engaged as speakers

[Patchar Duangklad](#), [Anton Delgado](#),
[Daniel Grossman](#)

Additional RJF / RIN stories highlighted

[Sean Gallagher](#), [Andy Ball](#), and [Gerald Flynn](#)



Results

Communication training

Findings from an initial survey found that influencers in the region had very little knowledge about their home rainforests. A communications online training, with key environmental communication specialists and influencers, was organized; 150 people, attending two sessions, were curious to learn about rainforest issues and what actions they could take. As part of the learning process, a trip with content creators to Indigenous communities was also organized. The participants and community members exchanged their perspectives. After the return home the creators brainstormed ideas for the campaign on how to communicate key themes from RJF / RIN reporting, sharing their experiences and learning with the wider public.

#ShowMeYourTree online campaign

Aimed at youth, influencers, activists and curious members of the public who care about the region's rainforests but have few ways to show it. Content inspired by the campaign was produced from photos to reels to short films. The 77 social-media influencers who participated included Maria Poonlertlaps, **Miss Universe Thailand** (822K followers), and Tan Kimsour, **Cambodian environmental activist** (722K followers), as well as pre-school children who engaged in the campaign with more than 135 posts with a potential reach of 1.35 million people. Some of the most notable feedback: that people appreciate the opportunity to connect with a natural world that to many feels distant.

'Our Roots, Our Forest' Art exhibition

Cultural exhibition in Bangkok with 22 artists from the three Mekong countries included artworks inspired by RJF / RIN reports and was seen by thousands of people, from young students and families to tourists. **A virtual exhibition** was also launched in tandem with the in-person exhibition at searainforest.org

Pray for Prey

A Phnom Penh RJF/RIN-inspired **art exhibition** celebrating challenges and wins in the battle for conservation of Cambodian forests. The exhibition explored some of the most crucial topics for conservation in Cambodia including deforestation, illegal poaching and bushmeat trade, rural migration and the impact of land grabbing on Indigenous communities, biodiversity loss, as well as conservation efforts on some of the most endangered local species, such as the giant ibis, bantengs and pangolins. More than 20 artists, NGO workers, journalists and activists joined hands together in the exhibition. More than 100 secondary school pupils came to learn and engage with the exhibition as well as young locals.

An interesting impact from the art exhibitions was two organized fundraising dinners (Thailand & Cambodia) by the artists and collaborators, inspired by the stories of the Indigenous communities involved in the process of creating their art projects. The fundraising dinners supported both the Karen and Kouy Indigenous groups discussed in the Pulitzer reports.

