



Global Forest Generation unites local leaders and their communities across national borders to bring lost and degraded forest ecosystems back to life.

We envision a growing movement – from remote villages to corporate boardrooms – keeping our earth habitable for future generations.

We envision empowered indigenous peoples at the forefront of this movement. While preserving their cultures through long-term stewardship of lands and waters, their ancestral wisdom of respecting nature and working together for the common good will serve as inspiration for the world.



## FROM THE CEO

## THE EARTHSHOT PRIZE

The impact of Global Forest Generation over the last year has been, in a word, remarkable. Our effort to bring people together to make lasting, multi-country ecosystem restoration a reality is being recognized in ways we could have never imagined.

At the end of our Fiscal Year, in late June 2023, we learned that our flagship initiative, *Acción Andina*, was one of 15 finalists for Prince William's Earthshot Prize. And just recently (in early November), *Acción Andina* won The Earthshot Prize to Protect and Restore Nature. The award recognizes the initiative as "one of the most inspiring and innovative environmental solutions to the greatest environmental challenges facing the planet."

While the awarding of the Prize occurred after the reporting period of this Annual Report, it's such an incredible honor that we can't contain our appreciation for this validation and must share the news. The honor extends to thousands of community collaborators across five countries, our donors, supporters, founders, and friends. There is no *Acción Andina* or Global Forest Generation without their tireless efforts and ongoing collaboration.

We are gratified to have come so far in a little over five years since GFG's founding. Since then, we have hired staff in conservation, development, communications, and operations. And while outside the timeframe of this report, we anticipate having planted 10 million trees by the end of our current field season (in March 2024).

Yet, we also feel the urgency to continue building a global restoration movement — across continents and cultures, with a clear focus on native ecosystems and local communities. The work we do now will lay the foundation, not only for the next five years but

the next century. One hundred years is what it may take for an ecosystem to fully restore, especially in remote mountain ecosystems, with fragile native habitats, extreme climates, and slow growth.

Additionally, ecosystem restoration is and must be a multigenerational effort. Most of our leaders for *Acción Andina* have not yet been born. Only by passing down mindset practices from one generation to the next can you enable real change.

Most critically, the necessary scale of *Acción Andina*, spreading across seven countries, thousands of communities and watersheds, and potentially involving millions of people, requires an enduring vision. Working with governments, changing harmful policies into favorable ones, creating the right financial mechanisms, and raising awareness in civil society will take several decades to mature. This is the true work of Global Forest Generation, and we are poised to implement initiatives across grand spatial and temporal scales.

By 2045, we aim to protect and restore one million hectares (almost 2.5 million acres) of high Andean, native forest ecosystems across seven countries. Much sooner, we intend to replicate our model of community-led restoration to other neglected but vitally important ecosystems. Such work can be daunting in the face of so much uncertainty about our planet. But in the words of Tino Aucca, quoted in a BBC article about our Earthshot Prize, we must begin: "It's a million trees, it's a million bits of hope, it's a million ways to open new doors."

And so we continue. We share with you updates, highlights, challenges, and stories that spotlight our work these past months, and over the past five years since our beginning. Thank you, always, for being part of our ecosystem of collaboration.





## OUR PRIORITIES

Global Forest Generation's long-term, continentalscale, community-led approach to restoration is guided by four pillars.

#### ♠ Local community support

We connect, unite, and support local leaders to sustain and grow their projects long-term. We facilitate proven conservation and restoration models, practices, and standards across all projects.

#### Program development and scaling

Grounded in science and research, we provide high-level strategic coordination of large-scale restoration partnerships by building and sharing sound practices in administration, monitoring, and communications.

#### **6** Enabling restoration finance

We create diverse, long-term funding streams to sustain and scale a local restoration economy.

#### Enabling global conversations

We forge strategic alliances and help shape the global conversation on restoration towards transformative actions.



## 5 YEAR ANNIVERSARY 2018 — 2023

lobal Forest Generation's incorporation as Ga nonprofit on June 29, 2018 was quickly followed by the launch of our first large-scale forest restoration initiative, Acción Andina and the arrival of our future CEO, Florent Kaiser. Acción Andina was co-founded and is co-led by GFG and Peruvian conservation nonprofit ECOAN (Asociación Ecosistemas Andinos) to protect and restore the critically important high Andean forest ecosystems spanning seven South American countries. Building upon ECOAN's almost 20-year history of successfully engaging local communities in forest stewardship, we envisioned uniting local leaders and their communities over the vast expanse of the Andes to achieve climate resilience and water security, while sustaining the last remaining high Andean cultures.

