

# WE ARE GUARDIANS

## Become A Guardian Action Toolkit

### THE FILM

We Are Guardians depicts the diverse group of Indigenous people who endeavor to save what is left of the Brazilian Amazon. The film dissects the economic drivers that fuel large-scale environmental destruction, while exposing the corruption and partisan politics that enable it. This is about more than just a feature film -- it's a movement. Our goal through the We Are Guardians impact campaign is to influence governments, corporations, and consumers to make choices that not only preserve and protect the Amazon and its peoples, but encourage its resilience and regeneration.

The documentary is directed by Indigenous activist Edivan Guajajara and environmental filmmakers Chelsea Greene and Rob Grobman. It was produced by Academy-Award winner Fisher Stevens. Leonardo DiCaprio recently joined the film as an executive producer.



[Watch Trailer](#)

# The Issue

Although Indigenous peoples comprise less than 5 percent of the world's population, they protect 80 percent of the Earth's biodiversity. Indigenous communities have made the Amazon their home for thousands of years. Nearly 400 distinct Indigenous peoples depend on the Amazon rainforest for their physical and cultural survival.



## The role of the Amazon in conservation

The Amazon Rainforest stands as an irreplaceable force in climate stabilization and biodiversity conservation. Spanning just 4 percent of the Earth's landmass, it nurtures a staggering  $\frac{1}{3}$  of the world's species and supplies  $\frac{1}{5}$  of Earth's freshwater. However, this ecological treasure faces an existential threat – relentless deforestation. In the past five decades, the Amazon has lost a devastating 20 percent of its once-pristine cover, teetering on the edge of a dangerous tipping point that could transform it into a barren savannah.

# Our Mission: FOR COMMUNITIES TO REFOREST THEIR MINDS

At the heart of our campaign lies a profound mission: to empower the unsung heroes of the Amazon: the Indigenous Forest Guardians. The We Are Guardians Impact Campaign aspires to be their steadfast ally, rallying global audiences to join us in preserving, protecting, and celebrating the Amazon Rainforest and its remarkable people. Together, we aim to fortify its resilience, inspire regeneration, and safeguard its legacy for generations to come.

## Our impact goals include:

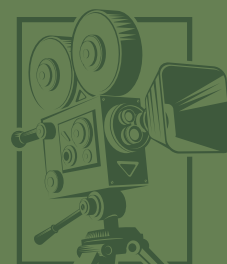
### SUPPORTING THE FOREST GUARDIANS



Help supply the Indigenous Forest Guardians with new technologies and resources to protect their land. We also want to help create sources of regenerative economy and support reforestation efforts within the Temb  and Guajajara territories.

### ORGANIZING A ROBUST SCREENING TOUR

Across Brazil, the US, and around the world with various festival and impact focused screenings.



### ADVOCATING FOR POLICY CHANGE



Spur lawmakers in Brazil, the US, and Europe to create legislation banning the importation of deforestation related products and shift corporate policy through strategically targeted screenings and actions with influential political and corporate entities.

### DEVELOPING STRATEGIC SHOULDER CONTENT

Create a series of short videos and behind-the-scenes content, produced in collaboration with M dia Ind gena and Indigenous filmmakers, to expand upon the topics discussed in the film. Through this content we want to continue to engage our audience and aid ongoing campaigns of our Indigenous and NGO partners.



### EXPANDING THE WORK OF OUR NGO PARTNERS



We want to highlight and help build upon the work of our NGO partners who are involved in reforestation efforts and establishing regenerative economies. These initiatives greatly impact the rural, non-indigenous communities of the Amazon, who otherwise depend upon harmful extractive industry and mainstream agribusiness for their livelihoods.



# How Can YOU Help?

Whether you have just thirty seconds, five minutes, or would like to get more involved, you can lend a hand in saving the Amazon. We strongly believe that financial constraints and busy schedules shouldn't hinder anyone from joining the battle against deforestation, which is precisely why we offer various ways for people to contribute and become guardians of the Amazon rainforest. We have thoroughly researched each option below to make sure that these options actually help the Amazon so you don't have to.

## UNDER ONE MINUTE

### [Sign Mighty Earth's petition to JBS](#)

Agricultural expansion to rear cattle or to grow soy to feed farm animals is the biggest driver of deforestation in the Amazon and the Cerrado, harming Indigenous and local communities and decimating wildlife populations.