Numbers

77

INFLUENCERS

135+

POSTS

2

INFLUENCER
TRAINING SESSIONS

170

ATTENDEES

53+

MEDIA COVERAGE

1.35m

POTENTIAL REACH

20+

ARTWORKS

2

ART EXHIBITIONS
IN 2 CITIES/
COUNTRIES

22

ARTISTS

Global Special Project Engaging at COP

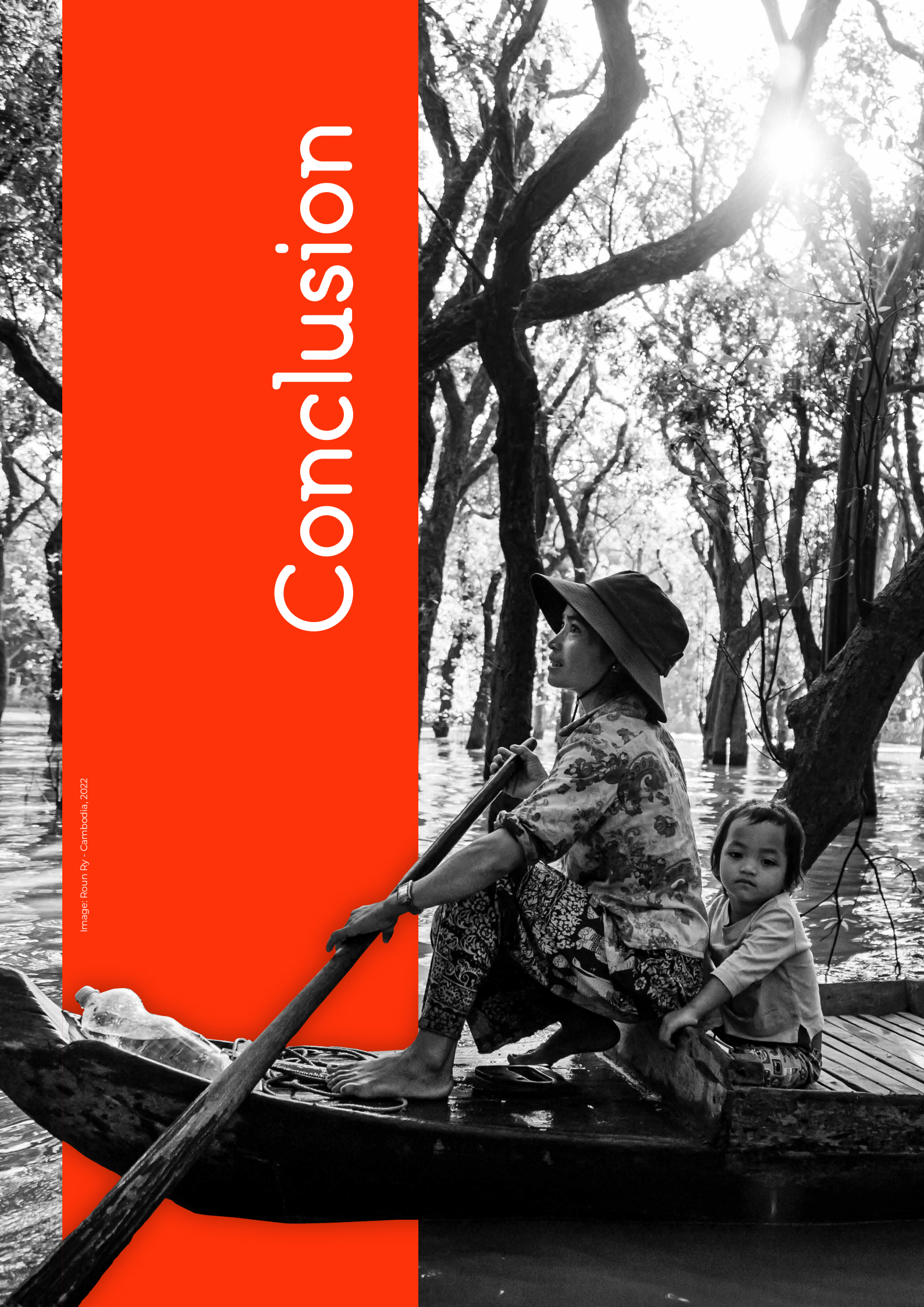
We joined the Global Landscapes Forum alongside COP 27 on November 11-12 in Egypt with a **highlight conference**, “From Climate Reporting to Climate Engagement.” The goal: Exploring the importance of journalism, education, and cross-sectoral outreach efforts in tackling climate change derived from rampant deforestation, the absence of Indigenous community safeguarding, and the ground-level consequences of carbon trading. This session showcased the power of rainforest journalism to inspire engagement and action by educational communities and civil-society groups to address the climate crisis in the global south, accelerating actions on climate goals as well as revealing social injustice in the process of climate-change reduction.

The session included Flora Pereira, IEO Director; Bagja Hidayat, Editor in Chief of Tempo and Forest Digest (and an RIN fellow), and Edilma Prada, Director of Agenda Propia (and an RJF grantee). It had 1,089 total session views with people attending from Perú, Colombia, Brazil, Kenya, and Egypt. More than 75% of the participants reported increased understanding of key topics related to conference themes.



Conclusion

Image: Roun Ry - Cambodia, 2022



Conclusion

In 2022, we were able to manage six regional projects, focusing on different audiences and with complementary results. All these projects were completed, with very concrete results. They showed us the diversity in ways of thinking; each of them was conceived and implemented according to the local reality. This was key for the overall success of our results.

The education projects were able to build impressive networking and the foundation of long-term projects in some regions with difficult working conditions, such as poor infrastructure, internet connection, logistical issues, etc. These achievements promote even better conditions for the continuation of the current projects and the construction of new projects in the near future. The outreach projects relied on creative techniques—digital and arts in general—which resulted in impressive results and mobilization. Likewise, with innovative approaches adapted to the needs of each location, the continuation of these projects will certainly be promising.

Our results show that whether our target audiences are children in the public schools in the DRC or the people visiting an art exhibition in Thailand, using RIN / RJF stories to encourage discussion of environmental issues resulted in impressive, successful outcomes. The IEO program underscores how RJF / RIN stories are remarkable connective tools, promoting conversation and dialogue among different sectors of society while furthering engagement and action in favor of all tropical forests in the world.

The IEO Team

Our team is composed of a director, six regional managers, and one administrative coordinator.



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International Education and Outreach Program

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Report



NICFI

Norway's
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Pulitzer Center

Rainforest
Investigations
Network

Rainforest
Journalism Fund