A little more than five years later — on November 7, 2023 — *Acción Andina* won Prince William's prestigious and transformational (we hope!) Earthshot Prize. While the award itself occurred shortly after the 2023 Fiscal Year, the challenging application process that made *Acción Andina* a viable Earthshot contender was an ongoing priority for GFG throughout most of the year.

## 5 Years,5 Major Milestones

On July 19, 2018 (just a week after GFG's inaugural Board meeting) our Andes Polylepis Forest Initiative was formally launched. Twenty-seven native forest restoration leaders from six Latin American countries (Colombia, Bolivia, Ecuador, Argentina, Chile, and Peru) representing nine organizations joined GFG founders for an introductory meeting in Cusco, Peru. It was hosted by ECOAN, the lead implementing partner for what would become Acción Andina. Since 2002, the leadership of ECOAN's President, Constantino Aucca, had been the catalyst for the communal planting of more than a million Polylepis trees, safeguarding some of the most important remaining forests. Participants spent three days together, sharing reforestation experiences. (Most became members of Acción Andina.)

The United States Internal Revenue
Service finally granted GFG our 501(c)3
status on April 10, 2019. Our application
was submitted on August 13, 2018 –
but not reviewed for eight months (an
extremely long, frustrating wait).

GFG Co-founder Constantino Aucca was named a UN Champion of the Earth (November 22, 2022. See story next page). The UN's highest environmental award honors "activists for their implementation of innovative ways to support nature's extraordinary capacities to regenerate."

GFG's total annual revenue increased more than 10 fold between 2018 and 2023. Fiscal Year July 1, 2018—June 30, 2019: USD \$511,831
Fiscal Year July 1, 2022—June 30, 2023: \$6.3+ million

More than 6.5 million native tree seedlings were planted by indigenous and local communities across the high Andes of Ecuador, Bolivia, Peru, Argentina, and Chile during the first five *Acción Andina* reforestation seasons.



## **PROFILE**



## CONSTANTINO AUCCA CHUTAS

**UN Champion of the Earth** 



Tino's proven model of community reforestation is the inspiration for *Acción Andina*, a 25-year initiative to protect and restore Andean forests. His particular focus on the restoration of ancient Polylepis forests in the Andes helps ensure water security for future generations. These unique highland trees capture and store freshwater, helping to protect against drought brought on by climate change.

Tino's conservation strategy includes creating longterm communal agreements that pair grassroots conservation stewardship with social and economic benefits for indigenous communities. These agreements, an innovation of Tino's, have become an integral conservation strategy in many countries.

One of Tino's remarkable achievements has been inspiring indigenous communities to reconnect with and apply their Inca ancestors' principles of "Ayni and Minka," a deep commitment to work together for the common good that enabled the Inca to build their empire. Tino, who is of Incan descent, says the Ayni and Minka spirit has resulted in enduring multigenerational relationships with the people growing and protecting native forests.

"Today I help you, and tomorrow you help me. And not just person to person or community to community, it is among the entire people," Tino said, as part of a speech he gave at the United Nations' Global Landscapes Forum in 2019. "These ancestral practices apply to all of us, not just those of us of Incan descent."

"We have long known what the rest of the world now knows. Tino is a true Champion of the Earth. Congratulations, Tino, for UN recognition of your decades of inspiring, on-the-ground conservation leadership!"

-Jim Brumm, Chair, GFG Board

-Leslie Danoff, Vice-Chair, GFG Board/Co-founder





The founders of Global Forest Generation recognized that sustained local leadership is critical for growing and protecting native forests — and that large—scale, successful forest restoration requires many more local leaders. Of course, experienced leaders must be able to depend upon long—term support to reach their potential. But as there are an insufficient number of existing conservation leaders, identifying new ones is critical.

It is gratifying to see brand-new, grassroots conservation leaders in action, and John Paredes and his wife, Alexandra Calero, are among those leaders. They established a tree nursery operation in Ecuador and have spent the past few years engaging fellow newcomers and some unlikely allies, including the military, to help reforest the Andes. We share their inspiring journey of becoming community organizers and conservation leaders.

#### From appliances to ecotourism

Born in Ecuador, John emigrated to Canada with his parents when he was five and lived there most of his life. With two college friends, he built a company selling major appliances, beginning in 1986 with the

first of 14 stores in Ontario. Eighteen years later, when he was 40, he decided to sell his share of the business, returning to his roots. (John had to relearn his native language in high school as well as during summer visits with his grandfather.)