Tell JBS - the world's largest meat processing company - to cut ties with suppliers that are deforesting the Brazilian Amazon.



### [Sign Amazon Watch's petition to keep mining out of the Amazon](#)

Amazon Watch's report [Complicity in Destruction IV](#) reveals that mining giants with well-known track records of devastation and rights violations are eyeing Indigenous lands and other protected areas in the Amazon.

Sign the petition to keep mining companies out of the Amazon and Indigenous lands. Speak out against them and their investors.





# UNDER ONE MINUTE

Follow our Instagram channel and keep up-to-date on our impact campaign and other ways to help!



Follow our partners on social media to stay up to date on new impact campaigns and petitions

IF NOT US  
THEN WHO?

RANDOM  
GOOD



MIGHTY EARTH



Global Canopy



GREENPEACE

AVAAZ  
THE WORLD IN ACTION



The Nature  
Conservancy



# UNDER FIVE MINUTES

## Donate directly to the Guardians

The Temb  and Guajajara forest guardians make routine surveillance missions of their land on foot, by motorcycle, and by boat, but they need support in the form of supplies, food, and equipment to continue their work in best and most effective way.

**These Guardians have immediate needs to continue their work, such as equipment, resources and training. Your donations will directly support the direct needs of these Forest Guardians.**



## Stand with Survival International and help protect the uncontacted Aw  peoples

In some of the most remote reaches of the globe, uncontacted tribes continue to live without electricity, grocery stores, and any of the other conveniences of modern life that the rest of us take for granted.

The Aw  are currently the most threatened Indigenous group in the world.

Over the years, the Aw  tribe has lived under constant threat of being pushed out of their home in the Amazon, so they have learned to be invisible. They need your support.



**Send an email to the Brazilian government to urge them to support the Forest Guardians and evict the illegal loggers that are destroying their forest home and their uncontacted Aw  relatives.**



# UNDER FIVE MINUTES

## **Become a social media ambassador**

Social media has the power to engage people, influence policy decisions, and create movements of change every day. Urge your family and friends to spread awareness about the film and the issues surrounding the film.

**Use this in-depth social media guide for sample copy and more info to get started.**



## **Explore stories and information about the rainforests and their critical importance to Indigenous People, our climate, and health through Monga Bay**

Mongabay is an independent, nonprofit media organization reporting on nature and planetary challenges with a global network of local journalists. Mongabay serves a diverse audience by providing free access to news and information in numerous languages and formats to address knowledge gaps and improve transparency.

By revealing the evidence of ecosystem destruction and its consequences for people worldwide, Mongabay creates opportunities to hold those responsible accountable.



# DIVE DEEPER

## [Learn about the companies behind the burning of the Amazon](#)

The incentive for the destruction of the Amazon comes from large-scale international meat and soy animal feed companies like JBS and Cargill, and global brands like Stop & Shop, Costco, McDonald's, Walmart/Asda, and Sysco that buy from them and sell to the public.

**It is these companies that are creating the international demand that finances the fires and deforestation. Learn more.**

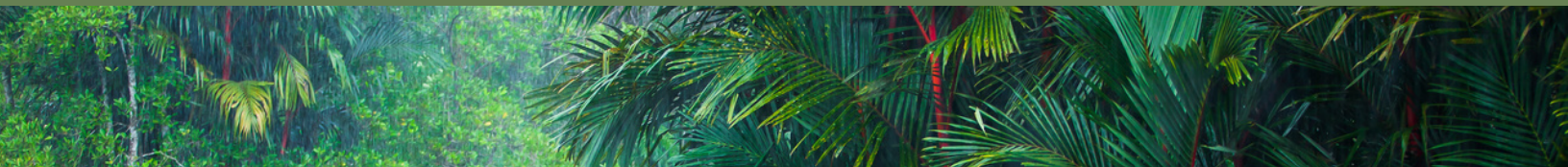


## [Read about the biggest destroyers: JBS and Cargill](#)

JBS, a Brazilian-owned beef company, is linked to 42,538 hectares of conversion – an area about half the size of New York City. Nearly 50% of this clearance represents possible illegal clearance under Brazilian law. Cargill, the largest privately held company in the US and major soy trader, is connected to mega-farms that have cleared 61,260 hectares in Brazil's Amazon and Cerrado – an area about the size of Chicago.