Back in Ecuador, John started a family and an ecotourism business with his wife Alexandra (Alex). John and Alex's company, Andean Adventures, specializes in mountain biking and mountain climbing, primarily in Chimborazo National Park. (Chimborazo, Ecuador's tallest mountain at 6,268 m/20,564 ft, is a glacier-topped, inactive volcano in central Ecuador, south of Quito.)

In April 2019, when Tino Aucca, President of *Acción Andina*, met John and Alex during a trip to Ecuador, he recognized their potential and encouraged them to join the initiative. The Covid–19 pandemic caused the couple to shut down their ecotourism business. Instead, they immersed themselves in building their community reforestation project. *Acción Andina* quickly became a family passion, engaging their young daughter from the age of six.



John Paredes and Alexandra Calero in San Isidro de Patulu, Chimborazo Province, Ecuador. Photo by Wilton Alcivar

The couple were eager to build and stock tree nurseries on their farm in central Ecuador near Riobamba. As they knew many people in the surrounding villages, they quickly ramped up their community reforestation outreach.

#### The first tree-planting festival

In December 2019, John and Alex organized their first tree-planting ceremony. They were worried that no one would show up on that rainy, muddy Saturday morning, but worry gave way to astonishment. The turn-out exceeded their most optimistic hopes — three hundred people

enthusiastically planted 15,000 *Polylepis incana* seedlings and savored the big pig roast thank-you dinner that followed.

That first year, Andean Adventures planted almost 50,000 trees — increasing to 150,000 in 2020–2021; 200,000 in 2021–2022; and 250,000 in 2022–2023, reflecting growing community participation. Outreach by John and Alex to the surrounding indigenous communities during COVID–19 had a significant positive impact. Early in the pandemic, they had quickly mobilized to provide humanitarian



85-year-old grandfather, Manuel Caguana, insisted on hiking 8 km each way (10 miles round trip) through shin-deep mud to plant trees at an elevation of 3,900 m (12,800 ft) with his 12-year-old grandson, Puculpala, Chimborazo Province, Ecuador. November 2020. Photo by John Paredes

food kits to hundreds of families. "People were terrified by COVID-19. There was a shortage of supplies. Our neighbors were going hungry," John recalled.

Not only were the beneficiaries eager to show their appreciation, but as news of good deeds travels fast, many other communities contacted (and are continuing to contact)
John and Alex to ask how they can become part of Andean Adventures' community reforestation. They are highly motivated, as they understand the connection between healthy forests and water security. (John works with communities to build water catchment systems that can increase the availability of potable water.)

#### **Unlikely ally**

In October 2020, in parallel with engaging local communities, Alex and John enlisted the help of the



Soldiers are youth that come from the communities. For the locals and the communities, to see the Army with them, walking together and working together for the common goal – that doesn't need weapons, only hearts and passion – is the main dream of everybody.

-Tino Aucca, President of *Acción Andina* 



Ecuadorian Army. They were concerned about the logistical challenges of getting 40,000 seedlings and several hundred people up an 8 km (almost 5 mi.) road of mud to the planting site, so they asked a colonel they knew if he could provide trucks to augment the local forms of transport: horses, donkeys, and motorcycles.

For the military, it was an extraordinary opportunity to present itself to the people as something other than the oppressor. It was the one-year anniversary of massive riots in Ecuador that were crushed by the military. The soldiers who came to assist the tree planting were in full uniform. But instead of guns and batons, they brought 20 musicians from Ecuador's Army band to entertain the people in the early morning prior to the planting as well as to provide live music



Early morning Ecuadorian military band performance for community reforestation volunteers, Balcashi, Chimborazo Province, Ecuador. October 2020. Photo by John Paredes

for the dancing that was a highlight of the postplanting festive dinner.

The colonel himself helped peel potatoes that were part of the 492 plates of food that Andean Adventures prepared as a thank you to the community volunteers, ranging in age from 7 to 70.

The military brigade has broadened its service since its initial participation in October 2020 and now helps in the actual tree planting. But because the brigade commander has just a one-year appointment, John and Alex have had to successfully advocate annually for their community reforestation program in order to secure the commitment of each new commander. That job will be easier in future years as one of the most enthusiastic former brigade commanders has been promoted to general. (John's letter of appreciation to this former brigade commander was helpful, he learned, in expediting the promotion, a positive sign that the Ecuadorian Army, at the highest level, values its participation in the country's community reforestation efforts.)

Meaningful Andean Adventures' gestures of gratitude have also increased the bond with the brigade; for example, providing a much-needed saxophone, two trumpets, a tuba, and French horn to the military band; donating blankets and paint to the army base after a fire in a storage shed; and giving Polylepis plants to soldiers to plant around their base.

The leaders of Andean Adventures are demonstrating the potential for new grassroots leaders to recognize and make the most of opportunities to rapidly establish ties with their communities, simply by demonstrating empathy. It does not necessarily require years to build a foundation of trust. But beyond that impressive achievement, the most transformative consequence of John and Alex's leadership is their creative thinking in reaching out to their country's military. They are laying the foundation for a social movement that includes the military throughout Ecuador and beyond to regrow forests with the people.







# WELCOMING OUR NEW PARTNERS

**Germinar** is an Argentine environmental nonprofit, joining *Acción Andina* in Tucumán, northern Argentina. It has worked with one community this past reforestation season to build a nursery and plant 30,000 Polylepis trees.

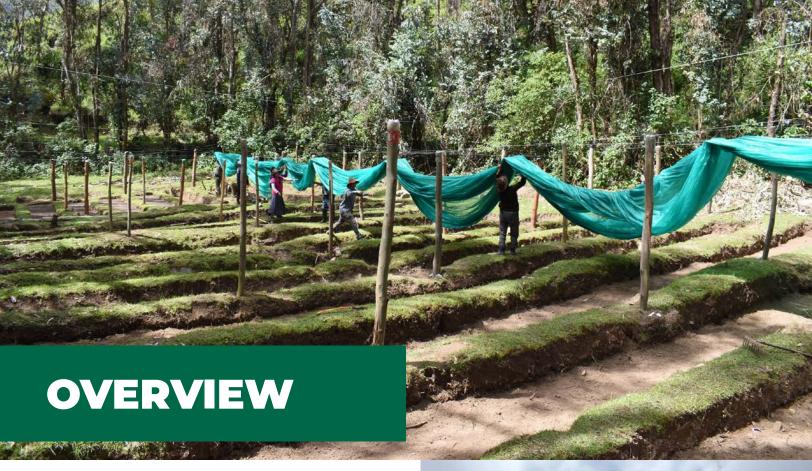


Instituto para la Conservación de Especies Amenazadas (ICEA) is a Peruvian nonprofit organization with a strong background in scientific research. It is implementing a project in Abancay, southern Peru, working with one community to build a nursery and initially plant 50,000 native trees.



**Fundación Bosques y Vida.** Government changes last year made the future of a Chilean-based partner uncertain. Because of these circumstances, Juan Ignacio founded Bosques y Vida with ECOAN and GFG support. It plans to plant 5,500 Polylepis trees and explore agrotourism opportunities with three local communities, as well as provide solar panels to a several families as a pilot.





uring the 2022-2023 Fiscal Year, Acción Andina completed its fifth implementation season in March 2023: 12 on-the-ground partners in Argentina, Bolivia, Ecuador, and Peru collectively grew and planted 2.7 million native trees. Acción Andina is organized and administered by 15-month seasons, from January through March of the following year, with a three month overlap each year. This means that Acción Andina also launched a new implementation contract for the 6th reforestation season this Fiscal Year, in January 2023. Fourteen local partners with 22 projects in five countries are expected to grow and plant a total of 3.4 million native trees by March 2024. To achieve this, all partners have worked to maintain and build new nurseries with local communities. Overall, thousands of people participated in Acción Andina reforestation events, from indigenous communities in Queuña Raymi tree-planting festivals in Peru and university students in Argentina, to volunteers from private businesses in Ecuador and military brigades in Ecuador and Bolivia.



# Key successes, benefits, challenges, and milestones

## **Fire Protection**

Forest fire management training has become an increasingly in-demand activity, as local communities are experiencing more forest fires in their landscapes. All *Acción Andina* partners have now incorporated forest protection activities into their projects, from establishing new protected areas to providing hands-on forest fire prevention and management training to local communities.

In Bolivia, a community participating in *Acción Andina* managed to help stop a forest fire from spreading and devastating a neighboring community thanks to the equipment and training volunteer firefighters received through local partner, Armonía. And in Peru, Conservación Amazónica (ACCA) outfitted three community fire brigades. Asociación Ecosistemas Andinos (ECOAN) involved 60 people from two communities in a workshop in Ccorca, over 120 people across two workshops in Vilcanota, and provided equipment to community brigades in Nor Yauyos-Cochas.