**Read more about their activities in the Amazon and how you can help.**





# DIVE DEEPER

## **Find out about corporate funding behind the agribusiness lobby in Brazil**

Behind closed doors, the agribusiness lobby in Brazil is funded by shockingly large corporations.

**Learn about the role of multinational companies in the funding chain of an agribusiness think tank called Pensar Agro Institute.**



## **Find out which banks are financing deforestation**

Major European and U.S. banks pose high risk of funding corruption, environmental harms, and human rights violations in the Amazon basin. These banks have relationships with fossil fuel companies and traders, which also contribute to the climate emergency. These banks have policies with loopholes that allow money to flow to companies involved in activities such as oil expansion, deforestation, pollution, corruption, and the violation of Indigenous peoples' rights.



**Learn which banks finance deforestation so that you can help educate others and divest from deforestation.**





## Divest from deforestation

Discovering the large banks and companies that support deforestation might come as a shock, but there are simple steps you can take to realign your financial choices with your values. Divesting can be as straightforward as switching banks or stock.

**Join the movement and learn how you can effortlessly divest from deforestation!**



## Find 'green banks' in your area

As a climate-conscious consumer, it's crucial to consider the environmental impact of where you store your money. Your funds are often used to finance projects that can harm or benefit the planet, making it vital to align your banking choices with your values.

**To assist you in making sustainable banking decisions, follow the link above to find a list of financial institutions dedicated to offering eco-friendly services.**





# DIVE DEEPER

## Make lifestyle changes to save the rainforest

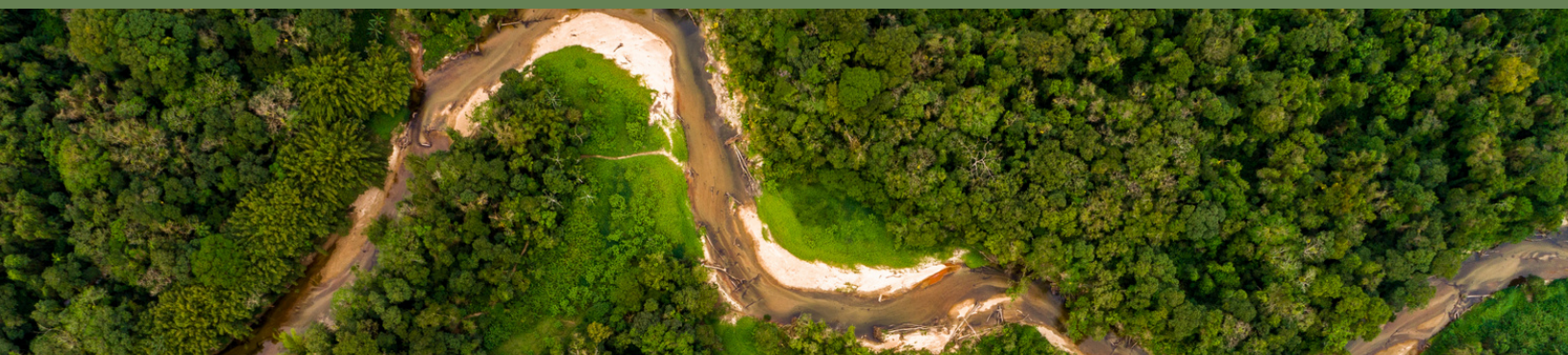
Wondering how you can make a difference in preserving the rainforest? Surprisingly, there are numerous actions you can take, regardless of your geographical proximity! The choices we make in terms of consumption, the causes we endorse, and the influence we wield with our voices can have profound effects that extend far beyond our immediate surroundings.



**Join us and make a stand! Vote with your dollar without spending a dime.**

## Global Canopy Placeholder

How you can make a difference in pr consumption, the causes we endorse, and the influence we wield with our voices can have profound effects that extend far beyond our immediate surroundings.





# DIVE DEEPER

## Are you a teacher?

Are you a teacher? Rainforest Trust offers rainforest-themed lesson plans for K-12 covering topics such as the global benefits of tropical ecosystems, biodiversity and the connection between rainforest and climate change.

Use these free lessons to educate your students about the importance of rainforest ecosystems and the urgent need to protect them.