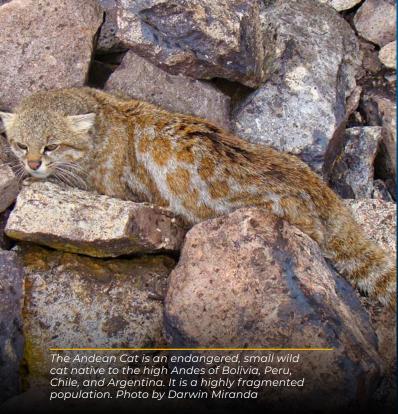
## **Biodiversity**

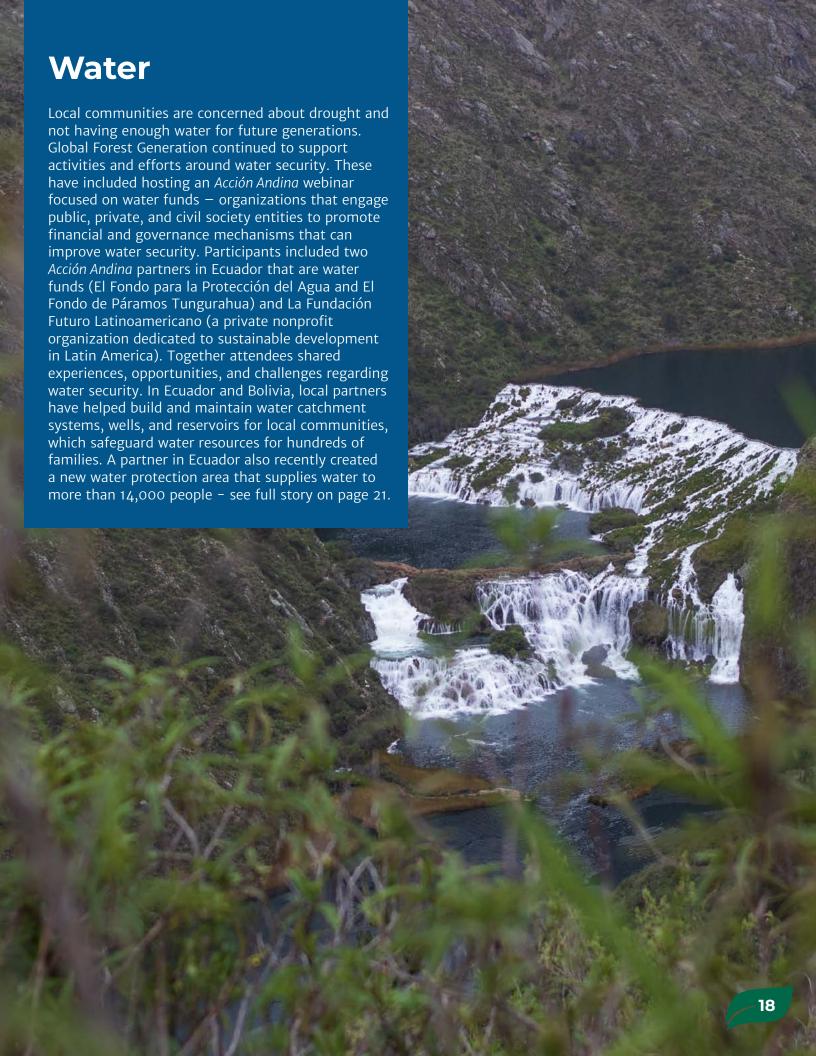
Our partners continue to focus on monitoring and protecting native wildlife. Fondo para la Protección del Agua (FONAG) in Ecuador and Fundación Bosques y Vida in Chile reported seeing pumas, while Aves y Conservación in Ecuador reported a new species of orchid. The Challabamba project (ACCA, Peru) protects the Andean Bear (also known as the Spectacled Bear, the only surviving species of bear native to South America). In terms of bird life, Andean Condors, one of the world's longest living birds, have been reported above Polylepis forests throughout all five Acción Andina countries. The Vilcanota Project (ECOAN, Peru) protects Ash-Breasted Tit-Tyrant, White-Browed Tit-Spinetail and Royal Cinclodes habitats. Mountain finches in both Bolivia (Cochabamba Mountain-Finch) and Argentina (Tucuman Mountain-Finch) are either vulnerable or in decline, and may be a future opportunity to focus conservation efforts. Polylepis trees themselves represent rich biodiversity. There are 45 known species, with some only having been recently discovered. Of those 45, Acción Andina is producing 15 species in their nurseries, in addition to 21 other species of native trees.

Ash Breasted Tit-Tyrant

An endangered, small flycatcher found in Peru and Bolivia, the Ash Breasted Tit-Tyrant inhabits Polylepis forest fragments. Photo by Fabrice Schmitt





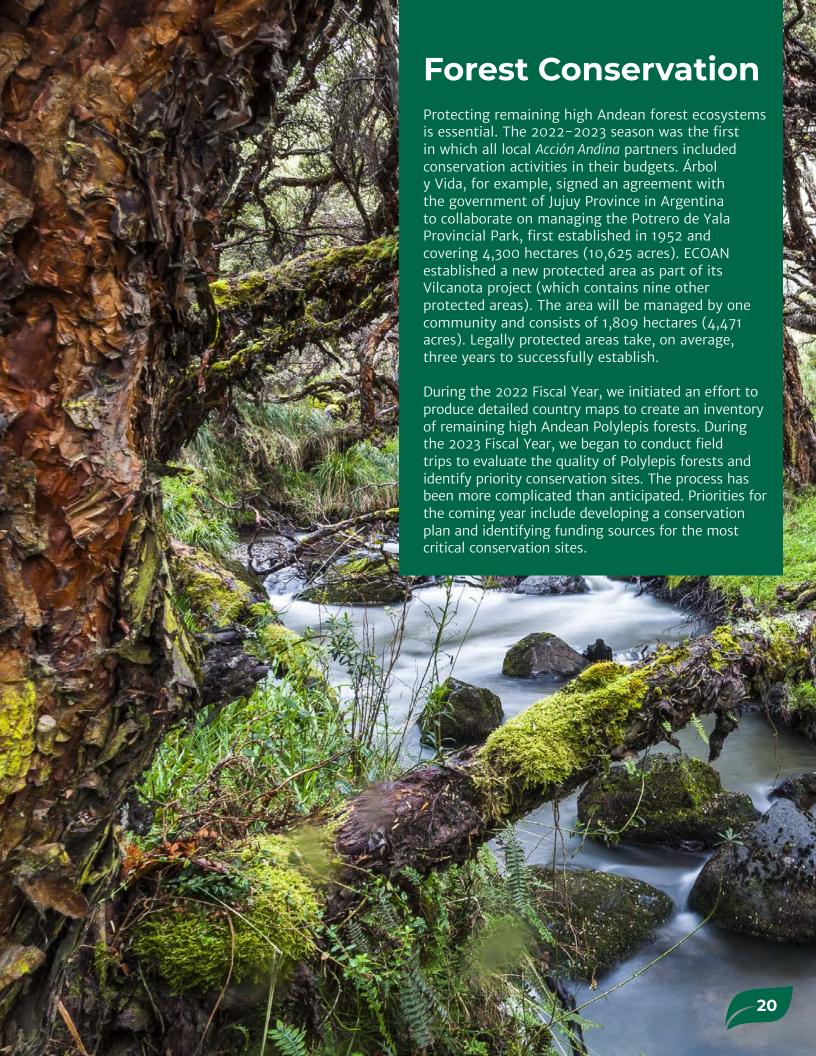




All Acción Andina partners engage with local community leaders, governments, and educational institutions: for example, signing agreements with communities to protect existing forests and reforestation sites, creating jobs, and providing training in community nurseries. For the 2022–23 season, USD \$354,734 was disbursed to 83 nursery technicians and part–time day laborers across the initiative. Partner organizations also participated in outreach and engagement activities for the broader public, such as field trips with primary and secondary school students, public events for Earth Day, and hands–on biodiversity and ecology workshops with hundreds of secondary and high school students.

Engagement activities also directly support educational opportunities for community members. While setting up efficient nursery sprinkler systems and conducting workshops on their use, Faunagua staff in Bolivia were approached by a group of women who expressed interest in participating but felt excluded because they could not read or write. Faunagua initiated a literacy program in Chiaraje, which was greeted with enthusiasm and gratitude, resulting in even greater support for the project.







GFG is strongly committed to fostering conservation and biodiversity protection efforts within the *Acción Andina* network of on-the-ground partners. A great example of this effort in Ecuador is the creation and management of the new Otavalo-Mojanda Water Protection Area, a process that has been supported by *Acción Andina* partner Aves y Conservación, the conservation nonprofit based in Quito that protects biodiversity, particularly birds and their habitats.

The Water Protection Area (known as an 'Area de Protección Hidrica – APH), was formally declared by Ecuador's Minister of the Environment in January 2023. It covers 1,836 hectares (4,538 acres) and includes 35 water sources supplying water to 14,330 people in Otavalo Canton in northern Ecuador.

The nearly 5,000 acres of the Water Protection Area encompasses one of the last



remnants of old-growth Andean forest in Ecuador's north-central Sierra mountains.

A management plan for this water protection area is being carried out with the support of several local organizations and will be implemented to ensure that this standing forest remains standing. The lands in the APH also include 1,077 hectares of páramo ecosystem (grasslands and shrubs on plateaus above the cloud forest) and two lagoons situated on top of an inactive volcano, previously declared a geopark by UNESCO and one of the province's main tourist attractions.

Aves y Conservación determined that restoring approximately 400 hectares of degraded or destroyed forest in the APH will connect patches of high Andean forest, improving watersheds and habitat for flora and fauna.

In 2022, Aves y Conservación carried out a biological survey to determine the biodiversity of the area, which was thought to provide habitat for mammals, including charismatic species like the endangered Spectacled Bear and Andean Fox; The survey

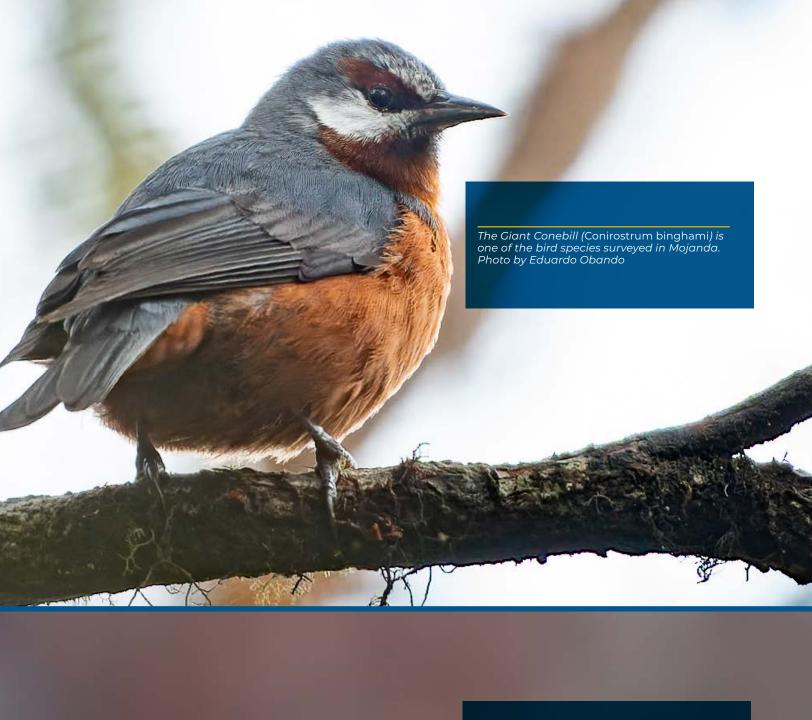
revealed 125 species of birds, of which four species are threatened at the national level, including the Andean Condor and Peregrine Falcon; 333 species of plants; and 12 species of amphibians, of which all are endemic and 42% at risk of extinction.

Mojanda is also a transit and resupply site for migratory birds (*Spatula discors*, *Calidris bairdii*, *Actitis macularius*, *Tringa melanoleuca*, *Setophaga fusca*). The survey also recorded the Blue–Mantled Thornbill (*Chalcostigma stanleyi*) and the Giant Conebill (*Conirostrum binghami*).

The most excting discovery was a species of orchid new to science, which is in the process of being described.













## **DONOR PARTNERSHIPS**

Donor support for ecosystem restoration not only directly contributes to successful local reforestation across vast landscapes. It is also critical for the administration of our programs, without which GFG cannot build these sustainable ecosystem restoration projects. We celebrate all of our donor collaborations, incuding:



#### **Jeniam Foundation**

Jeniam Foundation, a family foundation based in Connecticut, USA, has been supporting GFG since 2019. Jeniam Foundation provides targeted support in central

areas, such as accounting, fundraising, and management systems that are essential to an organization's operations and growth. The foundation's support of GFG over the last four years helped us make key improvements to management and planning processes for *Acción Andina*. This specialized form of assistance has raised confidence and credibility among other major supporters of the initiative, while increasing transparency and accountability throughout operations.



### Milkywire & Klarna

After jointly launching the Give One Initiative in 2021, Milkywire and Klarna remain steadfast supporters. Their investment in Acción Andina has allowed continued

quality implementation and growth across the initiative's 22 projects. Milkywire's technical expertise, together with its modern platform, facilitates streamlined reporting and communications. Their innovative technology has enabled GFG to showcase on-the-ground conservation efforts while engaging large companies such as Klarna to support nature-based solutions.

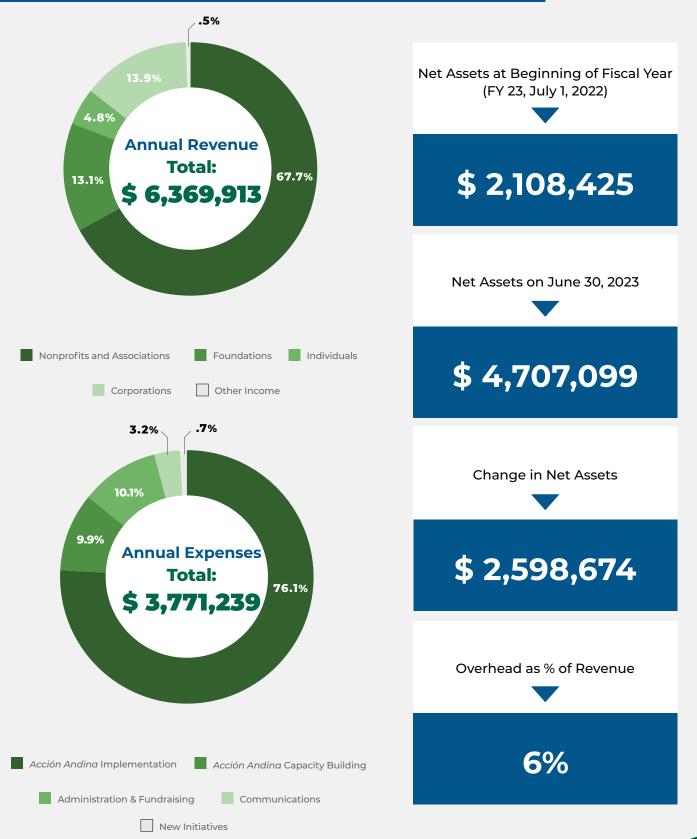
#### Salesforce



In early 2023, Salesforce nominated GFG and *Acción Andina* for The Earthshot Prize. GFG is honored to be building one of the largest ecosystem restoration initiatives alongside Salesforce, whose powerful brand and technology have helped to enhance and distinguish our mission. A major supporter since 2020, Salesforce continues to be an important champion of GFG and *Acción Andina*. In December 2022, Salesforce announced the Salesforce Accelerator for Nature, designed to help nonprofits explore and scale urgently-needed climate

solutions. GFG was included in the first cohort of four organizations to receive funding and technical guidance on key management systems. GFG is working closely with Salesforce and Vera Solutions to create project and reporting systems that will facilitate complex work across the *Acción Andina* network, increase efficiency and transparency, and help take nature-based solutions to scale.

## **REVENUE & EXPENSES**



## **WHO WE ARE**

#### **Board of Directors**

•

James Brumm (Dec. 2018 - )

Board Chair EVP & General Counsel (former) Mitsubishi International Corporation New York, NY



Leslie Danoff (July 2018 - )

Board Vice-Chair; Co-founder North Hero, VT



Miles Freeland (Oct. 2020 - June 2023)

VP Global Marketing Communications
PANGAIA



Kelly Grier (June 2023 - )

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David Harrison (Dec. 2021 - )

Radiologist Salem Radiology Consultants Salem, OR



Richard Lazarus (July 2018 - Dec. 2022)

Professor, Environmental Law Harvard Law School Cambridge, MA



Alberto Paniagua (June 2023 - )

CEO (former) Profonanpe Peruvian Trust Fund for Nat'l Parks & Protected Areas Lima, Peru



Shaun Paul (May 2021 - )

General Partner, Reinventure Capital Morelia, México

#### **SPECIAL THANKS TO**

**Alan Strasser** 

pro bono legal support

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**Anna Allen** 

Development Manager

**Stephanie Arellano** 

Conservation Program Officer

**Leslie Danoff** 

Co-founder & COO

**Jan Holloway** 

Administrative & HR Assistant

**Erin Lebbin** 

Senior Advisor

Kathleen McGibbon

**Development Officer** 

**Abby Metzger** 

Communications Director (since Sept. 2023)

**Wade Million** 

Communications Director

#### **Acción Andina**

**Constantino Aucca** 

Co-founder, GFG President, Acción Andina & FCOAN

**Ani Luna** 

Project Manager

**Darwin Miranda** 

GIS Analyst

**Jean Pierre Salguero** 

Communications Officer

**Adrián Torres** 

**Program Director** 

Ana Vaneza Hurtado

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Adventures

Page 12: FAB

Page 15: Nursery photo: ICEA; Man with tool: Ani Luna/ECOAN

Page 16: General fire photo: Wikimedia Commons

Page 18: ECOAN

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# REVERSING THE TIDE OF FOREST LOSS

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